



The Number One Reason Why You Must Trade Links and Proven Strategies To Get Started Today

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A study in December 2000 by Stat Market has concluded that trading links is eight times more effective at driving traffic to your site than the search engines are.

"search engines account for 6.86 percent of global referrals while Internet links accounted for 46.13 percent"

Since the release of the first edition of this report I have discovered that the conclusion from this study may not be very accurate at all. There is an article online that discusses the possible flaws in the research methods used to draw this conclusion. It is located at: <http://www.cancham.com.ph/chimo/feb02/insights.htm#web>

However, I believe that when people find you through search engines, they still arrive at your site by clicking on the link from the search engine's result pages. So ultimately no matter how you look at it, links are the key to traffic to your web site.

The most common goals of all website owners is to increase traffic. There are numerous methods to acquire traffic but not all are proven to work effectively. Furthermore, of the effective methods available, some work for certain sites and they don't work for others.

What will work depends on a site's target audience. This report focuses on getting targeted traffic to your site by negotiating inbound links from other sites.

Negotiating a link from another site can be done through what is known as a link trade or more commonly referred to as **reciprocal links**.

Trading links is simple right?

The concept of trading links is easy to understand. Basically it is a matter of contacting other web site owners, usually via email, and asking if they would trade links with you, then adding their link to your site and they do the same for you. However, there are several factors to consider and prepare for before actually contacting the sites you would like to trade links with.

If done properly its rather effective and efficient. You obtain increased traffic, increased search engine rankings, increased chances of getting indexed free by pay submission or pay for inclusion search engines, and you network with other sites owners, just as business people do offline. You will get all these benefits of trading links when done with proper strategy.

What Are The Proper Strategies That You Need To Know?

Several issues are involved that focus on details that experienced web developers understand and many guard with a passion.

This report is going to show you exactly how to trade links properly, offer many tips and resources, and help you avoid poor choices of sites to trade links with. This will save you time because you won't have to learn on your own by trial and error. You are also going to get easy to follow steps on how to determine the best sites to contact and negotiate a link trade with.

Overall, with the help of this report you will be able to devise a reciprocal linking strategy and succeed at driving traffic to your site, get you noticed, and boost your sites search engine rankings.

Note: The statistic at the beginning of this report states that links account for more traffic than the search engines do is true for most sites in my opinion. The reason is that most sites do not come up in the top 10 to 20 results in the search engine rankings. If a site has been "optimized" to come up in the top results then the statistic above may not apply and the web site could get as much or even more traffic from a top ranking. Trading links following the methods in this report will help play a role in boosting your search engine rankings and traffic. I would suggest following the link trading information in this report and also find other resources to improve the search engine optimization of your web site

Also note that trading links is not the only way to build links that point to your site. But that is a topic for another discussion. Ultimately, building links towards your site via reciprocal links and search engine optimization of your site is a good place to start.

For more information on Search Engine Optimizations see:
www.aj2000.com/seo.htm

Let us return our focus to trading links and...

What Are The Three Reasons That Trading Links Increases Traffic?

There are three major and important ways trading links increases traffic to your site. First, each link pointing to your site opens a new gateway for people to find you as they surf the web. Second, trading links gives you better chances of getting listed in paid submission search engines for free. Third, when ranking your site, the search engines do link analysis as part of their algorithms. Your search engine rankings and link analysis score increases proportionally as the number of relevant quality links back to your site increases. Each of these reasons will be examined in more detail. Starting with...

Reason #1: A New Gateway for Traffic To Your Web Site

Obviously, each link you trade with another site opens a new gateway for traffic to your site. In fact, Cyber Robotics states that:

“One good reciprocal link can give you the same traffic as a major search engine.”

Cyber Robotics created an intelligent, Internet robot that automates much of the work involved with building a link directory and creating reciprocal links. You may want to consider using this software yourself or others like it. But is it worth it?

Personally, I don't recommend my clients use this type of software because most use it improperly, to send out automated emails requesting a link trade, which has been confused by some as Spam. Spam is unsolicited email and can really damage your credibility. Furthermore, the automated email it sends out requesting a link trade is usually generic and impersonalized. An impersonalized email will decrease the chances of another Webmaster agreeing to trade links with you. If you do choose to use a program like this, then I suggest taking time to utilize the personalization email feature of these programs if it is available. Zeus is one program that does have a personalization feature for the email.

The creator of Zeus, David Notestien, says:

“A common misconception about Zeus is that he sends email automatically, without supervision, as he travels throughout the Internet. This is not true. Zeus shows you each

website he finds, allowing you to explore it and make a decision whether you wish to include it's listing into your Link Directory. He then allows you to personalize the reciprocal link request that he will send to the email address you select. The email MailMerge feature also allows Zeus to automatically include each website's unique information, from his database, into the body of your email to further personalize your message.”

Resource: For more information on Automatic Link Generator Software programs like Zeus, including product reviews, the pros and cons, and a debate between David Notestein, creator of Zeus, and Eric Ward, President of NetPost who is best known for as the person behind the original Linking Campaign for Amazon.com, visit:

www.aj2000.com/autolinking.htm

Whether or not you want to use software to help automate some of your link trading tasks is up to you. However, one thing is certain...

Every link you trade will open a new gateway of traffic to your web site.

Reason #2: Free Listings in Paid For Inclusion and Paid Submission Search Engines

Search engine spiders (also called web crawlers, robots or bots) are continually searching the web, following links they find and automatically indexing the web pages they are led to into search engines. Trading links will increase your chances of getting found and indexed by these web crawlers.

Some of these web crawlers belong to Search Engines that will consider listing your site through a paid for inclusion program (like Inktomi) or paid for submission (like LookSmart). If they find your page and index you through an inbound link then you can save yourself a lot of money. Examples of paid submission search engines include Yahoo, and LookSmart. An example of a paid for inclusion search engine would be Inktomi.

Note: There is a difference between paid submission and pay for inclusion search engines. A paid submission search engine does not guarantee your site will be listed in their directory. They only guarantee that they will quickly review your submission. If it is acceptable, with respect to their terms and conditions, then they will list it. If not then they won't list the site. A paid for inclusion search engine guarantees that they will accept your submission and list it into their index.

For a very detailed and easy to understand explanation of the difference between paid submission and paid inclusion search engines see:

www.aj2000.com/pay_searchengines.htm

By trading links you are increasing the chances that a spider associated with a pay for

inclusion or pay for submission search engine will find your site. This will get your pages displayed in their search results for free. Saving money by getting indexed free is especially important if you have a limited or no search engine marketing budget.

Some of the big search engines like Yahoo will allow you to submit non commercial sites for free but charge a hefty fee for them to even consider your site if it is commercial. For home based and small to medium sized businesses the price they charge may be out of the question. For example, Yahoo charges a non refundable \$299.00 USD to have your site submitted for consideration and it does not guarantee your site will be listed.

At this time Yahoo does not have its own indexing spider but currently uses results from Google, and that may soon change as they have purchased Inktomi. If a spider from Google or Inktomi finds you then you may get indexed by them and possibly appear in Yahoo's search results. And best of all you get away without having to pay Yahoo for their submission service.

Note: Yahoo and LookSmart are pay for submission directories maintained by humans. Listings in these directories are done by humans. They don't use spiders to index pages in their directories. So you can't expect to be found and indexed via links in their actual directory listings. However, you should still trade links because these directories return search results that are provided by other search engines. For example, Yahoo at the time of this writing delivers results from Google, and by the time this report is published they should have switched to Inktomi results. LookSmart also provides search results from Inktomi and may be switching to WiseNut soon as a provider of search results.

Thus, trading links and getting found and indexed by Google, Inktomi, and other search engines is a good idea because the current trend is for the larger pay for submission directories to return listing results from other spider based search engines.

TIP: *Not all links are created equal. Search engines use link analysis as part of their ranking algorithms. Things they look for are link popularity, link strength, PageRank, and significance of the site linking to you (these topics will be discussed shortly). For this reason, I would recommend that you get listed in popular places like the following:*

The Open Directory Project (www.dmoz.org), Yahoo.com, and LookSmart.com

The Open Directory Project is free to get listed in, while the other two are fee based. Getting listed and linked to from one of these places, in the appropriate category for your site, will give you a big boost in your link analysis score as an inbound link from them is perceived as more valuable by the other search engines when determining your rankings in their listings.

Side Note on The Open Directory Project: Many people I have communicated with

have had trouble submitting their sites to ODP when using certain versions of Internet Explorer. From what I understand it may have to do with the way ODP set up their submission forms. It is possible that ODP has used a set up that prevents automated submission software from submitting to their directory. They have neither confirmed nor denied this but this is what I suspect is the case. Somehow this is interfering with hand submissions made with some versions of Microsoft Internet Explorer. Here is what the error will look like if ODP doesn't accept your submission:

Sorry, we could not determine your IP address for this submission. This may be because your browser or ISP has cached the previous page. Your submission has been redirected to the misplaced submissions folder. We apologize for the inconvenience.

If this happens to you then I suggest that you submit to ODP using Netscape Navigator or try a different version of Internet Explorer. This will fix the submission problem and should get you a highly valued link from ODP. With a link from there, and other sites you trade links with, the odds are in your favor that a spider searching the web that is associated with a paid submission or pay for inclusion search engine will find you and get you listed for free. A definite bonus if you don't have a search engine marketing budget.

Clearly then, If you have a limited or no budget for search engine marketing, then trading links is worth its weight in gold considering you could get listed in paid submission search engines and paid inclusion search engine listings for free.

Another way trading links increases traffic is...

Reason #3: Improved Link Analysis Scores That Boost Search Engine Rankings

Several factors are taken into consideration by the search engines when determining what position your site ranks, Link popularity is one of these factors. Link popularity is a measure of the number of web sites that are linking to your site. I consider Link Popularity to be a loosely used term, but the fundamentals are covered in a special e-marketing report called: Topic Distillation by Mike Grehan. You can find this report, tutorials on how to check your link popularity, and resources where to enter your web site address into link popularity checkers at:

www.aj2000.com/linkpopularity.htm

In the past few years Internet Marketers focused on building a large number of inbound links from just about any site. That was a successful approach at increasing traffic and link popularity. The problem was you were attracting untargeted traffic and the non related sites linking to you provided a bad experience for web surfers. In other words, these were poor Quality Links that attracted untargeted traffic.

Note: Currently search engines look at a lot more than just link popularity. So don't make the mistake of getting linked from any site you can find.

Today search engine algorithms analyze Link Quality. This analyzes, among other things, link popularity, link strength (the value of a link to your site based on how well the page

linking to you is perceived by search engines), the actual text in the link pointing to your site (called anchor text), and the relevancy of the content of sites linking to you. Relevancy is partly based on how closely related the content on your site is to the site linking to yours is. One way this is done is by examining keywords related to your site from the site linking to yours. Link Strength is based partly on how much authority a site has in your subject area. Link Strength will be discussed in more detail shortly.

In my opinion a general way to get an idea of how well a web page does in its algorithm scores is by using The Google Toolbar which shows the PageRank score for each web page you visit.

You can get the Google Toolbar for free at:
<http://toolbar.google.com/>

Tip: The Google Toolbar will show you the PageRank of every page you visit on a scale of 0 to 10. Sites with a rank of 4 or more may be worth trading links with, and those with 7 or more are considered to be top quality and are the ones you should set your sites on trading with.

IMPORTANT ISSUE: Increased rankings in the search engines is not about the number of links pointing to your site (link popularity) but it's also about quality sites linking back to you balanced with Link Popularity that counts.

Tip: It is sometimes better to have only 10 links to your site from sites with a high PageRank and a top 10 search engine ranking for a keyword search relevant to your site, than it is to have 500 links from website's that have non related content or are listed in the last 100,000 search engine listings and have a poor PageRank. Personally, I would rather have 10 links from high ranking, significant, content related sites than 1000 links from non related sites that rank poorly in the search engines.

An Explanation of Google PageRank

According to an overview of PageRank on Google's site:

“PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important.”

The complete overview from Google, general and detailed information, and other resources related to this subject can be found at:
www.aj2000.com/googlepagerank.htm

Without question the strategy prior to 2002 of trading links with as many web sites as

possible to increase link popularity has fallen out of favor because that doesn't always provide Quality Links. Furthermore, it doesn't help with bringing in targeted traffic or higher search engine rankings. It does work if you trade links with as many sites as possible that are relevant to your site and that the search engines perceive as valuable resources.

Clearly then, trading links while keeping link quality and link popularity in mind will definitely help boost your search engine link analysis scores and rankings bringing in more traffic to your site.

The bottom line is that link strength is the key but...

What Exactly is Link Strength?

At this point I would like to discuss Link Strength of pages that link back to you. Once again I will stress that not all links are created equal. The search engines will place a higher value on some links back to your site than others based on how highly perceived the web page is in the eyes of the search engines. The higher a value placed on the link (and web page linking to you) the greater the Link Strength.

Link Strength value is determined by the link relationship analysis done as part of the search engine algorithm. The exact nature of how link strength is calculated has been investigated heavily in "PageRank Uncovered" written and theorized by search engine experts Chirs Ridings and Mike Shishigin. To find out more about this report and where it can be found visit:

www.aj2000.com/googlepagerank.htm

Four methods can be used to roughly determine the link strength a web page can offer you. Using one of these methods on its own is a poor method of determining link strength. However, by using all four methods below in combination will give you an idea of how much link strength a web page can offer you.

Let Us Examine Several Methods of Determining Link Strength Starting With...

Method #1: Top Search Engine Rankings For Web Sites Related To Your Keywords

The first way to roughly determine link strength is to base it on pages that come up in the top 10 to 30 rankings for searches on your keyword. Simply go to several of the popular search engines and type in your keyword. Then visit each site that comes up in the top 10 to 30 results. Make note of each site and its URL if it looks like a site you would like to trade links with. Also make note of something you liked about the site so you can compliment the owner later when you contact them. Keep this list handy and use the rest of the methods of determining link strength to decide on whether or not to contact the site and request a link trade.

The next way to determine a web page's link strength is by using...

Method #2: Pages With Google Toolbar PageRank Scores Greater Than 7

A second way to roughly determine a page's link strength is to check its Google Toolbar PageRank rating. Anything over 7 would be considered excellent, while sites with a PageRank of 4 or more may be worth trading links with as well.

Note: The Google Toolbar PageRank rating has been recently criticized as not being as valuable of an indicator for a web page's strength as it used to be in the past. For more information visit:

www.aj2000.com/googlepagerank.htm

A third way to determine link strength is to follow...

Method #3: Less Links Means More Strength

A third possible indicator of link strength is the amount of links a page has. There has been debate among Search Engine Experts that by Page ABC linking to Page XYZ, that Page ABC is Pushing Rank to Page XYZ. Also it is thought that a page only has a set amount of rank it can distribute to other pages. The less links on a page (meaning the less pages it gives rank too) the stronger the link strength of those links. The theory is the algorithms will look at pages with fewer links as pushing stronger PageRank to the pages it does link too. How true this is has not been confirmed but from my research and that of highly credible experts and their detailed testing it appears to be the case.

Note: All links on the page should be considered. This includes outbound links to other web sites / domains, and on site links to pages within the same domain or web site. This related to a web sites Internal and External Link Architecture. Find out more about internal and external linking from the experts at Top Site Listings in their Google PageRank Optimization Strategies report, follow the link to this report from:

www.aj2000.com/googlepagerank.htm

In order to clarify what is meant by pages with fewer links pushing more rank to the pages they link to, think about the following: Suppose a page on your web site has 5 outbound links to 5 other pages and 1 link is to a page on web site ABC.

Now say you removed 1 of the links to the other pages, then the PageRank being passed from your link to the page on web site ABC would increase.

If you added 5 more outbound links to the page on your site, then the PageRank being passed to the page on web site ABC by your link to it would decrease.

So when determining which site to trade links with consider how many links (both to pages on other sites and to pages on their own site) they have on the page they will be linking to you from. The less links on their page, the greater the link strength that is offered to you.

A final way to determine Link Strength is to follow...

Method #4: Look For Web Sites That Have High Rankings From Alexa

A fourth way to roughly determine a pages link strength is look at how high the site ranks using the Alexa Toolbar.

Tip: The Alexa Toolbar can be used to determine a sites rank based on the amount of traffic it receives. This toolbar will give higher rankings to sites as the amount of traffic to it increases. Coming up in this report is an excerpt from "The Google Rankings Secrets Revealed Guide" that shows you a specific step by step method on how to use the Alexa Toolbar, the Google Toolbar, and a free program called WebFerret to find the most "prestigious" sites to trade links with.

I believe that the search engine algorithms take some of the factors, discussed in the four above methods of determining link strength, into consideration for the calculation of link strength. Of course there are other factors that search engines consider too. Knowing all of the factors involved, let alone focusing on all of them would be almost impossible and highly time consuming task. Furthermore, using the four methods alone can be a fairly time consuming task depending on how many sites you want to investigate. Personally, I would recommend keeping the four methods above in mind to help take advantage of search engine link analysis algorithms and determining what sites you should trade links with.

Note: Don't let the thought of organizing the above methods of determining link strength and putting them into a plan that you can implement overwhelm you. This has been taken care of for you. Later in this report you will learn a step by step formula that is designed to easily find sites to trade links with and that offer good link strength to you.

In summary we have discovered that the three main reasons to trade links are:

- **A New Gateway for Traffic to Your Web Site**
- **Improved Link Analysis Scores that Boost Your Search Engine Rankings**

- **Getting Listed in Paid Submission Search Engines, like Yahoo and LookSmart for Free.**

A brief look at determining link strength was also introduced which leads us to...

What Sites Should You Trade Links With?

Basically, you want to trade with sites that will offer higher Link Strength when pointing back to your site. Something you should also keep in mind is your web surfers. Will the links you provide be of use to them and will the sites linking back to you be of use to the users coming from that site. If not you are risking your credibility, search engine rankings, and attracting untargeted visitors.

Remember: Quality links are more important than the quantity of links pointing to your site, both for web surfers and ranking well in the search engines. The main reason that this is important to Search Engines is because linking between relevant sites helps them to provide a relevant list of result pages to web surfers. For this reason link analysis plays a significant role in many of the major search engines ranking algorithms.

The ideal situation is to get as many links as possible that are quality links. By building quality inbound links to your site you will improve how well your pages do in link analysis systems. Remember its not about getting links from anywhere, it's about getting links from good web pages that are related to the topic of your web site. In a nutshell it's about getting links from pages that will offer high link strength. This will increase your link algorithm scores, provide excellent resources for web surfers and at the same time preserve your credibility.

What Sites Are “Prestigious” Enough To Trade Links With?

To determine what sites are prestigious enough to trade links take the four methods of estimating link strength into consideration. Also be sure to trade with sites that have related content to your site. Doing this may seem like an overwhelming task. Fortunately, Grant Neilson's guide, *“Google Ranking Secrets Revealed!”*, has an easy to follow step by step formula for accomplishing such a task entitled “Finding Web Sites Using WebFerret”.

Note: Grant Neilson has given permission to publish the following excerpt from his 24-page guide called “Google Ranking Secrets Revealed!”. This eBook contains a simple step-by-step guide that anyone can follow to get a top 20 ranking for their web site on Google... GUARANTEED. To read the rest of this eBook, make sure you visit: www.aj2000.com/google_optimization.htm

Finding Web Sites Using WebFerret

One tool that many webmasters (including myself) use is WebFerret, which is a free tool owned by CNet. WebFerret is an excellent tool that you can use to find sites that have similar interests to your web site – these are also the perfect web sites to ask to link back to your web site to build your link popularity!

Download WebFerret here: <http://www.ferretsoft.com/download.htm>

As mentioned earlier, we will use WebFerret to find web sites that we can ask to link back to us. Be aware that this will take time – usually 4-5 hours to do, but just like anything, the more you work at it, the more you get out of it and the easier it gets.

Make sure you have the Alexa toolbar installed and visible on your web browser toolbar, its available at: <http://download.alexa.com/alexa65/startpage.html> (if you’ve installed it and it’s not visible, just right click on your web browser toolbar and click on the “Alexa” option).

Firstly, you need to find a competing web site that’s getting a lot of visitors. Go to Google.com and search for your highest ranking keyword, such as “internet marketing”. Visit the first 5 web sites listed in Google’s search results. Write down each ones domain name and Alexa rating on a piece of paper, just like this:

www.site1.com	4,564
www.site2.com	34,082
www.site3.com	430,556
www.site4.com	1,203
www.site5.com	667,606

Note: To get a web site’s Alexa rating, simply load that web site in your browser and look at the underlined number in blue that appears on the Alexa toolbar.

From the 5 sites that you’ve written down, choose the one with the lowest Alexa rating. In the example above, I would choose **www.site4.com**. Next, jump back to WebFerret and enter “link:www.site4.com” into the “Search” text box (obviously replacing www.site4.com with the web site that had the lowest Alexa rating from those that you wrote down).

Press enter or click on the search button. WebFerret will go off and find all the sites that link back to the site that you entered.

The sites shown in the list for WebFerret are the sites that you want linking back to your web site. This is where the hard work begins, and if you're serious about getting a top 20 ranking in Google, then you really need to spend a solid 4-5 hours on this next exercise.

For each web site in the WebFerret list, open it up in a new browser window. If its PageRank is 7 or higher, then write down its "address" field either on a piece of paper or in a new Microsoft word document. Repeat this for every site in the WebFerret list.

This could be anywhere from 50 to 5,000 sites in this list, but it's getting these sites to link to your site that will boost both your link popularity and push your PageRank through the roof!

Once you've written each address down, start at the top of your list and visit each site. Search the site for both a contact email address AND a contact name. Write these down next to the web sites address on your list.

If you can't find a contact email for some of the sites, then simply put the contact email down as **webmaster@sitename.com** (replacing sitename.com with the domain name of the web site, minus the "www" part). If you can't find a contact name, then just write down "webmaster".

You'll now have a list of web sites, contact email addresses and first names that looks something like this:

www.site1.com john@site1.com John
www.site2.com info@site4.com Mary
www.site6.com fsmith@site6.com Fred

You now need to email each and every contact person on your list and ask them if they would kindly link back to your web site. Fire up your favorite email program and start at the top of your list.

Grant Neilson has given permission to publish the above excerpt from his 24-page guide called "Google Ranking Secrets Revealed!". This eBook contains a simple step-by-step guide that anyone can follow to get a top 20 ranking for their web site on Google...

GUARANTEED. To read the rest of this eBook, make sure you visit:

www.aj2000.com/google_optimization.htm

Prepare To Send E-mails Asking For A Link Trade

The next step is to contact each person from the list you made using Grant Neilson's WebFerret Formula. Coming up I will provide you with an email template that you can use.

However, I would first like to stress a few...

“Pre Link Trade E-mail Request” key issues here

1. Visit The Site Before Emailing

One very important suggestion I will make is that you visit each site before you email them. First, look around and see if there is a place or links page that they can link to you from. If not don't waste your time emailing them. If you can find a place where they can place a link to you, then find something you can complement them on at their site. Examples, of things you can complement them on are the content (tell them how useful some information was to you), the design and look (for example you might like their graphics or color scheme), or whatever you can think of. This step is very important as it shows that you took the time to visit their site. This shows you are not Spamming them and increases the chances they will accept trading links with you.

2. Explain Why It Is Important To Trade Links In Your Email

Perhaps mention where they can get a copy of this report. When a web site owner understands the concepts behind trading links, as outlined in this report, your chances of successfully negotiating a link trade will greatly increase. I have found that many web site owners don't understand the concept but after explaining it to them, they are grateful and are more willing to become link partners.

3. Make It Easy To Link Back To You

Also be sure to make it easy for the person you are contacting to link back to you by providing the text and linking information they should use. You could even go a step further and give them the actual html code they could use to link back to you. This way all they have to do is cut and paste.

4. Make It Easy To Link Out To Other Sites

In your email request that the person / site you are contacting email you back with a title and description of their site that you can use to link to them with.

5. Ask That The Anchor Text Used To Link Back To You Has Your Keywords In It.

The way links pointing back to your site are formatted is very important. Search engines will evaluate the actual text that is linked to your site (anchor text) and the text surrounding it. Having the keywords that you want to be found for by web surfers as the anchor text will give you a boost in the search engine result page rankings. Also try to include keywords relevant to your site in the description of your site. So be sure to ask that those who agree to trade links with you will do this.

For example, the site www.onceaman.com belongs to Dan Alice, a client of mine. The site provides information about his novel that focuses on many strange coincidences that surround the death of John Lennon. The keywords we are targeting are “John Lennon’s Death”, “Once A Man Twice A Child”, and “The Beatles”. With this in mind we would ask the following to be our reciprocal link.

John Lennon’s Death – The novel “Once A Man Twice A Child”, focuses on many strange coincidences that surround the life and death of John Lennon, all starting in 1967 with the release of several songs from The Beatles’ Magical Mystery tour album.

Notice that “John Lennon’s Death” would be the anchor text linked to <http://www.onceaman.com>

We also include the keywords “The Beatles”, “death of John Lennon”, and “Once A Man Twice A Child” in the description text as well. The search engines will analyze the anchor text and the text surrounding the link as well.

When sites linking back to your site have your keywords in the anchor text and description text this boosts your scores in the search engine algorithms. This ultimately gives you a boost in the search engine page ranking results and increases the chances of getting more targeted traffic to your site.

This is why it is important to prepare a keyword rich title and description text. You then provide this to your link partners to use when linking back to you.

6. Email Template To Use When Requesting Link Trades

Now that you understand the key factors in negotiating reciprocal links and what you should include in an email you send out requesting reciprocal links, it is time to start emailing your potential link partners.

Here is a template you can use. It takes into consideration the issues we just discussed above. Fill in the brackets with the appropriate information from the list you created earlier.

Dear {Site Owner Name}

My name is {Your Name}. I am contacting you in regards to your web site {name and - or URL of web site}. When visiting your site I really liked {insert your complement here}

Our sites share a common theme and I would like to trade links with you. This will benefit both of us in several ways.

For example, this will open a new gateway for traffic to our web sites, and increase our link analysis and ranking scores with the search engines. If interested you can find out more about trading links in a great free report I have read called: The Number One Reason You Must Trade Links and Proven Strategies To Get Started Today! Available at www.aj2000.com

If you are interested in trading links with us, then please add the following to your site:

{Your Keyword Rich Title / Anchor Text} – {Your keyword rich text description of your site}

Please link {Your Keyword Rich Title / Anchor Text} to {Your Web Site URL Goes Here}

Once you have done this please contact me with the location of where you have placed our link on your site. I will do the same for you. Please send me the title of your site and the description that you would like me to use when linking back to you.

I will then add your link to our site.

Thanks for your time and I look forward to hearing from you soon.

Sincerely,

{Your Name}

{Your Web Site Address}

7. Set Up Your Links Page

Now that you have begun contacting potential link partners, you need to have a links page set up on your site. It can be a single page with a list of links to your link partners.

The other option is to set up several links pages each focusing on a specific category. For example, a web site about Planning Weddings could have several links pages set up. The links pages could be for jewelers (engagement / wedding rings), reception halls, videographers and photographers, limousine services, flower shops, bridal and tuxedo shops, etc. The idea here is to break your links pages into themes that are related to or that complement your site.

The way you set up your links page or pages is up to you. However, it is very important to have this in place just before you start to request link trades.

Tip: Be sure that your link page has links to it from the other pages on your site so that it is easy to find. If your links page is buried somewhere in your site, then the chances of web surfers finding it and visiting your link partners is slim. Many web site owners will refuse to trade links with you for that simple reason.

How Long To Wait Before Making Another Request

Most webmasters and web site owners are very busy individuals. Trading links is not usually on the top of their priority list. So it may take them some time to reply and add your link. In fact, they may put it aside and plan to contact you in the future. When this happens it is common for them to forget about your link trade request.

If you don't hear back from someone be patient. Wait about a week and if you still don't hear back from them, then send a polite reminder of your link trade request. If you still don't hear back from them, then I suggest you forget about them and move on. There is no need to waste your time and effort.

From my experience I have had some webmasters not respond to me at all. Then several weeks or more pass by and they respond wanting to trade links.

Be Sure To Send A Thank You Email

When a site owner does trade links with you. Add their link to your site. Contact them and show your appreciation with a simple, "Thank you for trading links with us. We look forward to trading traffic with you." Also be sure to tell them the URL of where on your web site their link is located.

Keep A List of Pages That Link To You Occasionally Checking to See if your link is still up.

Keep a list of each site that trades links with you. Be sure to keep track of the contact person's name and email address, and the URL where the link to your site is. Occasionally, visit the web page to see if your link is still up. If not politely email the site owner and ask what happened. Chances are they redesigned or updated their page and accidentally removed your link. They may have also just moved your link to a different page. Simply ask for the owner to tell you where the link now appears or if they could put your link back up. Most will be happy to do so. If not then kindly thank them for their time and remove their link from your site. After all, fair is fair.

Note: Software is available that can automatically check to see if your reciprocal links are still up on other sites. For more information visit:
www.aj2000.com/autolinking.htm

The Number One Reason For Trading Links

Clearly this report illustrates the three main benefits of trading links are increased link analysis scores and higher page rankings in the search engines, getting listed in the pay for inclusion and pay for submission search engines for free, and opening a new gateway of traffic to your site with every link you trade. When done with proper knowledge and the strategies outlined in this report you will be successful at achieving the number one reason for trading links...

MORE TARGETED TRAFFIC TO YOUR SITE!

Trading links is an important aspect of marketing on the Internet. I hope this report has helped you and would like to hear your questions and feedback. Please feel free to email me, Eric Bonnici, anytime at aja@aj2000.com

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