

# **Your Link Popularity Study Guide**

**By: Brad Callen for [Textlinkbrokers.com](http://Textlinkbrokers.com)**

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# Link Popularity Guide

Link Popularity is an often misunderstood topic among webmasters and online business owners. In the quest for **search engine rankings**, link popularity has quickly developed into the single-most important tool for improving your rankings, and in the process, increasing your profits.

This guide is a brief stroll inside the world of link popularity. In it I've tried to cover the different aspects and perspectives of link popularity, including what works, what doesn't work, and what the future of link popularity holds for online business owners like you and I who depend on search engine traffic for the success of our businesses.

## Link Popularity 101

I'll give you a quick definition of what link popularity is, talk about why it is so important, and then move on to how it is essentially determined.

### What is link popularity?

**“A measure of the number and quality of web pages that link to your site.”**

When determining the link popularity of your site, Search engines typically look at:

- The **number of sites** that link to your website.
- How **important** are the websites that link to yours.

In other words, each linking site is evaluated (for link popularity as well as other criteria), and the result is a sophisticated algorithm that is used to calculate your search engine rankings. Link popularity is NOT to be confused with a site / page ranking system like Google's Page Rank algorithm – Page Rank measures not only link popularity, but also takes into account the quality of those links as well as other factors.

The importance of the linking website is a central pillar of search engine rankings. In other words, **all links are not created equal**. A link from an “important” website carries more weight than a link from a low-key, not-so-important website. Additionally, factors such as relevancy can also influence the importance of a link.

So how does link popularity figure into all this?

## The Great Search Engine Race

Search engines have one sole purpose:

**To provide users with the most relevant content (relevant to what they are searching for) that is ranked by its quality.**

(Note that the above definition is **my own**, and is a culmination of my understanding from following search engines and practicing search engine optimization for over five years).

In pursuit of this goal, search engines have developed sophisticated algorithms that rank web pages for **relevancy** and **quality**. In determining relevancy, search engines tend to measure on-page factors such as relevant content – on-page optimization is dedicated towards improving your website’s relevancy in the eyes of search engines.

In recent years, search engines have moved towards **inbound links (Link Popularity)** as a major measurement of a website’s importance or quality. Why is this?

Much of this move has to do with Google’s Page Rank algorithm. The concept is simple: Links are the easiest and most impartial methods of determining how popular a website or a web page is. Taken in reverse, this also means that **quality resources** will eventually be the **most popular**, thus making links a direct factor in influencing the search engine’s “quality” ratings for any website.

The rise of link popularity (as a measure of the links pointing to a website) in search engine optimization is founded on the principle that great sites will naturally attract many links, and content-poor sites will have difficulty attracting any links. Although this principle is sound, it left open the possibility that webmasters could artificially inflate their link popularity by using such methods as link trading or purchasing.

While Google was and is the frontrunner in giving importance to link-popularity (and with Google serving 40-50 percent of the search engine traffic, you’d be hard pressed to find a reason NOT to build links), other major search engines such as Yahoo, Msn Search and Ask Jeeves (Teoma) have also given importance to link popularity, making it a critical component of your search engine strategy.

## **High Rankings**

It would help if you had a grounding idea on the type of links that could help your website get high search engine rankings. Note that these factors, as well as other important influences on link popularity, will be discussed and elaborated on in detail throughout this guide, so getting a solid grip on the basics right from the start is a high priority.

- **High Page Rank** – while Page Rank has been somewhat discredited amongst elite search engine optimizers, the fact remains that Page Rank is by far one of the most **visible** and **monetizable** methods of determining the importance of a web

page. Despite the criticism, Page Rank remains what it was before – an important, though not a defining element, of establishing link popularity. Having a high page rank on your site may still be necessary if you have a very large site, but high page rank alone will not always get you high rankings for all keywords.

- **Permanent Links** – Link-ageing is a concept that evolved out of the Sandbox theory – a Google-related speculation that has come into the public’s eye since mid-2004. Essentially, Google puts a small restriction or penalty on new websites – this penalty – in part – monitors the “age” of the inbound links of a website. Once a website builds a sufficient threshold of reputation through a combination of quantity and quality (and **aged links**), the penalty is gradually reduced and then removed. This highlights the importance of getting permanent links to increase your link popularity – it will work on eliminating your Sandbox penalties while “keeping” the reputation you have built today intact for tomorrow.
- **Site Quality** – The quality of a website, as determined by the search engine, is a major factor (along with Page Rank) in establishing the importance of an inbound link. In this regard, different search engines have marginally different criteria that can possibly alter the importance of a link from one search engine to the next. However, on a general scale, this is determined both by on-page factors and inbound links for the linking website itself. Meaning that the higher the quality of sites linking to you, the more important your site will look in the search engines.
- **Link Relevancy** – You should try and obtain links from sites that are **relevant to your site’s industry** or niche. For example, if you run a fitness website, links from health-related websites would be considered relevant, but links from a website in the real estate niche will make no sense. Different search engines place different levels of importance on relevancy, but this is definitely a factor to keep in mind.

## Building Links

There are several ways that you can build links for your website, and I’ve separated them into two categories to give you a better, more holistic view of how link building works (or can work).

- Active Link-Building
- Passive Link-Building

Let’s look at each category, and the different types of techniques involved in both of them.

### Active Link-Building

This involves the webmaster (meaning you) actively searching for links by using one or more of the methods listed below. This is a much more common strategy of acquiring links to your website, compared to passive link-building, primarily because of two reasons:

- It's **easier** to exchange links, submit to directories, and even pay for links, than to let your link-popularity grow naturally.
- It gives you **measurable results** – any active link-building campaign will give the webmaster exact statistics for how many back links have been developed, of which Page Rank, from which URL, etc.

So what are the different methods one can use to actively build links?

### **Reciprocal linking**

Reciprocal linking involves two websites exchanging links – you link to my site, and I'll link to yours. This remains the most common form of link-building as this is the cheap, fast way to build your link popularity (although unfortunately, this is a case of trying to win with quantity rather than quality).

Usually, reciprocal linking does not involve any payments, and in most cases websites have dedicated link directories or link pages built primarily for the purpose of link-building.

The benefits? If you have a brand new website, reciprocal linking might sound like your salvation towards gaining high search engine rankings. However, the truth is that with search engines, quality counts more than quantity (especially in the long-run). If you are running a reciprocal linking campaign, you must take care to **seek out quality websites** that are willing to link with yours. Your task may become that much harder, but ultimately it will reward your website with consistent traffic and high rankings.

### **One-Way Linking**

One-way linking can be done a few ways – submitting your website's URL and description to a web or link directory on a website, buying links on web pages, or by other link building strategies such as 3-way linking. I'll discuss link purchasing a little later, but the key factor to note in one-way linking is that you don't have to link back to the website linking to you.

How does that help you?

- Less **outbound links** on your site, which is an important consideration in some search engines.

- One-way links receive **greater importance** than reciprocal links from search engines – this has a lot to do with deterring the power of search engine optimizers to unfairly inflate a website’s rankings.

Of course, when you are trying to acquire one-way links there is a great, great need to emphasize on link quality and not just sheer link popularity. Build quality links from ‘important’ websites and focus on improving your own website’s quality.

One-way links are often the subject of purchase – website owners routinely aim to sell advertising space on their high-ranking websites (by high-ranking I mean websites with high Page Rank). It is not uncommon to see websites with a Page Rank of 5 offering one-way main page links for \$20-\$30 a month. In contrast, a website with a PR 9 can probably charge several hundred or thousands of dollars per month for a single text link.

## **Buying Smart**

The key to buying links is having a strategy that fits both your risk tolerance and your budget. Here are a few other points:

- Be sure to research your keywords and optimize your site correctly before you begin a linking campaign. Optimizing for the wrong keywords is a waste of your time and money, and building link popularity for a site that does not have quality optimized content is also a waste.
- Understand that there is no such thing as an “instant” fix when building link popularity. It is possible to shorten the time it takes to rank well but if you build links too quickly, especially with a site that is new or doesn't have many other links yet, you could end up delaying the results rather than speeding them up.
- If you have the time and the desire to learn, there are tools and programs available that will allow you to effectively build your link popularity on a small budget. I will go into more depth on these programs below.

If you are looking to build your link popularity, you don’t have time to do it yourself, or you would just rather have an expert do it, visit [TextLinkBrokers.com](http://TextLinkBrokers.com) and learn first-hand how powerful buying links can be for your rankings. Whether or not you decide to buy from them, Textlinkbrokers has an excellent staff that is always willing to help point you in the right direction.

## Passive Link-Building

Passive link-building is **unpredictable** – you can never quantify or monetize such an effort, and because of this exact problem, most webmasters choose not to rely on it.

On the other hand, there are real-world examples of websites that have soared into popularity by mainly using passive link-building – [Boing Boing](#) – an insanely popular blog focused on covering and highlighting quality web content (as well as giving a contemporary take on life) – is the perfect example of a website that has gained popularity through **word-of-mouth** and **quality content**. Not through active link-building techniques.

Passive link-building is all about natural link-building and as such, does not involve any specific technique.

## Natural link-building

Natural link-building is, in fact, the cornerstone of site-to-site linking, as search engines understand and define it. As I've mentioned earlier, search engines justify using link popularity as a **ranking tool** on the argument that good quality sites will naturally attract links – people will link voluntarily to good quality websites without prompting or active link-building campaigns. In the same vein, poor-quality websites will not have mass appeal within their niche, and thus will not get as many links.

Link popularity has been severely abused in the past few years, ever since Google initiated Page Rank and focused on link popularity. However, natural link-building is still a powerful phenomenon, and if you browse through websites of a niche, it is quite likely that you will find links pointing to an authority website.

The lesson? Even in a world where people are trying to buy search engine rankings by artificially building links, webmasters and online business owners continue to **link to “useful” content** on the Internet and continue to provide their visitors with “resources”.

It is a good idea to focus on building quality content even if your main strategy includes purchasing links to artificially increase your link popularity. In the long run, those that do both will more likely be the ones at the top.

## Factors affecting Link Quality

The quality of links to a website is affected by several very specific factors. I'll try to cover them in detail here. We are essentially concerned with:

### Quality of individual links

This is the importance/Quality of the website the link is coming from. The quality of a link is based on several factors, including:

- The **importance** of the website.
- The ‘optimization’ of the content on that website (i.e. the **quality of content**).
- The **number of outbound links** on the linking page.

## Quantity of links

When we are talking about the quantity of inbound links to a website we are usually talking about link popularity, but here the case is a bit different.

Here, when we talk about the quantity of links, we are talking about the following:

- The number of links from **one website**.
- The number of links from the **same IP address** (that is, from websites that are hosted on the same shared hosting – this is further discussed in “Safe Practices”).

## Diversity of back links

It is not enough to have high link popularity; the links must come from different websites as well. This is to dissuade black-hat techniques where webmasters would build up a network of high-ranking websites and then use these “important” websites to quickly build up the link popularity of a new website.

Diversity of your back links will involve:

- A general measure of how much the IP addresses of your linking websites vary.
- The variations in anchor text for your inbound links.
- The variation of the type of linking websites – not all websites should be of a particular category (although they should still **maintain relevancy**). An example for this could be that, for your soccer goods website, you shouldn’t just have soccer websites linking to you; expand your reach to general sports goods and information websites as well.

## Anchor Text

Basic link building techniques talk about putting your most important keywords into the anchor text of the links pointing to your website. However, to optimize your link popularity, you should aim to **vary the anchor text** a few times throughout your link

building campaigns – most notably Google has started to pick up on this, and this is yet another measure to fight black-hat techniques and encourage natural link-building.

Another great technique is to surround your links with relevant keywords and to try and find pages where your keywords, or related keywords, are in the title or the content of the page. Anchor text used to be the only factor Google used to figure out the theme of a link, now they look for the theme of the entire page where the link is located.

## **Relevancy**

A PR 9 link could stand to lose a lot of its importance if the linking website is not related to your website. Even getting a link from the main page of Google (no, that's impossible to get, so don't even think about it☺) won't be of much use if you run an online clothing store. This does not mean that a PR9 link from an irrelevant site is worthless, just that it is not worth as much as one from a relevant site.

Relevant links from within your industry will **retain their importance**, and thus build your link popularity more than links from non-relevant sites.

## **Other factors**

What you might have noticed here is that most of these factors are inter-linked – the quality of individual inbound links is determined in turn by site quality, anchor text and link relevancy; while the overall quality of your back links is determined by IP range diversity and specific link quantity issues.

The end result is that, while increasing your link popularity remains relatively simple, improving your search engine rankings through a comprehensive linking strategy has become an **increasingly complex task**. The main reason for this is that search engines want to encourage webmasters to focus on content first, and promotion (letting the world know about your website) second. Not vice versa. The end goal of search engine technology is steady: to provide relevant, quality content.

## **Good Links / Bad Links**

There is a lot of discussion towards determining what constitutes a **“good” or “bad” link**.

Basically, a “good” link is one that fulfills the “quality” criteria – but this definition is a bit vague and repetitive. For webmasters looking to get a head-start on their link-building campaigns there is a need for more objective, verifiable methods of categorization.

For this purpose, I've outlined the following factors that should enable a webmaster to quickly judge whether a link from a particular website or web page is “good” or “bad”. I

also **seriously** recommend that you read the follow-up notes after this immediate discussion.

## Page Rank

Page Rank is the single most visible measure of a website's worth. Whether you are a webmaster looking for links for your website, or a professional SEO hunting links for your clients, you will invariably go for that **little green bar** showing in your toolbar for every website.

The danger (and this has been documented by many elite SEO experts, most notably during the recent Page Rank "fade out" of Memorial Weekend, May 2005) is that people tend to attach **far too much importance** to a metric that Google has progressively given less importance to.

Today, Google is implementing changes to its algorithm that tend to focus a lot more on relevancy and content quality rather than static Page Rank. Add to this Google's internal implementation of Trust Rank, and you have a situation where there is a lot of noise about nothing.

Yet, Page Rank remains an integral part of determining the value of a link. My advice is to definitely factor in the Page Rank but not to make it the end-all and be-all of your campaign. Instead, use Page Rank for the following:

- Determining if the website has earned any **search engine penalty** (greyed-out instead of a white or green bar)
- Establishing a ball-park estimate of how important such a link could be for your website, **provided** every other factor falls into place as well.

That is the key – Page Rank really comes into play when the following criteria (content quality, relevancy and outbound links) are satisfactorily fulfilled.

### Important Note: Fakerank

It is important to know that there are some cases where the pagerank that shows on a page is not real but is instead what we call "fakerank". There are ways for a website to trick the toolbar into giving it a higher pagerank than it really has. Here are a few things to watch out for:

1. **301 Redirect** - In the past year or so some shady webmasters figured out a way to redirect their homepage in a way that Google actually thinks their site is the site they are redirecting too. With this method it is possible for a webmaster to fool Google into thinking that their site has the same backlinks, and pagerank, as

another site. This can be discovered by actually looking at the backlinks to see if they match the site that you are on.

2. **Dynamic Pages** - In some dynamic page setups it is possible for a website to appear to have every one of its subpages the same pagerank as the homepage. This does not mean that a link on one of those subpage will have the same value as one on the homepage.
  
3. **Pagerank Blocked** - In some cases where a website might be advertising that they are selling links based on the pagerank of their site, Google has been known to block the pagerank from passing to any website linked from the penalized site. The problem with this sort of penalty is that the pagerank bar will still show that the site has pagerank, even though it will not be able to pass any to the sites it links to. This is a really tough thing to detect. Make sure to get the advice of a knowledgeable link expert prior to purchasing links that are on very high pr sites.

## Content Quality

The quality of a website's content is, in turn, determined by two things:

- **On-site optimization** – this involves maintaining keyword density, proper site maps, integral site-linking and tightly related content.
  
- **Off-site optimization** – the popularity of a web page – its link popularity.

The quality quotient of the linking website is of great importance to search engines, especially Google.

The easy way to determine whether the website contains quality content is to use the litmus test of **content vs. advertising**.

- If a website is obviously built for earning money – such as revenue off affiliate programs or AdSense – then it will show through keyword stuffing and awkward reading of its content.
  
- On the other hand, if the website is built to provide content – or to use content as a gateway to sell services or products – then that will be immediately visible from going through the website (usually a quick read of the main page is enough, but you might want to look at some deeper content pages).

A **big problem** with SEO services is that links are promised through an evaluation of Page Rank – and not by determining the quality of the linking website. If you hire an SEO service, make it clear that you want quality links, and ensure that you follow up by putting websites through this litmus test yourself.

## **Relevancy**

In the last few years or so, **link relevancy** has become a major issue, and has evolved into something that is considered extremely important by search engines (once again, more by Google since it is Google that espouses link popularity the most). From getting links from **authority websites** in your niche to links from “category” pages in major directories, link relevancy is yet another measure of ensuring that the link popularity of a website is not artificially enhanced.

A quick check of the linking website will reveal if it is within your niche or industry. Do not discard all non-relevant websites, however. Try to think outside the box and figure out how (realistically) the target website could be related to yours. If you find a solid, viable connection, then the website is a likely candidate for getting a link from. It is also valuable to obtain links from pages that are relevant, even if the entire site is not relevant.

## **Outbound Links per Page**

The concept of monitoring the number of outbound links from a linking page is based on how Page Rank works. In essence, a web page gets its Page Rank from the sum of the Page Ranks of the web pages linking to it.

On any particular page, Page Rank is equally divided between all the outbound links. In practice, link pages tend to have a lot of outgoing links, something which can negatively impact on the outgoing Page Rank.

Another aspect of this issue is that pages with a large amount of outbound links are invariably pages that are built for the sole purpose of link exchange (and thus for an artificial increase in a website’s rankings). While there are no clear statements of penalty, it is an accepted SEO practice to not acquire links from web pages that have more than a certain amount of outbound links. This figure ranges from 10 to 40, but in any case, the lesser the number of outbound links, the better it is for you. This is not to say that links from these sorts of pages won’t help, but that they will not help as much.

## **Search Engine Penalties**

The most obvious reckoning that a website has suffered a search engine penalty is to monitor the Page Rank – a penalized website will have a greyed-out bar. And yet there are other types of penalties more subtle than Page Rank.

A Sandboxed website has a **soft penalty** imposed on it – this will be evident if the website you see has high link popularity (large number of back links) and is a big website in terms of content, but has low search engine rankings. Such a link will help you, but not immediately. On the other hand, sandboxed websites are always looking for more link exchange partners, so they will usually be more willing to exchange links.

Poor on-site and off-site optimization can drain away the website's **link value**. While the change may not be visible, beware of any website that has a “bad” reputation in search engines – either through spam-filled content (content for the purpose of revenue) or because banned or other “bad” websites link to it.

It is fairly hard to spot sandboxed or penalized websites immediately. This will involve a bit of digging and **background research**, but is ultimately more rewarding as links from websites with low or negative link value will badly damage your search engine rankings. This is another argument for why you may want to hire a trusted link broker.

Picking out the good links, and more importantly, avoiding the bad links is something that is only learned over time. There are a few things to keep in mind as you apply the above steps.

Some websites may fulfill some of the above criteria, but not all. In this case, it is at your discretion whether you want to pursue the link, but if the website is penalized in anyway, a link will serve little value to you.

## Safe Practices

Over a period of time, as search engine algorithms have evolved and grown more refined, search engines have begun to mark out shady or “spammy” optimization techniques. In short, using these methods is **likely to be hazardous** for your search engine rankings. In a worst-case scenario, your website could be dropped from the search engine's index, and cleaning your website and getting it re-indexed is another hassle altogether.

Instead of detailing every bad trick in the book, I'll take a different approach and tell you the things that you **SHOULD** be doing.

## Avoiding Over-Optimization

In the quest for high search engine rankings, you are quite likely to err towards making simple **optimization mistakes** – in fact, if you'll notice, these are lessons I've touched upon earlier in this guide as well. Listing them here should serve to reinforce their actual purpose as well as their importance.

Firstly, maintain a gradual, **low-intensity**, long-term approach to your link-building. There is no point in getting 2000 links in the first month. Unless your website is one of those truly spectacular ones that everyone is dying to see and use, a rapid increase in your link popularity building puts a red flag on your website (and causes search engines to take a much closer look at the nature and quality of your back links).

Whether the process is automated or manual it is not known, but the end result is that artificially inflating your link popularity too much is a sure signal of “black-hat” SEO for search engines, and results in a penalty. Either an extended stay in the Sandbox or more severe, search engine ranking penalties.

Secondly, you should allow for **link text variation**. This principle stems from the underlying natural link-building concept – people will “want” to link to your website – as such it is likely that not all links will have the same anchor text.

On the other hand, link building results in the website sending out just one version of link details to their link partners, and this demonstrates that the linking is in fact artificial. Vary your anchor text slightly, and spread out your keywords across link descriptions as well as within the anchor text.

### **Avoiding “Spam” Linking**

In the rush to increase link popularity, black-hat techniques have become the last resort for webmasters who either do not know that they are doing something wrong or unscrupulous webmasters who think that they will **get away** with such tricks. In the realm of link building at least, obvious spamming techniques are immediately penalized by the search engines.

Submitting your website to free for all link pages, link farms or schemes where you get links from several different websites all hosted on the same IP, will put you in the hot seat with the search engines. In short, stay away from any link that does not match the **“quality” controls** described in this guide.

A recent development in **link spamming** has been to post in forums, guest books and blogs with the explicit intent of getting links to your website. The practice is doomed to fail, because unless the context is extremely relevant (in which case forums provide an acceptable alternative) and the linking is not explicit (you shouldn’t just stick your link in everywhere – match it with the current discussion, content and tie it in, otherwise leave it out.), the link will only serve to harm your website’s rankings.

You will also want to be careful taking part in schemes where you get 1000’s of links for 14.95 per month, or any other scheme that looks too good to be true. There are many programs out there that will do little to help your search rankings and will exponentially increase your chances of getting penalized in Google. Be especially wary of programs that sell links on networks of sites, or programs where everyone links to everyone else. Those sorts of networks are easy to spot by the search engines.

## Link Popularity Resources

On its own, link-building is an effort-consuming, **repetitive** task. Also, there are several grey areas which need to be clarified for beginners and experienced search engine marketers alike.

The following collection of resources will go a long way towards arming you with the **right knowledge** about link building, and will give you the right tools to really boost your search engine rankings.

### Tools

#### [SEO Elite](#)

A top ranked SEO tool, SEO Elite is all about convenience – While it is equally strong in analyzing on-site and off-site optimization, the **advanced link-analysis** tools in SEO Elite give you amazing amounts of information to help you in your link building efforts.

Find out more about [SEO Elite](#).

#### [Arelis 4](#)

Arelis is a solid tool for finding link partners, which is its one purpose.

Find out more about [Arelis 4](#).

#### [Free Link Popularity Check](#)

The folks at Axandra have another extremely useful tool that you can use to **check the link popularity** of any number of websites across several search engines. A must-have tool to keep a regular check on your websites.

Find out more about [Free Link Popularity Check](#).

### Quality Readings

#### [7 Days to Massive Traffic](#)

If you are looking to build quality, **long-term traffic** to your website, this is your first (and only one of two) free resources that you should get your hands on. Not only does this power-packed email course teach you **cutting-edge search engine optimization**

**techniques**, it will also tell you how to radically improve all aspects of your link-building campaigns.

Find out more about [7 Days to Massive Traffic](#).

### [26 Steps to 15K a Day](#)

What irritates me the most (and most other search engine professionals, I imagine) is that newcomers tend to ignore the **basics of building successful online websites** and keep looking for shortcuts that eventually put the website in bigger and darker holes than before.

This extremely insightful and straight-forward guide is a testament to what search engine professionals (and even Internet Marketers, once you get them for their \$4000 an hour sessions) tell everyone – the key to Internet success is consistent quality over a long period of time.

Do you want a **fool-proof system** for long-term success that will complement 7 Days to Massive traffic and give purpose to your new SEO toys?

Find out more about [26 Steps to 15K a Day](#).

### [SEO Book](#)

A book that needs no foreword, and definitely no introductions. An updated, from-the-trenches manual on **top-notch search engine optimization**. This is a must-have for any webmaster looking to seriously maximize his or her search engine traffic.

Find out more about [SEO Book](#).

## **Websites and Forums**

### [Text Link Brokers](#)

If you are looking to increase your link popularity by investing smart and picking quality, relevant links, you'd be well-served to give TextLinkBrokers a look. Buying-in to link popularity is a great strategy if you pull it off right, and with TextLinkBrokers you will always be in the hands of the best link-building experts in the SEO industry.

Find out more about [Text Link Brokers](#).

### [WebmasterWorld](#)

Where does one start? Home to some of the best minds in the search engine business, including the author of “26 Steps to 15K a Day” and GoogleGuy himself. A must-read if you want to pick up some **search engine smarts** really quickly as well as a great source

for the latest news on search engines. As with any forum though, be sure to look at the source of any information you take to heart. There are a lot of posters that simply guess on what they feel is the right ways to do things. Make sure you take advice from the people who have a good reputation.

Find out more about [WebmasterWorld](#).

### [SEO Chat](#)

Another well-visited search engine forum, SEO Chat's popularity lies as much in the **wealth of knowledge** in its content base as it does in the forums.

Find out more about [SEO Chat](#).

### [SearchEngineWatch](#)

SearchEngineWatch has developed into a focal point for the **cutting-edge debate** on **search engine secrets**. Their forum is more "corporate" than WebmasterWorld, but you can still learn a lot just by browsing (although participating in them will help you tenfold).

Find out more about [SearchEngineWatch](#).

### [SEO Radio](#)

Don't you wish you could have your very own **Internet talk show** focusing on **search engine marketing**? That's what Brad Fallon (of [InstantSEOExpert](#) fame) brings to you in SEORadio. Luminaries in the search engine optimization business such as Jarrod Hunt, Perry Marshall, Leslie Rohde, Chris Pirillo and Alex Mandossian have all been guests at his weekly show.

Find out more about [SEO Radio](#).

## Conclusion

With all of this said, I can summarize everything into a few sentences...

You now know that link popularity is one of the two most important things used to rank well in all of the major search engines. You've learned that both buying links from credible link brokers AND getting reciprocal links using credible software products are the wave of the future.

Combine those 2 techniques with solid content and you're bound to succeed in the search engine war. I wish you all the best. Now get out there and start dominating those search engines!

Brad Callen

Bryxen Software

<http://www.seoelite.com>

Jarrold Hunt (Contributing Editor)

CEO/President

<http://www.textlinkbrokers.com>