

The Major Advantages Of Link Building

Link building and link popularity are the elixir of life for both flagging and fledgling websites on the internet. Link popularity, which refers to the amount of text links that lead to your website from other sites, is a crucial web marketing tool because of the huge impact that it makes on any web page's search engine ranking and Pagerank. In fact, link popularity is the most important factor that is used for calculating a web page's rank and any web site that wants at least a fighting chance for survival in the virtual jungle needs to make a conscious and concentrated effort at achieving a high link popularity.

Even if your web site is not facing a life or death situation, you should turn towards link building because of the huge advantages that it offers to web masters. Some of the main advantages of link popularity, which will undoubtedly make you give a second look to text links are:

- **Link Popularity Increases Your Pagerank:** The Google Pagerank is a crucial factor that decides where your web page will feature in a user run search result or not. And page rank is something that is mainly based on a site's link popularity. The larger the number of existing links to your site, the higher will be its page rank (PR) and the better will be its search engine results page (SERP) ranking.
- **Link Popularity Leads To Traffic Generation:** A link to your web site on any other site on the internet acts as an advertisement for people to come and peek into your site, and this is what a lot of users actually do! Therefore, any website that has a large number of links from related websites pointing to it automatically gets an increased flow of relevant traffic. Since most reputable websites will be ready to place your back link for free if you put in a blog, comment or article, link building is almost akin to free advertising.
- **Link Popularity Creates Credibility And Trust:** When a surfer comes across text links to your site on many different webpages, he or she is bound to think that you are a trusted name in your industry. If you are using article posting or blogging as a means of link building and providing your readers with genuinely helpful insights and information, they will instinctively start trusting your advice and buy whatever you are selling based on the reputation that you have created through link building.
- **Link Building Has A Lot Of Financial Advantages:** Apart from providing a whole lot of unpaid for or cheap advertising, text link building is financially profitable in a number of other ways. For one, since link popularity will get only relevant traffic to your site, in most cases, this would lead to conversions—be it buying the products you are selling, downloading your stuff, reading your content or clicking on the ads that you have on your site. Another major advantage is that a site with high link popularity will always get you higher rates in case you want to sell your website to a new owner. Even if you are not planning to sell, a high Pagerank and link popularity will ensure that you get higher ad revenues.