Read this article to learn about:

- How to Increase your Link Popularity

- Page Rank vs. Link Popularity

- Linking Tips for BLOGS

Google Pagerank™ Algorythm use Link Popularity as a ranking factor. As written in their pagerank™ section, only quality link popularity counts.

For those that are not familiar, Link Popularity is a ranking method used by most major search engines. It looks at the number of web sites linking to your page and more importantly, **who** is linking to you. The more sites linking to you, the better your ranking would get. Also, the links from more popular and content relevant sites are better than just any random links.

If you have your own domain name, you can find out who is linking to you by querying **link:www.yoursite.com** *** in Google search field. Notice that ONLY inbound links from websites with a pagerank™ value of 4 or more will be listed.

Below are some tips on how to improve your Google link popularity.

First rule: **AVOID RECIPROCAL LINKS!**

When looking for inbound links, other webmasters used to ask for a link to their website in return: this MIGHT be good and effective if your site had a pagerank=4 and the site that is linking to you had pagerank=8, but what would happen if the other site was penalized and got a pr=0?

if a site with pr=0 links to your site, this will NOT negatively afflict your pagerank; if YOU link to a pr=0 website you'll be penalized...sad but true...

When a site has been banned, a PR0 on white bar will be shown. Anyway, a site/web page can show a PR0 for many reasons other than banning (many established sites, recently added pages). If a site remains at a PR0 for 3 or 4 updates, it has been banned or penalized by Google so **DO NOT LINK TO IT**!

Solution: Most webmasters don't think about pagerank™ and its specifications. If you suggest them a banner/link exchange there are two ways to escape low-rating problems caused by reciprocal linkage.

1. include outbound link (text or image) in a <form></form>.
The tag <form action="http://......."> is not only a way to recall external scripts; it can include a URL too. For example:

```
<form name="form1" method="post" action="http://www.yahoo.com">
<input type="submit" name="Submit" value="Yahoo.com">
</form>
```

In the example above, a BUTTON is used as a link to Yahoo.com, but you can also use an image or a text.

2. use internal or external (recommended) javascript, like this:

in <head> section

```
<script language="JavaScript" type="text/JavaScript">
<!--
function openBrWindow(theURL,winName,features) { //v2.0
window.open(theURL,winName,features);
}
//-->
</script>
```

and, wherever you want in <body>

```
<img src="gun.gif" width="25" height="14"
onClick="openBrWindow
('http://www.yahoo.com','win_name',
'toolbar=yes,location=yes,status=yes,menubar=yes,
scrollbars=yes,
resizable=yes')">
```

In both cases Google will not consider that link as an outbound link, and the other webmaster will be glad anyway :-) Now imagine how many webmasters you can contact by asking them for a reciprocal link knowing that you cannot be penalized and your pagerank will not risk any low-rating...

second rule: FIND A LOT OF FRIENDS

may appear foolish, but the most famous (and most linked) websites on the net were promoted in the easiest and cheapest way: find chats, forums, guestbooks where your website's themes are discussed. **If you are sure your site has genuine contents don't be afraid to ask for other webmasters' support.** Easier if you just want to increase your link popularity regardless of the websites that link to you: friends can be found everywhere.

many think that guestbooks are an easy way to get free inbound links. Remember one of the Google guidelines: for PR ranking only those things that the webmaster CAN control are taken into consideration, while attempting to deftly manage those things it can't. anyone could add a posting with his competitor's site URL if this penalized it, and thousands of seo specialists and webmasters would start posting messages to any guestbook on the net if this really helped pagerank. In other words, links from guestbooks are generally not taken in great consideration by Googlebot. Use forums and guestbooks as what they really are: a place to exchange information, find people that can be interested in your work and webmasters who gently say "YES" when you'll ask them for a link.

same is for FFA (free-for-all) pages, banner farms, link farms, TOP 10/50 sites and similar. Leave this kind of garbage to losers. Inbound links from these kinds of websites won't help you at all. Maybe Google cannot penalize your site for being in such bad listings like them, but those links are ineffective. Most of all, NEVER NEVER NEVER link TO a FFA page...NEVER.

third rule: BE GENEROUS

Providing rich information, documentations, offering various goodies, original contents, smart web design are the easiest way to get inbound links. Picture galleries, PDF, desktop & screensaver, jokes, movies....anything that is not strictly related to making money with your website will attract people and webmasters.

In some pages you can your include a "link to us!" paragraph on your site to facilitate others offering links with your site. The best is when you directly publish the code on page; webmasters who are interested in linking to you just have to cut n paste it.

For Example:
LINK TO US! - Just cut and paste the code wherever on your site, we host the banner so you won't pay extra bandwidth
<img src="http://www.yahoo.com/images/go.gif"
width="72" height="42" border="0" alt="Yahoo Directory">

"LINKS" PAGES: There is a growing concern about Google penalizing sites with "links" pages: if you have a links section, make sure there is more than just a flat list of links by putting some content on the page, and also naming the page something other than "links" ("friends", "partners" or "resources"...or "what"??)

And, now: The BLOG Revolution

A blog is a personal website, similar to an hybrid between the classic guestbook and the common forum, that users publish directly on the net. A blog owner maintains his site by writing personal thoughts and opinions (just like a diary), news, articles, information or whatever. Visitors can publish comments and impressions. Many blogs have a particular topic, such as programming, politics, rock-band...etc.

Here's the news: **GOOGLE LOVES BLOGS!!!**

A blog is supposed to be honest, with no secondary, commercial, purposes. Blog contents are supposed to reflect what the owner really thinks. It's not uncommon to see a blog page having a very high ranking for certain keywords. Even if the whole blog is completely unrelated to those keywords. Even if that page seems not to be optimized for those keywords. Easy to understand. Blogs are actually considered the most honest resource on the net, therefore they're taken in great consideration by Google.

A simple way to get the most out of Google sympathy for blogs

1. Find the Blog pages that appear in search engine response pages for the keyword you're optimizing your website for.
2. Reach those blogpages and **find out why they're ranked for those keywords** (you should already see it in Google's results).
3. Participate in the Blog! Yes, publish some comments, a related opinion, impressions, whatever. Oh, don't forget to add YOUR link :-)

In a matter of minutes you'll get (a) a link to your website from a well ranked website; (b) a weighted link (topic related) to your website that will help YOUR ranking; and (c) a good source of free qualified traffic to your website

Note: DO NOT write two lines as a comment with the sole purpose to add your link. Blog owner will erase your submission in a matter of minutes and you could even be banned from submitting again.