Services:

eMarketing > Link Popularity

Link popularity assessment is one of the ways search engines respond to the challenge of continuously delivering relevant links to their users. The concept is based on the premise that the more quality inbound links a site has, the better the site must be.

The engines also rank the type of links you have to your site and all things being equal, will give an edge to site whose links are "quality", i.e., from a site with similar content. You can assume that a link from someone such as Microsoft will have much more significance than a link from your local elementary school's web site. Search engines tend to like link popularity as a part of their algorithm as it is much more difficult for a webmaster or web optimization company to manipulate than internal code factors.

For B2B companies, industry related portals, exchanges and associations regularly feature links to businesses and/or members. Researching these destinations gain additional opportunities for quality links. Other areas we research are Usenet and Newsgroups for pertinent industry-related listservs and bulletin boards which can also be utilized to establish long-lasting links when used in a non-commercial way.

BuzzBoltMEDIA uses a proprietary process to identify quality sites for inbound links. When done correctly, increasing your link popularity will:
- increase your traffic significantly
- improve your visibility in the search engines
- provide an added resource to your website
- save you on-line advertising money

There are additional opportunities cropping up on the web every day and having a forward-thinking on-line marketing agency working for you, watching for opportunities, constantly scanning the marketplace will work to your advantage.