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Website Backlinks Building Tips For Internet Marketers

For a website to generate a regular flow of traffic and climb up the traffic engine rankings, it needs to be well linked into a network of related websites. In simple terms, that means that other websites will have links on them that point to your website.

Until recently, one of the most popular ways for Internet marketers to build website backlinks was to exchange links with other website owners. This is considered especially valuable if the website where the link was to be placed was highly ranked and in a similar niche. However, a lot of people focused more on quantity than quality of links, causing Google to downgrade the importance they associate to reciprocal links when calculating website ranking.

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