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[one way links](#) enjoy the highest popularity on the Internet because they bring the steadiest long-term results of all the existent types of links. They are usually created because the content of a certain web page is considered relevant or useful, and they do not oblige the other party to link back. One way links have become a major appreciation criterion in the page ranking performed by search engines, due to the fact that they directly reflect the popularity of a certain website.

Links to a certain page indicate a relevance for the web surfer's query, and by clicking on the anchor text, the user will get more detailed or similar results in addition to the initial results. The topic relation or correspondence is what best describes one way links, as compared to the other link categories. With reciprocal links for instance, a website loses its popularity rate if the other party deletes the links; moreover, search engines like Google do not appreciate one way links too high.

The website quality also influences the potential of developing one way links. Web design plays a decisive role, and so does the content you create for visitors. If you have something of value to share, other sites will link naturally without your trying any schemes. All you have to do is focus on content, make it useful for the reader and constantly provide something fresh.

Submission to major directories like DMOZ.org and Yahoo! is another [one way link building](#) strategy for creating one way links. The only condition here is that you submit your website in the correct category.

Article directories with content submission are really valuable for achieving online business exposure. Free e-books and other materials that you provide on the web could also increase the number of one way links and therefore the traffic level and the page rank.

Product reviews and testimonials may also work well in link building campaigns. It is important to write about products that you like and you consider valuable. The companies that post the reviews or the testimonials will usually include the link to the site that submits such content.

Social network and forum posts also include text links and site signature, thus increasing web exposure for your business. You should consider your methods to build one way links carefully. Lots of forums now use the 'no follow' policy introduced by Google as a form of protection against spammers and bad neighborhoods.

Make quality the number one criterion for online promotion and apply this to content, product promotion and everything else you try to achieve! One way links are easier to build if you follow this quality pattern!

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