



Link Building Ninja



Secret Link Building Methods, Tricks and Plugins

www.LinkBuildingNinja.com

Link Building Ninja Presents Link Building Basics

In this free guide exclusively distributed by the Link Building Ninja website you will learn the basics of link building and the concepts behind a successful link building campaign.

You can use the simple methods in this guide to start building a stream of relevant traffic to any website you choose and start seeing results within a few days after you implement these methods.

This is just the first SEO guide, we wanted to start off slow to make sure that everybody is up to speed before we get into the really powerful secret link building methods, so stay tuned!

This link building and SEO guide is intended for members of the Link Building Ninja web site. If you did not acquire this file from our members section or email, that is fine and we hope you enjoy the information we share. However, we do want you to know that this is only one guide in a whole series of free SEO training material that you can get for free by getting registered here: www.LinkBuildingNinja.com

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Why Are Links Important To Web Traffic?

If you have never worked with search engine optimization or a web site traffic campaign before, it is important to first understand why building links to your web site is necessary. To understand why these links are important you must look at the search engines and how they actually work.

Popular search engines like Google, Yahoo, and Bing all use a very complex algorithm to decide what web sites are most important and where to rank each site in their respective search engine. There are many factors that go into this automated process. Everything from your web site's content (pictures, articles and other media) to the social web sites (Digg, Facebook and Twitter) that your web site may have been discussed on comes into play.

Among all the factors that help search engines decide which web site is most relevant for a specific search results is your websites external links. The concept that the search engines

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use is simple. The search engines believe that if many people are talking about your web site and they like your website so much that they have put a link back to your website on their personal blog, website or social network then your website really must be of value.

If enough people link back to your site using similar anchor text (these are the words that are in the link) then this term or what some people will call a “keyword phrase” is what your site will be ranked for in the search engine. When people search for a topic and find your website in the search engine results pages (SERPS) the chances are they will visit your website. This is known as Organic Traffic. If you have many back links to your website you will also get Direct Traffic from people who click these links on other sites.

Understanding The Anatomy Of A Link

Now that you understand why link building is important to driving traffic to your website lets discuss what makes a link a link and begin to understand what parts of a link are and how

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they work together. When you begin placing links you will want to be sure you understand how to create effective links so each link is counted and each link helps build an authority presence on the search engine results pages.

Here is a standard link in HTML

```
<a href="http://linkbuildingninja.com/">Link Building Secrets</a>
```

Here is the same link, as it would display on a webpage

[Link Building Secrets](http://linkbuildingninja.com/)

The text in blue is the actual URL that the link will take the visitor if they click the link. This is where you would put your own web address if you are adding a link manually. Most websites and blog software does not require you to know how to build links like this but it is a great skill to have if you need to use it.

The green text is what we call Anchor Text. This text is what displays on the webpage and is clickable text on the page. When you are building links you want to put your keyword phrase here. If you have many links with the same anchor text on quality websites, you will be likely to get

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listed in search engines for the words you put in the Anchor Text of your link.

Let's Build Some Links!

OK now that we have all the basics down. Let's discuss where you can build some easy links to start the ball rolling.

In the next Link Building Ninja guide, we will be teaching some advanced link building techniques and will start giving away some secret link sources. However, in our Link Building Basics guide we are going to start with some link sources that you may already be aware of. Don't worry we will be getting to the really good stuff very soon!

Types Of Websites To Build Links On

You can start building links using all of the sites listed below. We have broken these sites down into different categories to make it easy to find websites that you will be able to use for

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link building immediately and for years to come if you choose. There are many different types of websites to use for link building and we will get into the specifics of why it is important to get links from each of these categories in our next Link Building Ninja seo guide.

Social Bookmarking Websites

1. <http://Digg.com>
2. <http://StumbleUpon.com>
3. <http://Propeller.com>
4. <http://Reddit.com>
5. <http://www.Diigo.com>
6. <http://Delicious.com>
7. <http://Mixx.com>
8. <http://Sphinn.com>
9. <http://Spurl.net>

Free Blogging Website

1. <http://Worpdress.com>
2. <http://Blogger.com>
3. <http://LiveJournal.com>

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4. <http://Weebly.com>
5. <http://WetPaint.com>

Hot Web 2.0 Properties

1. <http://squidoo.com>
2. <http://hubpages.com>

Article Directories

1. <http://ezinearticles.com>
2. <http://goarticles.com>
3. <http://submitfreearticles.com>

Web Site and Blog Directories

1. <http://Dmoz.com>
2. <http://massivelinks.com>
3. <http://botw.org>
4. <http://dmegs.com>

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More website directories can be found here:

<http://info.vilesilencer.com/top>

More blog directories can be found here:

<http://webmasterbusinessplan.com/free-links-for-bloggers/>

If you only choose one site from each category to start building some links to your website or blog you will be off to a great start. If you really want to get started off with a bang you can take the time to add links to each source, just a few a day will really add up.

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