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# **Using Inbound Links To Obtain The Attention Of The Search Engines**

By Laura Gregory

I am certain you have seen this everywhere, if you want visitors from the search engines you need a lot of backlinks. However one thing you need to know is that all backlinks aren't created equal. As an example you could end up putting a backlink on one site and the search engines will give a lot of power to that link. Of course on the other hand you could have a link on a website and the search engines may not even count it. Below you are going to discover ways to build good one way links and how to avoid building inbound links that don't help.

To begin with, website directories are a good way to start building the backlinks you need. Even though some directories are better than others, for the most part these are all good one way links that you can build for your site. Particularly if you get your website listed in the Yahoo and the DMOZ directories. Becoming listed in them can provide your site with a much better rank in the major search engines. Although those are two of the most powerful web directories you will discover 1000's more you should use also.

A particular strategy that has always been rather powerful is the usage of article marketing. This is just where you produce an article about your Internet site and submit the article to article directories. You are permitted to include a couple of links in the resource box pointing back to your website. A number of these article directories can possess a high page rank which in turn again can really help your search engine ranking.

Something more important you can do is to take those posts and get them published on various other peoples blogs. That can be done this by using one of two ways. To begin with you could make contact with various blog owners and ask them to publish your current article. If your just looking to get your article on a few blogs this method is fine, but it can take forever if you wish to get your article on loads of blogs. You can find however programs online that will publish your content articles on peoples blogs automatically for you. I am sure you understand that these programs really don't do this for free, of course you will also be getting the articles all over the Internet, saving you time from getting this done on your own.

One thing you really don't ever want to do is to submit your website to free for all sites, this is one of the bad methods, or worthless ways to go about your link building. The first thing you need to know about these backlinks is that they will not get you any kind of direct traffic and the various search engines may even end up penalizing your site for making links there. Not to mention as soon as you submit your links on these sites you will end up with an awful lot of emails from the owners of the sites.

Those are some very simple tips for your inbound link building. When you locate other ways to build these backlinks, make sure that it is something that the search engines will not hold against you, as the key to one way link building is to get the search engines to adore you. You'll find of course other methods to build backlinks, but the methods listed above is really a wonderful starting place.

Want to find out more about [how to market a website](#), then visit Laura Gregory's site and learn how to choose the best [online marketing solutions](#) for your business.

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