



Custom Services



Link Building Services That Work For Your Business

When a web site has been designed and launched everybody starts thinking about how to get links from other web sites and boost their Page Rank (the Google system for putting a value on a web site and the content contained in the site). There are so many different viewpoints currently circulating that it could be said that there is some confusion on the Internet as to what link building services actually work and what things should be avoided. Many people just storm ahead without giving too much thought and planning to this essential site element that they are missing out on a great opportunity to improve both the number and relevance of inbound links pointing to their web site.

The web site structure and site design policies play an important part in any link building campaign and also the relevance of sites that link to you are all part of a successful campaign. Some careful planning needs to go into how the site is constructed in the first place but if you already have a live site on the Internet and feel that it is too late to consider this, have a look at the existing structure and see if any improvements can be made to the navigation of the site so that visitors can reach all the available pages fairly easily. Try not to hide important pages in obscure places but imagine you were visiting your own site for the first time and ask yourself if you could really find everything quickly if you did not already know it was there?

Another big factor to consider is broken links within your own site and missing or removed or changed pages. There is not much point getting loads of links to your own web site if there is a stack of broken links or missing pages within your site content. Web site visitors have quite short attention spans and their imagination needs to be caught within the first few clicks. Try to add interesting and up to date content to the pages with some sharp high-resolution images for nice effect.

One way links will always be more beneficial than these link exchange programs that end up giving you loads of so quality links and require you to have a messy looking links or resources page to cater for providing outgoing links. To gain a good number of one way inbound links then have a look around at the many web directories that offer free and paid submission opportunities.

There are some great site linking offers available so make sure you evaluate them carefully and concentrate on relevance.

Please also see: <http://www.customservicesltd.com/link-building-services.html>