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The Way 3 Clever Backlink Strategies You Can Use Today by [JANENE Odom](#)

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## Laying The Right Foundation for Successful Backlinking

The only way your business will survive on the web is by a steady stream of traffic that is best-suited for your niche. In order to capture traffic without having to directly pay for it, then you know SEO is the way to go. However, the search engines use a system where they count the site's incoming links as votes. So if you want to grow your site's rank, then you have to build more backlinks to it. Given below are three methods to help you do just that.

Squidoo lenses can still be used as a source for backlinking, but read the terms of service so you do not get in trouble with it. On any site like this you have to, or should, only deal with unique content if you want the best results. Just see to it that you're not spamming in any way, and be careful that the content you add to your Squidoo Lens should be high quality and relevant. Remember that many such sites have become more proactive about what they will allow or not. Naturally you have to work this as much as possible until you have something worthwhile created. We will explain this more fully, but basically you want to write an article that is quite unlike what most people come across. This method makes use of viral marketing, and the whole point is to compel folks to send it to everyone they know. If you are not used to writing that kind of article, then it will be needed to step back and take a different approach. Making this kind of article is not hard to do, but you will need to know your audience very well, etc.

Another different approach involves contacting certain sites and bartering for the link. What you will do is simply write a professional email outlining your deal. You never know what people will say, and just remember you have to provide very real value to them. How much you are willing to do is dependent on what you receive from the site. You really never know about what will result from things you try, and it could even lead to something even better. We have talked about a few backlinking methods that will work very well if you try. If you want things to happen on their own, then I'm sorry, it just won't happen because without targeted effort and consistency, you won't see results. You can continue learning about backlinking, but be sure you include your own experiences from what you learn from others. There are so many different ways to get things done in your IM business that you could never possibly do them all.

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