



Article Side

Are you following the link building essentials? by [Nisha Rana](#)

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Link building is the most commonly used technique for promoting a website and it is also one of the most effective techniques which deliver results that are much better than other effective SEO techniques. If followed properly it can influence the rank of your site but at the same time there are some link building essentials that must be kept in mind before putting this technique to use.

Captivating and relevant content

Every SEO technique in the online world is dependent on content. Content on your site is undoubtedly the most essential thing that should not be ignored. Google keeps on releasing several updates that educate people to get desired results for their search inquiries. A site with low quality or copied content can never enjoy a higher rank. That is why, before Google bans your website, you must improvise the quality of content. High quality content will promote quality link building and benefit both you and the site to which you link.

Commenting on other's Blogs

If you thought comments on your blogs are enough to bring your rank higher, think again! When you start commenting on various blogs of your niche, your chances for insertion of a quality link increases by manifolds. You must ensure that the comments you are posting are relevant to the blog post or else you can be marked as a spammer. Linking your website in the website field will allow blog owners to not consider you as fake.

Article Submissions

While submitting articles you must not only concentrate on producing quality content that is free of grammatical errors but it should be interactive as well. An interactive article will tempt a reader to read your article completely and is more likely to click on the links provided in the end. This will help in increasing traffic on your site and ultimately may result in higher number of sales. Article submission is easy and there are many directories available online but aim at submitting in the top directories because these directories have set standards and rules and don't allow junk and trash matter to be published online.

Keeping an eye on your contenders

Keep a check on the links of your contenders. If they have links posted on popular sites then you are more likely to get good quality outbound and inbound links. Make sure you also post on these sites to tackle your competition and avoid interested customers in choosing their sites over yours.

Apart from the above mentioned tips you must also post content on social media sites like Facebook, Twitter, etc. These sites are visited by millions of customers from around the world everyday and have potential of increasing traffic towards your site by a large number. Make sure the content you post is interactive and forces people to comment and like it. Use humor, latest news, and events in your statuses to catch the attention. Also don't forget to reply back on comments to promote conversation and interaction with users.

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