

## Incoming Links Strategy

An important way to improve a resource's search engine ranking, and thereby further promote it, is to increase the number of incoming links it has, that is, links to the resource from other resources on the Web. The number of such links a Web resource has is referred to as its "link popularity." As far as some of the main search engines are concerned, the greater a Web resource's link popularity, the more important it is, since the resource's incoming links and their number are seen as vouching for the relevance of the resource's content.

If an incoming link originates from another Web resource that itself enjoys a high link popularity, this will help increase the value of that incoming link, as will an incoming link whose anchor (link) text contains relevant keywords. Basically, it is best to secure incoming links from Web resources that the search engines deem authoritative or important. It is also becoming the case that reciprocal links (i.e., where two sites each have a link to the other) are not as valuable as purely incoming links. For this reason, registering a Web site or product with directories can be a good way to start establishing incoming links, and should be included in any linking strategy.

### **Recommended**

Establish a plan to help the product acquire incoming links, ideally from authoritative and/or important sites. For help with this, see the Web document, [12 Essential Strategies for Building & Structuring Inbound Links](#).