



# Advanced Computer Engineering Services

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### What is Link Building and Link Popularity?

Link popularity refers to the number and quality of the incoming links that are pointing to your site. Search engines use link popularity as one of the methods to determine the ranking of sites. If more sites link to your site, the search engine is likely to rate your site higher on the results of a particular search than other similar sites. However, the engines don't want links that have been artificially increased, so there are no easy ways to build link popularity. The engines prefer links from well known sites, or links from sites that share the same focus as your site.

How do you increase the Link Popularity of your site? This is where the process of Link Building comes in. Link Building is also a form of networking. It is important to link to sites that lend credibility to your site and whose content is possibly similar to yours. This will ensure that visitors to your site gain value by clicking on the links. This will make them come back again and refer other people as well – simply because they had a good experience with your site the last time.

Another method of linking building involves contacting the Webmaster of a site that is complementary but generally not competitive to your own. You ask them to link to your site while offering to link back to them in exchange for this courtesy. You should make sure that the content on your Web site is of interest to the trading partner.

There are many ways to find link partners. Searching for sites that rank high for search terms that are important to you, and then looking through the results for sites that do not compete with you will give you a good list of link targets. You could also check the link popularity of your competitors, and find out who is linking to them.

If someone says they can not or do not wish to link to your site, you could still ask their permission to link to them. Often enough, you might be surprised, that they do link back.

Of course this can be a time consuming and daunting task. And since you are probably already very busy, it may be in your best interest to hire ACES to work on link building for you. Not only have we already developed many existing relationships that may be of help to you, we also have people who are dedicated to this task and have the experience to look for appropriate choices and/or partnerships that may help you to build a successful link campaign. [Click here](#) to learn more about our Internet marketing plans that can help you generate more traffic to your website.