



## **Title: Top 7 Link Building Strategies That You Can Make Use Of!**

A successful internet marketing campaign should make use of search engine optimization. The best form of SEO requires extensive link building. This particular activity involves creating in links to your site from the outside sites. The quality and relevance of these links is what search engines apply to determine the ranking on search engines. Links can also be created through different methods. They can also help to improve the popularity and visibility of your site by increasing your ranking. SEO companies realize the importance of link building and consequently offer link building services as a part of their package. There are different kinds of link building strategies that are listed below:

### **Article Directory Submission**

Writing articles and relevant content for your website is a fantastic way of getting your site noticed if you have the relevant keywords. Once the article has been written, it can be submitted to the article directory for free. There are number of article directories all over Google and your websites can make a mark in any number of article directories. Another positive point is that there are number of tools using which you can submit your articles automatically, if you do not wish to submit the articles manually.

### **Linkbait Content**

As the name suggests, the content must not only be relevant but also be interesting enough to snag consumers all over the Internet. Basically, this site is a “bait” to hook the “fish”. This bait is in form of current news and events across the world where you can insert well-placed bait that will trap the customer into checking your web site.

### **Guest posting**

If you want to attract visitors to your web site, guest posting is one of the more feasible options for you. There are many reasons why you should consider guest posting, some of which are increase in traffic and more publicity which will lead to more traffic and building backlinks. These reasons are pretty solid when it comes to link building strategies.

### **Commenting on blogs**

Expressing your opinion on a particular blog can get you or your web site noticed. This is also one of the most well-known ways of link building. Commenting on websites also make the other webmaster to comment on your website!

### **RSS submission**

This strategy is well loved by most web masters in the search engine optimization world. Submitting your RSS feed to the search engines and directories will help you increase your search rankings for your web site or a blog.

### **Social bookmarking**

This is one of the lesser known forms of building your web sites. There have been times when social bookmarks have helped in link building, but this is a very shaky ground.

### **Yahoo Answers Posting**

This is another sure-shot way in link-building strategies. You can answer a question and post your web site's link so that the users can browse through it.

Link building is one of the fastest growing trends in SEO line. It is easy and to make a go at it, you need a little bit of creativity and imagination. Following these strategies can help you in more ways than one! (Comments are appreciated)