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# **Link Building - At The Core Of SEO Marketing**

One of the most potent SEO tactics is link building. Links form the fabric of the web, weaving it together into a unified whole. Generating traffic means that visibility in the search engine results is paramount, the point being that very popular sites will be better connected on the whole. So, getting to the top of the search engine results pages, or SERPs, is much easier with a better link popularity.

Because every back link counts, the SEO effort must make [link building](#) a priority. One way to build link popularity is a tactic called article marketing. Search engines can see when a link is used to connect a target website to good quality, relevant written articles. Anyone that sees the content, such as an article, can spread the word easily, by posting it to their sites or profiles, thereby generating more and more interest. Articles can spread like wildfire all over the web, making them power houses for collecting together widespread [back link](#) coverage to your target site. With a concerted effort and a good number of articles, a SEO effort will soon bear fruits in the form of higher placement in SERPs.

By entering website information into specialized listings of web resources called directories. Internet users the world over can use these to help find specifically what they are looking for or are needing at a particular moment. Meanwhile the link in each directory points back to the target site, contributing to the back link building effort. It is not effective to simply post links into any directory, as many SEO experts will tell you, as doing so can spam up your link. The highest quality directories should be the focus of your SEO efforts in order to see any chance of success with your target website's SEO visibility and exposure. Specific admission guidelines are observed by the web directories, to maintain professional-quality, and therefore preserve their overall high value. It can be painstaking getting your link to some of the well-respected web directories, but totally worth the wait in the long run for getting your website noticed online.

Link building strategies form an important part of any SEO effort. Making the world wide web a better quality place overall is the ultimate aim of SEO, in addition of course to the personal benefits you stand to gain regarding your own website and its exposure and discovery online, thanks to SEO.

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