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Link building is by far a force to be reckoned with in the world of SEO. Links form the fabric of the web, weaving it together into a unified whole. Search engines see these links as measures of significance because popular websites will have more connections. As such, [link popularity](#) means that your website will be ranked much more highly in the search engines than ever before, with the power of search engines.

Since back links all matter, this means that SEO requires link building to be considered extremely important. Article marketing is a well rehearsed method of drawing in greater exposure to links. Article marketing is by far an effective means of improving your visibility in the search engine results, as search engines can see the connection, the link between site and content. 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. Over time, one article can spread across the web, creating dozens, hundreds or thousands of backlink destinations. Improving your SEO with this rate of consistency is by far a fantastic way to improve your rankings in the SERPs.

By entering website information into specialized listings of web resources called directories. Like physical, real-world directories, such as a telephone directory for instance, these are invaluable in their help to connect users far and wide with resources that they can use or are seeking. As with the articles, the link in the directory redirects to the target website concerned, and so only benefits the whole back linking procedure. 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. These directories often have strict requirements for admission because they want to preserve their high value. This means that gaining inclusion into some directories take much worthwhile time and effort.

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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