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How to Go About Building Targeted Backlinks to a New Site

Sure, there is a learning curve when talking about backlinking but it is not so difficult. Typically, it is the newer web business who needs time to get it all figured out. Gaining what you need to take the proper approach is what you need, but you have to do your homework. It's really important that you understand how backlinking works before you go ahead and start on it. So with that, let's talk about what you can do, and how to get started on the right path.

One very well-known approach involves using sites like Squidoo in which you create content and then place links to your site. These are much like your site in that you post your content with backlinks in strategic locations. Just see to it that you're not spamming in any way, and be careful that the content you add to your Squidoo Lens should be high quality and relevant. Remember that many such sites have become more proactive about what they will allow or not. If you have to do this yourself, then even though it may be boring it is worth your time. Let's not forget about using article marketing for building your backlinks, but you need to know the rules have changed a bit with this. At this stage of the game, syndicating your articles on niche-relevant sites is the only thing left for article marketers. Using article directory submitters on all the low quality directories is a waste of your time. When you use these sites, all you want to do is have another webmaster choose your article for publication. You will actually save time and get better results when you take the time and write solid content.

Seek out relevant sites you would want a backlink from and make a deal. For example, if a popular website has a high page rank, you can contact the owner and let them know of your offer. You never know what people will say, and just remember you have to provide very real value to them. Just remember that most people are open to a good deal, so you have to make it good. Nothing at all wrong with getting to know other people in your market, and perhaps you could end-up doing a better JV.

Link building doesn't have to be boring, it can be fun; so when you're starting to work on the SEO of your new site, keep in mind that you have to be consistent in your efforts. What you may decide to do is hire it out, and that is fine because it is a little bit tedious.

It is normal to see things slow down once you are on the first page of the SERPS, but that is totally expected. So if you are looking out to make your new site more popular, then put your effort into link building.

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