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Taking Your New Site from Obscurity to Page One with Backlinking by Renay Shepard

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What You Need to Do with Backlinking for a New Site or Blog

Getting targeted backlinks for your new website is important because if you want your site to get search engine traffic, then acquiring relevant backlinks becomes critical. Many new webmasters and Internet marketers get confused when it comes to link building; however, link building isn't as hard as people make it out to be. You must acquire the proper information and once you have it, then simply work the system every day. There are a ton of methods to gain backlinks, so just be sure about what you are doing.

Squidoo lenses can still be used as a source for backlinking, but read the terms of service so you do not get in trouble with it. You can easily build targeted backlinks around your chosen subject, add content and build backlinks. If you want to promote very popular affiliate niches, then there is a chance you will not be able to do that. You have to put in the effort to not abuse Squidoo, but rather use it effectively. Look at your link building activity as an important part of your overall website promotion, and give quality to get quality.

You have your press releases, and you have your press release submission sites; make them part of your plan and that will be a good thing. If you do this in a professional manner, then you will have some powerful backlink soldiers out there working on your behalf. Just submitting to a site like PRWire.com will let enough people know about it; besides, press releases that make sense and are timely and spread like wildfire on the Internet. What is unique about press releases is they usually if not always result in extra traffic.

Exchanging links with other relevant websites isn't dead, it works; however, things have changed in the past few years with the search engines. Relevant websites and blogs are the best way to go, and that will give you more link juice if you do it the right way. Always investigate the potential link exchange partner because you never want to purposely link to a site that has bad reputation. If you do make a mistake, you will see it in the search engines, and then you just need to break it off with them.

Backlinking is really nothing hard to do, but it does take daily effort and dedication to the process. Just relax and it all, and then put your focus on getting done what needs to be done. There is nothing like a highly ranked site that is giving you tons of organic traffic. It really is just a simple decision, and then commit to it and enjoy the ride.

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