Is Link Building Ineffective in SEO These Days? by Monu Sharma

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In todayâ€™s competitive era it is very difficult to make good business online. You have to become findable on search engines so that clients can get to you easily. This can only be possible if you get a good rank on search engines. If you get your website on the top ten results of Google, you can expect good business for your website.

Getting a good rank on Google is not easy. You have to optimize your website to the core in order to achieve desired ranking. You have to perform both types of optimization â€“ on-page and off-page. Generally, website owners perform the on-page optimization in-house but it is very tedious to carry out off-page optimization the same way. You have to take the services of a professional SEO company. A SEO company helps you in building links for your websites. Backlinks play a very important role in deciding the Google rank of your website. SEO experts work hard day and night to build links for your website. This is called link building.

However, there is a question that the web community is debating over â€“ is link building ineffective in SEO these days. Here I shall discuss few facts that will raise the curtains that lie over the life of link building strategies that are prevalent today.

Link building is a great tool to get backlinks for your website. It was a commonly used technique among SEO professionals. One used to stay online for hours talking to webmasters convincing them and exchanging links. It was a time taking process that made the SEO get tired. After all the hard work, one was not really sure of positive results. Thus, man started looking for other methods of off-page optimization. Then came social networking which turned the tables with its addictive features. Blogging and social bookmarking also helped websites gain backlinks without doing hard work on convincing other webmasters.

Some people believe that link building servicesis ineffective these days. They say that because of the overuse of this tool, Google has started ignoring backlinks. They say this because of the ineffectiveness that comes out even after a website has a good number of links. This evident is not enough to prove that link building has become ineffective.

The fact that most of the SEO experts forget is that building great number of backlinks is not enough. They should exchange links with websites that have a good credibility and Google page rank. If you do not exchange links with good websites, even a hundred thousand backlinks shall prove useless. Thus you should count on the fact that you must gain quality backlinks rather than just backlinks. A smaller number of quality backlinks can also bring satisfactory results. Therefore, one should not question the existence and usability of link building today because the effectiveness of backlinks depend on the quality of backlinks.

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