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Build links contextually to dominate the Web by [Anthony Mckeown](#)

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As SEO strategies have emerged as a top-notch marketing technique, contextual link building has surfaced as one of the sure-fire techniques of earning Web prominence. Amidst the competition that plagues the Web, this is one of the greatest techniques through which you can build links to come first in the race of higher ranking. If you have only heard about the empty popularity of the strategy, then this article will enlighten you about the goodness of link building. The benefits enjoyed if you build press release links, article links or Web 2.0 links are more or less the same.

Availing link building services will have the discussed advantages. If you build links, then it will help you gain some of the relevant, best-quality contextual links for your site. If you hire the services from the most reputable concerns, then evidently your site will have a better ranking because the links provided by them are quality as they are obtained from the do follow Web pages only. However, when you build press release links, make sure that they are not hired from the available link farms and are fully natural.

When you assign the job of link creation to a SEO service provider, make sure that the links your site is given are all gathered by making use of contextual content. The first and foremost thing to remember while you build press release links is that you have to make sure that the content generated for your site is going in the right place, Hence, squidoo lens and directory submission sites are the places to publish the articles. So, make sure that the companies that build links have all the submission services in the best of the directories included in their packages.

When you grant one SEO provider the job of optimizing your company, you have to ascertain that the contents are all fresh, novel and SEO friendly. This can be assured if they are framed by expert and experienced writers who have appreciable writing and editing skills. Moreover, once can only build links of good quality from content that are rich in keywords, but are not too rich to be a spam. A key mantra for builders who build press release links is that submission should particularly be made in those particular sites that acquire a higher rank in the search engine result page.

Depending on the keywords, each article can be given maximum backlinks of three. So, make sure that the service you are hiring has a commendable PR bookmarking in respect of all the landing web pages. Finally, when you are happy with all the links built in different corners of the Web for your site for popularizing it, check if they are permanent instead of temporary ones. Temporary links require renewal, which calls for greater expenses.

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[Anthony Mckeown](#) - About Author:

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