Article Side

Can You Buy PR Links without Getting Penalized by Google by Anthony Mckeown

Article published on March 15th 2012 | Seo

Some website owners buy PR links to quickly boost their search engine position. The concept is pretty simple. If a website has high PR, its links are very valuable. Buying those high PR links will result to a transfer of link love. It means that the PR of the original site can be transferred to the linked site. Even top SEO companies promote this type of link building strategy to give instant PR for the websites of their clients. This practice however is becoming extremely dangerous nowadays. Google, the biggest search engine on the web, discourages the buying and selling of PR links. It imposes sanctions on websites that practice this kind of link building strategy.

Unfortunately, there are still top SEO companies that engage in this kind of strategy. They will tell you that you can safely buy PR links as long as the build up of inbound links is gradual. The problem is that most high PR links that will be sold to you are usually not relevant or related to your site. This will trigger a red flag on Google. The search robots of Google can detect dubious links that have no relevance at all to the linked website. If you get caught with links that are obviously bought, then there are chances that your current Page Rank and search engine position will go down further. There is also a possibility that your website can get blacklisted from the search engine index. So, if you buy PR links, you have to prepare yourself for serious adverse consequences that could happen to your website.

There is really no guarantee that your website will be safe if you buy PR links. Fortunately, there are top SEO companies that adhere to Googleâ€™s webmaster guidelines governing the correct practices of ethical link building. If you want the safest approach to improve your websiteâ€™s SEO rank and search engine position, then you have to sign up with an SEO service that practices organic link building strategies. Your website will enjoy long term link popularity if your SEO is not relying on link buying strategy. It is easy to spot an ethical SEO professional. All you need to do is to evaluate its link building methodology. By closely examining the link building strategies of the top SEO professionals, you will be able to determine if your website can get better value from them.

Natural link building strategies involves a three-way approach. First, your SEO will start submitting articles to high PR article directories. These articles contain links that point directly to your website. The articles are also written based on your given keywords to make them more relevant. Once published, the articles will eventually get a page rank and the links will become more valuable over time. This means that the high PR backlinks pointing to your site are more valuable compared to non-related inbound links. The second approach is getting backlinks coming from social bookmarking sites. Your SEO professional can publish site reviews and bookmark these to give you relevant and trustworthy backlinks. Lastly, the SEO service will publish several press releases containing your websiteâ€™s links. These press releases can be published by other news services thus optimizing your link popularity.

Article Source:
http://www.articleside.com/seo-articles/can-you-buy-pr-links-without-getting-penalized-by-google.htm - Article Side

Anthony Mckeown - About Author:
Looking for a reliable organic a top SEO service? Visit our website today to know more about

organic link building strategies and why shouldnâ€™t buy PR links.

Article Keywords:
top SEO,buy pr links,SEO companies

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!