5 Amazingly Easy Ways To Get Top 10 Listings In Google, Yahoo and MSN

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Search engines are the gateway to the Internet - in most cases they are the first tools that potential customers use to find the products and services they need. Without at least one backlink, you will not get listed in any major search engine!

This is true even if you've submitted your website on their "Add URL" pages (is not necessary, though... the search engine spiders will find your link automatically if it can be found on at least one popular domain). And the more links you are getting and the more often other websites are using your keywords when they do mention your website, the better you will rank for your keywords.

This is why link popularity is so imperative. If customers do not find your website, you have no possibilities of making any sales...

You're probably wondering what the blazes is popular about a link! Well, in a word - plenty! Link popularity refers to the ranking assigned to your website by the search engines, and it determines the ranking your page gets when keywords are entered into a search engine. Google uses the term "Pagerank" for this - the more backlinks you have for your site, the higher the "Google Pagerank" (between 1-10 with 10 being the most valuable PR).

So, you're probably wondering, how do I make my link popular?

Search engines are discretionary, giving status and ranking to sites that have links to their pages from related, quality sites. It's a simple formula, but a very important one. Google created the system, and now virtually all the most popular search engines employ it to rank your web pages in their indexes.

The more commonly used your keyword is, the harder it will be to achieve link popularity, but without achieving this step, it is almost certain your site will never rank highly on any search engine. But don't get discouraged; there are tried and true ways of achieving link popularity using the most competitive keywords even though it will take you longer than if you just take a step back and go for the less competetive phrases.

There are a few things you should be aware of. The first is that just linking up with a large number of other websites will not give your site link popularity. In fact, it may have quite the opposite effect. This is particularly true when pertaining to websites that are nothing more than "link farms" - pages containing line after line of indiscriminate links. Search engines may aggressively discriminate against your website if you are associated with a link farm, so steer clear of them!

The next thing to bear in mind is the quality of the site you are linking to. Never link to a page you have reservations about your visitors seeing (e.g. spammy websites with no real content). The last thing you want your website to appear as is indiscriminate and cheap. Linking to sites of poor quality will only lessen your link popularity, if not completely destroy it.

So let's get to what you need to do to achieve supreme link popularity and get top 10 rankings on all the major search engines:

1.) DIRECTORY SUBMISSIONS

One of the first things you should always do is to get a listing in as many of the free web directories e.g.: http://www.seocompany.ca/directory/free-web-directories.html as possible. Personally, I think that a listing in Yahoo is too expensive with almost $300 per year for a business related site (which is the case when you want to make a profit off your site and who doesn't want that?).

There are a lot of other websites where you can get listed for a smaller fee or for free so I don't bother getting listed there. Dmoz.org, the most important free web directory you can get into, gives you a free listing whether you are business-related or non-commercial, but be prepared to make a lot of follow-up inquiries before you see your site listed. It can take months...

You are aiming to get listed in the highest level of an appropriate category, and this just takes some common sense. For example, if your company ships "Alpaca wool" from an Alpaca farm located in the middle of Nowhere, Tiny State, do NOT submit your listing to "Retailers from Nowhere, Tiny State." BIG MISTAKE! All you have to do is look a little deeper - and submit your listing to the "Fine Alpaca Wool" category. You will not only associate yourself with culture and quality, but you will be listed in a national category.

2.) RECIPROCAL LINKS

The next step after you have attained directory listings is to locate other quality sites that will increase your link popularity. Try to find sites that are in some way related to yours, so not only will your link popularity increase, but your customer base may also be expanded. You want to avoid your competitors and look for sites that are useful to your site's visitors. Let's look at the Alpaca Wool site example.

Linking up to a site that sells knitting supplies would be helpful to your visitors, and the chances of the knitting supply site wanting to link up to your site are also greater. By linking to a related site that will be relevant to your website's traffic, you are increasing both of your site's business prospects - and both of your sites' link popularity. Look which sites WANT to exchange links. Obviously, sites with no link partner page are not interested in exchanging links.

Contact sites where you can find a links page and tell them that you've added their link to your site (you need to add their link first if you want them to consider linking back to you!) and if they want to reciprocate. Do not go over the top with this by sending out thousands of generic link requests. Only send requests to website owners of sites you have visited and considered great partners.

The best way to do this reciprocal linking is to go to Google and do a search for e.g. intitle:"add url" +inurl:"your keyword here". What this does is that it checks for the title of the page and looks if it has the "Add URL" phrase there and the second part checks if your keyword appears in their URL. To stay with the above example, you would look for "wool" or "knitting".

Most sites which have "Add URL" in their title will gladly exchange links with you and probably have an automated reciprocal links manager script (e.g. this one http://www.onlinemarketingtoday.com/software/link-management/) in place. This way, you'll get listed on their links page automatically as soon as a backlink on your site is found.

Go through this process with as many appropriate sites as you can find (spread over days and weeks, not hours...), bearing in mind the criteria of quality and non-competitiveness. Too many backlinks in too little time will trigger a spam filter with most search engines. For example, it would not be normal for a site to start with 0 backlinks when it is spidered by the search engines and have 3500 backlinks 3 days later.

3.) SOCIAL BOOKMARKING AKA „TAGGING"

Social bookmarking websites are a popular way to store, classify, share and search links. In a similar way like you save your bookmarks in your web browser, you are able to save bookmarks on these special websites. You can "tag" your links meaning you can assign several keywords to your website pages. Only use relevant tags, though, or you'll come across as a spammer.

Other than web page bookmarks, services specialized to a specific subject or format - feeds, books, videos, music, shopping items, map locations, wineries, etc. - can be found. Social bookmarking is also part of Social News Sites like Reddit.

In a social bookmarking system, users store lists of Internet resources that they find useful. These lists are either accessible to the public or a specific network, and other people with similar interests can view the links by category, tags, or even randomly. Some allow for privacy on a per-bookmark basis.

They also categorize their resources by the use of informally assigned, user-defined keywords or tags (see folksonomy). Most social bookmarking services allow users to search for bookmarks which are associated with given "tags", and rank the resources by the number of users which have bookmarked them. Many social bookmarking services also have implemented algorithms to draw inferences from the tag keywords that are assigned to resources by examining the clustering of particular keywords, and the relation of keywords to one another.

Its increasing popularity and competition have extended the services to offer more than just sharing bookmarks, such as rating, commenting, the ability to import and export, add notes, reviews, email links, automatic notification, feed subscription, web annotation, create groups and social networks.

These sites are also meant when people are talking about this Web 2.0 thing. Web 2.0 means websites for a community of people, social networks, and these people rate and tag content rather than a search engine. This way, the relevance of content gets determined by real people as opposed to having some search engine apply algorithms and get results which are not always suitable. That's why Digg.com claims:

"Digg is all about user powered content. Everything is submitted and voted on by the digg community. Share, discover, bookmark, and promote stuff that's important to you!"

Popular social bookmarking sites are e.g.:

http://www.technorati.com/ (it's also a blog directory)

http://www.digg.com/

http://de.licio.us/

http://www.reddit.com/

http://www.furl.net/

and dozens of others. More and more sites like these come up on a daily basis and only the future will show which ones will get as popular as the ones mentioned above. Simply add your personal websites to as many of these services as you can while using your keywords in your link texts and listing your posts under many relevant "tags". This will give you some visibility on the search engines' "radar" and get you indexed quickly. If you're listed under a very popular "tag", it can also improve your search engine rankings quickly.

4.) BLOG COMMENTS

Even though blog comments have received quite a lot of negative publicity in the recent past because of all the discussions about blog spamming and automated blog comment posters, it is still a viable way of getting one way backlinks quickly. But only if done correctly and if you adhere to certain posting rules. Then you will be able to use it as a way to attract exactly the kind of targeted visitors who are eager to buy your products.

How can you find those blogs?

Well, you can go to Google in type in "keyword blog" where keyword gets replaced by the keyword for your market e.g. "dog training blog". If you take this one step further, you could add something like "Powered by Wordpress" to this query and Google would find any Wordpress blog which has been making posts about dog training.

You could do the same query in Technorati.com, a service which most bloggers are pinging to notify them (which is a very popular blog and rss directory where people can tag their posts) of new content. Meaning, you can find posts related to almost any keyword there. Doing this for many websites and then also checking if these blogs have enough traffic and/or pagerank can be quite time consuming.

If you value your time as much as me then you need to automate this. Personally, I am using a tool called CommentHut (http://www.quickanswers.info/CommentHut) to find these blogs and show me the pagerank of each result. There simply is no quicker way. You still have to make comments related to the blog post, though. CommentHut won't do that for you. But its' goal is not to spam blogs but to find the best blogs to post to. Not only on Wordpress but also for 4 other blogging platforms like Typepad and even on Wordpress.com itself. This means, you can get free backlinks from an authority site like Wordpress.com because it also hosts personal blogs…

Not only can you get better search engine placement because of relevant blog comments but you also might get a lot of direct visitors if it's a busy blog. Ask a provocant question there or doubt something the blogger is pointing out and you can see that it can cause quite a stir which also means more direct visitors for you! And your blog links are in the middle of highly relevant, keyword rich content. It cannot get any better.

5.) ARTICLE SUBMISSIONS

Article marketing has been a secret weapon in the arsenal of many super affiliate marketers. Not only for improving their search engine positions but also for direct traffic from their article resource boxes (the small signature file at the end of each article). Imagine getting one of your articles picked up by a newsletter which has a readership in the hundreds of thousands… That could be a marketing breakthrough overnight.

Then why are not more people using it? Every week I see article after article talking about the effectiveness of getting your articles published on other websites and in other people's ezines. Are people too shy? Do they think they can't write? Are they afraid they are making too many mistakes?

If you don't do anything, you are not making mistakes - that's true... But you're also not making any progress. Most top marketers have become so successful because they were not afraid to make mistakes along the way. That is what Internet marketing is about: Learning from your experiences and improving upon them. If you'll keep doing the same things, you keep getting the same (bad) results. I'm sure you've heard this saying more than once and it's so true!

Take action and you'll see results.

Writing your own articles can be so easy. Just do a little bit of research in those all important article directories themselves. Do a search for your keyword and see what others have written about the subject. Combine several of their ideas and thoughts and write your own masterpieces in your ***own*** words. **NEVER EVER COPY SOMEONE ELSE'S WORK!!** This could get you in serious trouble. But rewriting ideas and thoughts is always allowed.

Whatever the reason is for not getting engaged in article writing, there is an answer to all of these objections.

Either outsource your article writing or use a piece of software called "Instant Article Wizard" (http://www.quickanswers.info/InstantArticleWizard) which will let you write articles through a click and point process rather than having to come up with your own words. You'll still need to polish up the sentences and the structure the software produces but about 80-90% of the work is already done by this article writer software.

Outsourcing means that you go to a website like Elance.com or Scriptlance.com (http://www.scriptlance.com/?ref=mediaman69 - my favourite) to get these articles written for you – for a small fee (usually something between $5-10 a piece).

With these articles you own something unique that you can use

a.) as content on your site

b.) as article for your ezine

c.) as vehicle to get your search engine positions up

d.) to get your name spread and build a reputation for yourself

All you have to do after you've created these articles is to submit them to article directories. It can be done manually if you visit a page where all of these article directories are listed e.g. here:

http://www.arcanaweb.com/resources/article-directories.html

But it can take you days if not weeks to get this done one by one.

Or you can use an article submitter. Personally, I like Jeff Alderson's Instant Article Submitter (http://www.quickanswers.info/ArticleSubmitter) because with his software, you can also choose the categories your article gets submitted to. This ensures that your article is assigned the correct category rather than submitting a generic format where 50% of the times, you'll get declined by the article directory owner because of not having selected the correct category…

Article marketing is still one of the best and most cost effective ways to get your products sold, get recognized in your market and get better search engine positions all from the power of articles. With article marketing or "bum marketing" as it has been called in recent times, you can even make sales if you have no website, no list and no JV partners.

Which other method can achieve this so easily…?

CONCLUSION:

Generally speaking, the search engines seem to favor non-reciprocal links so try to focus on those and don't overdo reciprocal linking. These two way links should not make up more than 25-30% of your total links in order to stay on the safe side.

Set up a schedule to check your ranking in search engines frequently to see if your link popularity has improved. Of course, this is not achievable in the blink of an eye. *It will take some time and a good deal of work.* There is no way around the labor-intensive quality of improving your link popularity, which is why search engines regard it with such importance.

By the way - make sure you have a great looking, content rich website or you will never persuade anyone to link back to you – not even free directory owners. Try to avoid having your website cluttered with Adsense and ads before asking for a link. Once you have got enough links (when you have achieved your desired search engine positions for your main keywords), you can add your ads back and enjoy the profits from your hard work...