

Why You Must Increase Backlinks to Run a Successful SEO Campaign

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Lots of new webmasters struggle with the concept of SEO and why they may want to increase backlinks that direct to their pages. Your success in the search engines depends on many different factors, and there's no one singular thing you can do that will guarantee results. With that being said, backlinks are becoming increasingly more important to your standing and you need to increase backlinks if you want to increase your search engine performance.

Backlinks work in a variety of ways for helping your SEO and your entire online presence. Google and the other major search engines use complex algorithms that quickly decide which pages get shown in which areas in their search engine results. For Google, the result is a PageRank which is given to your site.

PageRank is basically a measure of your importance, credibility and reputation. The main way it is established is by taking into account the number of links you have leading into your website from other sites. Therefore every time that somebody links to your site or you get a new link, it's as if somebody checked off a box that says, "Yes this site is worthwhile and you should visit it." Google then tallies those little boxes to determine how reputable and worthwhile you really are. Therefore, the more ways you can increase backlinks to your site, the better your site will perform.

PageRank also takes into consideration the quality of those links to lead to your site. One link from a highly regarded website could be worth two, three or even more times the worth of a link from a lowly regarded site. Think about it like this, if a particular website had a value of "1,000" they have much more value that will get spread out to the outgoing links they have. Each link therefore gets much more value than if the site with the outgoing links has a starting value of "100".

This is why it's important to build links using a SEO strategy that incorporates highly ranking sites. Article directories are continuing to be one of the premier ways to do this. The best article directories carry a lot of weight in the search engines, and links from them will boost your SEO that much more.

When you want to improve your SEO work you are looking for more than a boost in the search engines however. You are really looking to find more referral and direct traffic as well, while boosting your status and presence within your target market and their communities and networks. Link building through strategies like article marketing, blog posting, forum posting, blog commenting and much more will all help you achieve these goals.

Now that you know the reasons for why you need to increase backlinks for SEO, there's no time to waste. Visit [our website](#) to begin your own comprehensive plan to rise to the top of the search engines.

