

“ Link popularity is the number one off-site ranking factor, and should be a primary focus of any search engine marketing strategy. ”

Wolfgang Reile
Owner / President
Rightway Gate, Inc.
Internet Marketing Group

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What are Text Links

Text links are simple HTML hyperlinks that link from one website to another. The visible representation of the link, called the anchor text, is the text or keywords used to activate or “click” the link. Search engines count links of all kinds, but particularly text links, as “votes” that signify an endorsement or recommendation of the page or site being linked to, and its content.

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Why are text links important?

The major search engines collect and organize all of the links they find in an effort to track the overall number, type and anchor text of links pointing to every site they index. The calculation made from this data is called a site’s link popularity, a measurement of how popular/useful/important a site is, based on the number, quality, and type of links it has pointing to it. Link popularity is a major factor in the ranking algorithms of all major search engines, and can make the difference between page 1 and page 10, sometimes even for sites that are relatively equal in every other way.

Text Link Strategies from LiveCustomer.com

1

Buy Text Links

Buying links is often the best way to get links from high-quality, authoritative websites. LiveCustomer.com works with top publishers to give you access on great website so you can get the best links.

2

Link Building

Our link building campaigns involve going out and finding sites that have specific relevance for your industry and acquiring links on them through a variety of methods. These links signal to the search engines that your site is a trusted and helpful site in your field.

3

Content Links

Content links are those that come from articles, blogs, and presell pages with unique and custom content, written for and dedicated to your site. Because the links are embedded within keyword-rich, relevant text, and not located in a sidebar or footer, they are seen as very valuable additions to a natural linking profile.

Ready to get started?

Contact us today to get a quote for your text link campaign.

888-411-9988