

Do It Yourself Search Engine Optimization: How to Generate Free, High Pagera...

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SEO in a nutshell: get quality links to your site; the higher the pagerank, the better.

The problem is that if you submit your site to a high pagerank directory or search engine, it can take months for your site to appear. Moreover, many high PR directories and search engines charge big bucks for the privilege of getting listed with them. For example, the Open Directory Project (DMOZ) directory takes several months or more to list a site. And Yahoo charges \$299 per year for a commercial site to be listed in their directory.

While it's great to be listed in these directories and search engines, many will automatically find and list your site free if you have good quality links to your site. High pagerank links to your site indicate too many search engines that other sites that they rate highly link to you. Therefore, they conclude, your site will probably be useful to their users. So you deserve a higher pagerank, according to Google. And the higher your pagerank, the better your search engine visibility. It's part of the SEO game and you can learn how to play.

Now here's my secret to getting some high pagerank sites to link to you immediately and at no charge.

First you need to create a web page on your site with a list of links. You will be adding links to other sites on your links page in exchange for these sites adding your link to their link pages. So let's call this page a reciprocal links page. You don't just add any site to your reciprocal links page, however. You will be looking for high pagerank links to add to your links page. It's better if you include links to sites that are related to your products or services. To make search engines happy, limit each of your reciprocal links pages to about 50 links.

Many sites maintain their reciprocal link pages using the free LinkMan script from PHPJunkYard. If you wish, you could do the same, but it is not necessary. You can download this php script from <http://phpjunkyard.com>

The LinkMan script allows a site's visitors to add their links immediately after they add links to the site on their pages. So all you have to do is to find sites using this LinkMan script, add their link to your reciprocal links page, and you can immediately add your link to theirs.

Because the LinkMan script is free, the developer requires the following notice on the links page: "Powered by Link manager LinkMan 1.02 from PHPJunkYard - free php scripts."

You can find sites using LinkMan then by searching for the exact phrase "Powered by Link manager LinkMan 1.02 from PHPJunkYard" on Google, for example. Note that there are other scripts named Linkman, so you should not just search for "LinkMan". Play around with your search phrase to find also sites using earlier versions of LinkMan.

Visit some PHPJunkYard LinkMan link pages with a browser showing the Google pagerank. You will very soon come across a site using LinkMan that has a high Google pagerank. Bingo! Add their link to your reciprocal links page and then add your link to theirs. You immediately have a free link on a high pagerank site. Free instant SEO!

And that's a quick and easy search engine optimization technique you can use to generate free, high pagerank links.

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