

How To Get Inbound Links: 5 Tips For Immediate Results

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Previously in this series, we addressed the usefulness of links as well as how you might build links over time via quality content. However, sometimes it is preferable to generate a great number of quality links within a short period of time.

We've listed a few link-building tactics below which will help you to see immediate results:

1. Find related websites and request a link exchange.

Considering how easy it is to send an email, many webmasters are still reluctant to request links from other websites. However, this can be a very effective means for getting high quality links from related websites.

2. Publish an RSS feed and submit it to aggregators.

Another great way to get links, not only to your home page, but to other pages within your website, is to use RSS. RSS (Really Simple Syndication) is basically a data feed that contains content from your website. If you have a blog, your blog software probably produces an RSS feed automatically.

The great thing about RSS is that there are many web directories, aggregators, and update services that readily read and distribute your content. This often results in wide readership and increased traffic and inbound links.

Two RSS services that you should consider include Ping-O-Matic and Technorati.

3. Take advantage of article marketing.

In addition to using RSS to distribute your content, also consider article marketing. With a bit of luck and good writing skills, article marketing could be your most successful tactic.

Article marketing is when you submit articles to large article databases to be freely republished on other websites. In exchange for using free articles, the websites that republish your content are also required to include a short blurb at the end of the article containing whatever text and/or links you'd like to include. Many writers, for example, mention something about their experience and include a link to their websites.

While the number of links that you generate depends on how many people want to republish your article, by writing an interesting and thoughtful article, you increase the likelihood for success. In addition, you are not limited to one article, but can submit as many as you like.

4. Submit your website to search engines, directories, and social bookmarking sites.

It goes without saying that you should submit your website to search engines such as Google, Yahoo, MSN Live, and Ask. But there are other, more obscure websites that you might overlook. These include:

1. Digg.com
2. Technorati.com
3. StumbleUpon.com
4. Dmoz.org (This will take months but, once approved, will improve your website's rank.)
5. AboutUs.org
6. Wikidweb.com

It is also important to submit your website to niche (or highly targeted) websites and directories. To find those that are relevant to your website, just perform a search.

5. Create and distribute a press release.

A press release is another great way to generate links. Unfortunately, press releases are limited to new or exciting occurrences. So if you submit a press release, it will need to be announcing something, otherwise the free services might not approve it for distribution.

These above tips can give immediate results of 1-7 days, which is much shorter than using content alone. However, the most effective method for building links is a combination of these two methods.

In addition, be sure to leave a trail wherever you go. This includes leaving links on forum posts, blog comments, and personal profiles. To keep generating links, you will need to get creative and continually think of novel ways to further market your website.

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