

The Importance of Inbound Links For Your Site

The main priority of Search Engines is to deliver *searchers* the best search results possible. And they do *that*, in turn, for one reason only... Search Engines owe their actual customers, **advertisers**, the most targeted eyeballs possible.

Search Engines use several “off-page” criteria to determine “best search results.” They measure human judgment/behavior *before, during and after* a visitor clicks on a Search Results Page to visit a site. For example...

How long did the surfer take to return and do another search? (The longer, the better that page must have been -- everything else being equal.)

How many links from other sites go to this page and how good/relevant are those links? (The more high-quality relevant links there are to that page, the better.)

Search Engines look for **relevant, timely, quality content**. Why? When visitors find what they want at a specific Search Engine, they tend to come back over and over again for this type of satisfying search experience. A loyal user following contributes to the long term success of a Search Engine. (That’s how “Google” became a verb, by the way!)

As your site grows with more and more content pages, **and** as you get more and more quality inbound links (think of them as “votes of confidence”) and other off-page criteria, your Search Engine Ranking for each page on your site goes up. Higher positions (i.e., in the top 10) on the Search Engine Results Pages makes your site easier to find and thus increases targeted traffic.

The screenshot below illustrates how a SBI!-built site ranks in the 2nd position on Google’s search results for the search term “australia outback”...

[Web](#) [Images](#) [News](#)

[Outback - Wikipedia, the free encyclopedia](#)
Outback or the **Outback** refers to remote arid areas of **Australia**, although the term The **Australian Outback** is full of very well-adapted wildlife, ...
en.wikipedia.org/wiki/Outback - 56k - [Cached](#) - [Similar pages](#)

[The Real Australian Outback - An Outback Australia Travel Guide](#)
 Travel guide to the **Australian Outback**, Western **Australia** Kimberley region and the Northern Territory. **Australia** travel advice, insider information, ...
www.outback-australia-travel-secrets.com/ - 35k - [Cached](#) - [Similar pages](#)

The more times surfers see your site's listing appearing high up in the search results, the more your “brand” builds. As your brand becomes more well-known, you will become “the” authority in your niche.

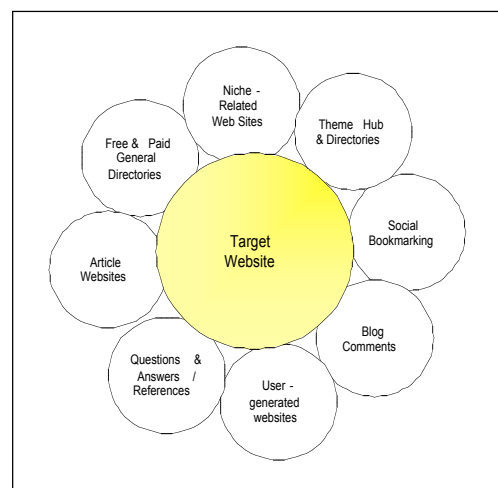
As you can see, **high-quality content and inbound links** will get your site’s traffic rolling, like that proverbial snowball, ever-accelerating and expanding, gaining momentum as it builds and builds.

So... Get “Rolling” With The SBI! Web Site Reputation Builder Package

A site that pleases both searchers/visitors and Search Engines will attract targeted traffic organically without constantly paying for it through advertisements or by tricking the Search Engines. Often, all that is needed to boost momentum or get the “traffic snowball” rolling faster is by securing a number of quality inbound links.

On the Internet, there are many different ways to get inbound links...

- Niche-related Web sites
- Free general directories
- Paid general directories
- Theme hubs & directories (specialized directories in your niche)
- Social bookmarking
- Forum posts



- Blog comments
- Article distribution Web sites
- Question & Answer sites
- Reference Web sites

Search Engines will judge each of these areas in different ways. The key is to generate inbound links in a variety of these areas, and not rely heavily on one type of link.

And that's exactly what the *SBI! Web Site Reputation Builder Package* does. **It will increase links to your site through a variety of sources, with the focus being on quality instead of quantity.** As a result, your site benefits from a balanced range of incoming links.

Put The *SBI! Web Site Reputation Builder Package* To Work For You

Building an effective link program can be very time-consuming. That's why SiteSell Services offers the *SBI! Web Site Reputation Builder Package*. It allows you to develop your link program simply and effortlessly.

You don't have to do all of the tedious free submissions. Instead, the SBI! Web Site Reputation Builder Team who deliver the package (with some help from your SBI! Coach) do the work for you and design a link-building program targeted to your site. This leaves you extra time to concentrate on more important aspects of your business.

Over a **5 week period**, work is systematically done to secure quality inbound links from a variety of sources in order to increase your site's reputation on the Internet. This includes efforts such as submissions to the "best-fit" free directories and the creation of 3 articles (with the help of your SBI! Coach) to submit to article distribution Web sites.

Please note: Paid directories fit into a special category in the *SBI! Web Site Reputation Builder Package*.

In order to protect your privacy, and more importantly allow you to keep your credit card details to yourself, we have simplified the process so that **you can easily complete the submission process on your own.**

We research the proper category in five leading paid directories and provide you with the detailed information on how to submit.

You will receive this e-mail approximately half-way through the five-week link-building process. You simply follow the instructions that we provide to you, and you'll be done in no time!

As noted above, the *SBI! Web Site Reputation Builder Package* works **systematically**, pacing submissions and postings in a natural progression. The goal is to deliver quality inbound links. That's what the Search Engines want to see. That's what the *SBI! Web Site Reputation Builder* wants to secure for your site.

At the end of the 5-week session, you will receive a **detailed report** outlining all of the link-building actions undertaken by the *SBI! Web Site Reputation Builder* Team on your behalf. It will also include information on additional activities you could do to further increase your exposure on the Net.

Ordering Process

Get your traffic snowball rolling today. **Order the *SBI! Web Site Reputation Builder Package!***

<https://secure.sitesell.com/coaching/coaching-order.html>

Everything is in place... your site has quality content and the *Web Site Reputation Builder Package* knows exactly how to secure quality inbound links in the appropriate manner.

You have the best possible equation at your fingertips for traffic-building success, and all the work is conveniently done for you!