

The importance of links in SEO

Links are important to show that your post is relevant and legitimate.

- Backlinks
- Aggregators
- External links
- Internal Links

Backlinks are incoming links to a webpage. When a webpage links to any other page, it's called a backlink. In the past, backlinks were the major metric for the ranking of a webpage. A page with a lot of backlinks tended to rank higher on all major search engines, including Google.

Find A+ Link Prospects on AllTop and other aggregators including other blogs with relevant content.

What if there was an up-to-date list of blogs in your niche that you could use to find quality link opportunities?

I have good news. There is. And it's called AllTop. AllTop.com is a modern day directory that curates the best blogs in every industry under the sun.

An external link is a link that points at an external domain. Top SEOs believe that external links are the most important source of ranking power. External links pass "link juice" (ranking power) differently than internal links because the search engines consider them as third-party votes.

An internal link is a type of hyperlink on a webpage to another page or resource, such as an image, document or another post on the same website or domain.

One of the strongest signals the engines use in rankings is anchor text. You can use anchor text links point to page and specific content and that page has a very good probability of ranking well for the targeted phrase in that anchor text. You can see examples of this in action with searches like "click here," linking to a specific point of another page. Anchor text is usually an internal link because you can control the anchor code. If the right keyword is used in the anchor link it results in ranking higher.

It's no surprise that the Internet contains massive amounts of spam. Some estimate as much as 60% of the web's pages are spam. In order to weed out this irrelevant content, today search engines use systems for measuring trust. Earning links from highly-trusted domains can result in a significant boost to this scoring metric. Universities, government websites and non-profit organizations represent examples of high-trust domains. If you buy backlinks, traffic may come from spam websites and count against you.

The last few years have seen an explosion in the amount of content shared through social services such as Facebook, Twitter, and Google+. Although search engines treat socially shared links differently than other types of links, they still notice them.