

LINK EXCHANGE — DONE RIGHT —



**RAMPING UP TRAFFIC
WITH LINK EXCHANGE**

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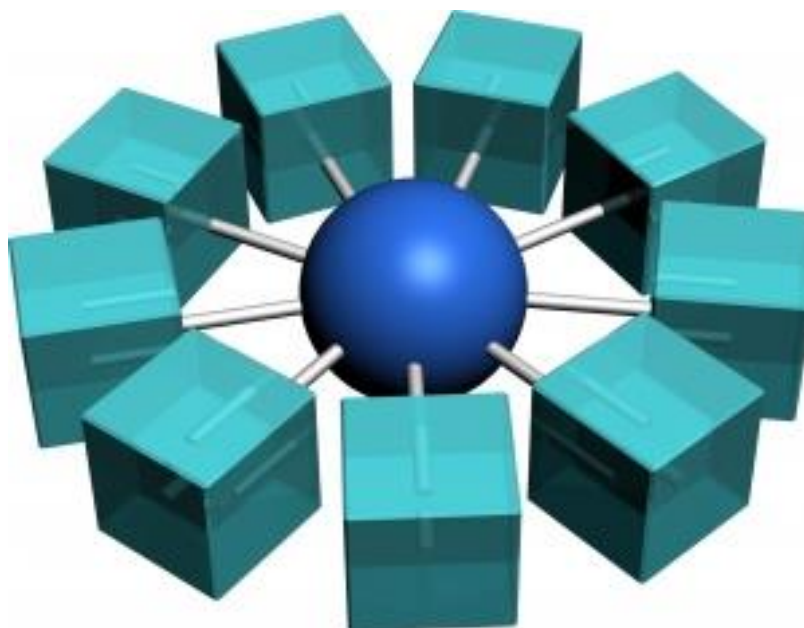
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Foreword

Linking through an exchange link tool is crucial to the popularity of any site. This of course is then beneficial to both webmaster and website.

Although individually each site is able to garner some level of interest there is no doubt that the link exchange is capable of multiplying these visit by several fold.



Link Exchange Done Right

Ramping Up Traffic With Link Exchange

Chapter 1:

Link Exchange Basics

Competition among websites is always increasing while it constantly tries to stay relevant. Search engines actively rank these websites according to ever changing criteria too.

Initially these links were for the benefit of the visitor to a site, which works as a way to provide the visitor with additional information from the linked sites. Today however the link exchanges work also for the benefit of the webmasters themselves.

