

## The Importance of Backlinks from Directories

Backlinks are a highly important and necessary part of any successful website. Backlinks are essential for Search Engine Optimization (SEO) because they help to judge the popularity and importance of the website based on their backlinks to other sites. That is the main reason there are so many directories online. One well known directory is the Canadian Business Directory. Ca that is well known for accepting Canadian only businesses. You get listed and you get a backlink, simple as that.

Search engines use a number of standard criteria to rate sites on the web and backlinking is high on the list. Backlinks are actually rated by the various search engines by keywords and the content of the backlinked sites.

For example, if your site is about how to cook a hamburger, you would do better by linking to a site about recipes or food preparation than by linking to a site about downhill lugging. Why? Because search engines actually cross check the content of not only the link, but the actual sites the link is connecting so they (search engines) can make sure the webmaster is not trying to gain higher SEO by doing things like running several unrelated sites at the same time and linking them together, using hidden links, or using automatically generated pages.

Backlinking is an effective way to generate website visits, but you have to understand that you site will not become popular overnight. Backlinking is a way of getting that needed traffic to your site and you have to do it correctly and smartly.

A great way to achieve visits is by linking to other similar or related sites to yours. For instance, let's use the hamburger example again. Sites you would want to link to would be sites for frying pans, barbeques, or sites that are associated with growing the cows.

By doing this, the search engines will pick up on the fact that you are using quality links that fit into the area of your site's expertise.

Another way to create strong backlinks is through hyperlinks. When you are creating your hyperlinks, don't simply put "Click here", use "Visit the tips page for hints on how to make the best hamburger." This will ensure your links are using the same terms as your site and those you backlink to.

If your business is in Canada then submit your web site to this Canadian Directory to improve your backlinks.

<http://www.canadianbusinessdirectory.ca/>

## About the Author

<http://www.canadianbusinessdirectory.ca/>

Source: <http://www.tntarticles.com>