

## What To Look Out For When Buying Text Links

Having a large link network is critical for your website and business in a number of ways. Building up your link index is one of the most efficient website promotion methods because of the number of backlinks that you get pointing towards your website. Whether you are using the links for search engine optimization, affiliate programs or lead generation, taking the time to build your network is vital.

How you build your link network varies as there are a number of ways to do so. The most efficient but time consuming method is building it organically through link exchanges. However, because of the time and effort needed, many people opt to buy text links. While this can be effective, it can also be detrimental to your website if you're not careful.

The problem with buying links is that many of the major search engines don't allow people to buy organic listings. The reason for this is because they view it as you buying your way up the rankings. Search engines would rather see people put in the time and effort to build up a natural website.

If you are careful, the risk can be worth the reward when it is all said and done. If you are careless, the penalty can be severe for buying text links. Some websites have been penalized or in worst case scenario completely banned from major search engine indexes. This is definitely a way to ruin a website, which makes it vital that you are careful if you opt to buy links.

If you are willing to take the risk and buy text links, there are a few things you can do to better your chances of having success without getting caught. The most obvious way to put your website on radar with the search engines is to purchase thousands of links at one time. When you buy that many links at one time, search engines see it as an unnatural method for increasing your link number. You're best off to spread it out and buy a few links here and a few there.

Along the same lines is buying links using the same anchor text. Search engines will pick up on your purchases if they are all from the same domain name or using the exact same anchor text. For the same reasons as purchasing a large amount of links, this will seem unnatural to the search engines.

There are several other things you need to consider prior to buying text links because of the potential of being penalized. While buying links can definitely be beneficial to your website if you are careful, it all comes down to whether you are willing to risk it for the reward.

## About the Author

Written by: Tom Dahne and Paul Martin Website: <http://www.linkdirectory.com> and <http://www.bidonlinks.net> Tom Dahne and Paul Martin are the owners of the very popular directory called Link Directory which is 100% SEO friendly and Human edited, and it accepts free and paid submissions for any quality website so feel free to submit your website today for inclusion.

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