

Contextual Link Building - Get Links From Relevant Websites

Contextual link building is a major advancement offering great advantages that can be availed by the webmasters who are trying to make the best use of their websites for link building. This can happen when the links are positioned in related websites and can help the “linked to” websites get more traffic for crucial keywords.

In short, it can improve the prominence of these websites among the product users for specific keywords and take them higher in search engine rankings. Sharing links with Web pages that are working to achieve the purpose of search engine optimization or higher page rank rankings can be quite beneficial for a website owner. Getting back links in a contextually related page will augment the relevance of your website for the targeted audience due to the keyword emphasis of the webpage that has a back link to your website.

Contextual link building i.e. getting incoming links from thematically related websites can appear to be quite confusing but it is a very simple process. Contextual links which are a kind of “link enticement” can be taken only when your website has relevant or useful content for the website audience. The content is so useful that the readers are forced to include it on their own website or write articles about it.

The users can also write about the benefits of your content in their own blogs. Link baiting is a great website optimization strategy and sometimes, it can lure a great number of audiences to your site.

Blog reviews are also a great form of contextual link building and a Webmaster can pay for blog reviews of their websites. It becomes necessary because web masters do not have contact with the blog owners to make them include back links to their sites. Blog reviews can yield huge returns on investment in terms of increasing search engine rankings.

But, before going for blogging, a Webmaster has to make sure that the blogger has a large audience and has great, informative and interesting content written on it.

Contextual link building is an advisable link building strategy for online marketers because it combines the benefits of search engine optimization and website promotion into one. It can address the issue of keyword targeting than any other link building strategy. Also called as off-page SEO, Contextual link building can really boost the rankings of a specific website but a web site owner has to make sure that the links are only exchanged with web sites that are not fake. Some websites are created for the purpose of attracting traffic for a short period of time only and are spammed with keywords.

Having links in such websites can ruin the reputation of a website and it can only be punished by search engines for such a fraudulent practice. The website can be excluded from the popularity rankings of search engines. As a website master, you have several techniques that are available to you to increase your website’s popularity like blog reviews, one way link exchange, article directory submissions, Email and article marketing, comments posted by blog users and forum posting.

About the Author

Neha is Content developer and SEO Expert working for inetzeal. Inetzeal offer [SEO and Link Building](#), [Manual Directory submissions](#) since more than 3 years and have served 1000s of clients before. Have a look at [reviews](#) of thier past clients.

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