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SEO & Web Article - Links

Links

Links are electronic connections pointing from web page on one site to web pages on another site (**external** links), or between web pages within the same web site (**internal** links).

Logistically, a link is a connector between 2 points (web pages). From a communication point of view, a link, by enabling the user to jump between 2 or more pages, facilitates communication between the user and the pages, and, philosophically, even between the pages themselves. A link might even be described as an associative point of reference or linguistic anchor between two or more expressions or thoughts which are at a distance from each other - in this case on different web pages.

Taking a real-life example, an external link would, therefore, indicate a "level of interest" by the linking (pointing) page link toward the page it points to, similar to a phone call or visit by a person to another person, the object of his interest. The object of interest now enjoys a higher level of popularity, or demand, than before.

It follows that the higher the number of external links pointing to a page, the higher its web popularity and, consequently, its [Google page ranking \(PR\)](#).

It's not surprising, then, that external links which point to one's page are in high demand. As it is a slow and tedious process to systematically accumulate such links (since high PR pages tend to link up with similar high PR ones, not with unknown or lowly pages), new and low ranking sites often try to jump the gun and join Link Farms, Link Exchanges or similar "magic solutions."

The problem with those mass linking systems is that they are usually made up of similarly low ranking pages themselves, or even of sites that have been penalized for some reason and are desperate to start a new life. Such pages can never be a positive factor in a serious exchange of links, any more than - to use a real-life example again - a casual chat on the bus can be as meaningful for one's popularity as a well-publicized visit by a prominent friend.

Consequently, the patient and systematic (and picky) way of choosing only quality links is by far the safest and longest-lasting, if slowest, path to higher page rankings.

Internal links indicate a level of importance given by the webmaster to the pages he links. Consistent with our above-mentioned, somewhat philosophical definitions of links, the linked pages connect and communicate with each other and now have, as it were, acquired "equivalent importance", at least with respect to the anchored expressions they represent.

It follows that a large number of links between many (ideally between all) pages within a web site is a "vote of confidence" by the webmaster or web designer in the "**e-quality**" (double pun fully intended ...) of the linked pages.

Linking is a formidable [SEO](#) and SEM weapon which can yield high returns if properly done.

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