

Why are links important?

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Created On: 03 Aug 2005 02:40 AM

Search engines love links. They believe that links are an indicator of your site's popularity and therefore its value to the visitor. The more links that you have coming into your site, the higher they rank your site. And certainly, if you have higher quality links such as those coming in from educational institutions, government institutions, and other highly regarded institutions, then your link ranking goes up that much more.

At the same time, you want to have links that leave your site and go to highly ranked sites - to authority sites and those that they consider high ranking sites. In the case of Google, for example, they use a ranking system called page rank. To read more about page rank [click here](#).