



Google's View of Paid Backlinks

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Since Google continues to view back links as one of their most highly regarded ranking factors in their search engine results, many in-experienced webmasters have opted to taking the chance on using paid back links.

Today we see numerous businesses actually purchasing back links from link farms or other questionable sources offering instant back links for a monthly fee. The only problem is, Google will penalize you for using paid backlinks. How are they able to figure out if you're doing so you might ask?

Here are some of the ways Google use to detect if you have paid links pointing to your website:

1. Other websites broadcast over the internet what are called spam reports

Why is this done? Google has noted on their website that they appreciate other webmasters informing them of websites that are taking advantage of paid links.

2. Of their over 28,000 employees, Google assigns many of them to actually detect websites who are attempting to manipulate search engine results by using paid back links.

3. Google actually has the ability to determine if a website is taking advantage of paid backlinks.

Once they determine that certain websites are using paid links, they will no doubt in the future change their algorithm so they can easily determine if a website is trying to manipulate the search engine results.

Here's what Google has to say regarding paid links: "Google works hard to ensure that it fully discounts links intended to manipulate search engine results, such as excessive link exchanges and purchased links that pass Page Rank. If you see a site that is buying or selling links that pass Page Rank, let us know. We'll use your information to improve our algorithmic detection of such links."

As most experienced webmasters realize, it takes a lot of time and effort to have a successful link building program. Google knows that and will likely rank your website higher if you don't use those type of tactics. Backlink tools do however exist that can assist you to hasten the link building process so that you can receive good quality back links as efficiently and quickly as possible. Some link building programs exist to play on Google's algorithm and that's exactly why they will punish your website should they find out that your website is involved in that type of practice. Since you're taking the time to use SEO to improve your website's search engine rankings, don't cheat the system. Whatever you do, stay completely away from automatic link building programs. You will be glad you did.

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My Site Launcher is a search engine placement company that offers powerful tools in managing your websites and increasing your website traffic. My Site Launcher uses advanced website promotion techniques, including search engine optimization, affordable SEO packages, and PPC advertising on Google, Yahoo and Bing. Expert Search Engine Marketing consultants will take care of all your website optimization, driving highly-qualified leads and ready-to-buy customers to your site automatically, letting you focus on running your business.