



# nerej

## Discover the beneficial value of reciprocal links

November 12, 2008 - Front Section

Let's start by explaining what a reciprocal link is. Here is the definition of the term "Reciprocal link" from Wikipedia, the free encyclopedia.

"A reciprocal link is a mutual link between two objects, commonly between two websites in order to ensure mutual traffic. Example: Alice and Bob have websites. If Bob's website links to Alice's website, and Alice's website links to Bob's website, the websites are reciprocally linked."

It's a true, ethical use of the Web, the way most search engines want you to do it...relevant sites linking to relevant sites only. Links to your site are important for generating high search engine results at Google and other engines.

To quote a search engine engineer that you may have heard of, Jeremy Zawodny, "Linking is part of what makes the web work. If you're actually concerned about every link you make being counted in some global database of site endorsements, you're probably over-thinking just a bit. Life's too short for that, ya know? Link and be linked to. Let the search engines sort it out."

That being said, ReJournal.com invites you to trade links with us. The easiest way to achieve this is through our "Link Trader" page.

For New England, go to [www.rejournal.com/ne/sections/links/NELinkTrader.aspx](http://www.rejournal.com/ne/sections/links/NELinkTrader.aspx).

For New York, go to [www.rejournal.com/ny/sections/links/nylinktrader.aspx](http://www.rejournal.com/ny/sections/links/nylinktrader.aspx).

Just type the preceding URLs into your favorite browser and fill out the "Reciprocal Link Form" and click "send," and then choose one of the several types of links we have provided and copy and paste the corresponding code for the link you have chosen into your web page where you want it to display.

Remember, with all things on the web, there is more than one "right" way to do things. To be successful you must do a combination of things well. Reciprocal links are one way to build targeted traffic and add value and relevance to your site and the sites you link to.

For more information and help with linking to our site or any other questions, comments, ideas or suggestions feel free to email me: [dscott@rejournal.com](mailto:dscott@rejournal.com) or call: (781) 878-4540x286 or (800) 654-4993.

Don Scott is the Internet managing director of Rejournal.com, Norwell, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540