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# **What Must Website Owners Be Performing To Check You Link Exchanges And How Often Should You Be Doing It?**

What should website owners be running to check you link exchanges and when must you be doing it? If you are already operating a link exchange program, my answer will surely scare you! And if you want to know more about a href=http://www.realwebtraffic.co.uk/ target=\_blankaffordable website promotion services/a, just visit my site!br /

Personally, based on my experience with search engines, I honestly believe that you should be checking link exchanges every week! More often than this is probably counted as a little bit of overkill, but if you are checking less often, especially by much, and you will certainly find that a lot of the sites you thought you were exchanging links with have gone away without telling you.br /

On a weekly basis you should check that every site that you have agreed to link with is still including its linking back to you. Any sites that have removed their links back to you need checking. Email them to ask them why they have removed the link and request them to replace the link and if they dont then remove them from your link pages. Its no SEO benefit to you to be linking to them from your directory, it may even hinder your efforts. This is why weekly checks are important.br /

Whenever there is a Google page rank update, have a look through the page ranks of those sites linking to you and check that they all still have a page rank. Any that dont have a current page rank will need careful further investigation.br /

It could just be the links page is too new or too well buried within the website to have a page rank. If its cached in Google then its probably OK. But if a reciprocal links page has been showing your link for a couple of months and its still not cached, then you need to check that you arent being tricked in any way.br /

First, have a look around the site that you are linking with and make sure that you can find your way all the way from the home page to the links page. Then, have a quick nose at the robots.txt file - does that block their links directory or any pages on the way? Lastly, take a look at the path of pages that take you from the home page to the links directory. Does page rank suddenly vanish at a certain page? If so, check that page hasnt been blocked or hiddensomewhere.br /

Its also very important when you are using a links directory tool to make sure that people you have exchanged links with havent changed their links to inappropriate sites and that sites that you are linking to still exist, as sites that you are happy to link to. You dont want to be proudly linking to a family friendly site only to find that someone has bought the when it has expired URL and put up an adult site!br /

So, on a weekly basis, be checking that your link backs still exist. Plus, every few months, see which link back pages dont have a Google page rank and investigate them. And if you are looking for more tips to a href=http://www.realwebtraffic.co.uk/ target=\_blankhow to make money with a blog/a, then dont forget to check out the blog for more tips!

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