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# What Is Quality Internet Marketing

Thousands of online business owners are unhappy because they are unable to [make money online](#). The most common reason for people online not making money is they have not let their business sit and gain authority from Google and the other major search engines. This is the big secret many internet marketers and online business owners do not share. One of the biggest factors of a websites placement is the amount of time Google has had the website in their index. Usually you will not see high website ranking until your website has been indexed for at least one year in the major search engines. There are other important factors which determine website placement such as the number of external links pointing towards your website, internal linking structure, and the textual content on your website. If you focus your efforts improving these factors with enough time your website will rank well for any given term.

When you begin reading the major marketing gurus and looking through webmaster forums one major topic is links. This is how Google will reach your website and is one important factor of determining the importance of your website. If your website is being linked to from top authority websites then it will have a much higher chance of ranking well. The major problem is top authority websites are not quick to give out links so it will take a lot of work and you will need to offer something of true value on your website. Do not focus on online high authority websites because you will miss out on the easy small authority links which really add up. Some of these include article directories, forums, blogs, ect. All of these you can begin building one way links to your website and if you build enough your website will begin ranking for the terms you optimize for.

For those not satisfied with the amount of [free web traffic](#) they are getting one thing I recommend thinking about is how much original content do you offer on your website and how often is content updated. These two factors will determine how much user satisfaction you get and will also help your website improve in rank. If you want links without having to build them yourself or spend thousands of dollars then create quality content on your websites and people will link to you. There are some websites which are difficult to create quality content some include websites which have the majority of their content in picture or video form. For these websites I highly recommend adding some type of article directory and make sure to add summaries to all the videos and pictures. If you add content daily before you know it people will come to your website and start linking to it from their presence.

Once you start getting traffic and are wanting to monetize I recommend checking out some of these [get paid to take surveys](#) website.

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