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At this age it has become very easy for investors with online stores to penetrate the online market due to the reduced costs on the online market and the need to promote and market their goods to a large geographical region. This has led to a lot of online stores and websites being developed, this has greatly made the online very competitive therefore developing the need to stand out of the competition so as to attract a lot of customers and increase their sales. The most efficient way of standing out of the competition or having a competitive edge is by using backlinks.

Backlinks are inbound links or links that are directed towards your website and they are used for search engine optimizing websites. Google which is the major search engine and other search engines give a lot of priority to website that have a lot of high quality inbound links as the websites are considered to be relevant than others when they offer their result ages when a user makes a search query. A lot of website developers use the inbound links so as to show their websites are more popular or more important than others. This has made their websites very popular and more visible, the following are the benefits of using backlinks in Google.

Improves rankings on search engines. Using a lot of high quality inbound links will make search engines to give your website priority as it will be considered to be of high importance than other sites. This will make your site to appear at the front of the results pages when a user enters a search query in the search engines. This will greatly improve the rankings of your site in the search engines.

Maintain rankings on search engines. They say that it is easy getting to the top but hard maintaining it, it can be an easy task to make it to the top of the search engine rankings but another difficult task to maintain it due to the very stiff competition online. Backlinks will help you to maintain your rankings on the search engines.

Increase visibility. Inbound links will make your site appear on the first pages of the search queries hence increasing your site's visibility. This is good for commerce sites or online stores as making your site more visible will help to improve the sales that your site makes. This will help in not only improving your sales but also creating and segmenting your own market share.

Attract more visitors. There are website developers that use both relevant and irrelevant backlinks so as to lure more visitors to their sites. This is a very good method of attracting visitors as they will think that your site has whatever they are looking for. If your site offers what they are looking for then the inbound links are relevant but if you have used inbound links while you do not offer what your site offers that the visitors are looking for then the backlinks are not relevant.

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