

WHAT IS ABC LINKING ?

3 way linking, also known as ABC linking, is a little more complicated way to setup link trades.

The benefits of doing this kind of trading is that it is harder for search engine robots to detect the link exchange.

It is well known to most webmasters, interested in great search engine results, that incoming links is the way to the top. Google, amongst others, has realized that webmasters know this, and have started to take into account what kind of links each site has.

A link from site A to site B, which carries a link to site A, is known as reprocial links. A reprocial link has lately been degraded, and these days they don't have as much effect on rankings that they used to.

Instead a link from site A to site B, where site B does not link to site A, has more effect, even if site B has a link to site C. It is not that obvious that the owners of site A and B is trying to enhance the number of incoming links.

An example:

To give an example, lets say that you own 1 site. We'll call it site B from now on.

When a webmaster would like to exchange links with you, instead of him putting a link on his site (site A), to site B, and you put a link on your site to site A, you ask him to put a link on his other site, site C to your site.

Now the links are as following:

site A « site B (your site) « site C

To sum up the equation, you get an incoming link to your site, and the webmaster gets a link to his site A. All-in-all the same result as when doing a direct reprocial link exchange.