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# **What Do We All Know About Google's Algorithm?**

Whether you are a [local seo services](#) adviser, or a company seo company, or just a simple internet site or entrepreneur looking killer rankings for your business, most of the seo practices you are using are based mostly on assumptions.

Sure they could be based on other people's hunches from their own tests and trails with different methods. Not everyone has the time ability and patience to work out what works in seo.

You do need to be cautious about swinging wildly from one seo strategy to the next. This next link building process has always been valued by Google. It is long-term links. Long term links are highly regarded by Google so if you are paying for links and have them for one or two months or even a couple of years and they all of a sudden stop, then your links will be discredited by the Google process.

There are a number of reasons for this. One is that Google may think you are purchasing links and the other is that they prize longevity. A link becomes more valuable as it stays online longer. Not least because the site it is only will itself have it's link popularity increased as time rolls by, and also if the page your link is on gets some page rank and links built to it.

So how does one guarantee your links stick around? Article promotion is a brilliant example. These links will often stick around on the sites they have made it onto till it ceases to exist. Articles don't cost much in time and finances to produce so they're a lot better than spending the bulk of your money flow on paid links. Particularly as paid links can stop at any time.

It is natural for some of your links to disappear over the course of time but as long as you are consistently attracting new links it isn't really much of a problem. You might find it a better utilization of your resources if you hire someone externally or internally with the only point of writing content for article syndication. Though at first article marketing can have a slow ramp up to primary success it's the foundation of most seo work.

For pro [article creation](#) contact Seo City, [search engine optimisation Northern Ireland](#) advisors.

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