

Social Media ABC's - L is for Linkbait



Joe Pruitt, 2008-25-09

Welcome to my series of blog posts on the ABC's of Social Media, a tool that you can use to make you more "hip" in the world of Facebook, Twitter, and LinkedIn (just to name a few). Today's letter is "L". For "L", we have Lurkers, Linking (one-way, multi-way, campaigns, incestuous, over and under, and doping). Today I'm going to pick a linking word that bloggers use to increase their search rankings - Linkbaiting.



"L" is for Linkbait



Linkbait

Pronounced: *Lingk-beyt*

Linkbait is a type of website marketing used to increase your web site link popularity. Linkbait is actual content within a web site or blog that is included by the author to encourage (or "bait") other bloggers and webmasters into linking back to that content from their own pages. The content is usually sensational in nature or, at the very least, interesting enough to catch other's attention.

The quantity and quality of inbound links are two of the many metrics used by a search engine ranking algorithm to rank a website. Link bait creation falls under the task of link building, and aims to increase the quantity of high-quality, relevant links to a website. Part of successful linkbaiting is devising a mini-PR campaign around the release of a link bait article so that bloggers and social media users are made aware and can help promote the piece in tandem. Social media traffic can generate a substantial amount of links to a single web page. Sustainable link bait is rooted in quality content.

F5 Networks, Inc. | 401 Elliot Avenue West, Seattle, WA 98119 | 888-882-4447 | f5.com

F5 Networks, Inc.
Corporate Headquarters
info@f5.com

F5 Networks
Asia-Pacific
apacinfo@f5.com

F5 Networks Ltd.
Europe/Middle-East/Africa
emeainfo@f5.com

F5 Networks
Japan K.K.
f5j-info@f5.com