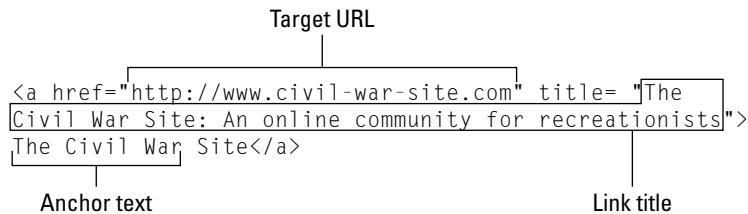


when you hover your mouse over links on tightly optimized pages. In our example, the title might read, “The Coin Trader: A clearinghouse for ancient and exotic coins.” Or “The Coin Trader. Browse, trade, learn! All types of coins; all trade offers welcome.” (See Figure 3-5.) The latter title is on the wordy side, but it conforms to the optimization rule of consistency by repeating key words (*coin*, *coins*, *trader*, and *trade*). I’ll harangue you more about keywords later in Chapter 4.

**Figure 3-4:**

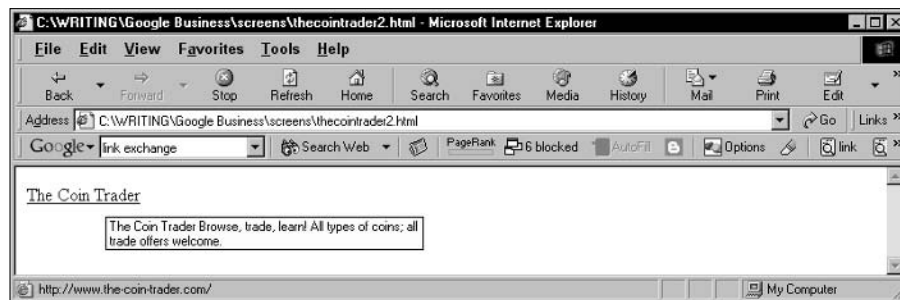
The tag elements of optimized link code. Provide code like this when supplying links to your site.



Don’t confuse the link title with the page title. These two types of titles belong to different HTML tags. I cover proper coding of the page title later in this chapter.

**Figure 3-5:**

A highly optimized link with a descriptive link title.



## Distributing Bylines and Link Sigs

Up to here, this chapter offers ways to market links to your site. Personal link trades and less personal link exchange sites help you build an incoming link network that gets you into the Google index or, if already inside, builds up your site’s PageRank. Now it’s time to consider a less explicit type of backlink