

SEO BEGINNER GUIDE

BACKLINK BUILDING

HOW TO INCREASE YOUR SITE
AUTHORITY AND REPUTATION



Webified



WHY SHOULD WE WORRY ABOUT OUR SITE'S AUTHORITY

With over 200 factors in play, Google's ranking algorithm is far from simple. Understanding the nuances of these factors can mean the difference between your site appearing on page 1 or disappearing into the internet void entirely.

Search engine ranking factors can be separated into two primary types: On-page and Off-site. On-page signals provide Google with an understanding of what the website is about, but off-site signals tell search engines how websites are perceived by users, industry experts, and other reputable webmasters. Improving your site's off-site helps Google recognize your site's trustworthiness, reputation and expertise.

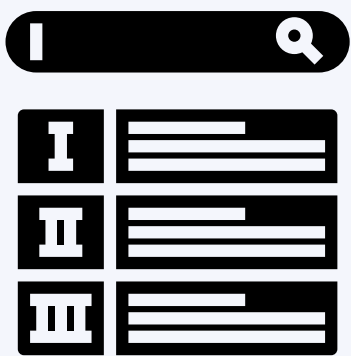
Search engines measure your site's reputation primarily through backlinks (links to your site from other domains). Links are a voting mechanism, and every backlink you receive is considered a "vote" or reference to your website. Sites that are authoritative have votes that count more. A backlink from a prominent site The New York Times or the Wall Street Journal communicates to search engines that your content has a lot of value and trustworthiness.

Factor #1

BACKLINKS

In every correlation study of search engine ranking factors versus top search results, backlinks are always the most important predictor of rankings. The more "votes" that your site has (and the higher-quality sites that those votes come from) the more likely your site will appear on the first page.

Not all backlinks are created equal: Google looks to several different factors to evaluate the quality of the backlink your website receives. Some of the characteristics are:



PageRank

The more total PageRank a linking has, the more PageRank and authority it passes on when it links to your site.



Domain Authority

Domain Authority (DA) is a comparative metric created by the company Moz to measure how likely a website is to rank in search results. The score is measured on a 0-100 scale. The higher the domain authority, the more likely the website is to rank higher. Even though DA Score is not a Google Ranking Factor, many metrics used to compute DA are similar to ranking factors used by Google's Algorithm.



Textual Relevance

The text content of the landing pages that link to your site matters significantly.

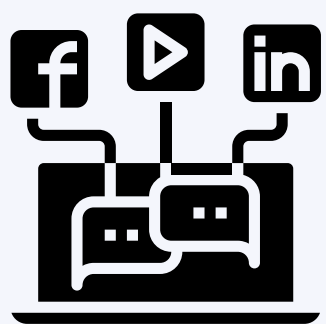
In many experiments I've run with building backlinks from massive sites, a link without surrounding relevant text context doesn't seem to pass nearly the same amount of PageRank as when there is context and it's very aligned to the keywords your website targets.



Anchor Text

The anchor text is another contextual factor that determines how impactful a link will be.

"Think about what type of context each one of these anchor text options offers: "Click here" " link", "Your site" or "yoursite.com" <keyword specific anchor text>. Natural Backlinks usually have 30-40% of their anchor text referring to their brand name in some way or another



Unlinked Mentions

Besides links from publications and online editorials, a natural part of having a strong brand and digital presence is being mentioned in online forums (e.g. Quora, social media sites, etc.)

Factor #2

BRANDED TRAFFIC

Visitors who go directly to your website or search for it in Google Search are strong quality indicators to Google that your site is reputable and well trusted. Google measures Branded Traffic as the number of people that are searching for your brand via Google each month.

Search engine algorithms use branded and direct traffic as comparative metrics to your competitors. Unlike black hat link building or fake reviews, branded traffic is hard to fake. For this reason, it is an effective way to measure your site's reputation among your industry peers.



Google Analytics attributes the source and amount of traffic. It is a very easy way for them to measure your direct traffic.



Google Search looks at the total search volume for search queries containing your brand vs. competitors



Google Chrome allows them to measure people navigating to your site directly in the URL bar.

One easy way to increase Branded Traffic is by having assets on your website that customers regularly access and utilize. This could be anything from a learning center with tutorials and helpful resources to a convenient tool that can be referenced regularly.

Factor #3

REVIEWS

Reviews are another way that major search engines evaluate the reputation of your website. They are especially important for local businesses that get a lot of traffic from local search and the Map Pack, but we've even seen reviews play a meaningful role with rankings for enterprise and corporate clients as well.

The most well-known review sites include Yelp, Google My Business, Trip Advisor, etc. but most industries have their own unique third-party review sites. It's important for business owners to identify the popular review sites in their industry that compare their products or services to competitors on a regular basis

In general, review platforms have a natural tendency toward accumulating negative reviews because most people only leave reviews when they've had a bad experience. It's important to counterbalance this by sending your customers with positive experiences towards the review platforms, and incentivizing them if necessary. It's easier to maintain a 4.5-star or higher average by targeting customers with positive shopping or service experiences.

EVERYTHING YOU NEED TO KNOW ABOUT LINK BUILDING

When it comes to improving your site's reputation and your domain authority score, there is no better SEO strategy than high-authority link building. Investing in building a good link profile is one of the best ways to make the most out of your SEO efforts because nothing else can build trust faster and benefit your site's rankings in the long term than high-quality links.

Link building is the process of earning links on other reputable sites to boost your own site authority and reputation. There are a variety of link-building strategies that SEO experts use, but at its core, link-building is a content marketing strategy. By creating valuable content that other sites will want to link to, you can acquire the quality, relevant links needed to have search engines perceive your site as authoritative.

In our correlation studies, the site's authority is always the ranking component most correlated with sites that are able to rank on the first page of Google. For this reason, link building is always a worthwhile investment for websites of all sizes because of its direct impact on rankings.

HOW MANY LINKS DO I NEED TO RANK?

The number of links you need in your backlink profile depends on your industry and how big your competitor's backlink profiles are. Well-established websites with high domain authority often have hundreds, if not thousands, of referring domains. But those sites have also had a lot of time to accumulate the kind of links that build domain authority and secure top keyword rankings for the long haul.

But don't get discouraged just by comparing the number of referring domains. There are plenty of opportunities for newer sites to build links because webmasters are always looking for new content. Your site can earn authoritative links as long as you're willing to do the work of content creation

A little research can help you find the less competitive keywords that your site stands a good chance of ranking for. We are going to present some of our tested methods to earning high quality references that will last.

METHOD #1

FIXING BROKEN LINKS

I love the broken-link building method because it works perfectly to create one-way backlinks. The technique involves contacting a webmaster to report broken links on his/her website. At the same time, you recommend other websites to replace that link. And here, of course, you mention your own website. Because you are doing the webmaster a favor by reporting the broken links, the chances of a backlink back to your website are high.

So, to use the broken-link method, first find relevant websites in your niche that have resource pages. Find them by using these search queries in Google:

- your keyword + links
- your keywords + resources
- keywords inurl:links

For example, if I have a parenting website, I'll search for parenting + links. To easily find broken links on those pages, download and install the Google Chrome plugin called Check my Links. Using this plugin, we can quickly discover all broken links on a website.

When reaching out, be friendly and introduce yourself. Tell this individual that he or she is linking to some resources that are no longer available. Always provide the exact location of the broken links, so they can be easily found. Give some alternatives to replace those links, including your own website. Try to be helpful, not greedy to get a backlink.

TEMPLATE#1

FIXING BROKEN LINKS

Hi <webmaster's name>,

I was searching for some information on <topic> when i came across your <post/page title name>

Great stuff!

I especially liked that you <insert something from his article, and talk about it. The more personalized, the better>.

However, I did come across a few links that didn't seem to be working. Want me to forward you the short list I jotted down?

Cheers,

<Your Name>

IF HE IS INTERESTED YOU CAN FOLLOW UP WITH SOMETHING LIKE THIS:

<reply to his questions if he has any>. The link that wasn't working for me was <insert link here>.

It would be awesome if you'd consider mentioning my <page> in your post: <link to your page>

METHOD #2

GUEST BLOGGING

Guest blogging a.k.a guest posting is a well-known marketing technique for blogs and businesses alike. You have to find other websites in your niche where you can contribute with an article as a guest writer.

Guest posting is one of the most effective ways to generate inbound links to your website. These links could be earned in the author's bio or within the article. Writing great content will build authority and increase brand awareness, establishing you as a leader in your niche. Even if you are completely unknown in your industry, a few guest posts on high relevance websites could help you be known by the right audience.

You can find guest blogging opportunities by searching:

- <keyword> "submit a guest post"
- <keyword> "guest post"
- <keyword> "accepting guest posts"
- <keyword> "contributing writer"
- <keyword> "

Once you've identified the blog you want to write for, you need to write the post. Before you write the post, make sure to have a look at the topics that have already been covered, and make sure you aren't writing about something that already exists on the website. Make sure your content is new and unique. Also, try to emulate the blog owner's writing style as best as possible. This will increase your chances of getting that post accepted

GENERAL TIPS

GUEST BLOGGING

TIP #1

Don't be afraid of getting rejected by the owner. If your guest post gets rejected, you can submit it to another blog or publish it on your own blog. Even if it gets rejected, don't hesitate to ask for feedback. Most bloggers are in the business of helping people, so they'll be happy to share with you why your article was not the right fit for your blog.

TIP #2

Be highly unique. Use this opportunity to showcase your expertise in your field by providing another perspective on problems people often face in your niche.

TIP #3

Provide high-quality outbound links (not necessarily to your own blog!). It gives Google a better understanding of your blog post & niche. This doesn't apply only to guest blogging, you should always use outbound links as a method to improve your relations with other bloggers having the same niche as yours. Watch out! Don't overuse this strategy as it can be very annoying from the perspective of your readers, you should instead try to concentrate more on internal linking (think of Wikipedia and their SEO strategy).

TEMPLATE#2

FIXING BROKEN LINKS

If you know the blog owner personally, simply ask and I'm sure they will be happy to let you post. If you don't know the contact details of the blog admin, you can follow the tutorial below:

- [How To Find Email Address of Any Domain With Email Hunter in 1 Minute](#)

After you manage to find the webmaster's contact information, you can use this copy-paste template for guest posting:

Hey <admin's name>,

<Blog Name> has been on my radar for years, and finally, I thought I would ask. I would love to write a guest post for you, something that would really motivate your readers.

The topic I had in mind was "<topic>".

<Talk about the topic>. I am sure your readers will enjoy it.

Not sure if you have read any of my posts, but apart from running <website's name>, I have been on <other places where you guest blogged>.

Let me know if you are up for it, and I will get started on a draft asap.

Have a great week,

<Your Name>

P.S Don't forget to include your contact info in the signature of the email (LinkedIn, Website, Name, Email, etc.)

METHOD #3

INFOGRAPHICS

Infographics are highly effective for backlinks as they're visually appealing, easy to digest, and highly shareable.

We are naturally visual learners, as we're attracted more to visuals than text. As a result, infographics have a much higher chance of attracting readers than articles.

Another great benefit is that they are highly shareable. Thanks to their bite-sized nature, infographics are extremely shareable because they can fit on almost any platform - websites, emails, social media platforms, and even on printed advertising material such as brochures and pamphlets.

The most important part is creating a useful and valuable infographic. Don't waste your money on creating a fancy and expensive infographic: using free and affordable infographic tools are fine, as long as you can provide valuable content.

It isn't a secret that the content that attracts the most backlinks is usually the one that contains data statistics because every marketer needs them to back up their arguments. Conduct your own research, study, or survey and then present the findings as an infographic. If you don't have the time or resources to conduct your own research, you can always make a compilation of data statistics from various sources and present them as one. Creating an ultimate guide about a certain topic also attracts backlinks, because when writers don't have enough space to explain something, they can refer to your content.

TEMPLATE#3

INFOGRAPHICS

After creating the infographic, publish it on your site and infographic directory sites like Pinterest or Infographic Journal. When posting on your own site, remember that page speed is an actual ranking factor

Besides infographic directories, you also have to aim to get your infographic published on other websites that have a similar niche to you. How? Well, you need to reach out to them. You can use this email template we provide below:

Hi <admin name>,

I was searching for some content to read about <Topic> this morning. And I came across your excellent post: <Post Title>.

Anyway, I couldn't help but notice that you mentioned <Outdated Resource> in your article.

As you may have heard, <problem with outdated resource>.

Here is a screenshot of where that link is located: <screenshot>

Also, I recently published a piece of content about <Topic>. It might make a good replacement for the <Outdated resource>.

Either way, I hope this helps you, and have a great day!

Thanks,

<Your Name>



FINAL THOUGHTS ON LINK BUILDING

Before you start planning and executing your link-building strategy, have an honest conversation with yourself about what you want to achieve. If you are not sure, you can always check out my free e-book: Introduction to Digital Marketing, to make sure you understand the importance of having a final "Goal". Furthermore, to make sure that you are not doing blind marketing and wasting resources.

If you think your time is better spent somewhere else or you just want to have an expert take care of the work for you, you can contact us. With over 8 years of experience in the field and 100+ active clients, we can help you with this process. We have a wide network of publishers who seek out informative, interactive, and search-engine-friendly content. With our link-building services, we've helped hundreds of brands out-rank websites at the top of the SERPs in just a few short months.

You can visit our website by accessing webified.tech, or following us on your favorite social media platform: Webified.tech