UNDERSTANDING BACKLINKS AND HOW TO BUILD A STRONG BACKLINK PROFILE

PART 3

Your Local and Organic SEO Strategy
for 2022 Mini-Series

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About Jimmy Newson

Founder: Moving Forward Small Business | Jimmy Newson Consulting

Senior Advisor| New York Marketing Association

Jimmy Newson is the founder of Moving Forward Small Business, a membership-based digital publishing company on a mission to save a million small businesses from failure by 2050, leveraging technology, innovation, and business strategy. He is also the senior advisor for the New York Marketing Association. He presents workshops and trainings regularly with the NY Public Library, SCORE, Digital Marketing World Forum, DC Start-Up Week, and multiple international Saas companies.

MOVING FORWARD SMALL BUSINESS

Email:
jimmy@movingforwardsmallbusiness.com

Linkedin:@ jimmynewson

Twitter: @jimmynewson1

FB: @jimmylnewson

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01

Performing an In-Depth Website Audit

02

How to Find Thousands of Keyword Ideas in Seconds

03

Understanding Backlinks and How to Build a Strong Backlink Profile

SIX-PART MINI-SERIES

04

Analyze Your Competitors' Websites – Focus on What Matters Most

05

The Content Marketing Strategy That Works – Analyzing Your Competitors' Content

06

Track Your Website's Rankings: Set Yourself Apart from The Pack

BONUS SESSION

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In Today's Session, You Will:

- Link Building Basics
- How to Build Links
- What Makes a Good Link
- Best Link Building Strategies
- Link Building Tools

Link Building Basics

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What is Link Building?

Links that point to your website from external sites are called backlinks.

- Blog articles
- Blog comments
- Guest posts
- Infographics
- Social media shares
- and more

Why Is Link Building Important?

A well-established link-building strategy will help your website earn more referral traffic and rank higher in search engine results.

How to Build Links

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How to Build Links

Conceptually, most link building tactics and strategies fall into one of the following four buckets:

- **ADD**: Manually add links to websites.
- **ASK**: Reach out to website owners directly to ask for a link.
- **BUY**: Exchange money for links.
- **EARN**: Get organic links from people who visited your page.

How to Build Links

ADD: Manually add links to websites.

- Business directory submissions
- Social profile creation
- Blog commenting
- Posting to forums, communities & Q&A sites
- Creating job search listings
- etc.

How to Build Links

Ask. Reach out to website owners directly to ask for a link.

- Guest blogging
- Skyscraper Technique
- Link Inserts
- Ego Bait
- Testimonial/Case Studies
- Link Exchange
- Resource page link building
- Broken Link Building
- Image Link Building
- Unlinked Mention
- Link Moves
- HARO
- PR

How to Build Links

Buy. Exchange money for links.

- We don’t recommend that you buy links!

How to Build Links

Earn. Get organic links from people who visited your page.

- Linkable Assets (Data Studies, infographics, maps, surveys, awards
- Podcasts/Interviews/Expert Roundups
- Content Promotion
- Etc.

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TOOL TIME

What Makes a Good Link

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What Makes a Good Link

Nobody knows for sure how **exactly** Google measures the value of each link. But there are some general concepts of evaluating links that the SEO community believes to be true.

- Authority
- Relevance
- Anchor Text
- Nofollow vs. follow
- Placement
- Destination

What Makes a Good Link

Authority

There are two types of “authority.” A specific page and an entire website.

What Makes a Good Link

Relevance

How relevant is the page that is linking to your resource

What Makes a Good Link

Anchor Text

The term, “anchor text” is a clickable snippet of text that contains a link to another page.

What Makes a Good Link

Nofollow vs. follow

Nofollow" is a link attribute that tells Google that the linking page would rather **not** give its vote to the page that it is referencing.

- **rel="UGC"** should be applied to "user generated" links, e.g., blog comments and forum posts.
- **rel="sponsored"** should be applied when the link is part of an advertisement, sponsorship, or some other compensation agreement.

What Makes a Good Link

Placement

Google's reasonable surfer patent talks about how the likeliness of a link being clicked may affect how much authority it transfers. And placement of a link on a page is one of the few things that can affect its CTR. Article body text, Right sidebar, Footer

What Makes a Good Link

Destination

When building links to your website, there are three destinations where you can point them.

- Your homepage
- Your linkable assets
- The pages that you actually need to rank high in Google

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TOOL TIME

Best Link Building Strategies

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Best Link Building Strategies

At Ahrefs, they big advocates of the following four (*and I agree*):

- Pursuing competitor's links
- Creating linkable assets
- Content promotion
- Guest blogging

Best Link Building Strategies

Pursuing competitor's links

Competitor link research is one of the most fundamental activities in link building. By studying their links, you can figure out which tactics to use so that you can get similar links and outrank that page.

Best Link Building Strategies

Creating linkable assets

- Online tools & calculators
- Infographics, GIFographics & “Map-o-graphics”
- Awards & rankings
- Studies & research
- “How to” guides & tutorials
- Definitions & coined terms

Best Link Building Strategies

Content promotion

Generally speaking, there are just three ways to promote content

- Advertising
- Outreach
- Communities

Best Link Building Strategies

Guest blogging

Many blog owners accept guest articles on their blogs to keep up with content creation demand. Leverage the ”content gap” strategy.

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TOOL TIME

Link Building Tools

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Link Building Tools

- **Backlink Research Tools** (Site Explorer-Ahrefs)
- **Content Research Tools** (Content Explorer-Ahrefs)
- **Link Prospecting Tools** (Content Explorer-Ahrefs)
- **Web Monitoring Tools** (Alerts-Ahrefs)
- **Email Outreach Tools** (Hunter.io)

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HOMEWORK:

Identify 2-3 competitors
Analyze their backlinks
Pick a link-building strategy
Monitor and improve

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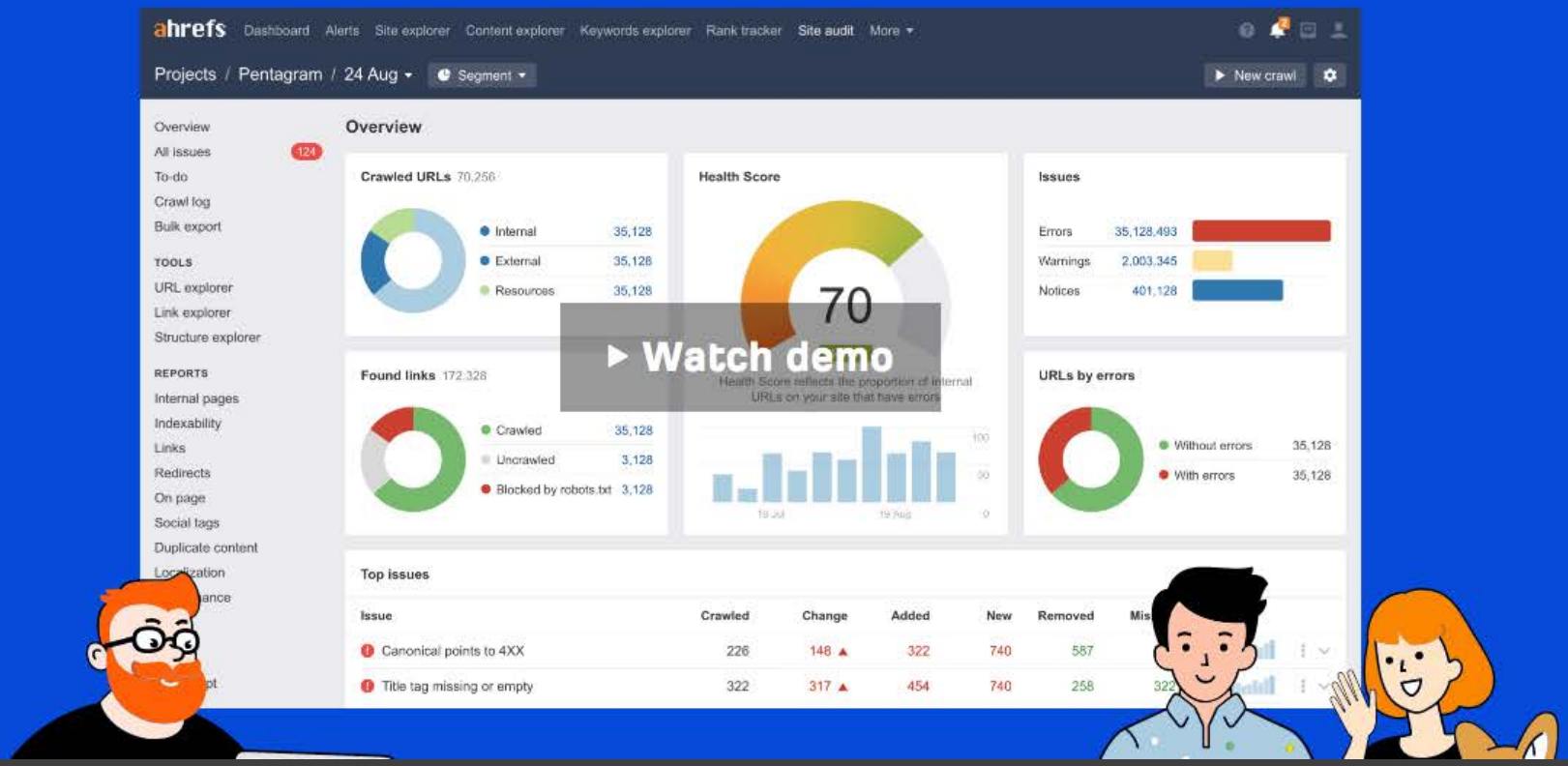
You'll need to verify ownership of your website to use the tools



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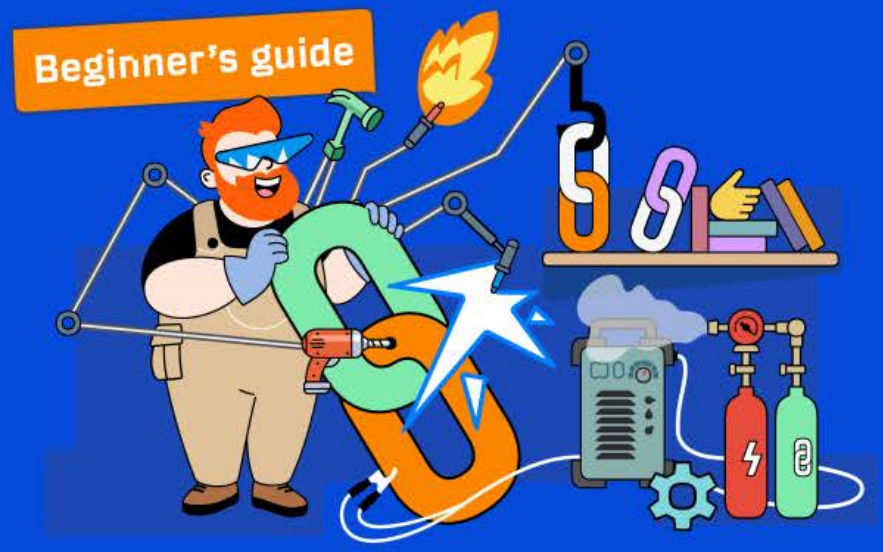

The Beginner's Guide to Link Building

Tim Soulo ▪ September 9, 2021 ▪ English

Links are the currency of the web. The websites that have plenty of them are deemed "authoritative" and are rewarded with high rankings in Google. While websites that don't have any are bound

https://ahrefs.com/blog/link-building/

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