

# BACKLINKS

HOW TO GET AND BUILD BACKLINKS THE SAFE WAY

# Backlinks - An Introduction

- Link Relevance vs Link Power
- Budget vs Time
- Whitehat vs Whitehat vs Safehat
- No Follow vs Do Follow
- Current Backlink Profile
- Traffic from Links is a Ranking factor
- Social Media Shares
- Indexing Your Backlink Pages

# Analyze Your Competitor's Backlinks

- Study current top ranking competition
- Ahrefs - highly recommended tool, look at
- Overall Backlink Profile - What kind of sites are linking to them?
- How many?
- Link Velocity - How Fast are the links appearing?
- Anchor Cloud Ratio - how aggressive are the money keyword anchors?
- NoFollow vs DoFollow, Edu Gov Links, Contextual, Niche, etc.
- Watch my look over the shoulder video on this topic

# Getting Backlinks

- Mixture of backlink types...Gated links vs easy to get vs paid
- Build links yourself or find vendors or people to help you
- Real Outreach
- Buy links - Sponsored links
- Look at competition links and get where possible

# Types of Backlinks

- Guest Post Links (outreach / paid)
- Blog Comments
- Web 2.0 Links
- Wikipedia / Quora / Reddit
- Sponsored Links
- Sidebar / Widget Links
- Real Viral links
- Youtube Links
- Social Sites
- Authority Links
- Forum Links
- Social Bookmarks
- Article links
- Press Release Links

# Contextual Backlinks

- They are the most powerful link type
- They are text link within content
- Site being linked to must be relevant to content of page within which the link exists
- Other types – image, widget, sidebar, footer, sitewide, signature links, author bio link etc.



# Tiered Backlinks

