

NEWSWIRE

Backlinks

— SMART START —

**The Do's and Don'ts of
Implementing a Backlinks Strategy**

Thank you for downloading the **Backlinks Smart Start**.

This guide will help you get a better understanding of how to leverage the power of a sound backlinks strategy to boost your website's authority and PageRank.

What are Backlinks?

Backlinks, sometimes referred to as “inbound links” are links created when one website links to another.

For example, if your website links to another website, you've created a backlink for them and if a website links to your website, they've created a backlink for you.

Why are Backlinks Important?

Backlinks are essentially a “vote of confidence” and act as a signal to search engines that a site is worth linking to which can help a website show up on the search engine results page (SERP).

What Makes a Good Backlink?

Perhaps the most important factor when it comes to a backlinks strategy is determining if a backlink is good or bad. This can be done by taking a look at the authority of the page that's linking back to your website.

Links from pages with significant authority pass more authority (aka PageRank, a Google search algorithm that's used to rank web pages in their SERP) to your website in return.

Now, not all authoritative links are created equal.

Let's say your website is focused primarily on digital marketing and you get a link from an authoritative site about snowboarding.

Will that make for a good backlink?

Technically, no.



That's because in addition to authority, Google also places a major emphasis on the relevancy and value of the backlink to your website.

The more backlinks can align with your content, the better.

Note: Developing a comprehensive Media & Marketing Communications strategy is an important step in identifying the right audience and delivering the right message at the right time. Our Earned Media Advantage Guided Tour program helps get our clients on the right track faster and at a fraction of the cost.

What's the Difference Between White Hat SEO and Black Hat SEO Strategies?

In short, white hat SEO is the more ethical or “right” way of optimizing a site and improving search rankings. These SEO tactics stay within the search engines’ terms of service agreement.

Black hat SEO, on the other hand, goes against search engine guidelines in an effort to “game” the system to achieve higher rankings through loopholes and other manipulative tactics.

While black hat SEO strategies can lead to “quick wins” it can also lead to your website being removed completely from search results or getting a lower position.

Let's dig into the do's (white hat SEO) and don'ts (black hat SEO) of building backlinks.

The Do's and Don'ts of Building Backlinks

Do...

Create valuable content

Whether it's on your own website or writing content to share on another website (Ex: guest blogging), the goal is to create something of value for the end user. The more relevant the content is you create, the better your chances are to earn credible backlinks to your website.

Tip: When possible, create and publish content that includes a new industry statistic, survey, or any form of research. These pieces of content typically perform better as other sites will link back to your website because of the value you've created.

Engage with others

Allocate time to focus on the comments sections on other websites. When answering questions or offering insights, lead with value. The goal is to compel people to head to your website for more information. Tread carefully when it comes to linking out to your website in the comments. Some sites will flag your comment as SPAM if a link is detected. While you might not achieve overnight success from this technique, it's a long-term strategy and one that certainly can't hurt your efforts.

Connect with the news

Constantly keep your eyes and ears open for opportunities to connect with the news and join in on conversations. Use trending topics that are relevant to your business as prompts to write press releases. The goal is to have a journalist or news publication pick up the release and build a backlink in the process.

Tip: Distribution is a major factor in getting a press release on the radar of the right publications and that's why our Earned Media Advantage Guided Tour clients reap the benefits of the plans we create and the industry relations we leverage on their behalf to garner impactful and relevant media coverage.

Don't...

Buy backlinks

This is a big “no no” in the eyes of Google. If Google finds out you've purchased backlinks for your website, they'll in turn rank your website lower in search results. Buying backlinks can set you on a reverse course of what you're trying to accomplish in the first place which is improve your website's rank and relevancy.

Target irrelevant sources

As mentioned previously, not all backlinks are created equal and that's why targeting websites that are relevant to your industry is important. In addition to buying backlinks, securing backlinks on irrelevant websites, is another way to send a red flag to Google that something isn't right. Relevancy reigns supreme when it comes to building backlinks.

Force it

Link building should be a natural part of your overall digital marketing strategy. Not only do backlinks help build your site's authority, when done correctly, it builds your brand, too. It's for this reason, when building backlinks, you should focus on relevancy and value. Having an “all or nothing” mentality when link building will only hurt your efforts. Instead, shift your mindset and focus on building real value through your content strategy so other websites will want to link back to yours.



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