

## For SEO, there are three effective link-building strategies by 42Networks

The demand for SEO services has risen in recent years as more firms recognize the benefits of investing in search marketing and realize the potential for profit.

As a result, many freelancers and in-house SEOs are forming their own firms to meet the increased demand for SEO services from organizations. And as demand rises, so do the obstacles for marketers.

To give the greatest quality of services, SEO and link building businesses like [42networks](#) must develop a solid line of processes and plan implementation. Agencies must use best practices in many fundamental areas of search engine optimization to scale growth without sacrificing quality.

Link building is one of the most challenging aspects of SEO, and it's where most SEO firms fail.



The majority of them are adept at technical SEO but struggle to scale backlinks to their clients' sites, which is crucial to the site's search ranks and domain authority.

Let's look at three successful link-building tactics that you may utilize as an SEO agency in this article.

### 1) Rankable Topics Guest Blogging

Guest blogging isn't a new concept. Most seasoned marketers still employ this strategy to facilitate link placements on high-end authority sites.

Scalability is one of the benefits of guest posting. Any beginner SEO can start with a small number of hyperlinks to clients in specific industries and gradually increase the number as the campaign progresses.

The more backlinks you require, the more processes your SEO team will need to build up in order to best assist steps and a smooth transition from one phase to the next (e.g., link prospecting to content creation).

Finding themes on relevant blogs that can rank for desired keywords is a successful guest blogging technique nowadays.

Rankable themes can help your target guest blog acquire more search traffic, which is a unique value proposition for an email pitch. Any recommended themes that attract new potential clients to the publisher's brand are unlikely to be rejected.

Here's a quick rundown of how guest blogging works in this case.

Begin by identifying themes with a high amount of searches with 42Networks.

To find topics that deliver good search traffic to your target publisher, use Ahrefs or other link analysis tools.

You might use Ahrefs' Content Gap Analysis option and enter your domain URL as well as the domains of your competitors. The tool allows you to identify keywords that your competitors' sites are currently ranking for but that yours isn't.

Choose at least three keywords that are relevant to the publisher you're aiming for. You next create titles to post to your guest blog based on your choices.

This form of guest blogging email pitch is different from what most bloggers send with their emails.

Aside from the unique offer of rankable themes, the email should address the need for your guest content - what's in it for them, which can be answered by sending fresh prospective search traffic to their website.

Create your own process document – a step-by-step method for finding rankable subjects for target publishers — to scale this new guest blogging technique. Send it to your link builders (or SEO team) and have them follow the steps in detail.

## 2) Link Reclamation at the Organizational Level

Link reclamation can be used by any agency that works with enterprise brands.

Most business websites include multiple references to their products or services, as well as their content and brand in general. Unfortunately, websites that link to them do not credit the appropriate page. This is when outreach for link reclamation comes in.

Link reclamation is the process of convincing publishers who have unlinked mentions of your website to link to you. Because consumers are already aware with your brand, asking them to credit you with links isn't tough.

SEO firms like 42Networks can generate process documents that outline how to carry out a link reclamation campaign.

To get started, you can use tools that track brand references on the internet. Mention, BrandMentions, and Ahrefs' Alerts function are some of the technologies that can help you find new mentions of your clients faster.

Make a list of all pages that use the client's content as a reference. Gather each contact person's or publisher's email address.

Contact them and ask if they'd be willing to link their mentions to the mentioned page.

The link reclamation procedure is straightforward, and typically takes less than an hour to complete. This type of link development plan is a must-do for SEO agencies looking to expand high-quality link building for their commercial clientele.

### 3) Link Building on Resource Pages

Some sectors don't have many sites to submit guest blogging topics to. This makes building backlinks to niches where there aren't enough high-quality relevant blogs a problem.

Resource page 42Networks link building is a link-building approach that you may utilize and grow as an SEO agency.

The goal of resource page link building is to obtain contextual backlinks from resources (also known as "links" pages).

With this link-building method, you'll be able to reach out to a linkable audience with your content.

There are certain people who have an innate demand for additional resources for their websites. The deeper need to assist their audience is one of the key reasons resource pages provide external connections to relevant resources or references.

Most resource page curators have a mission, which is why you'll be presenting them with your industry guides.

It would be simple to include a link to your content on their links pages if you can develop content that helps them fulfill their purpose.

To begin this link-building technique, create a list of linkable audiences that are available on the internet. Seniors, veterans, teachers, parents, and students are examples of these target audiences.

You may also utilize Google to identify more linkable audiences who are similar to the people that visit your website (inurl:links.html "TOPIC").

You pick one or two audiences from your list to target with your content - it's best if it's a thorough industry reference.

This list will also serve as the basis for your initial approach. You increase the number of link prospects by reverse engineering who linked to similar content assets.

Once you've gathered your outreach contacts, the first email pitch should contain a check for any broken links on the resource page. It's an added value offer since you may inform them of technical faults on one of their pages and recommend link replacements to fix the broken links, one of which is a link to your industry guide.

## **Link Building Strategies That Scale For Growing SEO Firms**

As an SEO agency, knowing what link building approach to apply might help you reduce the tension of not being able to move the needle on your client's search performance.

If you can ensure that your client's site receives high-quality link positions, you will be able to significantly increase their search traffic.

Try out the three link-building tactics I discussed before in this article. Create process documents to delegate work to your link builders step by step. And, by scaling your link-building campaigns, you can expect big outcomes. And now to speed up your progress you can [buy contextual links 42networks](#).