

Why Quality Backlinks Still Matter

The SEO industry is a constantly-evolving beast. Strategies that were highly effective six months ago are discarded as hopelessly outdated today. The wisdom that was undeniable last year is soundly disproven this year. With all the ups and downs in this business, some things remain constant, though. The importance of getting [quality backlinks](#) to your site is one of them.

Content Marketing Doesn't Negate Search Algorithms

Modern SEO (especially at a professional, consulting level) is all about content marketing. You have to have great content. You have to grab people's attention and get them coming back to your site again and again. Content marketing is a terrific strategy for building a long-term relationship with your visitors, but it doesn't do much to address the first, critical step of that relationship: Helping your visitors actually find you.

Maintaining a high ranking on the search engine results pages for important terms is still the best way to tap into a huge stream of new traffic. While the algorithms that the search engines use for ranking sites are constantly evolving, [quality backlinks](#) have always been (and still are!) extremely important. If your site has plenty of links of from plenty of other sites that rank well with the search engines, your site will too.

Relevance Is More Important Than Ever

Search engines like Google have been pretty open about their long-term goals for the way they rank and present search results: They want to give their users the most relevant sites to their queries. This is actually great news when it comes to building your backlinks. Rather than casting a wide net and trying to squeeze an effect out of tons of low-relevance links, you can concentrate your efforts on securing only the most relevant links.

This process isn't quite as hard as it might seem. Chiseling a backlink out of a highly-respected, trusted site with a high Page Rank is, as you probably already know, extremely difficult. The same may not necessarily be true of a highly relevant site, though. Relevance is judged based on a lot of rather shady factors, but the most relevant sites (particularly for a long-tail keyword) are sometimes ones that are relatively easy to secure backlinks from.

Links Still Function As Links

One of the biggest dangers of the SEO game is, well, thinking of it as a game. If you get tunnel vision and concentrate on your backlinks as nothing more than tools to help boost your position on the search engine results page, you're missing out on a very important fact. Links are supposed to send visitors to the sites they link to, remember?

This is the great hidden benefit of concentrating on high-value backlinks. If you spend your time getting a few great backlinks on prominent, relevant, trusted sites, you'll get more out of the deal than a nice bump to your rank on the results page. You'll also get a steady stream of new visitors coming directly from the link. If you're building your backlinks legitimately and providing genuinely useful content, this can be a terrific way to expand your audience.

Hopefully, you'll agree that the day of the backlink is far from over. Applying for directory listings and engaging in link swaps might not be the order of the day any more, but investing a little effort into building great [quality backlinks](#) can still do wonders for your website!