

SEO

## Everything You Need to Know About Quality Back Links.

SANTHOSH BS - JULY 22, 2016



### What are Backlinks?

In the world of SEO backlinks are one the factor that is often a matter of discussion. Backlinks are also known as inbound links. Backlinks are nothing but the links pointing to website. These links determine the popularity of your website. If lot of other websites point your site then it is pretty obvious that your website contains useful and relevant information.

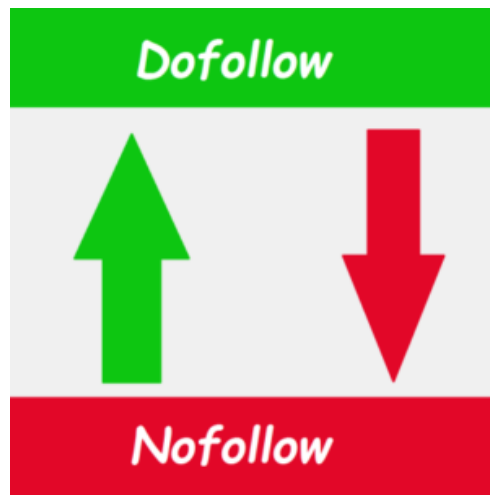
Backlink is a crucial factor in SEO because it is based on the number of quality backlinks the search engines like Google will consider your website to be a more relevant than other websites and offer better rankings for your websites in search engines result page. Earlier before 2012, link building was relatively easier compared to today's competitive world. Anyone could just write an article of 200 words and get more than 500 backlinks. But with updates from Google like the Penguin update and the Panda update building quality backlinks has become a much more challenging task as we will be risking ourselves from being penalized without a proper strategy.

### Why Backlinks are Important?

Now let us look from the search engine's point of view why backlinks are important. So when a search engine looks for the relevancy of a keyword in your site, it takes into consideration the number of quality backlinks pointing to that particular site. So getting some number of backlinks is not the point. The quality matters more than quantity. If the backlinks are from related content then the relevancy of the content will be higher; so is the quality of that particular backlink. Search engines look for links that are organic and built overtime. Another major reason of building quality backlinks is to drive traffic to your website. If you build a website, then you need a way to point people to your website as well right. What do you think?

### What is the difference between Do-Follow and No-Follow Backlinks?

From SEO point of view do follow and no follow backlinks both share an equal amount of importance. Search engine takes both do follow and the no follow backlinks into consideration for ranking a particular website.



### No follow backlinks

As the name suggests does not allow the search engines to follow those particular links .That means the links with the no follow attribute will not be taken into consideration by the search engines for the ranking factor.

### Do follow links

These are followed by the search engine and are taken into consideration for raking factors there by giving us the link juice and a backlink. The best way to give a do follow link is by using the targeted keyword in the anchor text.

### How to build quality links?

1. **Writing guest posts** to reputable websites with good **quality content** is one of the best ways to build quality backlinks.
2. **Infographics** are a powerful way of getting a point across quickly. That's one reason why they're so popular. But they're also an effective way of getting high-quality backlinks quickly.
3. Another great way of building quality backlinks is to use the **broken link** methods. Search for website with pages having broken links. Contact the webmaster and let him know that the link to the particular website or page is broken. Suggest him to replace the broken links with some other good resources, and don't forget to include your website. read our [broken link request email template](#)
4. Analysing your **competitors' strategy of building backlinks** can prove to be of great help to you. Find their best backlinks and try to use them.
5. Using forums and commenting on blogs is also be a useful for building backlinks. But do not start spamming with meaningless comments. If your comment adds value, you will be rewarded with a link.
6. Using FAQ or Question and Answers platforms is also a valuable way to earn backlinks. Even if a site is unrelated to your site and you managed to get a link from that site, it is good. But keep in mind that it shouldn't be site that exists only to provide links. Get links from realistic and authoritative sites.

Below listed are some attributes that influence a link's value and that must be taken into consideration while looking for sites to build your backlinks from:

- Anchor text of the particular link. Anchor text is still relatively important and must be taken into consideration while building backlinks.
- Relevance of the particular website from which you are getting back links.
- Domain authority of the website is one of the most important factors to be considered while

getting backlinks. Only sites with good domain authority should be considered. [Ultimate Guide to increase domain authority](#)

- Internal links and external links of the website both play a major role and is an important factor to be considered.
- Quality of the web page from which we are getting backlinks. The page shouldn't contain any spam content.

## What are On Topic Links?

On topic links are the links from sites of same topic as that of your website. Though on topic links probably have some additional value it is totally agreeable to get links from sites that are not relevant unless it is real and an authoritative site. You need to ask yourself these questions:

- Will the link actually help people? Is it going to be clicked by the user?
- Does the link make sense in context?
- Can you actually acquire the link?
- All that search engine cares about is making content relevant to search query, raw link popularity, topical authority and brand authority, domain authority and user engagement and many more.

## Link Building Outreach:-

Link building Outreach involves a fundamental rule that is "no value provided- no link given".

Below listed are the things that are often perceived to have real value in link building outreach:

1. Unique research to provide quality content.
2. Custom high quality visuals in the content.
3. Embeddable content like some useful tools.
4. Guest content should provide value to the target.
5. Service or favour that makes your target to refer you to people.

## What links mean for search engines?

Search engines use links in two fundamental ways:

1. To discover a new web page.
2. To determine how well a page should rank in their results.

Once search engines have crawled a particular web page, they know the content of the web page and they index it. This way they decide if the page has sufficient quality to be ranked well. They also take into consideration the number of links pointing to that page, and the quality of those external websites.

The more high-quality websites that link to you, the more likely you are to rank well in search results. A link is a vote of trust about a page that is you wouldn't get links if you didn't deserve to. It means that a website has a good quality resource. Focusing on quality of the links is important as Google becomes sophisticated at filtering out low-quality links. Google's Penguin update algorithm is used to filter low quality links.

## How can I be benefited from link building?

Link building can be beneficial in building relationships with your influencers in long term and can help your business to become trusted and high recommended. Find out about the top 9 tools to discover influencers in your industry. Please visit: <http://www.toprankblog.com/2014/02/9-influencer-discovery-tools/>

A good link from a highly-visited website can lead to an increase in traffic. If it is a relevant website,

chances are that the traffic is also relevant and may lead to an increase in sales. Link building can also help you in brand building.

## Link building in 2016? Is it worthwhile? What methods still work?

Building links in 2016 is still an incredibly important aspect of search engine optimisation. It is still a major thing to be focused on. Good quality links means a useful and relevant website. So link building can never lose its importance. However link building is earning good exposure by adding quality backlinks which can be extremely tricky. Google wants to reward high-quality content that has earned organic or natural links. They want to reward a 'good user experience' and unnatural links don't form any part of that concept at all.

Link building is still an important factor to boost your ranking. Here are the [Top 50 factors that will help you to boost your ranking](#). Tactics like "outreach" that is using email to inform people about your website, "broadcasting" that is social sharing bulk email; blog and "paid amplification" that is social ads still work perfectly well.

Building a good process for link acquisition involves opportunity discovery such as find relevant communities, competitive links, blogs, and social influencers. So give yourself some time to become good at it, use correct tactics and you will notice that it will be worthwhile.

## The Perfect Link Request Email Templates

### Basic link request template:

*Subject:* [insert first name of website owner], i think i'm in love with you

I hope I didn't freak you out by my subject line, but I'm really in love with you. Don't worry, it's not in a creepy way. What I mean is I'm in love with your website [insert their website name].

You probably get tons of people everyday who are in love with [insert website name], so I won't bore you with my reasons. Instead, I thought I could show you some appreciation by giving you some feedback on how you can improve your website.

Insert suggestion #1

Insert suggestion #2

And if you are wondering how you can repay your biggest fan, feel free to link to my website [insert URL].

Ah... just kidding, you've already done enough for me by making [insert their website name] so awesome!

Cheers,  
[insert your name]

PS: If you do happen to link to my website [insert URL], it will seriously make my year! Maybe even decade!

### Broken link building:

Hey David,

I was looking through your suggested links on Example.com and noticed a few broken links. Let me know how to reach the webmaster and I can send a list their way! Also, if you're open to suggestions, I think Example1.com would be a great fit. They have a large variety of customized parts that I've had trouble finding elsewhere.

All the Best,

-Peter

**Ask the site owner to redirect their broken link to your site:**

Subject:

Re: Title of their blog post

Hey Cool Blogger,

- I was looking for a few resources on momentum trading and I came across your very informative guide: [Title]
- I noticed that one of the resources you mentioned on online brokerage comparisons no longer exists.

I recently created an extensively researched guide on how to choose the right online brokerage for you: [Link]

Considering trade volume, trade frequency, invested amount and other key factors.

It might make a good addition to your article.

Either way, keep up your insightful articles – Google sure loves those 10 000+ word tomes.

Signoff

**Make a content upgrade for the site owner (by sharing your infographic)**

Hey Site Owner,

- Been following your site for a long time – finally a blog that backs up their points with scientific studies, not just “I heard that from somewhere”.
- I just wrote an epic post that delves into every NLP technique. I turned it into a snazzy infographic that illustrates what each technique is and how to actually apply it:  
[image link]
- Love to see if this would be a good fit for your audience?

Signoff

**Successful link building email offering an infographic**

Hey Patrick,

I really liked your article on Identifying Dangerous Spiders. Great stuff!

You actually inspired me to take this a step farther and create something even deeper in the subject of insects & spiders.

I thought I'd reach out to you because I just published an infographic on Insect Identification and I thought it might interest you. It covers 28 of the top insects & spiders that bite. All based on research and I have the sources to back it up.

Would it be OK to pass it along? I'd love to get your opinion on it.

Either way, keep up the good work with Lifehacker.

Best,  
Luke

### Link Reclamation

Subject: Whoops! Could You Update This?  
Body: Hey [First Name],  
I wanted to reach out to you personally and say thank you for mentioning [your brand name] in your article yesterday. The article was [compliment the article and make a personal connection]. Again, I really appreciate you taking the time to feature me. Would you mind adding a link back to my site? This way, people can easily find us while reading your article.  
Thanks, [First Name]!

### Funny link request

*Subject: dude you have to check out this nude pic*

You dirty boy, I can't believe you opened this email. There's no nude pics here... instead I'm using a software called Yesware to track if you opened my email... and you did!

But don't worry [insert their first name], I am not going to blackmail you by posting it all over the web. Instead, I just want you to link back to me.

*Or at least consider it.*

My website is [insert your URL], and here is why I think your readers would want you to link to me:

Insert reason #1

Insert reason #2

Hopefully you link to me. And don't worry, even if you don't, your "dirty" secret is safe with me.

Cheers,  
[insert your first name]

### Guest Post Request

*Hey [First Name],*

*I recently came across Example.com and saw that you play a Deering Banjo. I broke the neck on my banjo a few days ago so I've been looking for a new one. I've never played a Deering before though: what's your take on them?*

*Also, I've been writing up music articles and would love the chance to write on your blog. I'd be happy to send over a new set of banjo strings as a thanks!*

*Cheers,*  
*-Peter*

### Reference:

<https://www.searchenginejournal.com>

<https://moz.com/blog>

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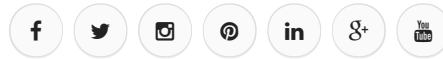
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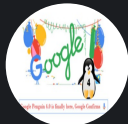
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