

Backlinks and their Relevance in Search Engine Optimization.



Search Engine Optimization.

Sounds like a technical word. But it really is not. If you have a website with low traffic and less than desirable ranking, then this just might be the answer to your problems.

So, what really is SEO? SEO is an acronym for Search Engine Optimization, and this refers to the process of enhancing your website to get natural and organic traffic when people use search engines. There are many ways to enhance your website but the two most common ways are either by optimizing your content or following the requirements which ensure that your website can be found by crawlers which scour the internet for data when a query is made by a user of a search engine, the latter is referred to as Technical SEO.

The requirements needed for a fully optimized website are forever changing thus you need to be constantly updated on the techniques needed to ensure that your website is not lagging in search engine results.

One of the most important ranking factors in Search Engine Optimization are Backlinks.



Backlinks can be defined as digital recommendations. This means the inclusion of a link to your website by another website. They are a very important factor for Search Engine Optimization as websites with a lot of backlinks tend to rank higher on search engines such as Google.

Having a website with a lot of backlinks essentially means that people are comfortable directing others to your website because they believe you have content worth viewing. Sort of like a vote of confidence by other websites vouching for you. Basically, backlinks tell the search engine crawlers that this website's content is important enough for it to have other sites linking to it.

It is also important to note that backlinks gotten from relevant sources are better for your website as opposed to random or spammy backlinks.

Here is an example of a relevant backlink:

1. Imagine you were a restaurant owner in San Francisco. If one of the top Food blogs/websites wrote an article about the best restaurants to visit in San Francisco and included a link to your website in the article, then that is an example of a quality backlink.

An example of an irrelevant backlink would be:

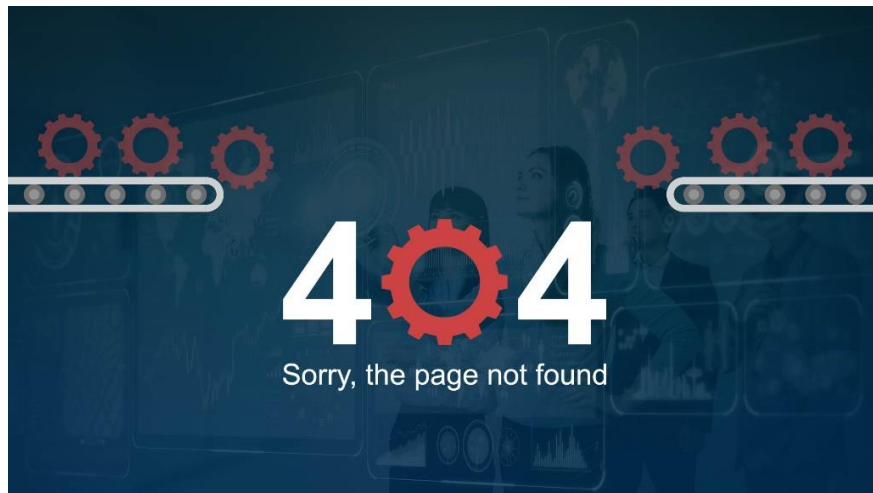
2. A Dry Cleaning and Laundry services website including a link to your restaurant's website in an article on their website.

HOW TO GET HIGH-QUALITY BACKLINKS:

Here are 4 fool-proof ways to get relevant and quality backlinks for your website in 2020.

- THE BROKEN LINK BUILDING METHOD
- GUEST BLOGGING
- BACKLINKS THROUGH INFOGRAPHICS
- IDENTIFY YOUR COMPETITOR'S BACKLINKS

1. THE BROKEN LINK BUILDING METHOD:



A broken link is a link to a non-existent page or a web page which no longer works, and this could be for a number of reasons such as renaming a webpage, removing a webpage or forgetting to update the internal links on a website. You might understand them more as the 404 errors you get when you try to link to a website.

The idea behind broken link building is to find dead or inactive links which lead to a website then contact the owner of that website (the webmaster) to let them know that you have a similar resource which they can use in place of their inactive content.

Here is an example:

Say you are a mental health awareness writer looking to build backlinks to your site and you come across a broken link on a website owned by a popular mental health blogger, what you would want to do is to call the site owner's attention to that dead link. While doing this, you could use the opportunity to pitch an article of yours which should be similar to the content that was formerly live. The webmaster who would naturally be grateful to you for pointing out the dead link could then decide to use your article as a replacement.

Now it is important to note that this does not always have positive results as you really cannot influence the behavior of all webmasters. Therefore, it is advisable to use this technique for multiple webmasters, for example If you contact 50 people, at least 20 of them will give a positive response.

Now I know what you are thinking, where are you supposed to find 50 websites with broken links?

Not to worry, [QuickSprout](#) does an excellent job of categorizing tools which can help with identifying broken links and their initial subject matter. The results may not show overnight but Broken link-building is a very effective technique for Search Engine Optimization and should be incorporated into the content marketing strategy.

2. GUEST BLOGGING



Guest blogging is the act of writing and publishing a blog post on a third-party website usually to promote your work to the audience of that website. It is a wonderful technique because while it can be used to get backlinks, it also has many other benefits. It introduces more people to your work; helps you network with popular authority figures in your niche and it can also help grow your own subscribers.

For guest blogging to work in your favor, there are some things you should take note of:

- a. While guest blogging can help with the acquisition of backlinks, try not to make that your sole reason for guest blogging as this often leads to low-quality content which will not convert anyone to your website.
- b. You should target blogs that are relevant to your niche. One of my favorite ways to do this is:
 - i. By identifying popular writers or influencers in my niche and targeting the websites where they guest post. After identifying blogs which they guest post on, you can then pitch your articles to the authors of those websites but you should make sure to understand the rules and guidelines for guest posting as these may differ across blogs.

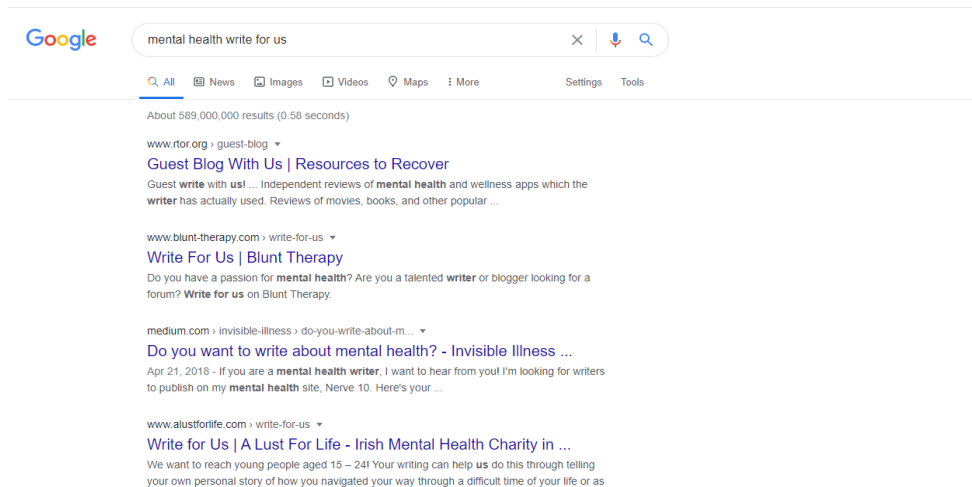
If searching for prolific bloggers on Google do not help, note that these bloggers might have social media platforms where they would share their news of their latest guest posts.

Platforms like Twitter, Instagram and LinkedIn can be used for this purpose.

ii. A simple way to find relevant sites is to search on Google using appropriate keywords. Take the mental health awareness niche for example, if you were looking to guest blog for someone in that space, you could search for prospects using these search queries:

- (mental health) + write for us
- (mental health awareness month) + write for us
- (health writer) + become a contributor
- (mental health writer) + guest post contribution

Let us look at the results you would probably get from using the first search query:



As you can see, this search query already shows 4 possible blogs which you could pitch to as a guest blogger.

c. Another important thing to note in guest blogging is the importance of an Author Bio. This is the information that appears at the end of your guest post. Readers who like your post might want to find out more information about you, see your website or even contact you for writing engagements but they cannot do any of these if you do not provide accurate information to be used.

Your Bio does not have to sound overly serious but should definitely highlight you as someone who knows what they are doing. You should also make sure that you include a link to your website or social media platform so people can get in contact with you.

3. ACQUIRING BACKLINKS THROUGH INFOGRAPHICS



Infographics (also known as information graphics) are a form of visual content creation. It is a way of representing data or information in a format that makes it easy for users to understand and can be of great use in presenting technical or complex information.

However, in the context of this article, Infographics represent something more than visually appealing content. Infographics are potential goldmines for your website when it comes to Search Engine Optimization. They have the ability to reach a wider audience and create high-quality backlinks for you.

When creating infographics, there are 2 things to keep in mind:

a. DESIGN + CONTENT

Design for infographics must be visually pleasing. Human beings are naturally visual learners which makes people more attracted to images than text. But Infographics are not **just** about hiring graphic designers to give you the most attractive templates. Content also plays a big part in making sure your infographic gets the chance to go viral. Your content must be valuable; it should be something of interest which easily be understood and should have well-researched statistics to back it up.

If you are not able to hire graphic designers, there are many visual content creation tools which can be used to create amazing infographics and most of them have free plans. Some of them include tools like [Easel.ly](#), [Infogram](#), [Venngage](#), [Canva](#), and [Visme](#). You can find others [here](#).

b. PROMOTING YOUR INFOGRAPHICS

There are different ways to make sure that your infographic is promoted across several platforms once it has been published. Here are a few:

- i. **Publishing your infographic on your site and on infographic directories:** Some of these infographic submission websites are free while others may charge a fee. [Here](#) is a list compiled by 99 signals which shows 40 infographic submission sites for your use.
- ii. **Generating an Embed Code for your Infographic:** The purpose of having an embed code is to make sure that you generate inbound links when people share your image since the embedded image will automatically link back to your page. Embedding a code into your infographic and adding it to the HTML on your website is not hard to do using this [Embed Code Generator](#) by Siege Media. If you are struggling with how to generate the embed code, you can always check out this detailed [guide](#) by HubSpot showing all the steps required.
- iii. **The Guestographic Method:** The idea behind this method is actually similar to that of guest blogging. Once you have your awesome infographic, the next thing you need to do is to a Google search for sites that already publish content that is relevant to your niche. For example, if you are a food blogger, then you would be making search queries like: “yummy recipes” or “food blogging”.

Once you have the relevant sites, then you can reach out to them via email, nothing too lengthy, just a short message letting them know that you have an infographic which would add value to their website. Make sure to only send the infographic after they have responded to your email

and you could always write a short post for them as an addition. After all, the main idea is to establish these connections and work towards becoming a figure of authority in your niche.

4. IDENTIFY YOUR COMPETITOR'S BACKLINKS



Identifying competitor backlinks is a great way to get access to websites or blogs which are relevant to your niche. Competitor research is always good for any business that is trying to grow or improve because understanding the steps your competitors are taking is the key to developing strategies which you can use to surpass them.

Here is a list of 10 tools which can be used for [backlink analysis](#). By using these tools, you can find and analyze backlinks from guest posts your competitors would have done in the past. and pitch your articles to those sites which they have written for.

It is important to review the links that would be generated. Some of the sites affiliated with your competitor might not be beneficial to you so it is not just enough to do a backlink checker and reach out to all the sites found. Once you have results from your search, it is best to sort them and identify which sites fit in with your strategy or brand.

Getting backlinks can seem challenging but with the right methods such as these, you are guaranteed relevant and high- quality backlinks. You should also note that maintaining backlinks are quite important so make sure to keep track and check on the sources of your backlinks from time to time