LINK BUILDING

A → Z

BLUEPRINT

"But If I just Make Great Content..."

"Dad why is my sisters name **Rose**?"
"Because your Mother loves roses"
"Thanks Dad"
"No Problem **GREAT CONTENT** "

Link Building

Links built specifically for the purpose of increasing organic search ranking.

Why do we need links?

No matter what anyone tells you, links are the #1 ranking factor.

You can rank without them, but not for highly competitive terms, and it will take longer for any kind of term.

WARNING

What This Is Not

- Literally The Only Types Of Links
- Telling you that you don’t have to do any on-page work
- The only way to go about link building
- A static thing… each case is different
- A fully in depth dive into every part (there’s too much for one session)
- The only services/freelancers that are good at these things
- A stream where free pizza will be provided

Types Of Links We Will Cover

- Citations
- Social Media Profiles/Web 2.0/Foundation Links
- Guest Post Links
- PBN Links
- Niche Edits
- Editorial Links and Press Releases
- Misc… other types of links

Important Information

- Anchors Text
- No Follow vs. Do Follow
- Goal

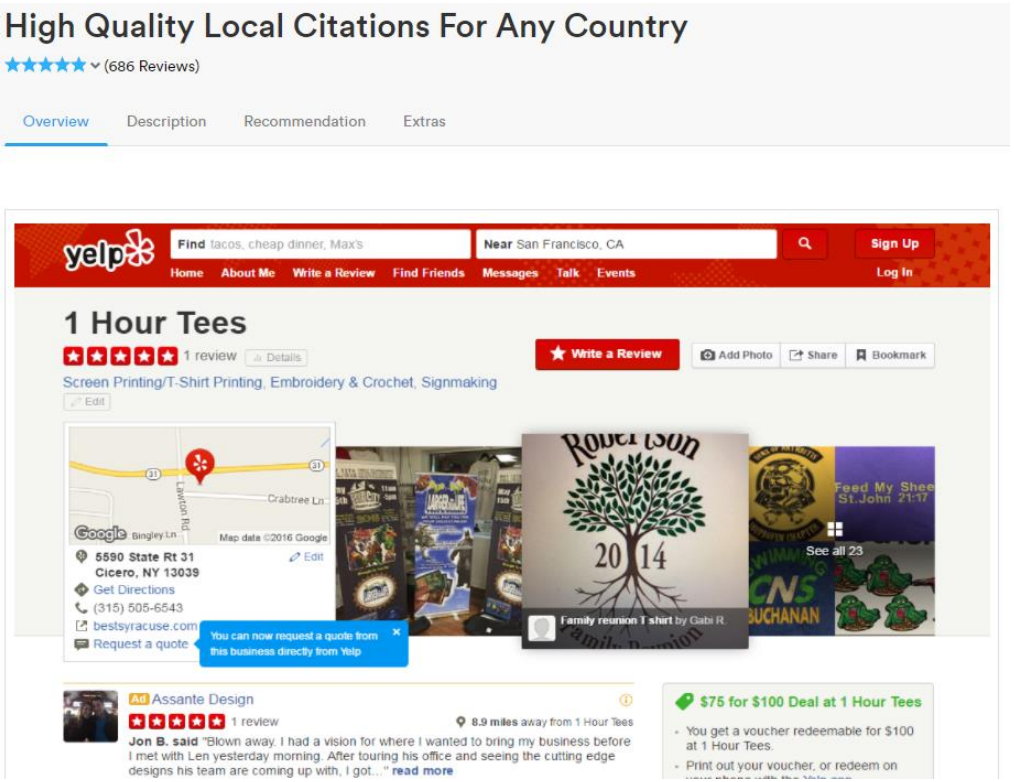
Citations

These aren’t highly important for organic SEO however its worth building the major ones if you have a “local” business. Sites such as Yelp etc… can help establish trust and branding… and you never know if someone might stumble upon them.

Citations

In most cases these will link to a home page or location page if it is a multi location business with a URL anchor.

Some Freelancers



Social Media Profiles/Web 2.0/Foundation Links

These are no follow links (for the most part) from trusted, high authority domains.

At one time you could build hundreds or thousands of these and rank with that alone.

Now you want to build these out, make them brand or keyword optimized, and keep at least a little content going to them.

Social Profiles

- Facebook Page
- Twitter
- Pinterest
- YouTube
- Instagram
- Dozens of others.

Social Profiles

The link in the profile itself will link to either the home page, or money page with a URL anchor in most cases.

The posts on the profile can and should link to a variety of different places.

Web 2.0

- Medium
- Tumblr
- Weebly
- Wordpress.com
- Wix
- Lots more

Web 2.0

Similar to social profiles the link in the profile itself will link to either the home page, or money page with a URL anchor in most cases.

The posts on the profile can and should link to a variety of different places.

Foundational Links

This is really a catch all for all of the types of links we have talked about until now, though there are some that don’t fit in any of those categories… forum signatures, profile links etc….

These are the bedrock of your off page SEO campaign. Not only do they help increase trust and authority, they give you anchor text diversity so you can save the keyword anchors for the most powerful links.

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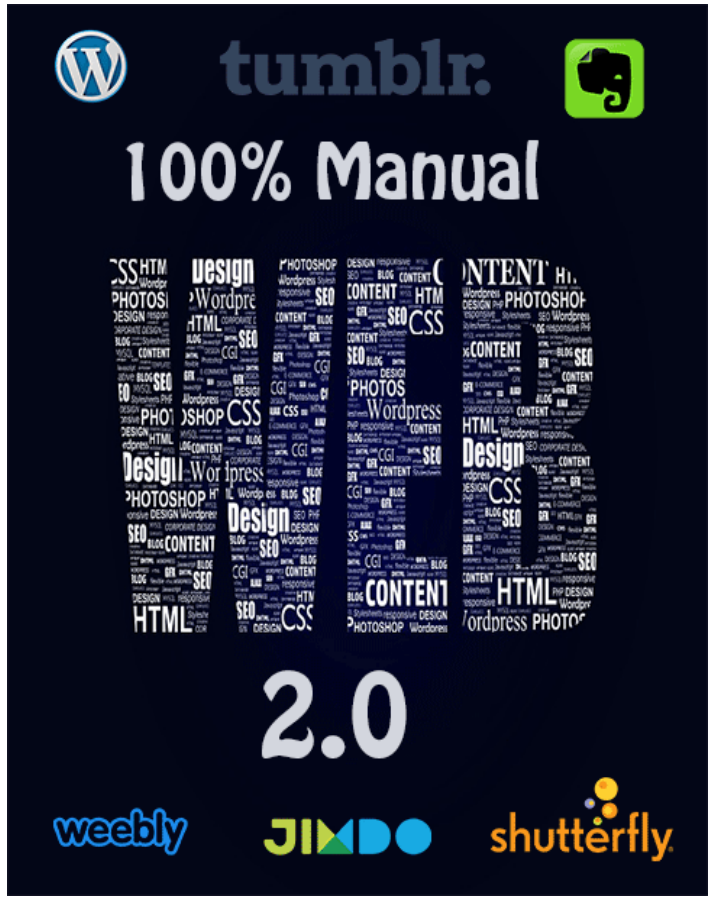
Some Freelancers



Guest Posts

A guest post is a post on a blog that someone else owns.

These sites are not designed to give links just for SEO… they are someone's blog that gets traffic and has authority, and ideally relevance.

These are acquired by doing outreach to blogs you wish to have a post on then asking for a post, or paying the blogger to post there.

Some things to consider…

- Is the site relevant… this is important… it doesn't have to be EXACT niche i.e. you aren't likely to find a blog about arthritis, but a health blog would work. You wouldn't however want a tech blog for example.
- Is the site ranking for anything
- Is the site getting traffic
- How many referring domains does the site have.
- How much will it cost

Some Tools for guest posting…

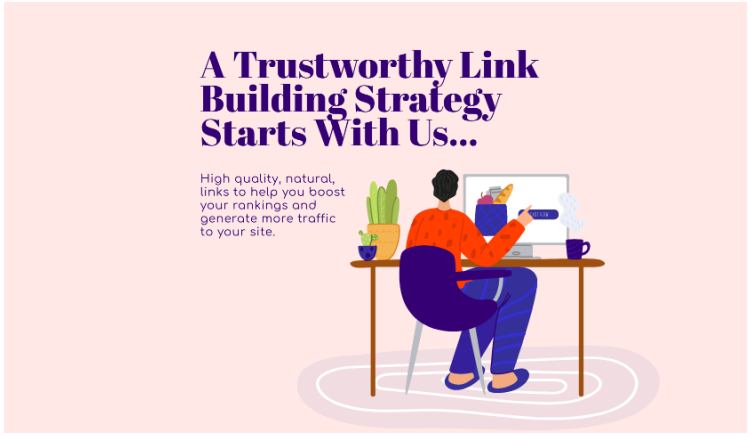
- Scrapebox
- Pitchbox
- Mailhunter.io
- Ninja Outreach
- …just regular email.

Guest Posts

I personally like to use keyword or “money” anchors for these and link directly to my money page I am trying to rank.

Others like to link a tier lower and go to Web 2.0, social profiles etc…

Some Freelancers



Advantages

- “Safe”
- Diverse
- Can actually drive traffic

Disadvantages

- Time consuming
- Expensive
- Not ALWAYS the most powerful links since they are usually on inner pages.

Niche Edits

Very similar to a guest post, but a link is placed in an existing article.

Advantages

- Faster because content is already written
- Cheaper because content is already written
- You can find a more relevant post

Disadvantages

- Hard to get them recrawled sometimes.

Niche Edits

I personally like to use keyword or “money” anchors for these and link directly to my money page I am trying to rank.

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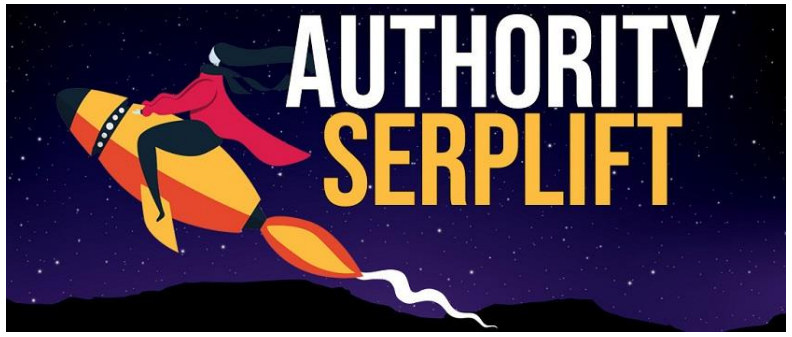
Some Freelancers



PBN

A PBN (Private Blog Network) is a site that is built on a domain that was once an existing site that the owner, for whatever reason let go, that someone has purchased and rebuilt into a blog that will be used to build links and increase ranking.

Some things to consider…

Finding relevant expired domains that have authority can be difficult… but that doesn’t mean you can’t manufacture relevance.

Building your own PBN is a massive undertaking, but it can be a lucrative one if you have the sites and clients to justify it.

Some things to consider…

- Hosting.
- Design variety
- Patterns and footprints
- Outbound links.

Post Elements

- Outbound authority link
- Image
- Video or map
- Original content

What metrics?

Everyone has a different opinion on this.

I like Majestic metrics personally.

However the most important thing is the quality of the incoming links.

PBN

Personally I think it is a waste of a powerful link to use these anywhere but your money site…

…having said that if you are working with someone you are unfamiliar with it may be best to link a tier lower to be safe… PBNs with thousands of OBL may not be effective.

Some Tools for PBN building

- Easy Blog Networks
- IP Networx
- Register Compass
- Majestic
- Ahrefs
- Archive.org

Some Freelancers

Disadvantages

- They make whit hat SEOs sad
- They are expensive
- They are time consuming
- They can get very complex
- They require posting strategically
- A lot of people have NO CLUE what they are doing with them.

Advantages

- They are the most powerful kind of link for moving Google ranking
- They are highly flexible
- You own the asset.

Editorial Links and Press Releases

Links on major publications like Forbes, Huffington Post, Entrepreneur etc… (ideally not from contributor accounts)

Press releases distributed to news sites across the country/world.

Misc...

- Wiki Links
- Google News Approved Links
- Reddit Links
- Domain Authority Stacks
- …probably some others I am forgetting :-p

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Questions?