

# Backlink Building Guide

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## **The Basics**

### **1. What are Backlinks?**

Simply put they are links on other sites that point to your site.

### **2. Why are they important?**

They are the key to a higher Google ranking. Of all aspects, high quality/volume backlinks to a website is the biggest determining factor in a high Google ranking.

### **3. What is Anchor Text?**

Anchor text will be referred to often. Simply put, your anchor text is the actual words that people click to go to your site. Your anchor text should always be the keyword you want to rank for.

When you see your classic styled link on the net, it is often words that are blue and underlined, the words used are the anchor text. Although the words below aren't an actual clickable link, it is a good visual aid of what anchor text is.

### **[Your Anchor Text](#)**

When you have created these links, these words are what Google will read when it finds links to your sites. If it finds enough of them for a certain term it will boost your search engine ranking for that term.

### **4. How Do I Create Anchor Text?**

When you are submitting to things like web directories your anchor text will usually be created by you using your keywords in a field on a form that is titled something like "Link Title".

Sometimes though you will have to create it yourself. The two most common ways to create anchor text links when backlinking is through HTML and BBcode. BBcode is almost exclusive to links on forums, that is about the only place you will need it.

Here is how you create anchor text backlinks:

HTML

```
<a href="http://www.yoursite.com">ANCHOR TEXT aka KEYWORD</a>
```

BBcode

```
[url="http://www.yoursite.com"]ANCHOR TEXT aka KEYWORD[/a]
```

Notes: The spacing above counts. Also the use of .com is an example, use whatever ending your site actually uses. Lastly, make sure that you close the link with the </a> or [/a] (depending on code), if you do not, the link will not work.

## **5. Page Rank**

Just a quick note on “Page Rank” (also known as PR) because the term will be used later. Google assigns web pages a Page Rank on a scale of 0-10. Page Rank is basically a ranking of the number and quality of sites that link to a web page. It is not updated often, and it isn’t something to lose sleep over. It is just worth mentioning because a link from a PR8 site is much more valuable than a link from a PR1 site. The easiest way to see a pages Google Page Rank is by using their Google Toolbar with your browser.

## **Where To Get Links**

### **1. Your Own Sites**

This is a nice easy step. If you are trying to get one of your sites to rank for a keyword and need backlinks, the best place to start is with any other sites you might own. Add a link to the site you want to rank for. Include the link on any blogs you might own or any other business sites you have.

### **2. Reciprocal Linking**

Reciprocal linking has become kind of a taboo word in link building these days. Simply trading links with people is not nearly as effective as it once was. Google caught on to this practice and having a page full of links that gave you a link - will not help your rankings.

There can still be some value in reciprocating links with people though. First of if some very high PR is willing to trade links (PR6+) then do it!

Also you can trade links with sites that will actually drive traffic to your site. In this case even if the reciprocal link won’t help for your search engine placement it is still worth trading if the site you are trading with is going to send significant traffic to your site.

To avoid any of the issues with reciprocal linking, if you have another website or blog you can participate in 3-Way linking. This is essentially getting people to link to the website you are trying to get to the top of Google, while you give them a link back on ANOTHER site...NOT the one trying to rank in Google. Of course this is only for people with another site handy that they don’t care if it has a lot of outbound links on.

### **3. Web Directories**

The internet is full of hundreds (probably thousands) of online web directories where you can post your link.

The first directory to worry about is <http://www.dmoz.org> This is by far the most powerful of the free web directories. The first step to any backlinking campaign should include a submission to DMOZ. Just follow their posted instructions (to the letter, they are picky). DMOZ is moderated by volunteers so it may take a long time for your link to

get approved. Do not submit every week, submit and check back in 3-4 months and if your link isn't there you can resubmit.

The other directory that is super powerful is the Yahoo Directory - this is separate from the yahoo search results. This is probably the only directory I would even suggest you pay for. The price is expensive, but the link is very valuable to your SEO efforts. If you have the money, go for it. If you can't justify the cost, you can ignore it though.

That is the ONLY directory I would suggest you pay for. There are a lot of directories out there and I think you are best off focusing on the hundreds of free ones.

A lot of these directories will ask for a reciprocal link - as stated above that is not a great trade off. You can ignore the ones that require a reciprocal link OR you can set up a free Blogger blog and just throw the link up there. Most of them will accept this, but some will require a link from the domain you are submitting - ignore these sites and move on.

To get you started here are a couple links to online lists of web directories that you can submit to.

\*\*\*Note: These directories sometimes die, move to a paid situation or stop accepting new submissions - it is the nature of web directories\*\*\*

<http://www.addurl.nu/>  
<http://www.directorycritic.com/free-directory-list.html>

You can find a lot more by searching terms like "free web directory" The thousands of directories on the above two lists should keep you busy though.

#### **4. Forums**

The internet is full of message boards and forums about different topics. You can definitely use them for some backlinks if you go about it smart.

First off you need to make sure that you can view the forum without being logged in. This is simple to check by going to the forum before you register. If you can't see the posts without logging in, either can Google. Take the time to check if people are allowed signatures on the bottom of their posts as well, also they need to allow links in these signatures. Check out the forum and see if you see people with signatures that include links - if so you are in luck

When you register there will be some sort of section like a User Control Panel (USER CP) or a profile function that allows you to "Edit Signature". Add your BBCode anchor text link in the signature form.

Now you need to take part in conversations on the forums. Make real comments and post as if you actually care. A “cool post” message is not good enough. If you don’t seem real, engaging and interested you will be banned.

As a side note there might also be an about me section on your profile that you can drop either an HTML or BBCode link. Even easier, some forum profiles have a visual editor that allows you to create links without coding knowledge.

\*\*\*Note: Forums are also great places to build your brand, position yourself as an expert or to find a willing customer base you can directly market too. In fact these points are probably more valuable than the actual backlinks since forum backlinks are not very powerful.\*\*\*

## **5. Blog Commenting**

There are a plethora of blogs on the internet and most of them offer you the chance to post comments. You can gain backlinks by leaving relevant comments that actually mean something. Much like forum posting this isn’t something to do recklessly. You need to actually read the blog posts you are commenting on and then drop a thoughtful response.

Creating the links on these blogs is pretty simple, when you are filling out the comment section “Your Name” will end up being the anchor text to your link.

Some blogs will not allow people to put keywords as their name, but a lot do if the post following is well thought out.

Some blogs will also let you put an HTML link in the body of your comment, but usually only if that site is relevant to the discussion at hand.

To find fresh blog posts, search twitter for “new blog post” and you will have enough to stay busy for awhile.

\*\*\*Note: A lot of blogs are “nofollow” and some people believe nofollow links do not count - I will discuss that more in the miscellaneous section. You can always do google searches for “dofollow blogs” to find blogs that meet that standard.\*\*\*

## **6. Social Media**

Social Media is a broad term but it is a good all inclusive term for the purposes of this guide. Basically there is a whole world out there based on social interaction over the web that is primed for backlinks. It has probably become the most popular backlinking method.

First there are Social Bookmarking sites like Digg and Delicious - now I will explain the real power of them later, but as for backlinking, a lot of these sites offer profiles that allow you to add a link, or have an about me section that allows you to place an HTML

link. You can google “social bookmarking sites” to find hundreds of sites that may allow you to place an anchor text rich link in your profile.

There are also a ton of blogging or micro blog type sites out there. Sites like Squidoo, Blogger, Wordpress,com etc... offer people the chance to create a blog type web page. These blogs and pages can easily have links added to them that point to your site. If you use these sites, try to create some original content for each of them - even if it is a quick 250 word article.

Online profiles are one of the hottest places to get backlinks. Almost any site that has some sort of “community” offers a profile section that you can use to add a link. This is not limited to a certain type of sites, basically any site you can create a profile on. I would suggest focusing on the high PR sites - for example a lot of newspapers, offer profiles, TED.com etc...

\*\*\*Note: To get you started here is a link that includes a ton of profiles that someone used to build his backlinks:

<http://ebookisdead.com/links.php>.

Some of these links may not be accepting new profiles due to the spamming, but by studying how and where this guy got his links will make the above paragraph make a lot more sense\*\*\*\*

Article writing can also give you decent backlinks. Just write an article on your topic and there is no shortage of sites to submit that article to. Most sites allow a link (or two) in the body of the article, but even if they don't they ALL offer a profile that you can get a link on AND an author resource box that will be posted along with your article. This resource box can be a perfect opportunity to sell yourself or website...plus of course the ever valuable backlink. Some of the most popular article sites are:

<http://www.ezinearticles.com>

<http://www.searchwarp.com>

<http://www.goarticles.com>

<http://www.articlebase.com>

\*\*\*Note: Some late breaking news, the founder of Ezinearticles (the king of article sites) has publicly stated that they turn a blind eye to automated submission software. Just be choosy on what sites you submit to using an auto submission tool\*\*\*

## **Miscellaneous**

### **1. NoFollow vs. DoFollow**

There is a lot of debate about nofollow vs dofollow. Basically, these are pieces of code that people can add to their sites that either make the links followable by Google's search robots or not followable (nofollow).

Now lots of people believed this made nofollow links useless, but there is a new school thought that shows nofollow links are valuable backlinks when it comes to search engine placement but they do not pass along Page Rank. Since our goal is to get to the top of search engines, this means nofollow links still may be valuable.

I wouldn't search out ONLY nofollow links, but if you have a place to drop a link I wouldn't let nofollow scare you away.

### **2. Getting Your Links Indexed**

Building links isn't your only battle! You also need Google to find these links! Now eventually through the constant web crawling it does Google will find your links but there are a couple things you can do to speed up the process.

Link Wheels are kind of a hot topic right now - basically this means that when you create a link on something like your Digg profile, the next place you link to you include the link to your web page PLUS the link to your Digg profile. The next place you link after that would have web page link, digg profile link, link you just created etc....

To find out more information do a google search on "link wheels" or "link cascading". It is much more involved than I just explained, but it is a whole separate topic that needs its own focus. Luckily there are handy free guides available online.

\*\*\*Note: Google Search "Lemonarian" for great free link wheel guides!\*\*\*

I also want to mention social bookmarking again (i.e. Digg). One way to ensure your links get noticed by Google is to social bookmark them. If you create a profile on Ted.com, go to that profile and submit it to as many social bookmarking sites as you can.

\*\*\*Note: Although backlinking automation can be a slippery slope, Onlywire.com offers a legit service that allows you to submit your content to a number of social bookmarking sites with the click of a button\*\*\*

As a last step, anytime you create a link, go to that link and "Ping" it. I usually use the service at <http://www.pingomatic.com>. This is just another way to possibly get Google's attention to your links.

\*\*\*Note: To make life easier you can add this code as a bookmark in your browser:

```
javascript:location.href='http://pingomatic.com/ping/?title='+encodeURIComponent  
(document.title)+'&blogurl='+encodeURIComponent(location.href)  
'&chk_weblogscom=on&chk_blogs=on&chk_technorati=on&chk_feedburner=on&chk_  
syndic8=on&chk_newsgator=on&chk_myyahoo=on&chk_pubsubcom=on&chk_blogdigg  
er=on&chk_blogrolling=on&chk_blogstreet=on&chk_moreover=on&chk_weblogalot=on  
&chk_icerocket=on&chk_newsisfree=on&chk_topicexchange=on&chk_google=on&chk_  
tailrank=on&chk_bloglines=on&chk_aiderss=on&chk_skygrid=on&chk_audioweblogs=on  
&chk_rubhub=on&chk_geourl=on&chk_a2b=on&chk_blogshares=on'
```

If you add this code as a bookmark, and click on the bookmark it will PING any site you are currently on\*\*\*

### **3. Deeplinking**

Gaining favour in the SEO community is the idea of deeplinking. Deeplinking is essentially making your backlinks point to an inner page of your site. The belief is that this appears more natural to Google.

If you find that your site has hit a plateau on Google's search rankings, maybe adjust your backlinking strategy by linking to inner pages on your site.

### **Conclusion**

Backlinking can be a grueling process and it can take a long time. The lucky part is you can do it in your free time, pick up and stop whenever you want and easily train one of your staff to do this for you.

See you at the top of Google!