

BASE

SEARCH MARKETING

GUIDE TO
LINK BUILDING

THE BASE-ICS

WHAT YOU'LL LEARN

1 THE BASE-ICS

Learn the basics of link building. Why and how to build links.

2 HOW TO GET BACKLINKS

Learn about some of the different ways to get backlinks.

3 LINK BUILDING STRATEGY

Learn to create your own effective link building strategy.

4 AUTHORITATIVE WEBSITES

Learn to identify authoritative vs non authoritative sites.

5 MEASURING RESULTS

Learn which metrics to track to measure the effectiveness of backlinks.

6 GETTING STARTED

Learn to create your own effective SEO strategy.

THE BASE-ICS

CH - 1

You want your site to rank higher on Google. We get it. That's why we've put together this useful guide to link building. Starting from the basics and working our way to more in-depth strategies, you'll find helpful information here no matter how much you already know about link building. If you already have the basics mastered, feel free to skip ahead to one of the other chapters. But for everyone else, we'll start here.



WHAT IS LINK BUILDING?

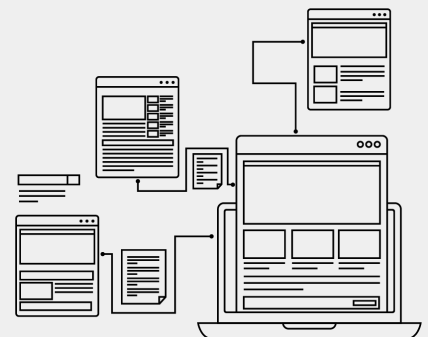
Link building is the process of building inbound links to your site from other sites. It's a common practice in SEO because it is highly effective when done correctly. SEO is all about crafting your site to meet the standards of Google's algorithm so that your site will rank high in the SERP. Link building is one of the strategies SEOs use to show Google that their site is authoritative and should, therefore, be ranked highly.

AN OVERVIEW

There are a few different processes of building inbound links, but some may cause more harm than good. These harmful “black hat” SEO techniques should be avoided as Google penalizes spammy SEO. A penalty from Google can mean that your site will be de-indexed and stop ranking on Google. That would be devastating. The reason we’re telling you the potential harms of bad link building is so that you make sure to do your research before trusting any link building agency you meet. Here at BASE, we are committed to providing our clients with high-quality links that will get them on Google’s good side.

Building high-quality links starts with networking and relationship building. As you find high-quality sites that are willing to accept your content, you can begin to build a network of partner sites. It is a tedious process but well worth it. Since it is against Google’s guidelines to pay sites to link back to you, you have to build a working relationship with other sites and get them to post your content, link included, for free. Also, these sites need to be relevant, high-quality sites that meet important metrics to move the needle.

You probably have a few questions at this point, so let us try to answer them below.



WHAT ARE INBOUND LINKS?

Inbound links, often called backlinks, are links pointing to your site from another site. This is easy to remember because they are inbound toward your site or linking back to your site. These are the types of links that are built in link building strategies.

It sometimes sounds like building inbound links magically makes your site rank higher on Google, but there is some SEO science behind it.

HOW DOES LINK BUILDING WORK FOR SEO?

Google decides which pages to rank based on “ranking factors” within the algorithm. A ranking factor you’re probably aware of is relevance to the search term. The page that is most likely to be what the user is searching for should ideally be ranked first. However, keyword relevance isn’t the only factor. It’s been theorized that Google’s algorithm uses about 200 ranking factors to determine where you rank.

One of the main ranking factors is authority. Every domain and every page has an authority rating. And the more authority you have, the higher Google will rank your site. But wait, how does Google determine a site's authority? You guessed it: backlinks.

You can think of backlinks sort of like votes in a popularity contest. When a site links back to your site, it shows that your site is a good resource. The more sites that link to you as a resource, the more authority you must have on the subject. So, the more popular you are, the easier it is to rank #1.

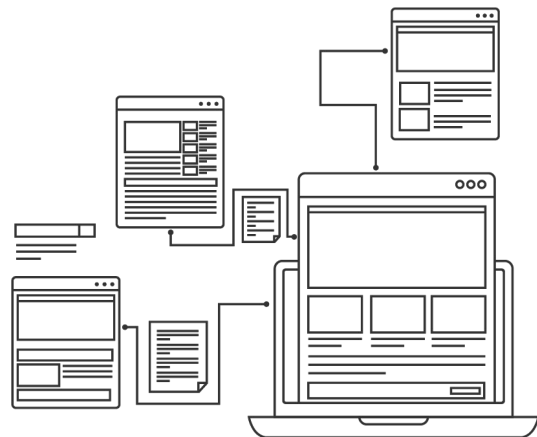
However, notice that links give you the authority on the subject. If you have a site about hair products, no amount of link building will get you to rank for financial advice keywords. But if your hair product website has lots of inbound links about hair care, you will become an authority in that space. The subject of the content must be relevant, as well as the anchor text.

Anchor text is the word(s) that are hyperlinked. Do you know the blue text that you can click on? That's the anchor text. When Google's bots crawl a link, they see the destination URL and the anchor text. So, a link with your site as the destination and anchor text that is relevant to your business will build your authority in the space.



IS LINK BUILDING STILL EFFECTIVE?

The reason this is a common question is that some link building practices that were effective a few years ago aren't anymore. Some of those practices include irrelevant links in comments or forums, links on spam sites, and paying sites to link back to you. These methods attempt to take the easy way out by trying to game Google's algorithms.



Organic link building (also known as “white hat” link building), however, is still very effective. This is the practice of forming a network of relationships with sites where you can post as a guest author and link back to your site. The important thing to remember is that the site that links to you doesn't get paid to place that link. They just want the content you are giving them, and are fine with you linking back to your website as long as the link is contextual. This does not go against Google's guidelines, and therefore builds your site's authority. As you continue to get quality links built out to your site, you will start to see massive organic gains.

So the short answer is: yes, link building is absolutely still effective... if it's done the right way.

HOW CAN LINK BUILDING BENEFIT MY SITE?

Now that you know what link building is and how it's used for SEO, let's talk about how it can benefit your site.



Link building helps to increase organic rankings which leads to increased organic traffic. The goal of link building is to get you ranking on the first page of Google for your target keywords. The reason why position one is so sought after is that click-through-rates drop exponentially for each position after #1 in the SERP (search engine results page). The top-ranking page will get about 30% of the clicks. Second place will get about 15%, and it goes down from there with position 9 only getting 2% of clicks. Following this trend, if there are 10 results on a page, you have to be on the first page to get any substantial amount of clicks.



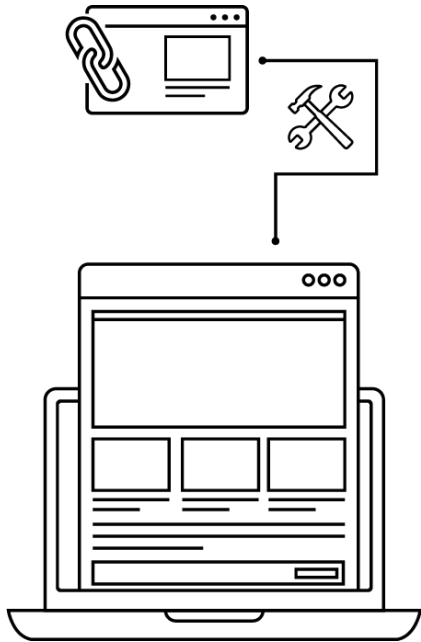
On-page optimization is essential to rank on the first page. This means your site should have target keywords, metadata, title tags, meta descriptions, alt text, etc. in place. In addition, you should have content that provides value to the user. However, many sites follow all of these best practices but still see minimal results. This is because they don't have enough authority from other sites. Google needs to see sites linking to yours to start ranking your content.



If you feel like you have done all of the SEO you can on your website and are still not ranking high in the SERP, adding link building to your strategy is the recipe for success. Sites often just need a push from backlink building to boost their site onto the first page. Without link authority, even the best content could be overlooked by Google's algorithm. So, if you have a site with great content, but Google doesn't seem to notice, link building is exactly what you need to start ranking on the first page.

LINK BUILDING TACTICS: HOW TO GET BACKLINKS

CH-2



As we discussed in Chapter 1, there are types of link building strategies that aren't effective anymore since they go against Google's guidelines. In this chapter, we'll discuss the dos and don'ts of link building, so that whether you or an agency you hire is doing your link building, you know that it will get you results. We'll cover some of the tactics that are no longer valid as well as explain how to get backlinks that will stand the test of time.

DON'T: BUILD *IRRELEVANT* BACKLINKS FROM COMMENTS AND FORUMS

Building backlinks within comments was one of the first ways that shady SEO's tried to game Google's algorithm. Because of this, Google came out with the link attribute "nofollow" so that webmasters could make sure that they weren't endorsing these irrelevant links in their comments. However, not all comments are bad and in fact, February of 2020 Google made a change to their algorithm and are starting to use nofollow links as "hints." [According to Moz](#), Google is now deciding based on its algorithm whether or not to use a nofollow link as a ranking factor.

Remember, Google's goal is always to give users the best results possible, so posting thousands of irrelevant links in comment sections of random websites won't fly. However, if you are providing value to users that will be reading the comments you post and it is relevant to the article that you're commenting on don't hesitate to include a link in your comment.

DON'T: BUILD BACKLINKS FROM LOW-QUALITY SITES

We have already established that link building is an important component in Google ranking, however, you have to be careful about which pages your backlinks come from. Building links from low quality or non-relevant websites will not build your site's authority. And remember, link building is all about building authority. Ideally, each link built toward your site will increase your site's authority, but the caveat is that they must be good quality links. If Google sees that low-quality sites are linking to your site, it will reflect on your authority negatively rather than positively. Read Ahrefs article on high-quality vs. [low-quality links](#) for more information.

The reason people resort to building links from low-quality sites is that it's easier to get permission to post on low-quality sites than authoritative sites. We'll dive deeper into this later but just know: it's absolutely worth the extra effort to [build high-quality links](#). You need to be sure that your backlinks will add to your authority, not take it away.

DON'T: PAY FOR BACKLINKS

Paying for backlinks is a very risky gamble. Google explicitly states in their guidelines, that site owners are not allowed to pay other sites to link back to them. Now keep in mind, this is different from paying an agency to handle your link building. Paying a link building agency is fine. You just need to make sure you or your agency are not paying other sites to post your links. This is another way that they know SEO's could try to take advantage of the algorithm. While some companies and agencies have gotten away with paying for links, as Google's algorithms become increasingly more sophisticated they will crack down more and more on this practice. As Google finds websites using paid links, they will penalize those sites.

Google cannot let their organic search results be based on who can afford the most paid backlinks. For this reason, they investigate when things look fishy, and they are likely to know if you buy backlinks from other sites. Your site would then be at risk of being de-indexed and no longer ranking on Google, which would be devastating to your business. It's in your long-term interest to build backlinks the correct way or find an agency that will build links the right way.

DO: BROKEN LINK BUILDING

Broken link building is the process of backlinking by replacing links to a broken page. To run a broken link building campaign, you should use a tool like ahrefs.com. So how do you start?

Let's say we are robinhood.com and we are targeting commission-free investing keywords. In this example, vanguard.com is one of our competitors and they also talk about commission-free investing. Broken link building starts by diving into our competitors' site using a tool like ahrefs.com to look for broken pages. Once we find a broken page about the keyword we're targeting (commission-free investing), we will check to see if other sites are linking to Vanguard's broken page. If there are, the next step is seeing how closely our content matches the content that was on the broken page. The Wayback Machine is a great way to go back and look at the content on that page before it was taken down. If our content is very similar to the broken page, the next step is to reach out to the sites linking to our competitors' broken page. However, if our content doesn't match well, we can create a new landing page that is similar to what the competitor was talking about in the now broken page.

DO: BROKEN LINK BUILDING CONTINUED...

As always, before you reach out to any site and ask them to link back to you, check and make sure it is a high-quality, authoritative site. Once you have found a list of authoritative sites linking to your competitors' broken page, start emailing them. Your email should say something along the lines of, "Hey I noticed you were linking to this broken page (www.vanguard.com/broken-page). If you're still updating this article, you could link it to (www.robinhood.com/comission-free-investing) as a replacement source. Let me know your thoughts."

Why might you want to try broken link building? Well, it is taking authority away from your competitors and giving it to your site instead. Also, because these are older articles, they likely have a higher page authority and will, in turn, pass more authority to your website than a brand new article that links back to your site. But be warned, very few sites will take the time to replace the broken link with your replacement link and this tactic is very time-consuming.

DO: BRAND MENTION LINK BUILDING

Another form of link building is to look for authoritative sites that are talking about your company organically but not linking to your site. Once you find these mentions, you would reach out to the sites via email and ask them to include a link to your website where they have already organically mentioned your company. Finding brand mentions will be most successful if done using a tool like ahrefs.com.

DO: SCHOLARSHIP CAMPAIGN LINK BUILDING

Scholarship link building is a great way to get authoritative .edu type backlinks to your site. The process is simple, you start by creating a real scholarship. You then reach out to colleges and universities and submit your scholarship to their website. Most universities will have a dedicated landing page for all of their scholarship opportunities. If yours is accepted, they will post it on their site and you will have a very high-authority website linking back to yours.

DO: GUEST POST

Guest posting is the most effective of all the link building strategies. To guest post is to post an article on a website that allows you to be a guest author. As a guest author, you have been invited to write for the site by the site owner. This contrasts the unethical approach of paying site owners for links from their site. Guest posting requires the most effort of all the strategies, but the results are always worth it.

WHY SHOULD I GUEST POST?

You should guest post if you want to see results from your link building strategy. It's that simple. It is the absolute most effective way to build backlinks. It can seem tedious or difficult at first, but it is worth the investment of time and effort. So, whether you're conducting your own link building efforts or hiring an agency, make sure that guest posts are a part of your link building strategy.

HOW DO YOU FIND GUEST POST WEBSITES?

Finding websites for guest posting can be the most intimidating step of the process. This requires a lot of outreach, follow-up, networking, and relationship building. For each site, you have to find out how to apply for guest authorship, complete the application or contact a site administrator, discuss the details of your guest authorship with the site administrator, and write and submit your article. This is a long process that can delay a link building strategy for months.

This intimidating step is why many site owners choose to hire a link building agency. Finding an agency that already has a guest posting network of authoritative sites is easier than building your own network from scratch. Here at BASE, we have guest posting relationships with a large and always-growing network of sites.

HOW DO YOU WRITE A GUEST POST?

Once you have been invited to be a guest author on a site, you have to write your link building article. To write a successful link building article, remember three things:

Relevance - The topic of the article must be relevant to both the site it will be posted on and the page on your site that you're linking back to. Remember, the purpose of link building is to show Google that you are an authority on a topic. So make sure your link building article relates to that topic in some way.

Value - In a link building guest post article, you are trying to show Google that your site is an authority on a subject. To accomplish this, you cite your webpage as a source within the article via a hyperlink. The reason sources are cited in articles is because they provide value to the reader. Therefore, the link must be placed in the article in a way that provides value to the reader of the article.

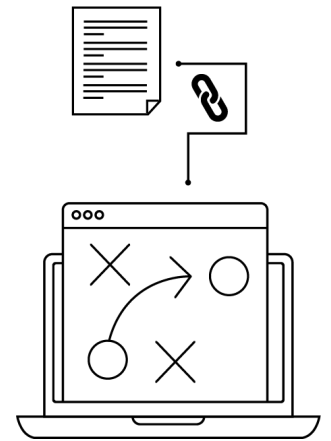
Anchor text - Anchor text is the clickable word(s) in a hyperlink. SEO best practices state that anchor text should be keyword-optimized to be most effective. This can mean that the anchor text exactly matches the keyword or uses the keyword more broadly.

The most effective guest post articles are relevant and valuable and link back to your site with keyword-optimized anchor text. Writing a large number of these articles can be time-consuming, but the quality is much more important than quantity when it comes to link building. And remember, if you hire a link building agency to guest post for you, this is something they'll take care of.

CREATING A LINK BUILDING STRATEGY IN 8 STEPS

CH-3

Now that you know the basics (or as we like to say, the BASE-ics) of link building, you're ready to create a link building strategy for your website. To make it easy, we've broken down how to create a link building strategy into 8 steps. We'll get to those steps in a minute, but first, let's make sure we're on the same page.



WHAT IS A LINK BUILDING STRATEGY?

A link building strategy is a plan for how you will organize and implement your link building in order to get the best possible results. This includes how many links you will build, what link building tactics you will use to build them, what pages on your site you will be targeting, which sites you will build links from, what anchor text each link will have, and over what timeframe and at what frequency you will build these links. Having a plan for all of these details will keep you organized and ensure results rather than building links randomly and hoping for the best.

Tracking the details of your link building strategy is key to knowing which efforts are paying off and which efforts you need to adjust. You may see that one target page isn't getting the same results as another target page, but without a strategy, you won't know what to do differently to get results. Having a thought-out strategy from the beginning is the only way to get consistent and reliable results.

HOW DO YOU CREATE A BACKLINK STRATEGY?

To create a backlink strategy, there are quite a few details to consider. This can be overwhelming, especially if this is your first experience with link building. But there's no reason to be intimidated. We've made it even easier to create a link building strategy by breaking it down into 8 easy-to-follow steps.



1. CONSIDER YOUR TARGET AUDIENCE

The ultimate goal of link building is to get more organic search traffic to your website. But you don't just want any traffic. You want quality traffic that is looking for what you offer. So, the first step of any marketing-related strategy, like link building, is to consider your target audience and how they behave. In this case, you need to think about what search terms they would be typing into Google to find what you offer.



2. CHOOSE YOUR KEYWORDS

Once you have determined the types of words and phrases your target audience would use to find your website, you need to choose which keywords to target with your link anchor texts. Keeping your target audience in mind, choose keywords that have a high volume of searches per month and low SEO difficulty ratings. The higher the search volume means the more traffic you could potentially receive from ranking for that keyword. The lower the SEO difficulty the fewer backlinks it takes to rank for that keyword. So, the ideal keywords to target would be low difficulty and high volume, making them relatively easy to rank for and well worth the effort.



3. CHOOSE YOUR PAGES

Next, you need to choose which pages you want to rank for each of those keywords. One page can rank for a group of keywords, as long as they are closely related and the page is relevant to all of them. What you don't want is to target more than one page with the same keyword. The goal is to make it clear to Google which page should rank for each term. Having two pages that are optimized for the same keyword can make it confusing for Google's algorithm to rank those pages. So, choose one page for each keyword or small keyword group. Then, the links you build to each target page will have anchor text optimized for a target keyword.



4. FIND RELEVANT SITES TO LINK FROM

To build links from external sites, you have to find those external sites. But don't just find any site that you could possibly build a link from. These need to be sites with authority and without spam, and they need to be relevant to your site. The purpose of the link building strategy is to show Google that your site should rank for a certain topic, which is what you offer. So, you need to build links from sites that are relevant to that topic to show Google that you are also relevant to the topic.



5. OUTREACH TO POTENTIAL GUEST POST SITES

The next step is to reach out to the relevant sites you identified to inquire about becoming a guest author. They may have a guest author application process or have you send a writing sample. Either way, this step can take some time, so be patient. Building a network of guest post sites is crucial to a successful link building strategy. And if you don't want to go through this tedious part of the process yourself, you can hire a link building agency that already has a network of authoritative guest post sites (like BASE).



6. CREATE CONTENT

As a guest author for these sites, you are expected to write a relevant and valuable article. Choose a topic that relates to both your site and the site it will be posted on. It is important to pick a topic that is relevant to the target keyword and page you will be linking to so that the link you include in the article will feel completely natural. This is how you know your link building strategy adheres to Google's guidelines. Google looks for natural backlinks, not backlinks created by paying the site owner to place a random link to your site. Well-written guest post articles with natural links to your site will provide the link building power it takes to rank higher on Google.



7. TRACK RESULTS

Tracking results is important so that you know how well your efforts are paying off. The metrics you should track for a link building strategy are keyword rankings and organic search traffic. As your links go live and Google sees them (which can take a while, so again, be patient), you should begin to see the rankings of your target pages for your target keywords improve. Improved rankings means a higher position on the SERP (search engine results page) which means you will receive more organic traffic to that page.



6. REFINE AND REVISIT YOUR STRATEGY

It is important to note which pages and keywords improve and which are proving more difficult to get results so that you can refine your strategy as you go. You may learn that a page doesn't need as many links as you planned each month to rank highly, while another page needs more links than you had planned. All good strategies are refined as they continue. You should also revisit parts of your strategy as you go along. You may think that once your target keyword is ranking you don't need to build links to it anymore. However, it is important to continue to build links to pages that are currently ranking to maintain your position. The key to a successful strategy is to constantly improve upon it as you gain new insights from the results.

FINDING AUTHORITATIVE WEBSITES FOR WHITE HAT SEO

CH - 4

Knowing how to determine which websites are authoritative and which websites are not is one of the most essential parts of link building. By checking the six metrics outlined in this chapter, you will know for certain whether or not the sites linking to you are authoritative or not.



PREFACE

These metrics help us to see websites how Google sees them. If a website has relevant organic keywords, organic traffic, and good content, even if the design is poor, Google will like it. Metrics like Domain Authority (DA) and (Domain Rating) are a good indicator of what a good website is, but they don't tell the full story. If you want to know whether a website is authoritative or not, check each of the below metrics. If you're planning on hiring out a link building agency, make sure that they qualify their sites before posting links to them.



INDEXED REGULARLY

Google bots crawl the web to index all of the websites on the internet. However, there are many websites on the internet but never get crawled by Google and will not show up in Google search results. There are a couple of reasons why a site could be live on the internet and not be seen by Google, but the main reason is a tag called "NoIndex." This is an HTML code placed in the head of the website that tells Google not to crawl the page. If you have a link coming from a page that is NoIndexed, the link will do absolutely nothing for your website because Google will not be able to see the link at all.

Secondly, it is important to make sure that the site linking to you is indexed by Google and indexed regularly. The larger a website is and the more monthly visitors it has, the more regularly Google will be indexing that site. If you post an article on a site that is indexed regularly with a link pointing back to your website your rankings will start to improve sooner than if you were to post an article to a site that is not indexed regularly.



DOFOLLOW LINKS

You want backlinks that will pass authority. We will focus on the difference between a normal link (we will refer to this as a “DoFollow link”) and a NoFollow link. A link is categorized by the HTML code on the backend. The code `rel=“nofollow”` tells Google that no authority should be passed onto this link.

Most websites will receive more NoFollow links organically than DoFollow links which is why if you are putting time and money into building links back to your website, you want DoFollow links.

The easiest way to know if a website lets Google follow the links that they post is to get the NoFollow plugin. This extension will show you a red dotted box around every link that has a NoFollow tag. Before you start building links from a website, make sure the links will be DoFollow.



RELEVANT ORGANIC KEYWORDS

Every website that is indexed by Google and has content should be ranking for keywords organically. To find an authoritative website you have to first make sure they are ranking for organic keywords and second make sure those keywords are relevant. Here is an example of how to do that; If you are looking at a business website, check to make sure their organic keywords are within the business niche. If you see keywords for things like gambling, porn, or even keywords in a different niche like home and family, the website is most likely not an authoritative one. Google prioritizes relevance over almost anything so if a site's organic keywords aren't relevant, Google will not see that site as authoritative.



RELEVANT ORGANIC TRAFFIC

Organic traffic is another important metric to check for. If a site has high monthly organic traffic (500 or more for example) that means Google likes the site. This also shows that people like the website because they are going to it regularly to read the content. If a site has little or no organic traffic, it is a good indicator that Google doesn't like that website.



NOT A PRIVATE BLOG NETWORK

Private Blog Networks or PBNs came around as a way to cheat Google's system. A PBN is a group of websites that were all created solely for link building. Google has heavy regulations around PBNs and is quick to penalize anyone receiving links from PBNs. One way to know if a website is a PBN is if you see multiple sites that are designed almost identically. Besides that, checking for organic keywords and organic traffic should rule out all PBNs.



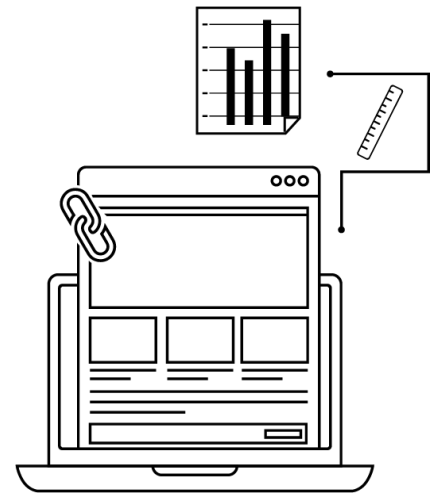
NO PAYMENT REQUIRED TO POST

Like we mentioned in [chapter 2](#), make sure that you're not paying websites to get your link live. If you need a refresher on this chapter jump back to chapter 2 to review it.

HOW TO MEASURE SEO LINK BUILDING RESULTS

CH - 5

As with any marketing or PR strategy, results must be measured to make sure that the efforts are paying off. Ultimately, effective link building will increase website traffic, but it can be hard to know which other metrics to track to measure success with link building from the beginning of the strategy. This chapter will walk you through each of the metrics you should be tracking to measure the results of your SEO link building strategy.



WHICH METRICS SHOW THE RESULTS OF LINK BUILDING?

The overall goal of link building is to increase website traffic, but other metrics can help you determine the effectiveness of your link building strategy as well. The metrics you should track to measure the effectiveness of link building are page authority, domain authority, keyword rankings, and organic traffic.



PAGE AUTHORITY

Backlinks are used as a signal of authority to Google. The more backlinks a page has, the more authoritative it appears to Google. Keep in mind that these need to be high-quality links. Low-quality or spammy links will not help your site, they will hurt it instead. The more high-quality backlinks a page has, the more likely Google will rank it highly. So, if you start to see increases in page authority on landing pages that you are building backlinks to, that is a good indication that your link building is effective. You will eventually gain more organic traffic from the higher keyword rankings you will receive due to the increase in authority, but the first signal that your links are working is authority.



DOMAIN AUTHORITY

Domain authority increases as the authority of each page increases. This means that the links you build to one page will benefit the domain as a whole in addition to itself. Ideally, this will improve all of your keyword rankings sitewide, since the site as a whole will be viewed as more authoritative. This is a long term effect of link building, so movement in domain authority shouldn't be expected right away.



KEYWORD RANKINGS

Keyword rankings will improve due to link building. This is because backlinks increase the authority of the page which then causes Google to rank the page higher for its target keywords. The first thing you should be looking for when you start building links to a page is the keyword rankings for that specific page. Eventually, the authority gained through links will leak into the rest of the site, but at first, it will only improve the rankings for that specific page.

Once you are about a year into your link building strategy, you should start seeing improvements in rankings sitewide in addition to the pages you have built links to. However, you should be building links to all focus pages on the site, not just relying on these domain-level improvements.



ORGANIC TRAFFIC

Organic traffic is the main goal of SEO link building. All of the metrics previously discussed lead to higher organic traffic. Page and domain authority lead to improved keyword rankings, and better keyword rankings allow for more organic traffic. This is the ultimate value that link building provides. The more traffic you get to your site, the more conversions you will receive, and the more profitable your site will be. We usually expect to see increases in organic traffic to the pages we build links to within a few months of our link building strategy. Every site is different, and every industry's keywords have a different level of difficulty, but after a few months is the standard time when results will typically be seen.

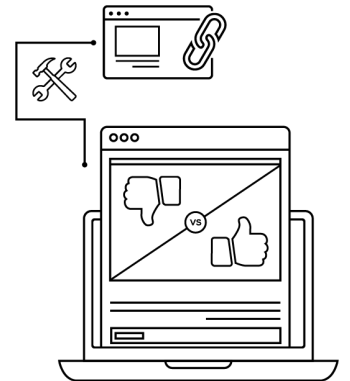
GETTING STARTED ON YOUR SEO STRATEGY

CH - 6

Link building is an extremely important part of Google's algorithm but it's not everything. You need to make sure that your on-site content is optimized before you start building links to your site.

How to Get Started?

By now you know that SEO consists of both on-page and off-page optimization. For link building to be most effective, you must have your on-page optimization done before you start building out any links. Here are seven steps to start ranking on the first page of Google.



1. OPTIMIZE YOUR ON-PAGE SEO (TECHNICAL)

On-page SEO is everything on your website from how fast your site loads down to your keyword usage on each landing page. Start by making sure the technical aspects of your website are following industry best practices.



2. KEYWORD RESEARCH

While you start to optimize your on-page, you can start performing keyword research. Remember, this should be based on what people are searching for not what you think people are searching for. To perform keyword research, use a tool like ahrefs.com to find high volume keywords with relatively low difficulty.



3. OPTIMIZE ON-PAGE CONTENT

Once you have completed your keyword research, start optimizing your landing pages for those keywords. Using a tool like TF-IDF (term frequency-inverse document frequency) can help you optimize each landing page for your target keywords. This tool will take the top SERP results and give you an analysis of how often they bring up the term your targeting as well as important secondary keywords to include.



4. SITE VETTING

At this point, you are ready to start building links back to your site but you need to make sure they are authoritative sites. Once you have found a list of sites that meet all of the authority metrics you have set, you are ready to start outreaching.



5. OUTREACH

Take the list of authoritative sites you compiled and begin emailing them asking if they accept guest authors. Remember, if they require payment to post content or links, don't use that site. When you get a website to accept your proposal to write for them, you are ready to submit your first article.



6. CONTENT SUBMISSION

At this stage, you will have to write an article for the website you selected. This site will have its own standards that you will be required to meet, but a good rule of thumb is that your article should consist of at least 600 words or more. Another important thing to mention is that this article should not be completely about your keyword. The article should be about a more broad topic while including your keyword organically within one of the paragraphs.



7. PERFORMANCE TRACKING

Now that you've submitted your article and your backlink is live, you should be sure to track the performance of the keyword you're targeting. Each keyword will have different difficulty and therefore require a different number of backlinks to rank page one for that keyword. However, in our experience, we typically see ranking improvements in three to six months.

CONCLUSION

By following these 7 steps you will be well on your way to a successful link building campaign. However, it is important to remember that these steps should be followed in order. Even if you already have a good sense of your on-page SEO, consider revisiting steps one through three to make sure your pages are optimized and ready for link building.



WHEN SHOULD I START?

SEO is a long game and not for "quick wins" which is why it is neglected by so many companies. The sooner you start the sooner you can get your site ranking. However, since this is a long game, it is important to do it right from the start and not skip corners. To jumpstart your campaign and start ranking sooner rather than later, [order a free link](#) from us. If you have any questions or would like to learn more shoot us an email here: inquiries@basearchmarketing.com