

# How to Build High Quality Backlinks in a Scalable Way

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## Step #1: Understanding what Google wants

Before you start building links to your web page, ask yourself these questions relating to Google's mission:

Ø Is my content well organized?

Ø Do I provide useful information to the sites that will link to mine?

To make your content well organized, you need to keep in mind following things:

1. Make sure your site is easy to navigate
2. Make sure your content is indexed by Google.

### How to help Google find and index your content

1) Go to alexa.com

2) Add your website there. When Google next crawls the Alexa site, your new content will be picked up as well.

## Step #2: How to Scale Your Link Building Efforts

If you want to succeed with scale link building, you need quality content. If you create quality content then you'll be able to attract links from other authority sites.

1) To find authority sites in your niche, go to [Similar Site Search](#).

2) Type in your site URL and hit the search button. The results are a list of sites covering topics related to yours.

Once you have identified some sites, then you need to research them further to figure out which ones will help most in your link building efforts. Here are some of the key metrics to look at:

Ø Check domain authority by mozbar

Ø Check domain relevancy

Ø Check trust flow metrics and Citation flow metrics by [Majestic](#)

### Exercise:

Make a list of 4-5 authority sites in your niche and record their metrics:

| Authority sites | Domain authority | Is it relevant to my niche/site? | Trust Flow |
|-----------------|------------------|----------------------------------|------------|
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Once you create quality content, you'll be able to outreach to these sites and obtain quality links for our content. But link building is also about increasing the strength, juice and potential of your inbound links. That's why it's essential to create a two-tier linking structure for your site.

### **How to create tier 2 Backlinks**

**Step A:** Write valuable articles and post them on web 2.0 sites like Tumblr, Web Node and Blogger.

**Step B:** Get your Tumblr page indexed by sharing the post URL on Google+ and Facebook and pinging it at Pingomatic. This should take less than 6 hours

**Step C:** Once indexed, use a branded keyword on the web 2.0 page to link back to your site

**Step D:** Do High PR dofollow blog comments by targeting web 2.0 pages

**Step E:** Do Guest blogging by targeting web 2.0 pages

**Caution:** when you're using a tier 2 link building structure to strengthen your tier 1 backlinks, avoid anchor text over-optimization. Also make sure you aren't just using this tactic to build links.

## **Step #3. Keyword Research and Targeting**

When building links that scale, it's all about providing relevant content, so people will keep linking to it. Keyword targeting is an important aspect of that. Keyword research helps you dig into the minds of your target audience. Never target keywords that are off-topic or unrelated to your core message, products and services.

### **Helpful Keyword research tools:**

- [Quick Sprout](#) - helps you identify why your site isn't getting enough traffic.
- [Open Link Profiler](#) - a powerful tool for link diagnosis and industry checks.
- [Open Site Explorer](#) - use this tool from Moz to determine the number of backlinks and the domain authority of referring domain names.
- [nTopic](#) - a simple tool for topic analysis. It helps you plan content creation from scratch, so that you can effectively target the right keywords and improve your rankings.

## **Step #4: How to earn editorial links**

If you create great content consistently, people will naturally (on their own) cite, recommend, share, link, tweet and send links to your page.

Why would they share it? It's because it's helpful, valuable and you blow them away.

Follow the steps below to create a viral content campaign:

1. visit the Open Site Explore and input your competitor's blog URL. Check which of their posts got the most shares and comments.
2. Write a better headline/title
3. You also have to provide value within the content

### Checklist – simple ways to make your content more useful:

- Craft more clickable, specific and benefit-driven headlines.
- Include data points in the post.
- Make your post longer. Ideally, write a 2000+ word post, since [blog post length affects Google rankings](#).
- Use charts, screenshots and quality images to back up your points.
- Avoid personal opinions, and include scientific research studies and experiments.
- Link out to relevant and authority blogs to provide more value.
- Ask emotional questions.
- Mention power users, experts and popular bloggers.
- End with a call-to-action (you can include a giveaway of a checklist related to your topic).

### Exercise:

Research some of the popular contents in your niche and write better headlines:

| Previously popular content URL | Title of that post | Social share count | Number of backlinks | Your Modified title |
|--------------------------------|--------------------|--------------------|---------------------|---------------------|
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### Send thank you emails:

when you mention authors and site owners in your post, you can get them to link back to you if you send a thank you email.

### Use guest blogging to earn authority links:

If you're looking to scale your link building process, guest blogging can help you. Aim to produce helpful and sharable posts – people will naturally link to you.

Helpful Resources:

- [the ultimate guide to guest blogging](#)
- [40+ sites that accept guest posts](#)

## How to gain trusted links with comments

Links from comments may not have much SEO value, but they can be natural and relevant which are among the key factors that Google values. Here's how you get those links:

- Search for blogs with the dofollow CommentLuv plugin installed.
- Subscribe to post updates for at least 5 blogs.
- Speed matters. Once you get an alert that a new post has been published, quickly read the post (if it's a long one, read the first two paragraphs, and then the last part to get the main points).
- Write a valuable comment. Avoid comments like, 'nice post', 'awesome write up' or 'this post helped me.'

## Conclusion

Link building has been an effective strategy for improving Google rankings, even before the first Panda update. I believe it still is... as long as you do it right.