

8 Unusual Link Building Strategies That'll Catapult Your Rankings

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Here are the 8 unusual link building strategies.

1. Bring alive the prankster inside you

- Do you like practical jokes? Always play pranks on people on April Fools' Day?
- Then this strategy will interest you. You can create a fake funny product. Or design a parody website on a big industry name. The possibilities are endless.
- But you also need to remain cautious of not going overboard. You can draw flak and negative publicity for your brand.

2. Offer scholarship/discounts to students or interview prominent university faculty members

Here are 4 creative techniques for getting links from a university website.

A) Offer your business products at a special discount to university students and staff

- Then plan a special discount offer on your software for the students. And get in touch with the college professors in charge of the arts class with your proposal.
- Then you can request your product offer to be listed on the college's official website. On the discounts page, you'll get a mention and a link back to your website.
- You can top this discount offer with a pitch to speak at the university about the latest trends and offer career advice.
- If the college authorities find value in your pitch, delivering a lecture can kick off a meaningful relationship with the university. And give you new customers.
- If you're an ecommerce website, you can offer discounts on your products to as many universities you like. And earn .edu backlinks in exchange.

B) Offer scholarships to students

- Choose an academic department from a local university that is relevant to your business. And plan a monetary compensation for meritorious students.
- Then get in touch with the college authorities with your scholarship proposal. They'll appreciate your interest in offering financial support to their students. And list your website on their Scholarships page.
- Use the query "site:.edu scholarship external support" for discovering more such scholarships.

- You should point the .edu scholarship backlink to a dedicated page on your website.
- Don't want to link to a dedicated scholarship page? Then use a 301 redirect. You'll lose some link juice though.

Pro Tip: If you want to discover more .edu backlink opportunities at the click of a button, then dissect the backlinks of the [JustJobs scholarship page](#). You can use Ahrefs to explore backlinks of that page.

C) Ego bait prominent university staff members

- Another effective edu backlinking method is interviewing a prominent faculty member related to your business industry.
- It helps to attract their attention. Once you publish the interview on your website, you can request the faculty member to announce the interview link on their college website.
- You can use search term “site:.edu professor interviewed by” to find such interview links.
- We've used the above search term and found interviews of professors conducted by Voice of America, The Mix, Washington Times and others.
- We clicked on the first link – lasell.edu. And we found an announcement with a link to the [Voice of America interview](#).

D) Go grey hat: Pay college students to open a blog on their university website and link to you

- Do you know that many universities offer students to create their own blog on their domain?
- [Colorado State University](#) is one of those universities that offers blogs for students.
- If you can find a student from Colorado University, you could request them to create a blog. And link to your website. Obviously you'll have to pay them \$25-50.
- To find out universities, you can use a search query like “site:.edu create your blog.”
- For finding students from a particular university, you can do a Facebook graph search. Or search for the college Facebook group and get in touch with the group administrator.
- You can also post jobs on Craigslist and Reddit.

3. Create a job listing board and let companies post opportunities

- Do you want to add value to your community and earn high-quality contextual backlinks to your website at the same time?
- Then create an 'industry opportunities' board. It's a brilliant link baiting asset, although it's work intensive.
- As job openings by reputable companies start appearing on your website, your job board will start gaining popularity.
- You can then reach out to college career centres that offer relevant courses to your industry. And request them to include your job board on their career resources page.
- There is an added advantage of creating such a job board: Occasionally, media outlets cover the latest career opportunities and will link to opportunities from your website. And [RSS feed aggregators](#) can also pick up some of your posted jobs.
- As always on WordPress, there are many themes and plugins to create a job board. Read this [article at Elegant Themes](#) to find your best fit.

4. Launch a meetup campaign for your community, travel and have fun

- Recently, prominent Indian blogger Harsh Agarwal planned a massive blogging meet for Indian bloggers across many cities.
- The meets in all the cities were met with great enthusiasm. And bloggers felt inspired to be a part of the campaign.
- Harsh also felt elated to gain exposure with a warm welcome across all the cities.
- Besides good exposure, many of these meetup participants have their own websites. Bloggers from all over India shared their meet experience on their website linking to ShoutMeLoud.
- Did Harsh conduct this travel campaign to attract links?
- His purpose was just to add value to the Indian blogging community and have fun. Links are a by-product.

The takeaway for you is to brainstorm creative campaigns that add value to your community.

5. Present your original perspectives on a myth or a pertinent industry problem

- What is the secret recipe for achieving success as a blogger? It's finding your voice.
- So how do you go out and find your voice?
 - **By being yourself and getting into the flow:** Set a timer and go. Don't let the pencil come off the paper (or your fingers come off the keyboard). Just produce. Don't edit. Don't censor. Simply flow.
- Stop crowding your mind with prevalent opinions. And let your mind observe events from your perspective.

6. Create a value adding asset or offer a free tool

- You need to create a resource that entertains your industry, offers value adding information in a convenient format or a free tool that aids in performing a business task.
- Blogs and media houses don't miss a chance in covering valuable assets. Here are 4 live examples.

1. The history of rock visualization that struck a chord with rock music fans

- You've probably seen this [100 years of rock music visualization](#). It was floating all over Facebook news feed.
- It takes you back to the roots of rock starting from pre 1900s. Through 1970 to 2000.
- So did this visualization rock the music fans world? It exploded with 122k Facebook shares alone.
- And as for the backlinks, it's generated 496 backlinks.

7. Design your content professionally and present it elegantly

Create a high-quality content piece. But improve its readability and visual appeal by hiring a professional designer. Here is an example.

1. Jimmy Daly's email marketing guide

- Jimmy Daly wrote a 5000+ words high-quality article on [email marketing best practices](#).
- But he didn't stop there. He designed a visual and clickable table of contents for the post.

- The post generated 36,282 page views and 953 email subscribers for Vero.
- Jimmy's strategic email outreach ensured the post got mentions from Inc. and numerous other roundup posts.

8. Share your successful case studies with influencers

- Share your success with the influencer. And thank them for educating you about the strategy.
- They'll feel happy to learn how their advice helped you. After all, adding value and educating the readers are the two cornerstone blogging goals.
- If your results are convincing: You've high chances of getting featured on the influencer's blog as a success story. Here is an example:

1. Mike Bonadio Guestographics case study

- Brian Dean mostly publishes two types of content – marketing strategies devised by him and case studies of his successful readers.
- Guestographics method is one such strategy he devised for getting backlinks.
- His reader Mike Bonadio runs an SEO Agency. He implemented the strategy for his client and had huge success attracting 12 backlinks in 2 weeks.
- Not only did the case study give tremendous brand exposure to Mike, but he also got a contextual backlink in the article.