

What Type of Backlinks  
Does Your Business Really  
Need Right Now?

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Ready to unravel the backlinking puzzle? Let's begin with the types of backlinks you must avoid.

## 4 backlink sources you should detest

- Google's algorithm does not count backlinks equally. Links in the footer, sidebar and navigation don't carry much weight.
- If you try to game the search giant with black hat techniques, you're going to get hit with a penalty and lose your traffic.
- You've to seek links from trusted sites that have zero spam association.
- Here are 4 specific type of backlinks that aren't effective now.

### 1. Low-quality article directory submission websites

- If a website does not add value to its audience and contains spun/duplicate content, then it holds a poor image in Google's eyes.
- So avoid spammy directories that solely exist to publish low-quality content and provide do-follow links to webmasters.
- Paid directories like DMoz may work.
- Similarly you should also avoid low-quality guest posting opportunities. It's considered as scraped content by Google.
- A single guest post on a relevant high-authority website in your niche will outdo 10 guest posts from irrelevant websites.

### 2. Performing link exchanges at scale

- A few links between your own websites will work fine. But if your backlink profile consists solely of exchanges from spammy websites, it'll raise a red flag in Google's eyes.
- Irrelevant reciprocal links between websites can also lead to a penalty.
- So avoid automated outreach emails for building links like the one below.

Hello,

I have found your website )0000CXXXXXXXX by searching Google for "business free from health home home make money risk work". I think our websites has a similar theme, so I have already added your link to my website.

You can find your link here:

<http://www.suspiciousdomain.com/news/insert-random-keyword-phrase-here.html>

### 3. Thousands of automatically generated links from web 2.0 properties

- Don't buy those \$5 Fiverr gigs promising 25,000 backlinks.
- The links are generated from tools using web 2.0 properties Blogger, Squidoo, WordPress and Hubpages.
- They are low-quality and such a high link velocity will invite a penalty from Google.

### 4. Paid links that pass PageRank

- If you're buying/selling backlinks and leave footprints, then Google's going to come after you.
- So all your sponsored links must contain a rel=nofollow tag. Else Google considers them as link schemes trying to manipulate PageRank.

## 3 circumstances to help you determine your backlinking type

Here are 3 common business conditions to help you pursue the most appropriate backlinking opportunities (along with actionable techniques to acquire backlinks).

### 1. If you get under 100 website visitors/day

- While the lift in your search rankings will take place later, it's always nice to see a spike in your analytics. Right?
- We've got some good news for you in that case.
- The best kind of backlinks also draw referral traffic to your website.
- So if you're at the beginning stage of building your website, here are 3 strategies you can use to score backlinks.
- **Guest Posting** – Building your personal brand is pivotal to your blog's growth. And guest blogging on authority websites in your niche is a great way to build your brand image.
- Google has cracked down on spammy guest posting and keyword-rich anchor text guest post links.
- But you can still post on relevant blogs and link to your own contextually relevant and useful content. It might help you in ranking for long-tail keywords.
- **Guestographic Method** – As you start guest posting, you'll note that many blogs only allow author bio nofollow links that don't carry any link juice.

- This is where infographics can help you. You can use them to build contextually relevant backlinks from your article's body.
- **Social Media Marketing** – More social shares don't guarantee higher search rankings. But social media is a great channel for getting exposure for your content and increasing your perceived value.
- It also helps Google build trust with more data points about your brand.
- With more brand visibility, you can increase your domain authority and earn rankings without backlinks.
- Besides the big social media platforms, you can also try social bookmarking websites like Reddit.
- Every upvote is equivalent to 2-5 visitors. And you can get upwards of 10,000 pageviews if you post strategically.

## 2. You've a backbone of quality and authoritative content

- Once you touch a handful amount of daily visitors, you should craft a meaty piece of compelling content that adds value to your audience.
- Choosing an in-demand subject for writing is critical for this high-quality content.
- Here are 2 strategies that will help you find a relevant content topic and promote your cornerstone content to score backlinks.
- **Skyscraper Technique** – This is an extremely effective strategy. Because even before you start creating your resource, it's guaranteed to generate interest from your audience and other webmasters. The strategy simply involves:
  - i. reverse engineering a linkable asset in your industry (using [Ahrefs](#) and [BuzzSumo](#)).
  - ii. creating even more insightful, valuable, updated and better designed piece of content.
  - iii. Reaching out to website owners to link to the original linkable asset. You can also reach out to bloggers in your niche who do weekly roundups and best of posts/resources.
- **Internal Linking** – If you're a regular reader of mine, you'll know that we regularly refer to our guides (wherever they are relevant and add meaning).
- Deep linking to your authoritative content from relevant blog posts helps your website's overall SEO.
- By distributing link juice to internal pages. And as the ranking power distributes throughout your whole site, your homepage's authority also increases.

- Internal links also aid the website's navigation and enhance its crawlability.
- By presenting more useful information on a subject to your readers, you can also reduce your bounce rate and increase your average on-page time.
- Just ensure that all the links to your cornerstone skyscraper content are from relevant blog posts with different anchor texts.

### 3. Your business doesn't have a budget for creating high-quality content

- Let's face it – It's difficult to create high-quality content. It's also costly to outsource content marketing. But most backlinking strategies rely on content creation.
- You can follow these 3 backlinking techniques.
- **Broken Link Building (BLB)** – This is a classic link building strategy that works because you add value to the internet by offering to repair a broken link.
- It's based on the principle of reciprocity. Since you add value to a webmaster by finding broken links on his website, he is likely to return the favour with a link to your website.
- It's more effective in a competitive niche (like make money online and health) because you'll find a lot of websites experiencing link rot.
- Brian Dean takes BLB a step further – moving man method (MMM). First he searches for outdated piece of content. Then he contacts webmasters linking to the outdated page (which are working technically).
- If you want to get started with BLB, then read this [broken belt link building guide](#).
- You don't need content to score backlinks with BLB. But if you combine it with other tactics like the Skyscraper, then it'll shoot up your success rate.
- **Get interviewed or quoted through HARO** – Media websites have a huge amount of traffic and high domain authorities.
- And it's possible to get mentions by the likes of Forbes, Entrepreneur and Huffington Post by signing up for [Help A Reporter Out \(HARO\)](#).
- Just sign up as a source. Pick up a relevant journalist requirement from the emails you receive.
- And address every question in the query in detail in your pitch email.
- That's all it takes to pick up a high-quality link from HARO.

- It's also possible to get interviewed by popular blogs without being an expert. Read [this guide](#) by Ann Smarty.
- **Reverse engineer your competitors** – It ultimately boils down to how your competitors are building links.
- So the last strategy is to buy a premium backlinking tool subscription and outdo your competitors.
- You can filter the backlinking opportunities suitable for your business. Like not requiring content.
- Here is a [guide](#) that discussed about how you can harvest your competitor's backlinks using Scrapebox.