



# The Power of Backlinks For SEO Webinar



# Introductions..

Bruce Jones - 16 years of SEO experience

I don't know how many millions of backlinks I have built in the past, but I am always looking to build new ones.

You can find me at <https://1on1seotraining.com/> or <https://brucejonesseo.com/>

Connect on LinkedIn <https://www.linkedin.com/in/brucejones630/>

# What Is Search Engine Optimization (SEO)?

The stuff you do to make your website come up higher and more often when people are searching Google for your products or services.

SEO is made up of 3 parts, each of them are intertwined and success is only found by working on all three.

- **Keywords** - Identifying what are people are searching for.
- **Content** - Words and images on your website and off.
- **Backlinks** - Links from other websites to your website.

# Past Meetup Presentations

[Keyword Research Like A Pro](#)

[SEO 101 For WordPress Web Designers](#)

And on to the missing links....

# What Is A Backlink?

A backlink is simply another web site that links to your site. They are used by Google to gauge your websites popularity and credibility. So, the more backlinks your website has from other trustworthy sites, the higher it will show up on Google search results.

Backlinks are especially valuable for SEO because they represent a "vote of confidence" from one site to another.

In essence the more backlinks you have the higher your website will rank.

# What Backlinks Do You Have Already?

Each tool is going to give you different results, ignore the number of backlink and look at the number of referring domains.

What one should you trust? Google

- <https://ahrefs.com/backlink-checker>
- <https://www.semrush.com/analytics/backlinks/>
- <https://neilpatel.com/backlinks/>
- <https://www.thehoth.com/backlinks-checker/>
- <https://search.google.com/search-console>

Pro Tip - Create an account here for free

<https://ahrefs.com/website-checker> must verify with GSC

# Let's Check Ahrefs and GSC

<https://ahrefs.com/dashboard>

<https://search.google.com/search-console/welcome>

# Curious About Your Competitors Backlinks?

Use most of the same tools from the previous slide, you may want to add them to a spreadsheet to compare.

Is your competitor #1 for a certain keyword and he has 100 referring domains? But you only have 10?

If everything else is equal you will need to build 90 more to de-throne him.


You can use that list to find places you can get a backlink too.



# What Is The Best Way To Get A Backlink?

Do something amazing that people will want to share, think Dance Gangnam Style, the first Ice Bucket Challenge, whitepaper downloads, a really in depth article, documented research, infographics etc.

My stab at that <https://1on1seotraining.com/100-free-seo-tools-resources/>

Top target pages 		
Target page	Incoming links	↓ Linking sites
<a href="https://1on1seotraining.com/">https://1on1seotraining.com/</a>	697	173
<a href="https://1on1seotraining.com/100-free-seo-tools-resources/">https://1on1seotraining.com/100-free-seo-tools-resources/</a>	49	36

# Every Website Has A Score

Referred to as DA Domain Authority or DR Domain Rating depending on the tool you are using.

Usually numbered between 0 and 100 and it is a measure of quality, authority or power of each site.

It directly relates to the number and quality score of the backlinks that a website has.

The higher your score, the more trust you have earned and the more likely you will come up higher in search results.

# Dofollow Or Nofollow Links

The nofollow link attribute is a filter of link authority. A link that is no follow passes less link juice from one site to the next. About only 10-20% depending on the site.

Right-click on any web page and click “Inspect” or “View Page Source”. If you see a rel=”nofollow” attribute then that link is a nofollow link. Otherwise, the link is a dofollow link.

More info: <https://bit.ly/38Fitfp> <https://bit.ly/3tj7eRL>

<https://bit.ly/3cuXdtV> Nofollow Simple Chrome extension to identify nofollow links

# Backlink Categories

**Local Citation** - Yelp, Yellowpages, Merchant Circle, Foursquare, Manta.

<https://bit.ly/3bMEAIW> <https://bit.ly/2Nfykr> <https://bit.ly/3bL5ZoE>

**Niche Citations** - Clutch, FindLaw, Psychology Today, Top SEO's.

<https://bit.ly/3bLSJAc> <https://bit.ly/3qMNrs8> <https://bit.ly/3rLrIri>

**Press Releases** - These used to be good, do not overuse them.

<https://bit.ly/2OmmnmH> <https://bit.ly/38UYtpt> <https://bit.ly/3tvIC9R>

**Guest Posts** - Probably the best backlinks if they are from high ranking sites.

<https://bit.ly/2PTOsSw> <https://bit.ly/2OyHcLv> <https://bit.ly/3vqnKS2>

# More Categories

**Forums** - This has been overrun with spammers, hard to find a clean forum.

<https://bit.ly/3rSu1DS>

**Offer a Scholarship** - Send announcements to colleges and universities

<https://bit.ly/3eCO3OQ> <https://bit.ly/3cAFNMK> <https://bit.ly/2PX5dw5>

**Blog Comments** - Usually nofollow and often spammy

<https://bit.ly/3vqeGME> <https://bit.ly/38D91Jy>

**Article Sites** - Submit your articles for other to use, link in footer, duplicate content

<https://bit.ly/3tbONyi> <https://bit.ly/3ez8iNn>

# Other Backlink Ideas

**Buy Expired Domains** - You can buy domains that already have backlinks and forward to your website with a 301 redirect.

<https://bit.ly/3qMv4nt>

**Event Calendars** - <https://bit.ly/30IP7bC>

**Help Wanted Ads** - <https://bit.ly/2QcTeLw>

**Social Media Profiles & Posts** - LinkedIn, Pinterest, YouTube, your resume on Behance and the list goes on and on.

# Local Citation Data Aggregators

Data aggregators feed other local directories

[The U.S. Local Search Ecosystem - Whitespark](#)

Bright Local is least expensive solution.

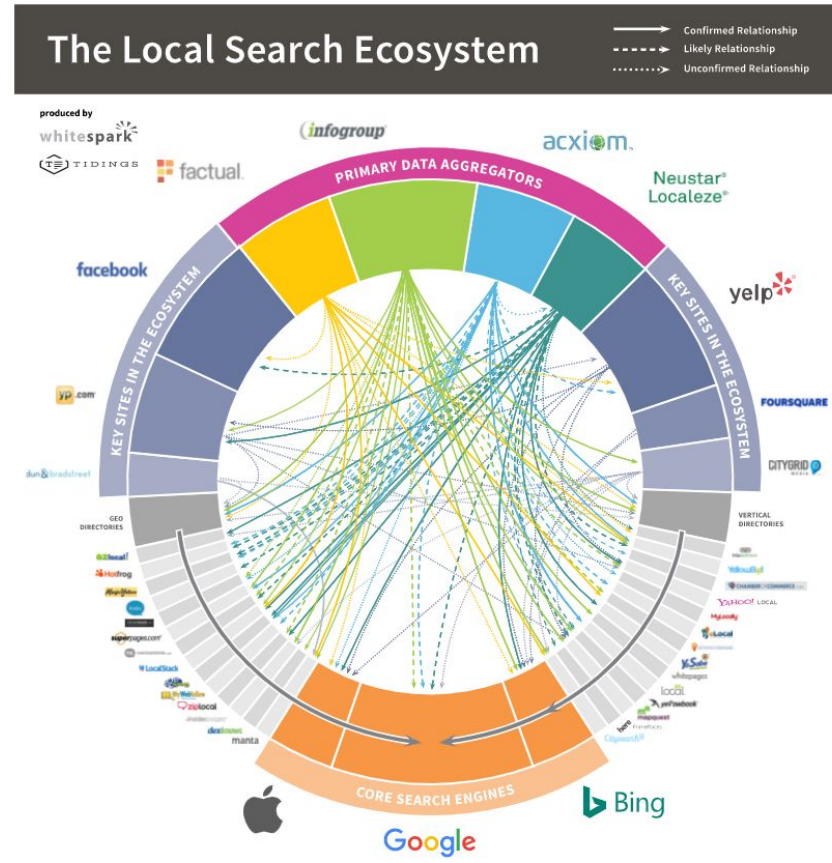
\$25 each for Data Axle (was Infogroup)

and Neustar.

You can do Foursquare yourself.

Become a superuser:

<https://foursquare.com/superusers>



# Good Backlink Examples

<https://bit.ly/3lcRHAe> Harvard.edu DR92

<https://bit.ly/3qFaPYI> Google My Business DR91

<https://bit.ly/3qFaVj2> YouTube DR98 but nofollow

<https://bit.ly/3cJPUPp> Behance resume DR94 most of Behance is noindex

<https://bit.ly/3vngFuB> Meetup DR92 but nofollow



# Bad Backlink Examples

<http://www.etc.cmu.edu/projects/tatrc/?p=203>

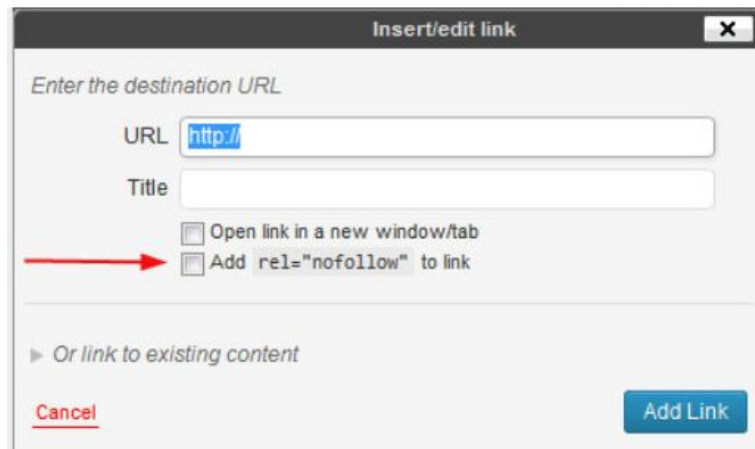
<https://ethanol.nebraska.gov/news-media/photos/speakers/>

# Internal Backlinks Count Too

Links from for example one of your blog posts on your site to a services page helps raise the authority of that services page.

If you are linking to an external website from your own website you may want to use a nofollow link. There is a plugin for that

<https://wordpress.org/plugins/nofollow/>



# Anchor Text Diversity

[Click Here](#)

<https://1on1seotraining.com/>

[1ON1 SEO Training](#)

[Best SEO training coach](#)



Make most of your links more natural and not a keyword.

# Are Your Backlinks Indexed?

Just because you have a backlink does not mean Google recognises the page it is coming from. Add cache: in front of a url to check if that page is in Google's index.

Yes=

This is Google's cache of <https://1on1seotraining.com/>. It is a snapshot of the page as it appeared on Apr 14, 2021 01:00:17 GMT. The current page could have changed in the meantime. [Learn more.](#)

[Full version](#)   [Text-only version](#)   [View source](#)

Tip: To quickly find your search term on this page, press Ctrl+F or ⌘-F (Mac) and use the find bar.

No=



404. That's an error.

The requested URL /search?q=cache%3Ahttps%3A%2F%2F1on1seotraining.com%2Fpage&oq=cache%3Ahttps%3A%2F%2F1on1seotraining.cc page&aqs=chrome..69i57j69i58.3333j0j4&sourceid=chrom8 was not found on this server. That's all we know.



# Bulk Google Index Checkers

- <https://www.linkody.com/>
- <https://indexchecking.com/>

If the page is on your own website you can use Google Search Console to check and submit new content.

# Indexing Factors

Reasons why a page with your link may not be in Google's index yet.

- Not enough text on the page
- Duplicate text
- Poorly written text
- Page is marked robots=noindex - Check source code
- Google did not get around to it yet

# Get Your Backlinks Indexed

I tested a spreadsheet containing hundreds of links purchased from The Hoth over the course of 3-4 years from a client of mine.

Only about 25% of them were ever indexed. They paid for those links but were not getting the benefit of them.

**I find that this is a big problem overall that nobody talks about.**

[Omega Indexer](#) Helps Google to get your links indexed quickly.

Omega Indexer works with Link Credits. 1 Credit = 1 Link = \$0.02

Minimum Deposit is \$20 which is equal to 1000 Link Credits.

# Backlink Tools

- Ahrefs for free - validate you own the site with Google Search Console.

<https://ahrefs.com/website-checker>

- Semrush - <https://www.semrush.com/analytics/backlinks/>

Ubersuggest - <https://neilpatel.com/ubersuggest/>

And the one you can really trust -

<https://search.google.com/search-console>



# Places To Buy Backlinks

Fiverr - <https://www.fiverr.com/>

Legit - <https://www.legiit.com/>

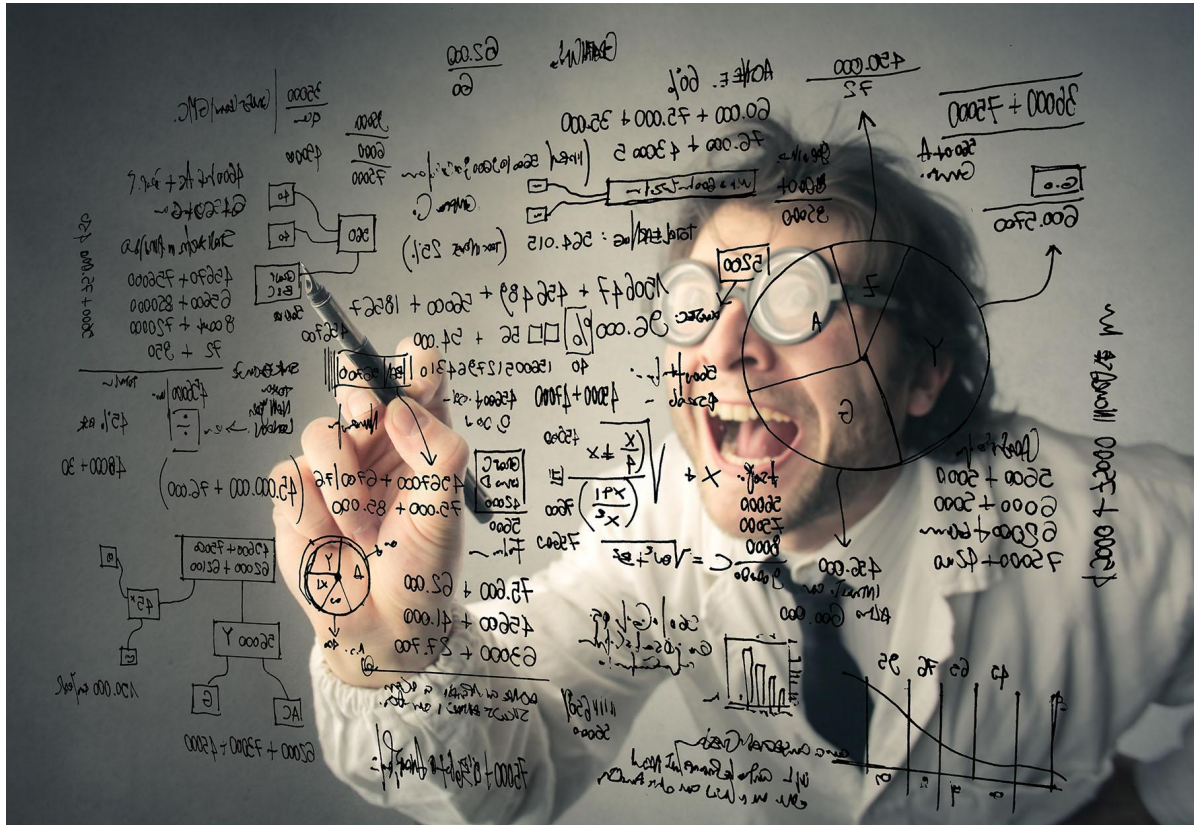
SEO Clerk - <https://www.seoclerk.com/>

The Hoth - <https://www.thehoth.com/>

Tips, know all websites you are going to get a link from, do not trust “on high ranking site” Ask before buying.

If it is “too good to be true” it probably is.

# Yes Sometimes It Feels Like This



# But Don't Be Discouraged

The more backlinks you build the smarter you will get.

You will figure out some good tricks and resources yourself.

Best to add these tasks to your calendar, if you promise to build backlinks after you get everything else done they never will.

You will never be #1 in Google without backlinks.

# Resources

<https://backlinko.com/search-engine-ranking>

<https://moz.com/learn/seo/backlinks>

<https://moz.com/blog/20-illustrations-on-search-engines-valuation-of-links>

<https://ahrefs.com/blog/anchor-text/>

<https://backlinko.com/high-quality-backlinks>

<https://1on1seotraining.com/best-backlinks-for-digital-marketing-web-design-seo-companies/>

<https://www.seocheckin.com/>

<https://1on1seotraining.com/citation-directories-for-seo/>