



## 9 Valuable Things To Know About Link Building

When social media came along, people thought that it would have more weight than links in determining the rank of a website. Years later, however, link building remains a key factor in successful SEO. A link to a website can be likened to a vote for that site and for its content, something Google will take notice of.

So with that in mind, what should you know about effective link building?

### 1. Relevance over numbers

Gone are the days when you could, say, buy X number of links to boost the ranking of your website. Google have gotten smarter since then and now look at the sources of those links. After all, a recommendation for a football player from, say, a pharmaceutical website, would have little obvious value.

So you want relevant sources, relevant websites, to point to your website as a resource, as a source in a certain context.

### 2. Are they natural?

Credible links have to be natural. Meaning, for instance, if you have a company that's new, but they run a Kickstarter campaign and get a lot of social feedback, it's a natural thing for them to quickly attract, say, 500 links. For a normal website, this would seem suspicious and could just be its downfall. Google may figure out it is a spam or manipulation intent, raise a penalty against the site, and reduce or completely put to zero their organic exposure.

### 3. The Google Sandbox

Though officially denied by Google, there is talk in SEO about the "Google Sandbox". What this is is a sort of protective space that Google places around a new website while they determine whether it is legitimate and eligible to rank on a certain position. During its time in the Sandbox, Google does some testing, collects signals. Once the website checks out, then they send more traffic to it.

So there are different things you can do to hasten things, based on social signals - sending some links, sending some traffic, ads traffic as well to this website. All this is going to make Google get some signals and release it from the Sandbox earlier.

### 4. The weight depends on the industry

Some industries are very competitive in the area of SEO - finance and tourism, for example. They typically have SEO teams that move the needle with the quality and strategy of their link building.

In industries where competition is lower, it can be enough to have a certain amount of





authority or links pointing to your website, and then do the on-page optimization properly.

## **5. Optimize the site first**

Before you dive into link building, your site must be ready for Google. It must be properly optimized, have the needed content in place, etc. Then you can look at devising a custom link building plan. There's no point getting links to a poorly-designed site.

## **6. An ongoing thing**

A professional who gets a recommendation and then is never spoken of again can hardly expect to benefit. In the same way, Google takes into account which sites get those votes of confidence over time. In order to convince Google that your site continues to be relevant, there needs to be consistency in link creation. This might be achievable through social network, connections and the like.

## **7. What to link to**

You might not always create links to the same URLs on your site. You probably want to create most links branded, meaning linking to your homepage, citing your brand. But then you can also send some links to inner articles or "pillar pages", because they can then distribute this link juice, or page rank, better, across the site.

## **8. Should you have an in-house team?**

In-house SEO teams will typically handle all things SEO, of which link building is just a part. Link building, however, is a full-time job, meaning you reach out to hundreds or thousands of websites. You need the necessary tools, you need the processes in place in order to know what happens if they don't respond after the third email, and when to follow up. You need to have either very good content or a very good argument in order for them to see the value in linking to your website.

For many businesses decided on having an SEO team, it's a good idea to get some external consultant keeping an eye on it. Look, however, to outsource link building.

## **9. An anchor text tip**

The anchor text is the text that you attach a link to. And in line with being natural, you want this anchor text to vary. Using the same text 15 times for linking will not get you 15 X the credit with Google. Only one instance if any is likely to be taken into account.

Need an assist with your link building? Get in touch with Gert Mellak at [SEOLeverage.com](http://SEOLeverage.com)

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