

Chapter 4: Build Backlinks to Your Site

Why Backlinks Are So Important

Backlinks are one of the **most important parts of SEO**.

In the early days of the internet, search engines like **Yahoo** and **AltaVista** ranked pages **only based on on-page content**.

Then Google changed everything.

Google introduced the idea that:

Each link to a page is a “vote” of trust

The more quality votes a page had, the higher it ranked.

Over time, Google updated its algorithm many times and shifted focus from:

- Link quantity
 - Link quality
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What Does Link Quality Mean?

A high-quality backlink has **three key features**:

Authority

The website and page linking to you should be **authoritative and trusted**.

- Links from strong websites are more valuable
 - Tools like **Semrush** help measure backlink authority
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Relevance

The linking website should be **related to your topic or industry**.

Example:

- A fitness blog linking to a fitness site
- A random gaming site linking to a medical blog

Semrush can also help evaluate relevance.

3 Editorial Placement

The link should be **naturally placed** because your content is useful.

In other words:

- Someone links to you because they **want to**
- Not because you paid or spammed them

These links are the strongest.

How to Get High-Quality Backlinks

There are many strategies, but here are the **most effective ones**:

1 The Skyscraper Technique

This strategy is about **outperforming existing content**.

Steps:

a) Find a piece of content that already performs well (ranks high on Google).

High-ranking pages usually have strong backlinks.

b) Create content that is **5–10x better**:

- More detailed
- More up-to-date
- Better design
- Better explanations

The goal: become the **best version** of that content on the internet.

2 Broken Link Building

One of the most effective and ethical strategies.

Steps:

- a) Find a website you want a backlink from
- b) Use a tool like “**Check My Links**” to find broken (dead) links
- c) Contact the website owner:
 - Inform them about the broken link
 - Suggest your content as a replacement

Why this works:

- You help first
 - You’re not just asking for a favor
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3 Publish Data & Industry Studies

This strategy requires more effort but has **huge payoff**.

- Create original data
- Run surveys or studies
- Publish unique insights

A single well-done study can attract **many backlinks naturally**.

4 Unlinked Brand Mentions

Sometimes people:

- Mention your brand or website
- But don’t link to it

These are called **unlinked brand mentions**.

They are easy wins because:

- They already like your content
 - You just ask them to turn the mention into a link
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5 Competitor Backlink Analysis

Your competitors already did the hard work.

Use **Semrush** to:

- Analyze competitor backlinks
- Identify patterns
- Find websites that may also link to you

This helps you reverse-engineer what works.

Chapter 4 Key Takeaway

Backlinks are votes of trust.

Focus on getting fewer **high-quality, relevant, editorial links** instead of many low-quality ones.

Chapter 4

Build Backlinks to Your Site

Why Backlinks Matter ?

Backlinks are a top ranking factor for Google.



What Are High-Quality Backlinks?

- A High-quality backlinks has three key features:

1. Authority

Links from **trusted, authority websites** (like news sites)



- ✓ Use Semrush to measure link authority

2. Relevance

Links from sites related to your topic.



- ✓ Make sure it's a relevant topic match.

3. Editorial

Natural, editorially placed links



- ✓ Placed because your content is valuable.

Proven Link Building Strategies

1. The Skyscraper Technique

Find top content, create something 5-10x better, ask sites linking to the original to link to you.



- ✓ Find top content, create something 5-10x better, ask sites linking to the original to link to you.

2. Broken Link Building

Find broken links, create content to replace them, suggest your link as a fix.



- ✓ Find broken links, create content to replace them
- ✓ Suggest your link as a fix.

3. Publish Data & Studies

Create industry studies with new data & unique insights.



- ✓ Reach out to sites that mention your brand without linking and ask for a link.



Focus on getting **fewer high-quality backlinks** instead of **many low-quality ones**.



