9 Link Building Resources That'll Increase Your Search Rankings

NEILPATEL

1. Broken Link Building Bible (source)

To get links that'll actually improve your search listings, increase your traffic, and get you a higher click-through rate (CTR), you need to study the Broken Link Building Bible.

2. Advanced Guide to Link Building (source)

If you've struggled the way to build the kind of links that Google loves, you should study this guide. It'll show you:

- How to go about finding and getting those "perfect links"

- The right way to create epic content that'll help you build relationships with the leaders in your industry

- How to identify and approach the authority sites you can get links from in just a few minutes

- The hidden secrets to getting hard-to-come-by .edu and .gov backlinks

- The step-by-step method of link-building outreach, which walks you through the process of initiating and building a relationship with influencers and pro bloggers

3. Using Educational Linkbait to Get Valuable .Edu Links (source)

It'll show you:

- Why educational links matter

- How to create content that attracts .edu links

- How to build relationships that help you get these links

Some of the search strings you can use are:

a). site:.edu – shows you search results containing educational result sites only

b). site:.edu "blog" – returns search results for educational blogs only

c). site:.edu "forums" – if you want to participate in an educational discussion board

d). site:.edu "comments" – for educational blogs with comments sections

e).   site:.edu "log in / create account" – returns .edu blog extensions that allow you to sign up as a user, for the purpose of commenting or other kinds of participation

f). site:.edu inurl:blog "seo" – for educational blogs that understand SEO and would be interested in learning more about search engines

4. Linking Out Instead of Link Building to Rank in Google (source)

This helpful resource shows you why linking out is a strategy, not a tactic — because when you link out, you also get these benefits:

- Enhanced awareness for your site and brand

- Opportunities for other sites to link back to your page

- Search engine awareness that you have a timely and useful resource

- More helpful information for your readers

And so on…

5. Low Hanging Fruit: Linkbuilding with Screaming Frog (source)

"Low Hanging Fruit: Link Building with Screaming Frog" is an in-depth post that reveals opportunities for getting the right links using Screaming Frog, a premium SEO tool for link reclamation and link analysis. Screaming Frog is invaluable for architecture research. You can also use it to initiate relationships with bloggers and reporters, among other things.

6. Your Link Reclamation Sucks Like Irene's Dyson (source)

Link reclamation is the easiest way to earn editorial links to your pages, from referring sites that mentioned your brand but didn't link to you.

7. Ultimate Guide to Link Building (source)

In this book, Ultimate Guide To Link Building, Eric Ward shows you:

- How to build links

- How to gain authority and credibility for your website

- How to increase your site traffic and rankings

8. Link Building for Startups – Find Unlinked Brand Mentions at Scale (source)

If you've been consistently creating fresh and useful content and promoting your site through social media, there's no doubt that other sites are mentioning your brand name. Don't let these mentions be a waste; reclaim them.

And that's exactly what you can learn from "Link Building for Startups – Find Unlinked Brand Mentions at Scale."

9. How to Get Links on Resources Pages (source)

"How to Get Links on Resources Pages" is a helpful guide that gives you vital information on how to get the right links by capitalizing on resources pages – pages with plenty of linked-to resources (e.g., blogs, books, papers, resource works, images).