

Home Business Websites

BUILDING BACKLINKS - FOR BETTER SEARCH ENGINE RESULTS AND RANKINGS

WHAT ARE BACKLINKS AND HOW DO I BUILD THEM?

In summary a backlink is an incoming hyperlink from one website to another website.

The more backlinks you have pointing back to your website, the more popular it will be!

In order to improve your Google and Search engine rankings, you should look at building quality backlinks. Getting backlinks should be an on-going process, it's also a process that takes quite a bit of time.

There is no easy or quick way to get backlinks. In fact getting too many back-links too quickly can result in Google penalties for your website if the process is determined to be 'unnatural'.

There are an infinite number of places you can build backlinks for your website, and the vastness of the task can be daunting.

Below is an easy to build list of quality backlinks that you can get for any website. These will help get the popularity ball rolling, and even if your site has been around for a while, you should go back and make sure you have these link sources covered.

EASY PLACES TO BUILD BACKLINKS

Why haven't you heard of these link sources before? You have. But you've probably been told they are a waste of time by your Web developer, who claims these big, popular sites aren't useful for Google optimization.

The reason is that most powerhouse social media sites like Facebook and YouTube put a small piece of code called 'the no follow' tag into most areas of their site. As the name implies, the 'no follow' tells search engines: if someone tries to build backlinks to their site from here, don't follow it. Instead, ignore it.

This was and is done to prevent spammers. If you didn't have the 'no-follow' tag, spammers would create thousands of Facebook profiles, LinkedIn profiles, and YouTube accounts just to link those sites back to their website. **The 'no-follow' breaks the connection you are trying to make between one website and the next, defeating the purpose of a link from the perspective of Google optimization** (people can of course still click the link and visit your site directly).

But it's a fallacy that all social media sites have no-follows. In fact, many sites provide juicy link opportunities. You just need to find them, and we've done that for you!

These are all genuine links, and are legitimate and approved for optimization by Google.

Google Profiles

Create Google profiles for key employees and founders of your business. Your profile link on Google Profiles will be devoid of a no – follow and you can add much additional information along with the link including videos and photos. These profiles are especially important with Google Plus.

Create a Google Profile here; <https://accounts.google.com>

Google My Business - Create a brand page on Google

Brands and organizations can use Google My Business to get online and connect with customers and fans by creating a Google+ brand page.

Google+ brand pages don't include address or other physical location information. Instead, they offer ways for organisations to reach out to followers, fans and customers on Google. You can link your brand page to your website, share updates and post photos and videos.

Brand pages promote organizations that don't have a physical address. If you operate a business with a physical location (that customers can visit), you may want to create a local business page instead. [Learn more about different types of Google+ pages](#)

To create your brand page:

1. Visit [Google My Business](#) and sign in.
2. Select **Brand**.
3. Follow the instructions on your screen to finish creating your page.

Or visit this page; <https://support.google.com/business/answer/4570248?hl=en>

LinkedIn.com

Build a company profile, as well as individual profiles for key employees and founders. Select "Other" when setting your first website link to create custom anchor text. Also take advantage of the two additional links available, but no custom anchor text is allowed.

Digg

Digg is great for traffic generation and while not the powerhouse it once was, is still a large community. Plus, you can submit articles you want to promote and links to those articles are followed by search engines.

Foursquare

Even if you're not a check-in maniac, you should set up Foursquare profiles, as the link you associate with your account is followed.

Reddit

An article submission site in the Digg vein. Very active with highly engaged users. The links you submit will be devoid of the no – follow attribute.

Squidoo

Create as many Squidoo "lenses" as you like, about any topic. A lens typically consists of a blog post-esque article, with links to other recommended sources.

Stumbleupon

An article discovery site that's exceedingly busy and popular. Drives significant eyeballs all around the Web. Submitted links are followed.

Yelp

Even if you don't know a burger from a baba ganoush, create a profile on Yelp. The link in your profile is followed. Links in comments, however, are no-follow.

listings.local.yahoo.com

This local business portal allows you to create a profile for your business and is devoid of the no – follow attribute. Use target keywords in the profile and description fields and anchor text if possible.

YouTube

Create a custom YouTube channel for your company. While comments and any links you include in your description will have the rel="nofollow" attribute, YouTube gives you a link in your profile that is devoid of no – follow.

Ezine Articles

Article submission is becoming a little dated in terms of Google optimization and building backlinks, but it does still count for something.

Hubpages

Write articles on topics of your choosing, with custom links and anchor text. Significant link potential here. Devalued a bit in Google's new Panda update.

Dotpoch

Also in the Digg and Reddit category. You get a link in your profile, and you can submit news stories and articles. All article links are followed.

WHEN YOU BUILD BACKLINKS BE COMPLETE!

When it comes to Google Places, Local Listings, LinkedIn and basically all your social pages and profiles, a complete profile is much more powerful than an incomplete one. It's just more information that search engines can use to figure out what you and your website are about. So fill out all the details and include your main keywords in those profiles (for example, 'we are an online Kids Clothing Boutique located in Sydney specialising in children's clothing, licensed clothing, kid's accessories and more').

All of this takes a bit of time and work, but if you do it Google will have a richer collection of sites pointing back to yours in a consistent, powerful way.

FINDING OTHER PLACES TO GET QUALITY BACKLINKS

In order to build quality backlinks, you need to 'find the places from which you can get them'! A valuable assistant in this process is the [Backlink Builder](#) tool. When you enter the keywords of your choice, the Backlink Builder tool gives you a list of potential sites where you can post an article, message, posting, advertisement or simply a backlink to your website. After you have the list of potential backlink partners, it is up to you to visit each of the sites and post your content with the backlink to your site in it.

You might wonder why sites such as those, listed by the Backlink Builder tool provide such a precious asset as backlinks for free. The answer is simple – they need content for their own site. When you post an article, or submit a link to your site, you do not get paid for this. You provide them for free with something they need – content – and in return they also provide you for free with something you need – quality backlinks. It is a free trade, as long as the sites you post your content or links are respected and you don't post fake links or content.

Note: Backlink Builder is not always 100% accurate, in that not all of the sites will be suitable for posting content, some may not even accept content. We would still rate it as being 80% accurate and still a very valuable tool.

GETTING LISTED IN DIRECTORIES

If you are serious about your web presence, getting listed in directories like [True Local](#) and other quality Australian and International directories is a must – not only because this is a way to get some quality backlinks for free, but also because this way you are easily noticed by both search engines and potential visitors. Generally inclusion in search directories is free but the drawback is that sometimes you have to wait a couple of months before you get listed in the categories of your choice.

Following is a list of the top 20 Australian Business Directories

THE TOP 20 AUSTRALIAN BUSINESS DIRECTORIES

<i>Business Directory</i>	<i>Alexa Traffic Ranking</i>
www.yellowpages.com.au	124
www.truelocal.com.au	175
www.yelp.com.au	320
www.hotfrog.com.au	802
www.startlocal.com.au	897
www.womo.com.au	1035
www.aussieweb.com.au	1549
dlook.com.au	1947
www.localstore.com.au	2724
www.localbusinessguide.com.au	3504
www.yalwa.com.au	4380
www.localbd.com.au	6262
www.superpages.com.au	8108
www.businesslistings.net.au	8325
www.comeonaussie.com	10062
www.local.com.au	11389
www.yellowbook.com.au	14466
www.raveaboutit.com.au	18720
www.shopseek.com.au	20479
www.companylist.com.au	24902

WHAT IS ALEXA RANKING?

Alexa is a website that ranks the top visited websites worldwide. They also provide an estimate of a websites **popularity in a specific country** (using a combination of average daily visitors and pageviews). After filtering the list of business directories according to Australian Alexa Ranking, and removing any not in the top 25,000 Australian websites, we have produced the list!

For links to additional advertising directories, you can refer to documents in your Website Instruction Package: - Advertising document and SEO Guides folder.

FORUMS AND ARTICLE DIRECTORIES

Generally search engines index forums, so posting in forums and blogs is also a way to get quality backlinks. If the forum or blog is a respected one, a backlink is valuable. However, in some cases the forum or blog administrator can edit your post, or even delete it if it does not fit into the forum or blog policy. Also, sometimes administrators do not allow links in posts, unless they are relevant ones.

While forum postings can be short and do not require much effort, submitting articles to directories can be more time-consuming because generally articles are longer than posts and need careful thinking while writing them. But it is also worth and it is not so difficult to do.

NEWS ANNOUNCEMENTS AND PRESS RELEASES

Although this is hardly an everyday way to build backlinks, it is an approach that can give good results, if handled properly. There are many sites that publish for free or for a fee news announcements and press releases. A professionally written press release about an important event can bring you many, many visitors and the backlink from a respected site to yours is a good boost to your SEO efforts. The tricky part is that you cannot release press releases if there is nothing newsworthy. That is why we say that news announcements and press releases are not a commodity way to build backlinks.

Below is a list of quality Press Release Sites that can offer free press release submissions.

PRLog.org
PR.com
PR-Inside.com
NewsWire.com
OnlinePRNews.com

You can also search Google for other news and press release sites.

We hope that this gives you a good starting point on how to build backlinks for your website, and just how important they are!