

QUICK AND EASY **LINK BUILDING** **IDEAS**

SMART BACKLINKING FOR SEO



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Quick and Easy Link Building Ideas

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Preface

Thank you for purchasing Quick and Easy Link Building Ideas.

If you enjoy reading this book, please leave a review on Amazon.

You can get in touch with me at: **shivani@digilogist.com**.

If you want to take your learning to the next level, check out my **SEO Course** at www.digilogist.com (link to course: <https://goo.gl/C43oMO>). I have a coupon code for my valuable readers for my course! Use the **coupon code**

Amazon for 75% off.

I hope that after reading this book, you are able to experience the power of online marketing and it brings your business massive success.

Thank you for reading!

Shivani Karwal

Quick and Easy Link Building Ideas:

1. **Resources:** Resources pages are pages with lists of links. They're all over the web and exist for practically every industry. You can find them by inserting your keywords into search strings, a list of which you'll find in the next chapter.
2. **Unlinked Brand Mentions:** There are many times when site owners talk about your brand but they don't link back. These are called unlinked

brand mentions. The fact that they mentioned your business is great but not enough to send over traffic because there is no link. Not many people reading the article will put in the effort to copy your brand name and search it to find your site. A link back is required for traffic purposes and also for backlink purposes. Getting sites with unlinked brand mentions to you to link back is an easy link building method because since those sites are already talking about you, they don't mind linking back since all the work is already done and they already know about you. You can find such mentions at a

scale in just a few minutes using a few tools (tutorials are up on this and other topics in the Digiologist Marketing Course).

3. **Misspelled Mentions:** If there are more than a few ways to type your company name or even a few possible spelling mistakes, insert them into the tools to find unlinked mentions with the wrong company name as well. This should also be done for company name variations and short forms and also previous names incase you recently changed your name.
4. **URL Mentions:** Along with finding brand name mentions, it's also

important to find URL mentions i.e. when sites use your site URL into their article instead of your brand name. Though this is less common, it's still important to go after. The URLs being referred to here are the ones not resulting in hyperlinks due to a missing `http://` and so, not resulting in an actual link.

5. **Track Industry Term Mentions:** Create an alert for popular industry term mentions so you know which sites are talking about specific topics in your industry. It would be a better idea to track very particular terms that are detailed so you're not bombarded with alerts. Tracking

such terms will bring up prospects of sites mentioning them and possible sites and pages you can get a link from by contributing in some way.

6. **Get Students to Blog on University Blogs:** University and college students have access to the institutions blog portal and can be hired to do an article on your business or drop a link to your site in an already written relevant article.
7. **Paid Links:** Can either be a sponsored guest post or a paid text link.
8. **Interlinking:** Interlinking is not offsite but can still add a lot of value and help in ranking. It involves

linking your sites internal pages to each other. Since the links are coming from your site, you have the authority to choose their location and anchor text so take advantage of that. You can link from your highest ranking and most visited pages to pages you want to boost, to your ranking pages to help increase their ranking further or to important landing pages. There are many choices, split test them and see what works.

9. **Reclaim Links Pointing to 404 Pages:** If you've been making some site changes recently and deleted or moved some pages and now have a

few missing pages a.k.a 404s, check to see if there are any links pointing to them and have them changed to existing and more updated pages on your site instead.

0. **Forum Commenting:** Forum link building is similar to Q and A sites. Forums are like online groups. They're created for a specific industry where people post threads to ask questions, ask for opinions, or simply just discuss a particular topic. You can become a member of a few of the main forums from your industry and join in on the conversations taking place. Getting links from the forum threads is not always possible

in the beginning since the admins are strict about it. But once you gain a reputation by becoming a frequent poster, you can start dropping links. Comment on popular threads or ones you think will gain popularity soon and try linking your answer back to your business in some or the other way. Offer the thread poster help or a valuable opinion and let them know they can visit your site for more information. The thread poster and also the hundreds, if not thousands of people viewing the thread will read your answer.

1. **Blog Commenting:** This is something a lot of people do

naturally. We all read many blog posts a day to do our share of industry reading. Why not leave a comment after reading while you're on the page? Try not to leave spammy links in every comment though. Most commenting systems such as Disqus let users profiles link to their sites, so you end up getting a link that way. You can provide a valuable point not discussed in the article or give your opinion so it stands out and gets noticed by people reading the comments. We often underestimate the number of people who read comments on an article and because of that blog commenting is

often overlooked, but give it a try.

2. **Q & A Sites:** These links aren't the highest quality for backlink purposes but they can be huge for increasing incoming traffic. Q and A sites like Yahoo Answers, Quora etc. get a large number of hits a month so build a presence there. Find questions related to your industry that have been asked and answer them. You answer the question and so help someone, end up being perceived as the expert and get a link back to your site. If you provide value to others through helpful answers, they will make their way to your site and your traffic (and hopefully leads) will

increase. A sneaky little trick is to post a question yourself and answer it yourself as well. But use different accounts for that so it looks natural ofcourse. This Q and A thread may be made up but it will still be valuable to the others reading it as they're searching for answer to that question.

3. **Get Local Library Links:** Libraries usually have a link page on their site to act as a resource for the general public as a compilation of professionals from different industries. Check out your local library's website and see if you can get listed on it.

4. Expired Domain Link Building:
Sites become expired and shut down all the time. You can take advantage of that and either purchase those domains and redirect to your site (more info on that in point #35) or simply check their backlinks and request the sites linking to them to link to you instead. This only works and is worth doing if the expired sites are in the same industry as you. It can work with sites in adjacent industries as well. These links are also easy to get because the site owners are informed they're linking to expired domains so they're interested in removing the link

immediately and mostly open to replacing it with your link in exchange for the help.

5. Moved Sites: Some businesses close or move to other sites, leaving their old site behind and expired. Register any such sites from your industry that have a good backlink profile and use them to your advantage. You can either use those domains for building a site and linking to yourself from it, or simply redirecting it to a relevant page on your site.

6. Non-existent Service Pages: Find pages or sites that used to offer a service but no longer do and have

their backlinks pointed to your site instead. Businesses get shut down or have some of their products/services removed all the time. If you find out about something shut down in your industry and the particular page or site that used to represent it has a good number of backlinks, inform the site owners they're linking to a removed product/service and have them replace the link to your existing product instead.

7. **Expired Blogspot Blogs with Good Backlinks:** Blogspot is a blogging platform providing free hosting. It uses a .blogspot domain that looks something like:

www.example.blogspot.com. The great thing about blogspot is that when a user shuts their blog, their blogspot address is available for anyone to register. And it's free. You can take advantage of that by registering shut down blogpost blog addresses that had some good backlinks.

8. **Find Sites With Spammy Links:** Similar method to malware and broken links, find sites in your industry with spammy backlinks using a backlink checker and inform them about it.
9. **Find Sites With Malware:** Malware is a hostile software causing viruses

and computer damage. Using tools, find sites with malware and contact the owners and let them know about it. This puts you in their good books and is more likely to get you a link. This is similar to broken link building.

10. **Content Syndication:** Involves signing up for a syndication service or manually uploading your blog content to third party sites such as web 2.0s, press release sites, article directories etc to increase the exposure and readership of it.

Hold on...

You made it so far into this book! I'm so glad you're enjoying it!

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Amazon for 75% off.**

Course syllabus and reviews listed at

the end of this book.

1. **Reverse Image Searches:** Similar to finding sites that have copied your content, it involves finding sites that have used your images without permission using a tool like TinEye. You can either have those sites remove the images or turn it into a link building opportunity and ask those sites to link to you and give you credit by listing your site as the source of the image.
2. **Ask for Links from Partners and Vendors:** Have vendors you frequently purchase from? You've already built the relationship so

leverage it and get a link out of it. You can ask to be places on their ‘friends page’ if they have one or offer to write them a testimonial for their site.

13. **Ask People You Know for a Link:** People you know refers to your friends. Think about all the friends you have and all the contacts you’ve built through networking that have their own businesses whose sites you can get a link from.
14. **Previous Linkers:** Check your backlinks and see if any previous linkers are interested in linking to your site again.
15. **Ask Your Customers:** Ask your best

customers which business they're in and see if getting a link from them is possible. Often times your customers have their own business too and can give you a link if relevant.

6. **Associations/Organizations:** Get a link from associations or organizations in your industry you're a part of or join them.
7. **Awards:** Get a link from sites of committees or organizations your business got awards from in the past.
8. **Classified Ads:** You can also get links from online classified sites such as Craigslist and Kijiji. If you're from a larger, more well known company, you may not want to

do this to keep up your brand image but if you're just starting out and like the sound of the idea then go for it.

9. **Job Postings:** Have an open position? Many times business owners rely on filling positions through referrals and don't post job openings online. It's a good idea to take advantage of the opening and post it on high traffic job sites like Monster, Workopolis etc. You get a link and also get more applicants.
10. **Display Ads:** Display ads through banners on other sites get you an immediate link. While this may be a short-term image link, it's still worth experimenting with. This can allow

you get a link on some of the best blogs in your industry and for a much lower price than if you directly asked them for a link and they wanted it to be a paid transaction. This is also really good for increasing traffic and leads.

1. **Getting Trackbacks:** When you link to other bloggers from your blog articles and source them as relevant blog posts or references, you can fill their link in the trackback section. This then leaves a trackback (also called pingback) on the other bloggers article in the comments section as a link and short summary to your article. These may not always

appear instantly though as some bloggers like to manually approve them. But either way, they're great for relationship building.

2. **Giving Trackbacks:** Giving trackbacks is important as well as sites like to link to sites that give out trackbacks so they can benefit from linking to you. This makes sites want to link to you.

3. **Offer Student Discounts:** Offering student discounts is a great way to get links from university and college sites, backlinks from which are considered high in value.

4. **PR Commenting:** Make an account on PR commenting sites like HARO

(Help a Reporter Out) and Response Source. These sites have a lot of journalists sign up that are looking for opinions from specialists in different fields. You get all of the questions/topics that replies are required for from journalists and you can answer the ones related to your industry. If the journalist finds your content useful, they use it in their article and quote you and link back to your site. This is great for backlinks and excellent for traffic. At times you can get links from very reputable sites such as Huffington Post, Forbes etc. that is otherwise quite difficult.

5. **Directories and Submissions:**1-800

Directories, Alumni Directories, App Directories, Article Submissions, Audio Sharing Sites, Blog URL Directories, Business Card Directories, Business Directories, Coupon Sites, CSS Galleries, Document Sharing, eBook directories, Image Submission, Infoanimation Submissions, Infographic submissions, Logo Gallery Directories, PDF Submisisions, Podcast Directories, Profile Directories, RSS Directories, Slide Submissions, Tool, Plugin and Widget Directories, Video Submissions, Webinar Directories.

6. **Reciprocal Link Building:** Make a

deal and link to relevant sites to have them link back to you. This basically involves trading links. Do this sparingly and with caution though.

7. **Three Way Links:** A linking system that takes place between 3 sites where site A links to site B, site B links to site C and site C links to site A.
8. **Testimonials:** Reach out to the sites of products/ services you regularly use for your business and offer to provide a testimonial for their site. They'll not only use it and give you a link back from it to your site, but also appreciate it and easily accept it.
9. **Discount Promotions:** Run a

discount promotion and get listed in deal websites (i.e. redflagdeals.com in Canada).

0. **Social Bookmarking:** Webpages bookmarked on social bookmarking sites, which search engines see as quality content and a backlink.

Further Your Learning

If you'd like to take your learning further, I have an SEO Course up on my site:

SEO Course:



Search Engine Optimization Course by Digiologist

Student Feedback

4.6

★★★★★

TAKE THIS COURSE

Includes:

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- Access on mobile and TV
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My SEO Course is available at

Digiologist.com (course page link: <https://goo.gl/C43oMO>) and I have a special coupon code only for my valuable readers!

Use the coupon code Amazon for 75% off.

Course Details:

- 4.5 Hours of video tutorials
- 52 video lessons

Course Feedback:

Great course for beginners to intermediates SEO's. I've completed lots of course's

over there year but this course teaches SEO in a unique way and managed to demonstrate areas in SEO that other courses are scared to touch. ~
Omid Irani

I loved this course because the instructor makes everything easy to follow. The lessons were well made and I would recommend this course to anyone who wants to

understand SEO. Just do it! ~
Juanita Abenaa

*Great course. I learned a lot
about on-page, off-page,
keyword research. This course
covers all SEO. Totally worth
my time and investment. ~*
Ezekiel Sokoh

*Very informative course! One
of the best SEO courses I've
seen here. I love how it takes*

you from the extreme basics to more intermediate material very smoothly so anyone can take this course up. Highly recommend to anyone looking to build up their SEO skills beyond just the basics. ~ Rick Sharma

Focused, organized, content rich and moves at excellent pace ! Very engaging! ~ Robert Smith

Course available at Digiologist.com
(course page link:
<https://goo.gl/C43oMO>)

Use the coupon code *Amazon* for 75% off.

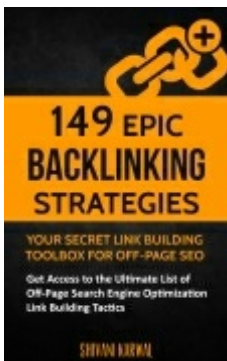
Other Books by Shivani Karwal:

Digital Marketing Handbook:



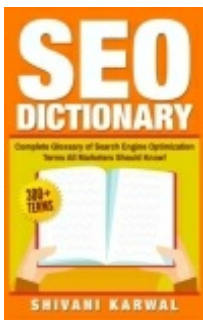
Available at <https://goo.gl/ntyCNh>

149 Link Building Strategy Ideas:



Available at <https://goo.gl/fRahkq>

SEO Dictionary:



Available at <https://goo.gl/ZnerYZ>

Final Thoughts

I hope you now have a better idea of SEO and some strategies you can implement for your business. I hope this book helps you in building a stronger digital profile for your business.

If you enjoyed reading this book please consider reviewing it on Amazon.



**In case of any questions or feedback,
you can email me at
shivani@digilogist.com.**

Thanks for reading!

- Shivani Karwal

