What is a backlink?

Backlink is a text which connect the other webpage to ur site . If you click on the backlinks it redirects you to another web page. The backlinks influence the rank of the website. So it is important to have these backlinks in every website. These backlinks are also called as inbound links, incoming links and inward links. This backlink consists of 2 parts that is url and anchor text. Link popularity play major role in search engine ranking.

Why do We need to buy the backlinks?

When you have backlink google gives ranking to your website. So it is important to have backlink in your website. If you have backlink, in search engine result page your site moves higher. This plays a vital role in ranking your website. By having a backlink in our website you can increase your ranking in search engines like yahoo,google,bing etc...

How do I find out how many backlinks my site has?

Majestic seo or ahref.com helps to check backlinks of your website. These websites crawl website by using their own bots.

As the algorithms change often, it is important to diversify your backlinks instead of getting backlink from only one type.

Try to get links different platforms like

Social signals(facebook,linkedin,google+,twitter etc)

Web 2.0 (joomla,drupal etc)

Wikis (wakka,media wikki)

Comments(Wordpress,blog,Buddypress,joomla etc)

Bookmarks( PhpDug,pligg)

Backlinks diversity uses to look natural and organic to search engines.x` If a website with a Pagerank of 5 or 6 links to your website, then Google regards it as far more valuable than a website with a Pagerank of 0 or 1. Google essentially feels that if a higher Pagerank website links to your website, then there must be valuable information in it and will push it up the rankings.