

Backlinks Secrets and Google Ranking

2021

Written By

Rohit Kumar

Marketing Head of SEO Shop Store

www.seoshop.store

Hi Guys,

I am Rohit Kumar, the author of this PDF and this is my creation with a great purpose to help all the trainees, beginners and experts who are working day and night to rank their client website on Google.

As you can understand from the title, the PDF is based on the backlinks and their secrets that you really must learn in order to create a perfect strategy so that you can acquire high-quality backlinks for your blog or website.

I have a wide year of experience in the digital marketing field and I have faced many challenges in my career. I have seen many ups and downs while working for various clients and that's why I have created this PDF so that SEO newbies can learn and understand the different strategies and tactics to help themselves.

I hope with this Backlink PDF, you will be able to create the backlinks in the correct manner and with accuracy. I will suggest only white hat backlinks in this PDF.

Let's start

Things you should know before creating backlinks





- ✓ There are 3 kinds of backlinks. Natural, Manually Built, Self-Created.
- ✓ Backlinks are one of Google's ranking factors.
- ✓ No website can rank without backlinks.
- ✓ There are 2 types of backlinks. Do follow and No follow.
- ✓ Do follow backlinks pass link juice from one website to another but no follow links cannot.
- ✓ According to Google's latest update on backlinks, no follow links will be used as a hint for crawling and indexing purpose.

Things to Check before creating backlink on any website.





Check domain authority, page authority and spam score of a website on which you want to create a backlink.

To check out these metrics, you need a free tool. We recommend you to use website SEO checker tool.

<https://websiteseochecker.com/bulk-check-page-authority/>

Website Authority - Check all URLs on single click - Sign up																		
URL	DA	PA	TB	QB	PQ	MT	SS	OS	Age	Alexa	TC	TF	CF	IX	DF	BL	DH	MD
https://www.f..	95	82	5M	4M	76%	8	1%	86%	27Y, 269D	282		87	90	3M	86%			

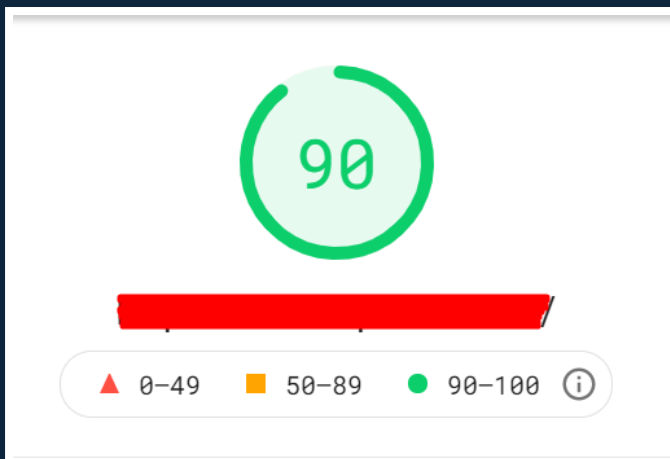
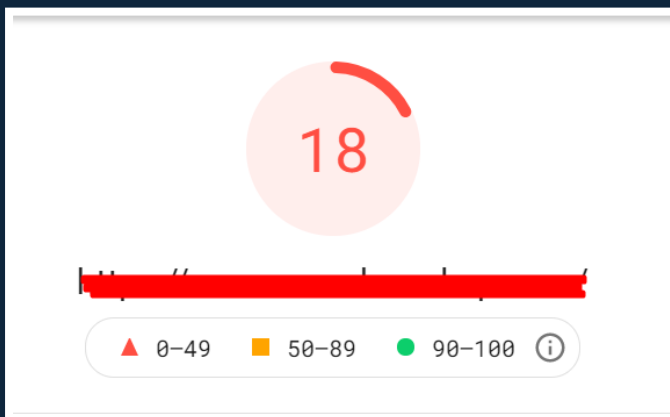
✓ High DA PA with low Spam Score is great metric.

Website Authority - Check all URLs on single click - Sign up																		
URL	DA	PA	TB	QB	PQ	MT	SS	OS	Age	Alexa	TC	TF	CF	IX	DF	BL	DH	MD
https://blog5..	76	53	15M	5K	0%	5	61%	44%	4Y, 162D	57,799		0	0	3K	0%			

✗ High DA PA with high Spam Score is poor metric.

Always check the website page load speed on which you want to make backlinks.

The point is, if website is poor at webpage load speed then Googlebot will delay in crawling and indexing that website pages.



Use pagespeed insight tool to check pageload speed.

<https://developers.google.com/speed/pagespeed/insights>

Always check whether website is providing the do follow link or no follow link.

Open the source code of webpage and find the links with relation “no follow”. If there are many external links available with no follow relation, then you should not make a backlink on that website.








```
rel="nofollow noopener" target="_blank" href="https://www.pinterest.com/[redacted]/">
```

Do follow links are not mentioned publicly as no follow in the source code. If you find a link with the absence of “no follow” relation then it will be a do follow link.

```
<a href="https://www.[redacted].com/category/fashion/" >Fashion</a>
```

To check the source code of a webpage, press CTRL + U for chrome browser.

Check the referring domains of the website on which you want to make a backlink.

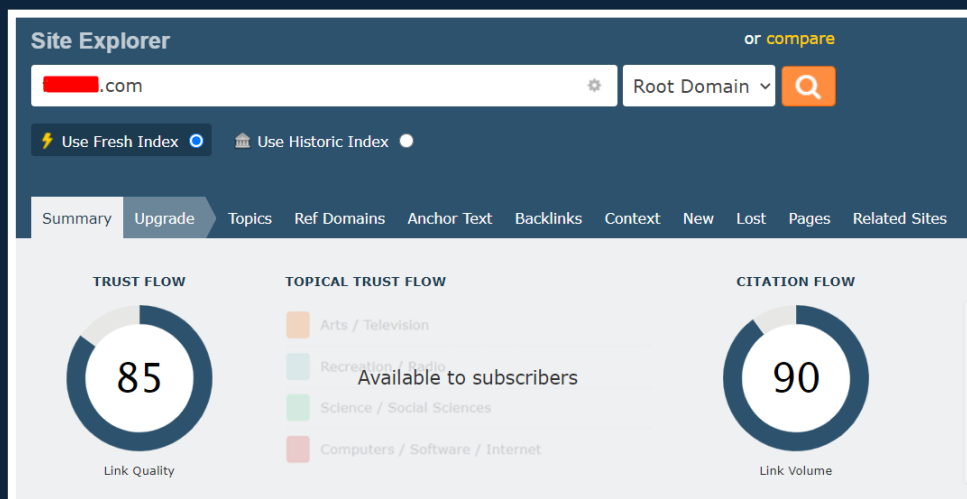
Domain	Backlinks Num	Domain Score
  burntfitnesschallenge.com	14	4
 classifiedsgiant.com	9	26
  widgeo.net	8	54
  cousinjimmys.com	6	13

As you can see from the above graphic, the number of backlinks from a particular website to the website we have analysed.

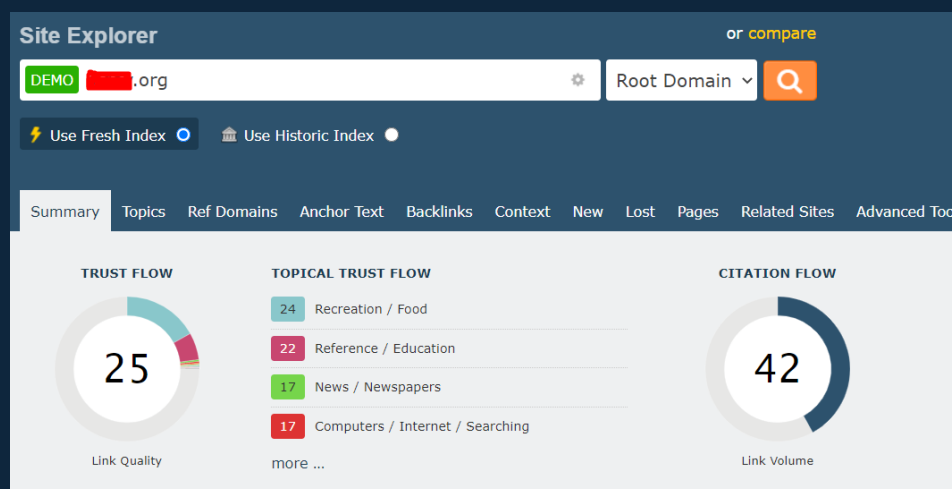
If we get backlinks from those referring domains which have a number of backlinks from different websites having higher domain score, then it will definitely benefit our domain over time.

To check the referring domain for free, try this tool.
<https://www.duplichecker.com/find-referring-domains.php>

Check the trust flow and citation flow of the website on which you want to make a backlink.



Website with higher CF and TF score is Good.



Website with higher CF & lower TF score is bad.

To check the TF and CF score for free, try this tool.
<https://majestic.com/reports/site-explorer>

Backlink creation must to do tasks for easy ranking in 2021

- ✓ Profile Creation for Brand Awareness.
- ✓ Local Citations for Business Profiles.
- ✓ Directory Submission for Website Classification.
- ✓ Classified Ads for Leads Generation.
- ✓ Comment Backlinks for Instant Link Building.
- ✓ Guest Posting for Brand Awareness.
- ✓ Social Media Posts for Brand Awareness.
- ✓ Tier Backlinks for Power Up the Backlinks.
- ✓ Video Submission for Brand Awareness.

Task: Profile Creation

Create a free account on a website and confirm the verification email on the email address you used to create account.

Look for create profile option and add the brand name, logo, bio, social media links, website links, address, contact info etc.

Once created, save the settings and look for the public profile link.

Example



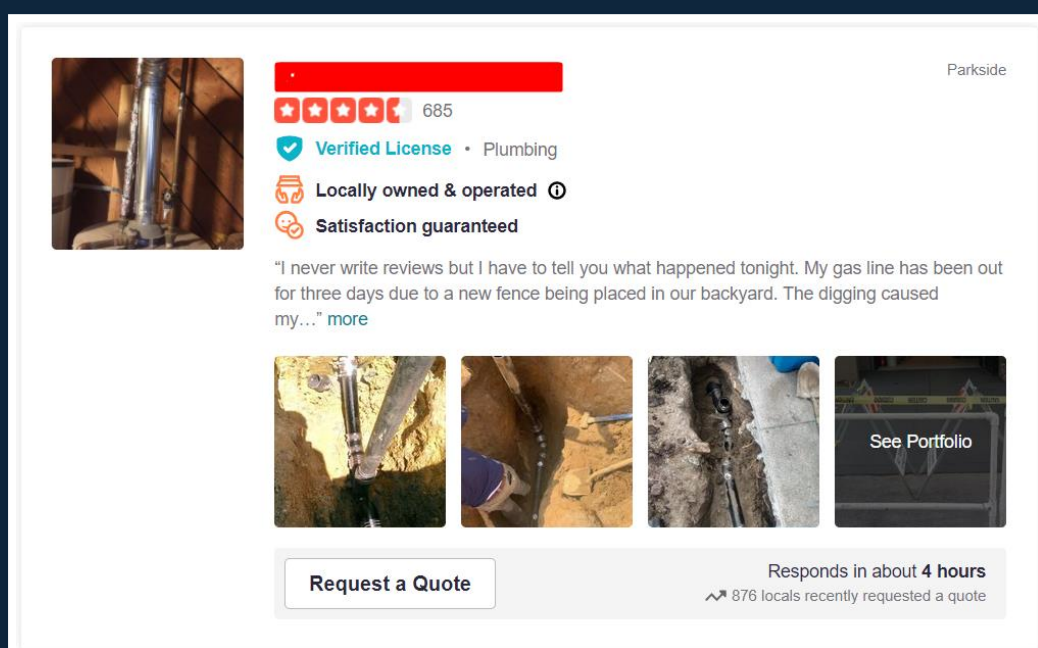
Task: Local Citations

Create a free or a paid account on a website and confirm the verification email on the email address you used to create account.

Look for add business option and add the business name, logo, bio, social media links, website links, address, contact info etc.

Once created, save the settings and look for the public profile link.

Example



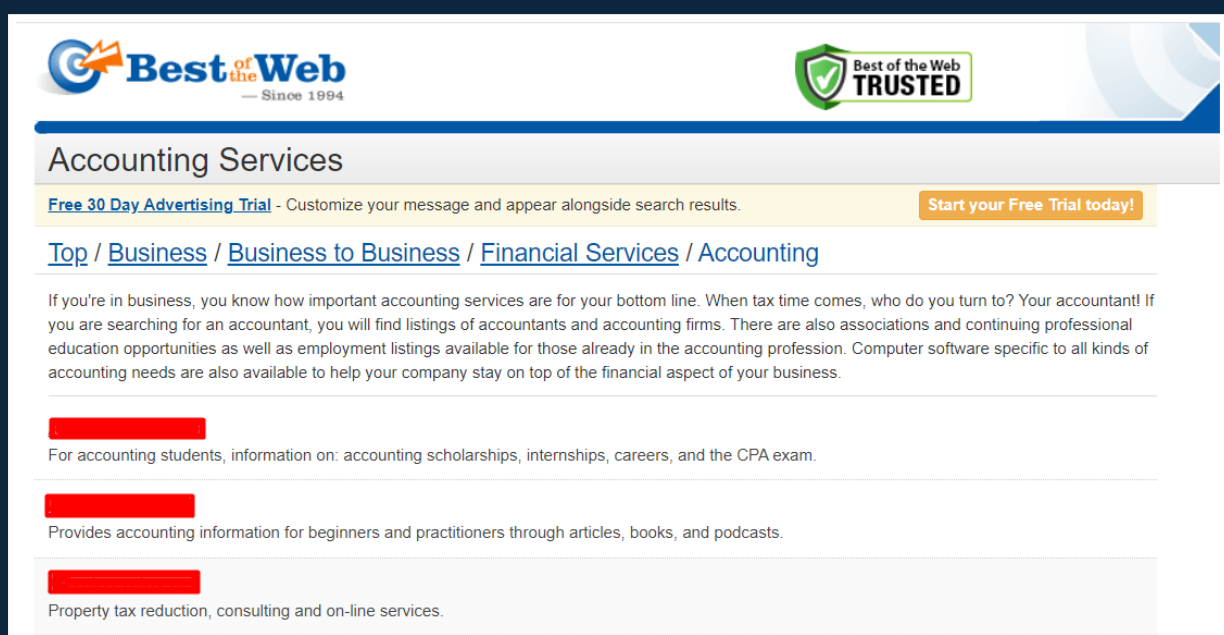
Task: Directory Submission

Create a free or a paid directory listing for your website.

Look for the submit listing option and add the website title, URL, description, city, country, state, zip, phone, email address.

Confirm the email from the directory website and wait for the listing to be approved by moderators and admins.

Example



The screenshot shows a directory listing for "Accounting Services" on the "Best of the Web" website. The header includes the "Best of the Web" logo with the tagline "— Since 1994" and a "Best of the Web TRUSTED" badge. The main heading is "Accounting Services". Below it, there is a promotional banner for a "Free 30 Day Advertising Trial" with a "Start your Free Trial today!" button. The breadcrumb trail is "Top / Business / Business to Business / Financial Services / Accounting". The main text describes the importance of accounting services and mentions various resources like scholarships, internships, and professional education. There are three redacted sections, each with a redacted title and a brief description of services offered.

Best of the Web
— Since 1994

Best of the Web TRUSTED

Accounting Services

[Free 30 Day Advertising Trial](#) - Customize your message and appear alongside search results. [Start your Free Trial today!](#)

[Top](#) / [Business](#) / [Business to Business](#) / [Financial Services](#) / [Accounting](#)

If you're in business, you know how important accounting services are for your bottom line. When tax time comes, who do you turn to? Your accountant! If you are searching for an accountant, you will find listings of accountants and accounting firms. There are also associations and continuing professional education opportunities as well as employment listings available for those already in the accounting profession. Computer software specific to all kinds of accounting needs are also available to help your company stay on top of the financial aspect of your business.

[Redacted Title]
For accounting students, information on: accounting scholarships, internships, careers, and the CPA exam.

[Redacted Title]
Provides accounting information for beginners and practitioners through articles, books, and podcasts.

[Redacted Title]
Property tax reduction, consulting and on-line services.

Task: Classified Ads Submission




Create free account on some best classified submission website in your country.

Create a profile and optimize it by placing website URL, email address, phone number, location etc.

Make a classified ad that can contain killer title, description, price, product images or video, phone number, email address and website URL.

Save and submit the post and keep the live link.


Example





TOP


2018 Toyota C-HR NGX10R Koba S-CVT 2WD Yellow 7 Speed Cons...

\$33,888

 35374 km

 SUV


 Auto

 4 cyl

Waterloo, NSW

GREAT FINANCE PACKAGES THRU TOYOTA FINANCE PERSONALIZED RATE SCHEME. INQUIRE NOW FIND OUT YOUR WEEKLY PAYMENT. 2017 TOYOTA CHR KOBA 2WD IN HORNET YELLOW. / BLACK ROOF, LEATHER INTERIOR, GPS NAVIGATION, BLIND SPOT MONITORING , HEATED SEATS, LANE DEPARTURE, MATS, TINT, BALANCE OF NEW CAR WARRANTY TILL SEPT 2021, TOYOTA SERVICES AS FOLLOWS

Dealer used
13/03/2021



Task: Comment Backlinks

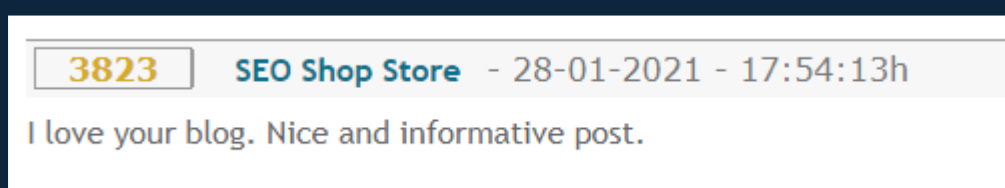
First, you need to find the websites or blogs on which comment option is opened and many webmasters have already posted the comments.

Choose a blog post on which you think you can write a better and engaging content that will seem legit and not spammy.

At the bottom of the blog post, you will see a comment box on which you have to enter your personal or brand name. Enter the email address and website URL in the given fields.

In the description box, enter the description based on the blog topic. Make sure to praise the blog topic and add some value by commenting to the post.

Example



Task: Guest Posting

Make a list of blogs that accepts guest posts. Choose the blogs that are relevant to your niche. Free or paid both guest posts will work.

Contact the bloggers via email and ask them if they are open to guest post opportunity. Once they respond, ask them pricing and the link type they will provide.

Once confirm, provide them the post, and after the editorial review they will make the post live and send you the link.

Example



Task: Social Media Posts

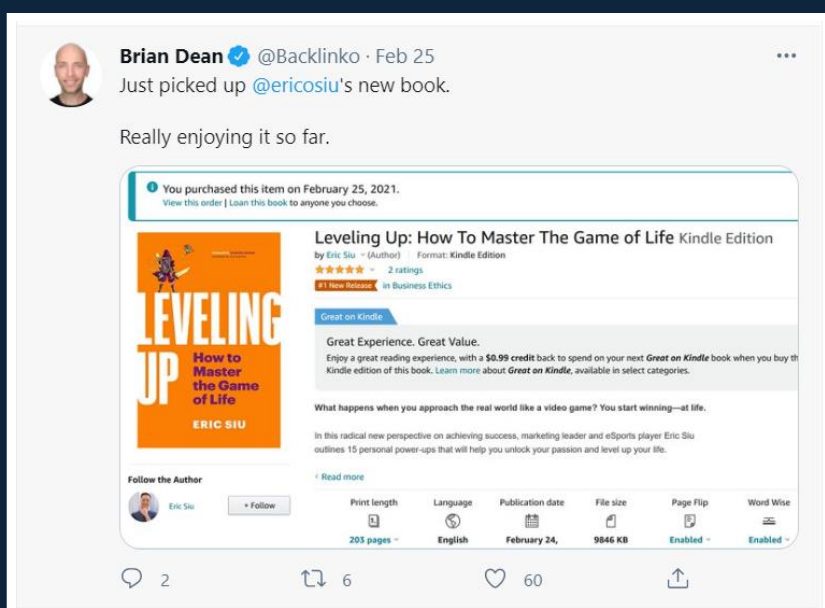
Choose the social media platform on which you want to publish a post, graphic or a video.

For best engagement on your post, create a attractive graphic or a video and make a post on it.

Make use of plentiful hashtags that you think are trending and relevant to your post.

Save the post and keep the public link.

Example



Task: Tier Backlinks

Tier backlinks are created to power up the already existing backlinks to your website.

Make a microblogging post, web 2.0 posts or any post that can have a longer content.

Add the keywords you want to rank in the body content and hyperlink them with the already existed backlinks.

You need to create tier backlinks on those websites which can provide you do follow backlinks.

Some helpful websites to make tier backlinks on

1. Tumblr
2. Medium
3. Blogger
4. Sites.google.com
5. Wix

Task: Video Submission

Video Submission is a great task if you want to aware the public about your brand/business.

Make a video that describe your services and products and write a description on it.

Create free or paid account on video submission sites and upload the video, video thumbnail and description and submit it for review.

Once the video is published, keep the live link.

Some helpful websites to upload the videos on

1. YouTube
2. Vimeo
3. Dailymotion
4. Flickr
5. Tumblr
6. Coub

How You Can Index Backlinks for Free and Faster

If you make backlinks on the websites that takes a long time to index on Google, then we have a magical trick for you that will 100% work.

Make a list of the backlinks that you have already made but they are not indexed by Google yet.

Make a blog post or add a new page in your website, where you need to list all the backlinks with anchor text and hyperlinks.

Now make the post or page live and submit it to Google index request.

Wait for 24 -48 hours to get the Google index that page.

Once that page will be index, all of your backlinks that you placed with that's page content will get indexed too.

Extra Advise

Focus on gaining do follow links but try to have some no follow links pointing to your website to create a healthy backlink profile.

If you are not having a piece of quality content then make sure you get a do follow link for that. You can make a no follow link on the websites which generate a lot of organic web traffic.

Only creating the backlinks are not enough, you need to make sure that your backlinks are active and generating traffic. If your backlinks are not generating enough traffic for your website, try to reach out to domain that can help you get traffic as well as link juice.

If your backlinks are broken, make sure you reclaim it by reaching out to blogger or webmaster.

Remember, quantity doesn't matter but quality of backlinks matters a lot.



I am Rohit Kumar, the author of this backlink pdf just wants to thank all of you for reading this completely.

Reach out to me for any help regarding backlinks

Rohitpalgreat@gmail.com or
support@seoshop.store



- ✓ Buy Backlinks
- ✓ Complete SEO Package
- ✓ GMB Optimization

www.seoshop.store
support@seoshop.store

