

TOP 10 LINK BUILDING STRATEGIES



What Is Link Building?

If you are looking for more search traffic on your website then link building is a must. It is one of the most important and challenging **search Engine optimization** skill *that refers to* process of getting hyperlinks (links) from other websites to your own site to improve search engine rank. Search Engine use links to crawl the web; they will crawl the links between the individual pages on your website as well as entire website

Why link building is important in SEO?

1. To discover new web pages.
2. Helps to improve rank of websites in search engine result page(SERP).

Once search engines have crawled pages on the web, they can extract the content of those web pages and add it to their indexes. In this way, they can decide sufficient quality of pages that to be ranked well for relevant keywords at the same time search engine do not just look at the content of the page; they also look at the number of links pointing to that particular webpage from external websites and the quality of those external websites which are helps to rank in search result.

How link building beneficial to your business growth?

Link building is an important part of search engine optimization, In general, the popularity of a website or blog is determined by the number of inbound links. The number of inbound links from quality websites is also a big factor in determining your Google Page Rank (PR).

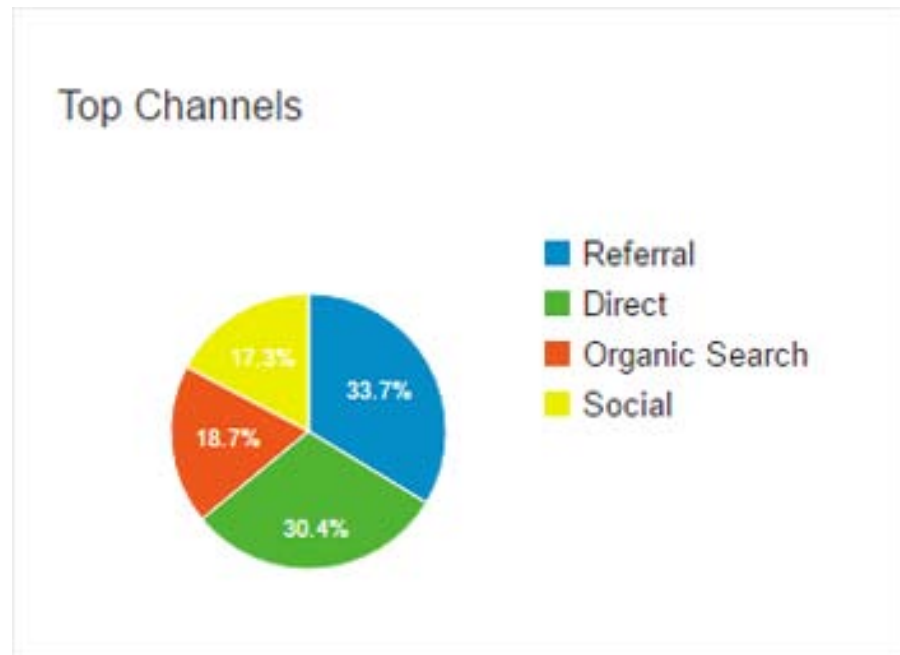
1. Building relationships:

A professional link building service can improve the quality and quantity of links leading to your site. This makes the search engines value your site more that result in higher rankings in search results. Link building can help you build long-term relationships with key influencers in your industry, and these relationships can mean that your business becomes highly regarded and trusted.



2. Sending referral traffic:

A good link from a highly-visited website can lead to an increase traffic, position and visibility of your site in search engine result page (SERP). If it is a relevant website, chances are that the traffic is also relevant and may lead to an increase in sales, Again, in this case the value of a link building is not just about [SEO](#). It is all about your customers and business growth



3. Brand Building:

Your brand is much more important it is a face of your business which you can present to the public. Your brand is your reputation, your experience, your success and much more. Building a successful brand is one of the most important things. Establishing your brand uniqueness begins with creating high-value content that clearly demonstrates your expertise in your industry. Content is a king that gives you the opportunity to develop your brand authority and building brand recognition for your business



Link Building for Brand Recognition

4. Improved organic search engine ranking

To improve your organic traffic, you have to [analyze your entire site's back links](#) and compare their value. Once you indentify the good back links automatically will improve the organic search engine rank of your website in SERP.

These are some of the most important elements of a good back link:

- The link is from a relevant website in your industry
- Contextual links are best for SEO and also for driving traffic
- Links from a long and detailed article will carry more value
- The back link is do follow. For organic traffic growth, only do follow links will count
- The back link was added by an editor and was not automatically built
- The link is from a site with a good domain authority and a trusted source

Link Building Techniques

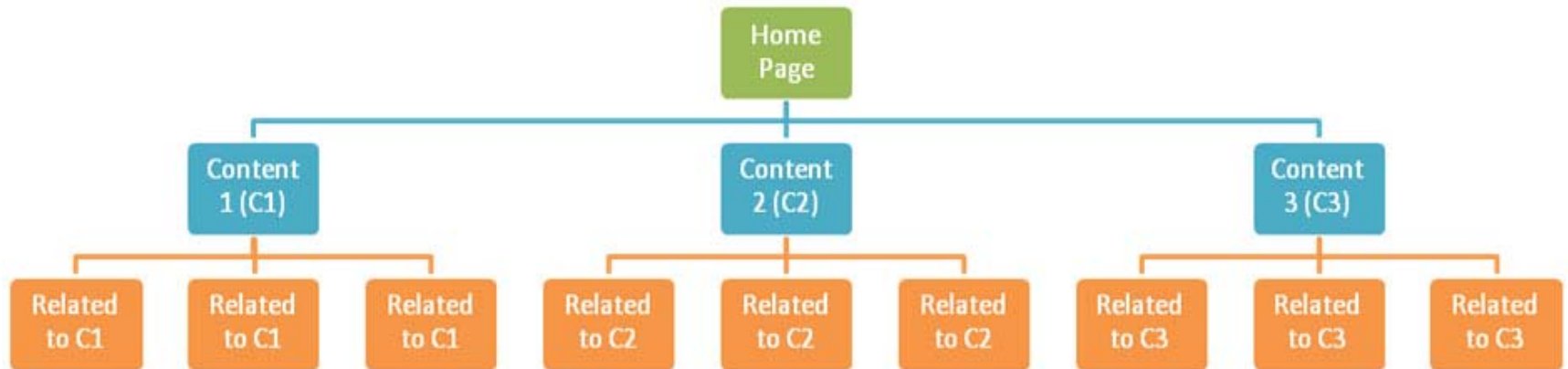


There are various link building techniques which are used predominantly with white hat technique. You need to follow those techniques in right way for achieving the success and online presence of your business in this today's competitive market. Followings are some link building technique.

1. Internal Linking
2. Guest Blogging
3. Directory & Forum Submission
4. Social Media link Building
5. Content Marketing
6. Infographic
7. Link Wheel creation
8. Blog writing and Commenting
9. Video marketing
10. Social Bookmarking

1. Internal Linking:

Internal linking is one of the best on page SEO link building technique which helps to reduce the bounce rate. This could take place when spiders in the search engine look for fresh content that is exact to the topic available.



2 . Guest Blogging

As a part of link building technique guest blogging is a great way to promote content and build out a quality links to your articles. It helps to gain high reputation online too. You can search for top guest blogs that are high in terms of Alexa ranking and quality in traffic.



3. Directory & Forum Submission:

Directory and Forum Submissions are the effective link building techniques. You can submit your blog/articles in High PR directories which includes DMOZ and other well known directories. This is considered one of the best methods as the link building that you get from such directories are more quality based than any other blogs.



4. Social Media link Building

Social media marketing is one of the well known link building technique. It can give you more search traffic from websites such as Facebook, Twitter and LinkedIn. You need to be careful not to over post on Facebook as it could become a spam one fine day.



5. Content Marketing

Content is a king. Content is everything. Creating amazing content can attract links naturally. Content must be Original and not infringe on the intellectual property rights of others, highly relevant and useful to your business, Very well written with good grammar and spelling.



6. Infographic

Infographic is one of the best forms of PR and marketing. The benefits of Infographic is that they offer quick measurable results such as social shares, back links, boost your brand awareness, citations, traffic and make your content go viral with Infographic.

7. Link Wheel creation

It is one of the best link building strategies. Link wheels are a group of interconnected websites, which try to improve the ranking of your target website by linking to it and obtaining high rankings on Search Engine Result Page (SERP)



8. Blog writing and Commenting

The role of Blog commenting in SEO is effective in increasing the visibility and attracts valuable links to your website, thus enhancing your brand image and specialization



9. Video marketing

Using Video marketing you can promote or market your brand, product or service. Video is a gold mine for SEO. It can increase your search engine ranking, click-through rates, open rates and conversions.



10. Social Bookmarking

Social bookmarking is a way to bookmark our favorite web pages online to read them anytime and anywhere if we are connected with the internet. The web pages we bookmarked at social bookmarking sites is considered as a quality back link in the eyes of search engines



If you want to reach your targeted customers, want to increase online presence in today's competitive market then you have to identify potential problems in your website. For that we are here at push on, techenvision offer a [free website audit](#) which would cover any potential problems. We keep in mind the changing dynamics of Search Engine Algorithm. Therefore we link your website only to high quality website and adopt an only White Hat technique which helps you to reach your success.

Thank You



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