# What is link building?

Link building is a strategy employing various tactics; with the intention of generating back-links to your site. These backlinks are an important part of an overall SEO strategy, because they demonstrate to search engines that your site has authority. Depending on the nature of your business your link building strategy could be achieved by using various tactics such as outreach, guest blogging, broken link building, checking for unlinked mentions, reclaiming existing links, and many others.

## How to implement link building strategies into musclemechanic.me

For my project musclemechanic.me, I will implement the following link building tactics into my strategy:

### Outreach:

Employing the outreach tactic seems very relevant to the nature of musclemechanic.me. By reaching out to local hotels, Airbnb hosts, and local spa associations, it is feasible several new links could be established. The benefit is great for the hosts of the links, as it fills out their catalog of available in-home services for guests and offers a more complete picture of the landscape for the spa associations.

### Guest Blogging:

Guest blogging for AMTA or other professional massage associations presents an excellent opportunity for link building as well. While these links aren’t as locally effective, their authority is often well established. Many of these trade publications serve as a voice for the profession. By offering expertise in a blog post, the backlinks to musclemechanic.me will rise above as very high quality. Beyond the trade publications, offering to write for local wellness blogs, or local publications like Mountain Xpress, Asheville Grit and Ashevegas, would help establish quality backlinks and provide relevant content to the local market.

### Community Site Link Building:

Although links from community websites like reddit and Quora are not often ranked as highly, they still serve an important role in establishing credibility to the business and the author. Also, they provide an extremely useful utility to answer seekers at large. By establishing the business on these platforms, and having relevant linkable content, such as how-to-guides or videos, traffic will naturally be driven back to the musclemechanic.me site. This is particularly useful in this business case, for local online communities like the Asheville subreddit, or Facebook groups like west Asheville exchange.

## Summary of findings

Link building plays an important role in any SEO strategy, and demonstrates the businesses authority and trustworthiness, while advertising its services to a larger number of viewers. By balancing valuable local and industry wide backlinks to the musclemechanic.me site, overall, SEO should be greatly improved.