



QUALITY SEO LINK BUILDING

Develop Your Online Profile through Quality Links



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INTRODUCTION

The Impact Links Have on Your Search Profile

Links have always affected how a search engine perceives a website. The type of pages that link back to your site can have a significant impact on your brand's visibility and traffic. Link building processes have changed as search engines evolve; you need to make sure the links to your website are "good" ones to improve its standing with search engines and online customers.

The Penguin update proved that "bad" links from questionable websites or massive amounts of paid links can be major liabilities.

Our link building strategies ensure that your site's links are composed of genuine website endorsements or relevant citations to improve your overall link profile—not just for now, but for the future as well.



Chapter 1

EVALUATING YOUR LINK PROFILE

The first step in your link building strategy is to know your website's current link profile. Our website and link auditing processes will examine the quality, quantity and diversity of the existing links to your website.

BACKLINK ANALYSIS

It is important to determine if there are any link issues before we start with the link building process. We watch out for low-quality links that risk Google penalties, as well as broken internal links that have negative effects on search engine crawling and indexing.

ON-PAGE LINK CLEANUP

This process involves cleaning up your website's link profile by fixing your webpage and internal linking structure. We make sure all your links are working and all the necessary redirects and error pages are in place.

INBOUND LINK DETOX

We then work on taking down or disavowing detrimental third-party backlinks, which puts us in better stead when building quality links to your website. The result will create a healthy link profile that will benefit your website and remain unaffected even during algorithm updates.



Chapter II

CREATING SHAREABLE CONTENT

Although we use the term "link building", you need to earn most of your links by creating link-worthy content. Our publishing house produces original, relevant content that provides an enticing value proposition to your online audience.

This creates an engaging environment where your readers and website visitors are more inclined to discuss and share the content with their friends on social networks.

Our Definitive Guide to Content Marketing discusses our content creation strategies in more detail; you will find more information on our Content Marketing links below.

Chapter III

DIVERSITY AND CONTEXT

Context is the key concept behind our content marketing and link building strategies. We make sure everything from keywords to anchor text placements and landing pages is optimised for your target audience and search engines.

It is bad practice to insert links that are out of context or irrelevant, as this may get your website penalised. For effective link building, we select anchor text and keywords that are related to your content.

Contextual link building is not enough to create a future-proof link profile, though. You need to keep your links and your anchor text diverse to avoid penalties for over-optimisation or link spamming.

Link Diversification

As it is easier to create fake profiles and link spam websites these days, search algorithms continue to emphasise the importance of having a diverse link portfolio. Link diversification means building inbound links on multiple websites with unique domains and IP addresses. The more unique links search engines see, the more they will treat your website as a trusted source of information.

Link diversification can also be effective when you create and manage social network accounts for your brand. These accounts can improve your brand's social signals by acting as a cushion when there are major algorithm changes. It is also easier to make your content go viral when you post or share them in your social accounts.

We give your link portfolio the diversity it needs by building social sharing links and ensuring your other links are coming from unique, relevant and reputable third-party websites.

Anchor Text Diversification

You should not only focus on inserting exact-match anchor text to rank your keywords; you need to diversify your anchor text and make your keyword insertions as "natural" as possible. We use four types of keywords as anchor text:

- **Brand keywords** focus on your brand or website name, or your website's naked URL. By using your brand name as anchor text and associating it with target keywords, we promote your business, attract more leads and improve your SERP rankings.
- **Exact match keywords** are standard key phrases used as they are in linking.
- **Partial match keywords** are variants of your exact match keywords. These may include synonymous keywords (e.g. "bankruptcy attorney in LA" is a partial match for "bankruptcy lawyer in LA"), or long-tail keywords (e.g. "ceramic coffee mugs" is a partial match for "coffee mugs"). We provide partial match keyword options when we perform keyword research and selection for your campaign.

- **Generic keywords** include calls to action, such as "click here", "visit this website" or any other phrases that encourage readers to click on the link.

Chapter IV

BUILDING A PUBLISHING NETWORK

You need to focus on getting quality links rather than merely gathering links. A good way to acquire the links you need is by building a network of publishers and getting your content published on relevant and influential online publications. A solid network helps you promote your brand to a wider audience, improve your credibility and get a stronger, more diverse link profile from quality pages.

Types of Publication Links



PRESS RELEASES

Press releases allow you to make announcements about new products, services or website features. Our press releases aim to increase brand awareness through authoritative news and information channels, whilst providing your website with a quality backlink.



DOWNLOADABLE EBOOKS, GUIDES, INFOGRAPHICS & WHITE PAPERS

These types of content provide in-depth information about industry-related topics. Definitive guides, eBooks, infographics and white papers can serve as great materials to turn your visitors into loyal customers and add to the diversity of your link profile.



VIDEOS AND WEBINARS

With the rising popularity of video streaming websites and scripts, educational videos and webinars are becoming a valuable way of communicating with your users. The creative and engaging videos we produce and link back to your website will remind your audience that you are a reliable information resource.



INFORMATIVE BLOGS POSTS OR MAGAZINE ARTICLES

We develop, write and publish informative articles on external blogs and online magazine sites that link back to your website. Our articles establish a good reputation for your brand by giving it a voice and personality.

We have strong working relationships with several reputable online publications. This provides us with a guarantee that your links will only be coming from quality pages on the web.

Chapter V

CONCLUSION

You cannot underestimate or underplay the importance of building high quality links to your website. With the ever changing search landscape, initialising high quality campaigns makes the difference in whether or not your website will retain its top position.