Link Building Strategies

* Create Quality Shareable Content
* Targeted Outreach and Relationship Building
* SEMrush Backlink Article: <https://www.semrush.com/blog/link-building-strategies/>
* Backlink Video Tutorials
  + How to Create Backlinks to your Site (2025): <https://www.youtube.com/watch?v=BqN74eNyMfw&t=163s>
    - Quality over quantity
    - Back Links = votes
    - Definitions:
      * Back Link: links from other websites that point back to your own website
      * Overall Back Link Metric: raw number of total back links (regardless of individual website count)
      * Referring Domains: how many of those raw links are coming from websites individually
        + Note: a higher number of referring domains is more desirable than a higher number of overall backlinks but is still okay to have.
      * Link Attributes:
        + **Follow**: regular hyperlinks
        + **Nofollow**: look like a regular hyperlink but has nofollow code (such as rel=”nofollow”) attached to the hyperlink.

Google suggests using nofollow when you want to link to a page but don’t want to imply any type of endorsement

Basically no follow tells Google to not count your hyperlink as a “vote” in regard to word of mouth type marketing

Provide some weight into ranking authority but not very much because Google sees them as just hints rather than an outright vote towards that business’ reputation.

* + - * + **Sponsored**: are treated as no follow because Google has strict regulations regarding paid links because Google sees it as link spam. Websites that regularly or heavily engage in link spam can be heavily penalized including possibly being removed from Google search results (this has more to do with purchasing cheap back linking opportunities not so much related to sponsorships for events or community opportunities)
        + **UGC**: User-Generated Content backlinks are links originating from content created by website users, not the website owner. These links often appear in blog comments, forum posts, social media, or product reviews. They are marked with the rel="ugc" attribute to indicate they are user-generated, helping search engines understand the context of the link.

Google ranks these types of links similarly to nofollow

* + - 3 Ways to link build
      * Domain Overview Tool
        + Put in client URL – for established websites

Put in competitor URL – for brand new business’

* + - * + Click into backlinks metric

Definitions to be aware of:

**Page AS**: page authority score

**Anchor text**: the actual text that the page is linked from

Anchor text matters because Google uses it as a reference to know what the page linked is about (aka shows relevancy).

* + - * Back Link Analytics – Find Broken Links
        + Put in competitor URL
        + Click over to indexed pages tab
        + Check “broken pages” box located at the top of the list
        + Look at the title and URL to make the best guess of what that page would of been about
        + Figure out if there is a page your client has that could take over that link that provides relevant information
        + If client doesn’t have a page that would make sense that provides relevant information; you could have this as a site optimization suggestion for that topic and then use that new page for a link building opportunity
        + Click into the URL and control F to find the anchor text that houses the broken link
        + Find the contact information for the editor of the page to tell them about the broken backlink and provide the editor with a fix that points to our client's relevant page that could be better suited
      * Link Building Tool - **Omit**
        + **No access with current Dealeron plan**
      * Back Link Gap Tool
        + Add in client URl up top and competitor URl second
        + Initially sorted as best-meaning links that point to all your competitors but not to your client
        + When you see something that looks interesting, click on the arrow all the way to the right (it usually has a numerical value next to it) to see a drop down additional page information associated with that website
        + The drop down menu will allow you to see what the editor linked to but is no longer available and you could use this opportunity to reach out to the editor to notify them of the missing or broken link and provide relevant content from your client

Again if the client doesn’t have relevant content this could be a good opportunity to create content around it as a site optimization or blog suggestion.

* + Ultimate Backlink Guide (2025): <https://www.youtube.com/watch?v=gcEE-hG466c>
    - What to prioritize
      * Relevance – look at links that are closely related to your clients offerings
      * Traffic – look at a websites organic search traffic that you want to score a backlink to. If it has good rankings then its more likely that Google trusts the website overall
      * Authority – websites with more authority will give you more bang for your buck
      * Link Quality – examine the profile of the link you are interested in, if it looks like it has good authority move forward with it
      * Editorial Standards – the hard it is to get a back link the more worth that link building has in weight.
        + For example: Anyone can link to something on Facebook which is why Google holds very little weight to those backlinks. However, it is much more difficult to get linked from the New York Times, Forbes, etc which is why those hold weigh more weight when it comes to ranking in Google.
    - One of the most important key performance indicators (KPIs) is your clients total number of unique linking root domains
      * Meaning how many linking domains are linking back to your clients website?
      * Utilize back link gap tool in SEMrush to compare your client vs their competitors
    - What is the most scalable link building method?
      * Create linkable assets
        + Meaning create content that people actually want to link to
      * Utilize SEMrush backlink analytics
        + Previously stated it was showcased that if you find broken or missing back links and your client doesn’t have relevant or useful content for that link then those can be topic suggestions for site ops and / or blog suggestions.
        + This would be one great way to create content that people actually want to link to
        + Put in competitor URL, scroll to the bottom, and look at a full report of their top pages

This will provide a framework of different topics of what other websites like or have the desire to link to

* + - Types of Linkable Asset Frameworks
      * Ultimate guide plus list post: meaning creating the most comprehensive guide on a topic where its not over played
      * Data-Driven Content: basically what you are already or able to do via the SEMrush workshop steps for site op and blog suggestions
      * Tools, Software etc.: main tool we have to use is SEMrush when it comes to back link specific but we have other tools for data driven keyword search such as GSC, SERPs, and Forums.
    - How to Find Link Building Opportunities
      * Take link prospects from your client's competitors
      * Utilize SEMrush keyword overview tool
        + Put in keyword of interest
        + Look at the SERP Analysis Section
        + Open up the backlinks for the top competitor
        + Switch over to only look at Followed links
      * Utilize SEMrush Link Building Tool
        + Enter client URL
        + Switch over to prospects tab
        + Go through and look at possible qualifying prospects that would be the best fit.
    - How to Accelerate Back Link Growth
      * + Relationship Accelerator Technique
        + Can help build relationships with people who are capable and willing to link to your client and can help score links with minimal effort
        + Few different ways to go about this:

Host expert roundups, host interviews, or ask for expert contributions to your content

* + - * Oprah Technique
        + Google “Interview [industry, niche, competitor]”
        + Look at keywords / topics (great for building applicable content) and professional prospects that you could reach out to for said content for professional contribution
      * LIS Technique
        + LIS = length implies strength
        + Why does length of pitches matter?

Long sales letters leverage “Heuristics” (strategies derived from previous experiences with similar problems)

* + - * + Long form content gets an average of 77% more links than shorter articles

Long form content appears to be more ideal for backlink acquisition

* + - * + Want more backlinks?

Write longer more in-depth content

Needs to be well thought out and structured offering unique and relevant content

**The Process | Where to Start**

1. Utilize Backlink Analytics tool to look through “Lost and Vital” Backlinks that need to be restored
   * Input client URL
2. Find competitor broken links
   * Utilize backlink analytics tool
   * Input client competitor URL
   * From Overview tab switch over to “Indexed Pages” section
   * Click the “Broken Pages” check box
   * After looking at 2-3 competitors and there are no useable backlink options move on to next strategy
3. Utilize Back Link Gap Tool
   * Automatically sorted by “best” meaning links that go directly to your competitor but not to your client
   * Look for any new directories that competeting or other OEMs seem to be readily apart of
     + Common ones dealers are alreaby apart of are dealerrater, kbb, autotrader, cars.com, etc.
     + If your not sure type in client name plus website name into google search and if they have a listing they will pop up
   * Look for any nofollow or lost links that are associated with blog or informational type posts
     + When you click down into the link you will be able to see al links the competitor has associated with the main domain. Click into the dealer link to see what page is getting showcased. A lot of times you can reach out to the author for a followed link and provide them content that has more detail and in depth content than the competitor is offering
   * Some competitor dealers may be apart of event or local community type pages which you will want to make note of those to send over to the client to suggest they participate in