



## 9 Best Practices for Link Building

---



-  Think about link earning, not link building. Make link earning part of your content marketing and online PR strategy.
-  Make it your first priority to create valuable content assets (e.g. articles, ebooks) that will earn you backlinks.
-  Always put quality over quantity in evaluating backlinks. Create content that appeals to those that have the ability to link to you. In some cases, this won't be the same audience as your customer.
-  Incorporate guest blogging into your strategy to spread your message and link back to relevant content assets.
-  Take part in online discussions on topics relevant to your company and back up your arguments with links to your in-depth content assets.
-  Look for opportunities to provide testimonials or participate in case studies to earn links.
-  Take advantage of low-hanging-fruits like the websites of co-operation partners or customers.
-  identify existing brand mentions without links and request they include a link to your website.
-  Stay on top of what your competitors are doing. Find what works for them and replicate it.

# Don'ts

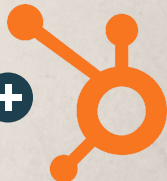
o f  
L i n k   B u i l d i n g



## 10 Biggest Mistakes of Link Building

---

linkbird



Think links are irrelevant to your ranking success – they are key!



Make the mistake of buying links in sidebars or footers of websites.



Try to get links only with money-keyword anchor texts.



Just start asking for links or isolate link building from your online marketing communication strategy.



Give up on a specific technique because you read online that it doesn't work. Test everything yourself first.



Exchange links; it's better to earn links through your great content assets.



Buy links from dubious websites outside of your particular topic.



Focus on the number of links; it's better to evaluate the quality of the source.



Spam bloggers with your content; instead give them reason to link back.



Focus too heavily on one way of earning links. Try a variety of different approaches to spread out risk.