

PENGUIN-PROOF LINK BUILDING STRATEGIES AND TECHNIQUES

It is common knowledge that inbound links to your site are very important. First, high quality links will bring you a great deal of visitor traffic. Moreover, they can greatly influence your ranking although the weight of reciprocal and one-way links is somewhat different.

One-way links, or non-reciprocal links are most profitable and at the same time the most difficult to obtain. One-way links have some advantages compared to reciprocal links: they have bigger weight for search engines, while reciprocal links bring no ranking value.

Link building has changed for the last several years. The times when you could search for relevant websites and ask for a link are gone. Google now fights against all kinds of spam and manipulations, making link building harder. Certain tactics are overused then abused then penalized.

However, links remain a critical method of marketing. With the Google Penguin 2.0 algorithm update, new link building strategies should be used.

NEW RULES FOR LINK BUILDING IN THE PENGUIN ERA

1. Think about traffic.

The main aim of all your link building efforts is to receive targeted traffic that will convert into clients. Think about sites that can send you relevant traffic, not just sites that might improve your rankings.

2. Check your backlink profile.

Conduct analysis on your own links. As we said before, Google now pays great attention to the quality of a website's link profile. Links from bad neighborhoods, site wide links or a bunch of links with the same exact anchor text may harm your rankings. Use backlink check tools to investigate who links to you and, if you feel you've been penalized, disavow low-quality links with the help of the Google Disavow tool.

3. Conduct an analysis of a competitor's backlink profile.

Spying on your competitors should be a monthly routine task. Check to see what your competitors are doing. While this should never be a definitive way to define your own link strategy, it's valuable to see what works for others in your niche.

4. Become a content provider.

Content is still king. Create unique and qualitative content that attracts links. When you are writing good content, you will naturally generate great links as a result.

5. Use social media.

The last few years has seen an explosion in the amount of content shared through social services such as Facebook, Twitter and Google+. These links are well-treated by search engines and will bring you good traffic and brand awareness.

BEST LONG-LASTING BACKLINK BUILDING TACTICS

1. Build a company blog.

Blogs have the unique ability to contribute fresh material on a consistent basis, participate in conversations across the web and earn listings and links from other blogs, including blogrolls and blog directories. This is the most valuable and long-term tactic.

2. Create infographics.

A good infographic takes weeks to design, however it will receive good qualitative links. If you do not have the budget to create great infographics, try [Piktochart](#) or [Infogr.am](#).

3. Produce non-textual content.

Create cartoons, produce videos or podcasts, where you interview people in your industry or explain some industry-specific terms. Start a weekly online radio show. This kind of non-text-based content does get links.

4. Write one big article.

This article should become the definitive resource for something and that can be (and will be) updated on a semi-annual or annual basis. One article that provides visitors with full information on a topic can garner a lot of links.

5. Use [MyBlogGuest](#) to submit your articles.

Avoid low-quality micro sites with no community behind them. Look for ones that have social shares and comments. MyBlogGuest is a great tool to get your articles published quickly and get some decent links.

6. Live blog from conferences.

When you visit important industry events, blog about everything that's taking place. These posts attract a lot of links and attention. Use Twitter and Facebook to inform the audience about your live blogging.

7. Publish tutorials and how-to's.

People often search for instructions teaching how to do something. Create a step-by-step guide showing how your products can be used. This should receive natural one-way links.

8. Create free tools.

Creating free online tools is a fantastic way to attract links. If the tool could save a user 5 minutes, it'll become popular and will get links.

9. Have a Wikipedia article created about your company.

A Wikipedia page about you or your company is something to look into if you've already built up authority. Make sure the article is informative and brings value.

10. Hold a contest.

Competitions can attract links from authoritative websites. Furthermore, there's a potential for increasing brand awareness amongst people who've not heard of you before. Choose a valuable prize and inform your audience about the contest via social media sites.

THINGS TO AVOID IN YOUR LINK BUILDING STRATEGY

Spammy links. These are links from low-quality websites, built for advertising and irrelevant to yours.

Footers and site-wide links . Links that appear in blog sidebars and footers (so that they appear on all pages of the blog) represent typical areas of manipulation to the search engines. When building links to your website, focus your efforts on acquiring more valuable in-content backlinks instead.

Guest posts on poor quality sites that will bring you no traffic.

Repeating the same anchor texts over and over again. If you've built links using just a handful of SEO keyword phrases as your anchor texts, you run the risk of having these trends identified and penalized because search engines can easily detect this.

Excessive link velocity. Building too many links, too quickly is a sure sign of attempted SERP manipulation. Instead, think natural and focus your efforts on acquiring fewer, higher quality links for each new site you build.