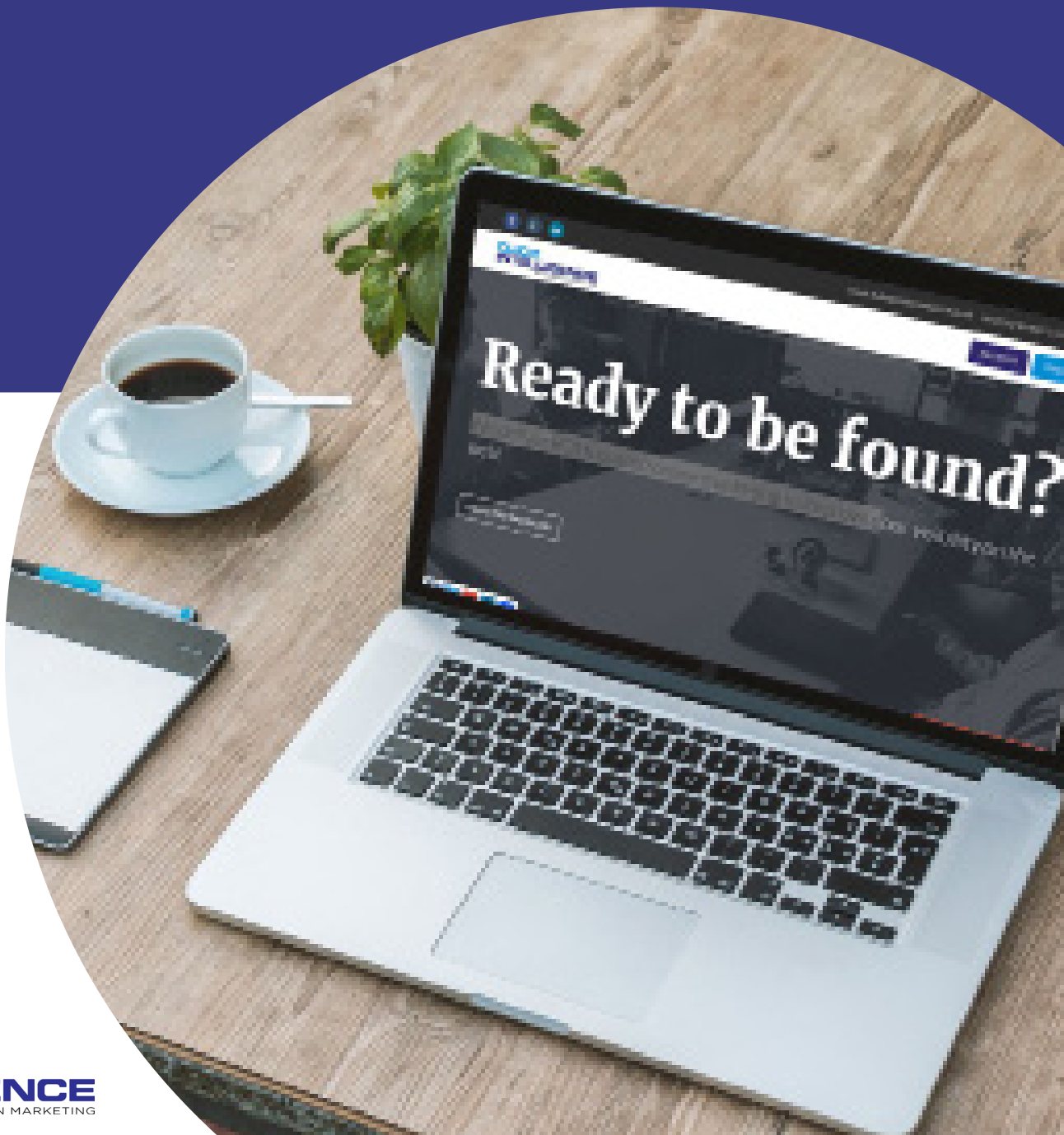


Finding the Perfect Link Building Partner

EVERYTHING YOU NEED TO KNOW IN A FREE
HOW-TO GUIDE



Introduction



Finding the Perfect Link Building Partner

Digital Marketing has evolved so quickly, that it can be difficult to understand and implement the wealth of acronyms that the industry uses. Do you know your PPC from your SEO, or CTA from your OAP...? It's confusing, right?

Knowing how to market your business digitally is essential for business success. Getting to grips with the various digital marketing disciplines involves heavy investment in knowledge, training and implementation, with time and budget also required for trial and error.

With that in mind, we've put together this concise guide to the basics of link building and how to help you choose the right link building partner.

What is Link Building?

One of the most time-consuming elements in digital marketing is link building. For those of you not familiar with the term, think of link building as the practise of increasing the number of links pointing to a certain web page on your site, thus driving increasing levels of traffic to these specific web pages. The end goal being a boost in your Search Engine Result Page (SERP) rankings.

Now there may be some of you saying, “can’t I just throw my budget at PPC (Google Advertising) for SERP visibility? That gets instant results, I can control it all myself and appear in the SERPs immediately?” The answer to this is of course, yes; if done correctly PPC will garner you with some fairly instant results and you have an element of control.

**CLICK
INTELLIGENCE**
DATA DRIVEN MARKETING



What is Link Building - Continued

HOWEVER, turn off the money, and you turn off the results, so as with all successful digital marketing plans, we preach the need for balance, with link building serving as one the most important elements in this balance.

Our basic description doesn't do the complexities of the process justice, but knowing a few more of the key aspects will help you to make the right call whether you are looking to build links to your site or that of a client and how a partner can help you.

CLICK
INTELLIGENCE
DATA-DRIVEN MARKETING



Content, Content, Content!



Link Building can come in many different guises and there is no one size fits all solution, it all depends on a variety of factors; Your budgets, your specialities, your goals, what you offer and what you want to say; but the best way to earn the best quality links to your site is by creating original, relevant and informative content that people WANT to read/view.



Generally speaking, there are 3 main mediums to use for your link building source. Blog content, creative content marketing and online PR (yup, that's still link building). All of these aspire to the same goal of increasing your site's visibility and achieve links to increase rankings:



Content, Content, Content! - Continued

Blog Content

This involves gaining links from blog articles featured on the sites of influencers, topical writers or industry experts.



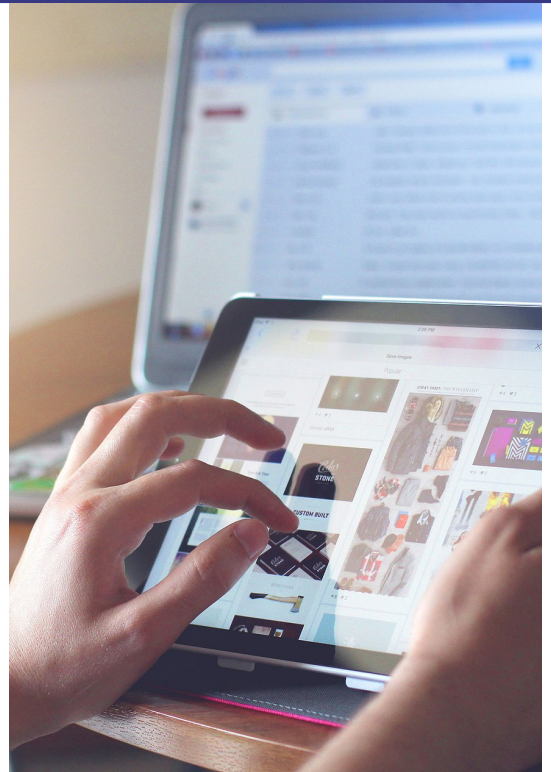
Creative Content Seeding

This can come in the form of infographics, pdf guides, videos, Q&As, White Papers, etc, and are commonly seeded out to sites or shared through social media for awareness.

PR Content

Best for communicating company messages, results of research and newsworthy stories for media outlets to link back to you. This is commonly communicated via press release or secured feature pieces.

Conducting Link Building with content at the core will provide you with the most organic and long-lasting results, which will not only boost your rankings, but will also build a solid base for your audience to view you as an authoritative voice in your field.



**Content, Content,
Content! -
Continued**



Next Steps

So you've decided what type of content is going to be at the heart of your link building, what are the next steps? This is the time to think about how you'll get your content out there, what sites you will be targeting and the methods of contacting the right people. You'll need to consider the means of linking back to your site through the best **anchor text** and **landing pages**, what **keywords** you need in your content.

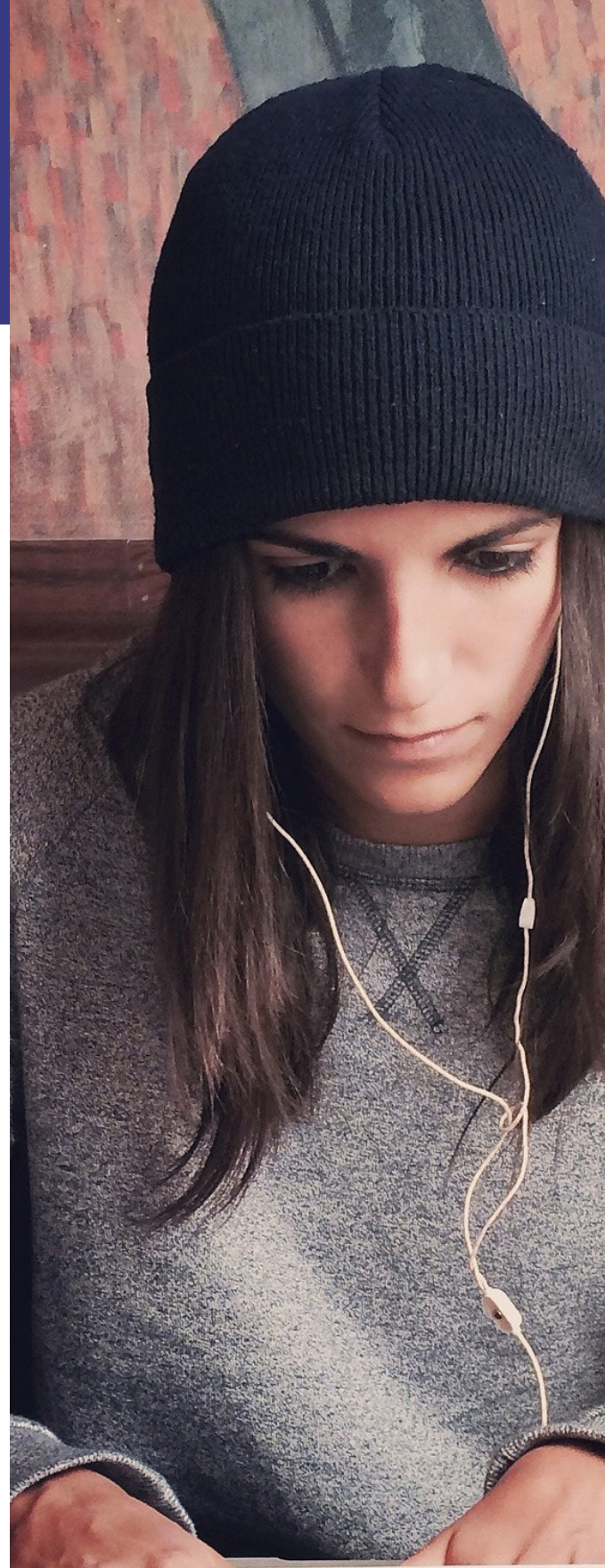
The Domain Authority (**DA**) of the sites you will want to target. What about whether they are a trusted source and have a strong Trust Flow (**TF**)/Citation Flow (**CF**) ratio and do they, themselves, have a strong **backlink profile**? How are you actually planning on contacting them, do you have a plan for your **Outreach** and will this result in **do follow** or **no follow** links??



Next Steps - Continued

Attempting to tackle all of these elements is extremely time consuming and can sap budgets, put companies off and mean that link building falls by the wayside. Considering Google's ranking algorithms place almost 40% of weighting on link building when determining rankings, you ignore link building at your peril.

If this is putting you off, then your next step is to consult with an agency to see what they can do for you. Specialist Agencies exist for exactly this situation and if you find a good one, they will often slot in very naturally as part of your marketing team leaving you to focus on your strengths as a company or even as a marketing agency yourself.



Choosing your Partner

As with all industries, there will be a vast pool of companies with similar offerings, so how do you know which you should use as your link building partner?



The good news here is that you are completely in control of this situation as they will all be competing for your business and you can choose how involved you are in the whole process. Some of the different offerings are as follows:

1 - No approval services where you provide budget for an agency to supply you with backlinks for you/your client.

2 - Services where you supply the content and your agency will feed this out to their contacts to reap some links back to your site

Choosing your Partner - Continued

3 - Agencies with in-house content teams who will help you craft the most suitable content for your specific needs and aims

4 - You can even get a full and transparent approval process on the sites you are aiming to work with

5 - You may want a creative agency to build your creative content and seed this out to interested parties

6 - You may have conducted some research that you want to share the results of through a press release or feature, so a PR agency can help

7 - Be on the lookout for agencies that also offer SEO consultation and services. This is a sure fire sign that they know their stuff!





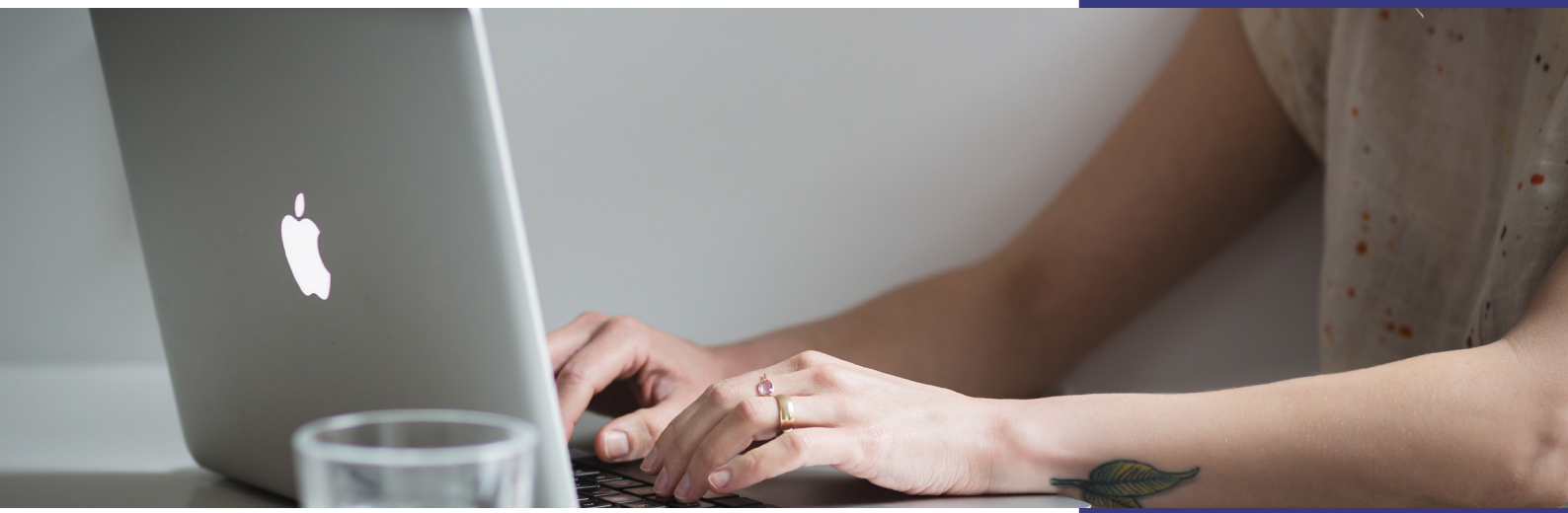
Choosing your Partner - Continued



The list could go on, but it gives you some idea of the scope of the possibilities. So who what type of agency should you use? Our advice is to always look for a partner who operates with white hat techniques to ensure the longevity, authenticity and legitimacy of the links that are being established for you. If you are unsure, then there are some pointers and questions you can ask your prospective agency:

Choosing your Partner - Continued

- 1 - If any company guarantees you links for an extended period of time, then proceed with caution. This is signal that they are using Private Blog Networks (PBNs) to acquire links for you which do not conform to
- 2 - You may not want approval on sites or content, but sometimes it's a good idea to ask for a sample so you can see what is on the menu
- 3 - Shop around and don't be afraid to ask for a free trial. This will allow you to test a service out without committing
- 4 - Often link building agencies will have more services available, so you may be able to get yourself a good deal by asking for more help with other elements of your marketing
- 5 - NEVER be afraid to probe for more information. If it's not forthcoming, then this can be a bad sign



NEED MORE HELP?

If after reading this helpful guide you would like to talk to someone to discuss your own link building partner strategy why not call one of our consultants for a chat?

01242 807842

Or visit our website at

www.clickintelligence.co.uk

Speak to you soon!

