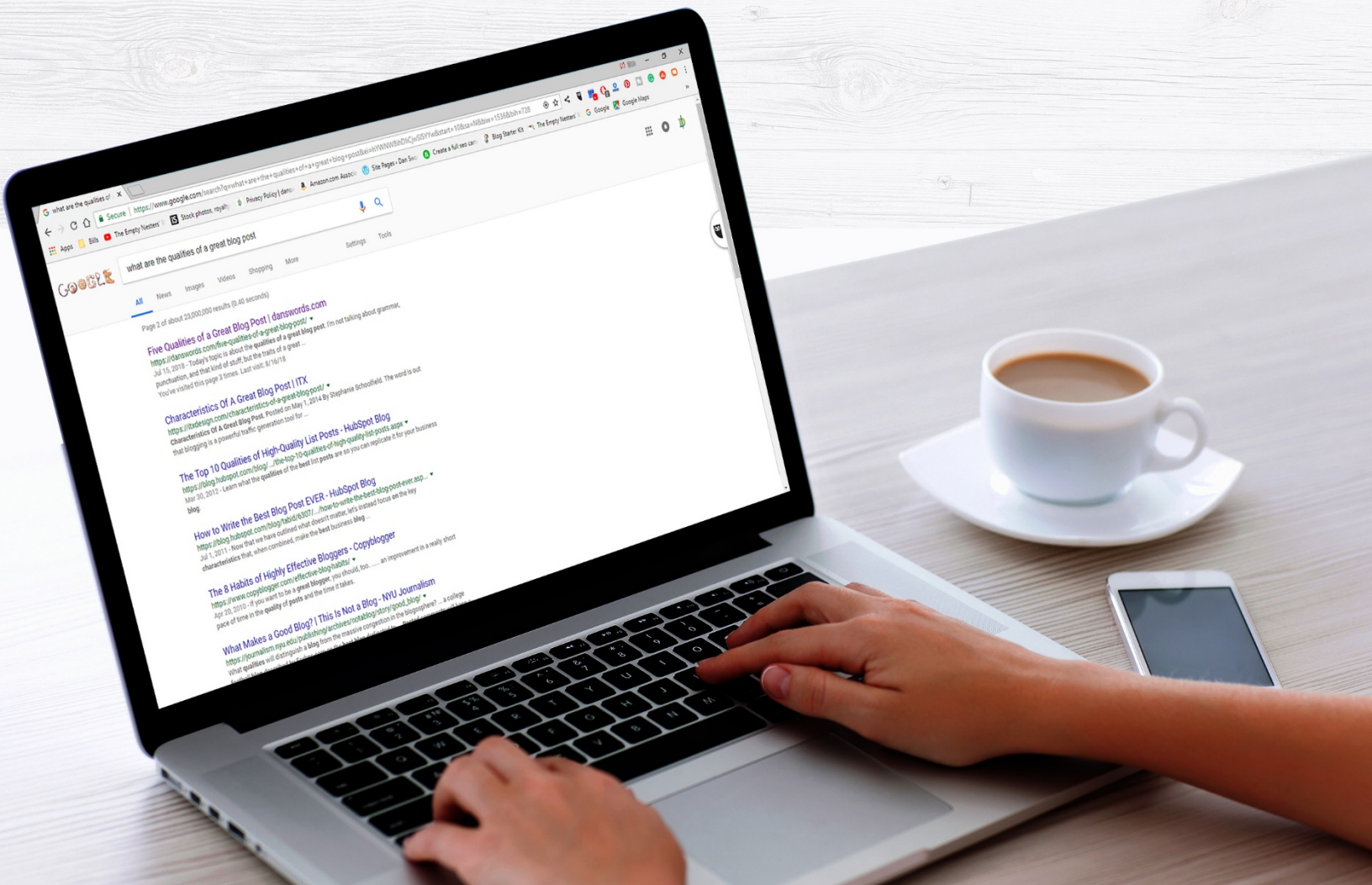


# HOW TO CREATE BACKLINKS

THE SMART WAY



DAN SWORDS

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## WHO IS THIS BOOK FOR?

This book is for you, of course. Obviously, you have a blog and want to take it to the next level.

Can I assume that your blog is sitting there? Probably not getting to much organic traffic.

Been there.

Done that.

So, what can you do to get your site rolling? To start showing up in Google?

Keep reading, the simple steps are here.

## A TRIP IN THE WAY-BACK MACHINE

Everyone wants to see their website on Google's page one. It's like the holy grail for webmasters. The gold medal in blogging. SEO is complicated, and Google has made it that way by design.

A long time ago, spammers were ranking on page one. It didn't matter the search term.

They.

Were.

There!

You had to wade through the spam to find the real website you were looking for.

I remember running a search for something on Google, I don't remember what the search was, but the result was a list of sites selling **sunglasses**. That was NOT what I was looking for. In frustration, I switched to Yahoo or Ask Jeeves for my search.

That is what Google is trying to avoid.



## A LITTLE REFRESHER

We drive traffic to our websites in two different ways, organic and non-organic traffic.

Organic traffic is traffic or a webpage visitor that used a search engine to search for a particular topic and your webpage showed up in the results.

Non-organic traffic is traffic that we direct to our website site. We can do this through the social media or through paid traffic.

Organic traffic, it's like the holy grail for bloggers. The gold medal in blogging.

So how do you get Google to notice your website? How do I get Organic traffic to my site?

The three main factors that Google uses to rank a webpage are:



**Domain Age** is how long your page has been indexed by Google. There is really no way around this except for time. You can purchase an older domain name at an auction or clearinghouse, but that is outside the scope of this post.

**Domain Authority** is about how many other pages link back to your website. This is something that you can control by guest posting with other sites, posting a link to your site on other sites such as blogger.com, pinterest.com, and mix.com.

**Domain Content** is 100% under our control and I feel that it is partially the reason why my site has been so successful. I generate lots of content, written and video, around blogging, social media, small business, and writing.



So, what is the best way to use keywords to drive traffic to your site? First, you must understand the difference between the two types of keywords.

**Short tail** keywords and **long tail** keywords.

Short tail keywords are keyword phrases that are three words or less.

iPhone, running shoes, pizza, or blogging tips.

It is very difficult to break into a short tail keyword category.

Long tail keywords are keyword phrases that have more than three words.

best blogging tips for beginners

best running shoes for men

best pepperoni stuffed crust pizza

It is easier to break into a long tail keyword category.

## HOW TO BUILD BACKLINKS



There are several ways to build backlinks to your site.

- Guest posting on other sites
- Infographics
- Internal links
- Contact important people in your niche
- Get interviewed

## BUILD BACKLINKS WITH GUEST POSTS

Guest posts are a great way to get quality backlinks and to begin developing partnerships. When you publish an article on someone else's website, you gain new eyes to your writing and website which leads to more exposure.

To find websites that are looking for guest posts, Google your **keyword** plus

- guest post
- bloggers wanted
- submit an article
- contribute
- want to write for us
- now accepting guest posts



Once you have found a site or two, send the owner of the website an email with two or three topic ideas. Tell them who you are and what you want to write about. Be polite and get to the point. Like you, they are busy people too. **Always** follow the websites [guest post guidelines](#). You don't want to spend the time writing a killer article to have it rejected because you didn't follow the rules. I've had to do that a couple times because the submitter didn't follow my guidelines.

After you have finished writing the post, write out your author bio. That's where your backlink comes in. Be sure to add a link to your website and to your social media sites too!!

## BUILD BACKLINKS WITH INFOGRAPHICS

Everyone loves a cool looking infographic. We **LIKE** them and **SHARE** them with others all of the time. Why not add your own custom infographic into the fold for others to like and repost too?

It's easy.

If you are not a graphic designer, there are plenty of others you can find on the web. Go to [fiverr.com](https://www.fiverr.com) or [dribbble.com](https://dribbble.com) and search under "infographics." Then pick the designer that you'd like to work with. There will be a cost, so shop around and always check out the designer's portfolio.

### META TAGS

Once your infographic is complete, use one of the free online meta tag generators to create a meta tag for your infographic.

A meta tag is some HTML code that describes what the web page or the image is about. The meta tag is not shown but is used by the search engine bots to find out what your infographic is all about.

Here are a couple sites that you can use.

[https://www.metatags.org/meta\\_tags\\_code\\_generator](https://www.metatags.org/meta_tags_code_generator)

<http://tools.seobook.com/meta-medical/>

<https://www.siegemedia.com/embed-code-generator>

### SHARING SITES

Now that your infographic is ready, what are you going to do with it? I know you'll post it on your website. Probably post it on Twitter, Pinterest, Instagram, and Facebook.

But what else? How about one of the infographic sharing sites? Here are a few links you can check out.

<https://www.reddit.com/r/infographic/>

<https://visual.ly/user/register/>

<http://infographicjournal.com/>

<https://www.infographicbee.com/submit-infographics/>



Let's put it all together.

Our infographic is ready, and we have our meta tag associated with the image. Now, we post the image on a couple of the infographic sharing sites.

Then one day someone comes along and says, "Wow, that Dan is really cool!! I love that infographic!!"

They copy it.

They post it on their website.

And BOOM. A new backlink is born.

## BUILD BACKLINKS WITH INTERNAL LINKS

Do you have a new relevant post that you can link to in an older blog post? Great. Internal links are good for a few reasons:

### SEO BENEFIT



It makes it easier for Google to find and index your new page.

Update an older web page with a link to a new blog post. Since Google has already indexed the older page, it will be easier for Google to find the link and index this new page.

## OTHER BENEFITS

It helps to reduce your **Bounce Rate** and increase the **Secession Duration**.

As a refresher, **Bounce Rate** is the percent of visitors who come to your page then leave. They do not interact with your site and only view the one page. Basically, they click in, then click out.

**Secession Duration** or **Time on Page** is the time that a visitor stays on (interacts with) your web page.

If your reader finds you from a search, having a relevant link to another page of interest will help to keep them on your site longer.

## BECAUSE BLOGGING IS A LEARNING GAME

As we continue to write and hone our craft, we get smarter along the way too. We become better writers, but we also learn more about our chosen blogging subject. Let's all admit it, come on now, say it with me...

**"Our first few blog posts were really bad."**

This is why it's important to update our older posts. Clean them up and add some new information that we've learned along the way. Add the updated information to a new section and don't forget the link to another post.

## DRIVE SOCIAL TRAFFIC TO THE UPDATED POST

Let everyone know that you have updated your post. Send a tweet, "*I've Updated (Your Post Title) New for 2018!*" Don't forget your niche #hashtags!!

Are you wondering where to share this post, how to promote your website? Then check out [How Do I Promote My Website for Free.](#)

## A FEW OTHER WAYS

### CONTACT IMPORTANT PEOPLE IN YOUR NICHE TO BUILD BACKLINKS

The world is full of people willing to help. Sometimes all you have to do is ask.

I recommend my clients find their favorite blogger. It doesn't matter the niche.

Find them on Facebook, Twitter, or run a Google search.

Then once you find them, ask them to answer a question.

If you have a couple favorite bloggers, ask each of them a different question.

Write your post and send them a link to the article. They may (or may not) post it to their site, but it is always worth a try.

### GET INTERVIEWED TO BUILD BACKLINKS

Know someone that has a podcast?

Know someone that writes for a newspaper or another website?

Interviews and podcasts are very popular.

If you are new to your niche, you'll have to go out and find them. So, that means that you will have to do a Google search for interview or podcasts in your niche. Once you find them, ask them if you can participate.

## CONCLUSION

I know how important it is to rank on Google and this is one of the ways (well really several ways) that you make it can happen. Remember this is a marathon, and not a sprint. If you think you can fool Google and make something happen overnight or if someone tries to tell you that they can do this in no time, it ain't gonna happen.

Google has learned from the years past and has developed a system that helps the person doing the search. All Google wants to do is give relevant information that answers the searcher's question and not give a page full of links to **sunglasses**.