

# SHY THOUGHTS TO SAVAGE CONTENT



## LINK BUILDING

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# **WHAT TO EXPECT:**

## **Link Building**

### **Understanding**

### **Bounce Rate**

# Link Building

Here are reasons why link building is important:

1. Link building helps your site rank because it adds value to your receiving pages
2. It add values to your blog's domain as a whole
3. Your anchor text (text within your link) tells google or other search engines that the topic of your website to the other receiving pages
4. When people click on your link it directs traffic to your source (blog)
5. Link building is an SEO strategy.

There is a difference between deep Linking and link building. I will discuss the two.

Deep linking is providing the full url to a SPECIFIC page you want read. For example, on Instagram you have the option of providing a link to your website. If you were linking regularly you would put something like [www.yoursitehere.com](http://www.yoursitehere.com).

BUT

If you were deep linking, you would include [www.yoursitehere.com/how-to-blog](http://www.yoursitehere.com/how-to-blog)

\*you most likely will always want to deep link so that your readers don't get confused on what you are trying to show them

# Link Building by Collaboration

Link building is a strategy bloggers and advertisers use to get their blogs and urls out there. The more a search engine reads a link across platforms the more optimized your content becomes.

Let's think about it.

Do you believe google would rank a page higher if only one page references the material? Or if the page is referenced over 20 times?

Most likely the page that is referenced 20 times would receive a higher ranking.

**Link building requires social strategies** and networking. This means you will have to reach out to people and ask them to guest contribute on their page, or link back to your content if you two share the same content.

You typically get better results if you are able to persuade a person to believe that your content will be most beneficial to their site.

Here is a screenshot of an email someone sent me as a link building offer. It is very thorough and explains exactly why their content would be beneficial.

[REDACTED] Lily [REDACTED] -lily.g@balancemebeautiful.com wrote:  
Hello there,  
First, I wanted to say Great Job on your post - <http://www.theoilclub.com>  
I can tell that you did spend a lot of effort on creating this content.  
I'm actually the main editor over at Balance Me Beautiful (<http://www.balancemebeautiful.com>)  
So your post was of particular interest to me as we've just recently released an epic blog post on **Oil Cleansing Method Guide**.  
While reading your article, I noticed you were linking to a post from [www.theoilclub.com](http://www.theoilclub.com) on the same topic as my post. Their post is also a great resource, though I would say mine is even more comprehensive and up to date. Plus, I've done my research thoroughly – lots of trusted sources in there.  
Bottom line, I think a link to my article would make a great addition to your post.  
If you agree, and are happy to add the link, I'd be glad to share your post on our social media channels.  
This is my article: <http://www.balancemebeautiful.com>  
Let me know if you like the idea?  
Thanks,  
Lily  
Editor at Balance Me Beautiful

# Steps to link building:

1. Identify your collaborators. Who is it that you will want to collaborate with.

Will it be fellow beauty bloggers, wellness bloggers, financial bloggers etc? Be sure this person is in your niche

2. Make a list of websites that your believes your ideal reader would want to view

3. Write content that stands out

4. Reach out to your collaborators and present your idea. Your pitch needs to fall in line with their content. If they have a similar post how can you change it to refresh the content.

5. Use your social media influence to spread the word about the collaborations. Most likely the person you collaborated with will also advertise which means more traffic will be landing on your blog. Best of all the traffic will come from an audience that contains your ideal reader

Utilize this method with your most recent blog post or a paragraph of a post that you are planning on writing.

# Link Building- by showcase

You can showcase other bloggers or inspirations. The blogger you interview will most likely link your interview to their own blog and encourage people to go over to your page to read the interview.

The goal is to get more views on your content. The person you interview will be honoree and would definitely want to showcase their accomplishments by asking to be interviewed. This gives you additional content by expanding your reach.

# Link Building- Highlight Opinionated Piece

You can create a post dedicated to a controversial topic within your niche. Be careful with this because you do not want to start an uproar. Be sure to back your content with data. The reason this works so well because you will urge readers to make a response post to your opinionated piece causing them to link back to your content.

## Link Building – Ranking

This is the easiest and most fun to create in my opinion. When you create a ranking most people will either really agree or disagree with your rankings. This will prompt them to share your opinions with others as well.

# Link Building- Back Catalog

When you are creating a piece be sure to include at least one of your own past post within the post.

Ex: if you are writing about your top 10 places to travel and you have a past article regarding your trip to Greece, then link back to the article. This reduce your bounce rate and keeps people on your page. When search engines realize that people are staying on your page/domain longer they will rank your page higher. When you are linking to your own page make sure that the link does not open in a new tab. Otherwise search engines will read it as a new session instead of the same session.

- You should only allow a link to open in a new tab if you are linking out of your domain

# What is Bounce Rate?

The percentage of visitors to a particular website who navigate away from the site after viewing only one page.

You need to keep people on your blog longer!  
This is keeping people on your page longer.

Be sure to check out the guides  
within the modules!