

BACKLINK ANATOMY

Maximize Your Search Engine Optimization Efforts With
The Proper Backlinking Strategy For Achieving High Rankings



A blue banner at the top of the page features various social media icons including Facebook, Twitter, Email, and a group of people. On the right side of the banner is a yellow clipboard with a pencil and a checklist.

Hybrid Cheat Sheet

The following is a checklist that you can use to track your progress and make sure that you learn all of the information packed into the main report. You can add items if you need to.

☐ Backlinks – A Powerful Tool In Your Marketing Toolkit

- ☐ Content means nothing if nobody sees it.
- ☐ Social doesn't always work the way you want it to.
- ☐ Backlinks are the solution.
- ☐ Backlinks allow you to drive traffic for high-density sources.
- ☐ They don't have to cost anything.
- ☐ They are lasting.

☐ The Anatomy of a Backlink

- ☐ It's a link,
- ☐ Specifically, a link from one website to another,
- ☐ And it points to your website.
- ☐ Post them on blogs, social media, forums, or Reddit.
- ☐ Text links work better than being flashy.
- ☐ They are long lasting by nature.

☐ How To Put Your Link Out There

- ☐ For good SEO ranking, you want a mix of outbound and inbound links on your site.
- ☐ Try to keep all outbound links to popular, high-quality content.
- ☐ Add value for your customers by linking to relevant off-site information.
- ☐ Create buzz with your social backlinks.
- ☐ Make your links last by posting of popular blog comments.
- ☐ Guest blog for higher traffic results.
- ☐ Forums are persistent, and a great way to drop backlinks.
- ☐ Press Releases on news sites.
- ☐ Leverage you successes with press releases and blog articles.
- ☐ Use your email list to help your customers.
- ☐ If nothing else, keep your link in the signature of the email, even if the content isn't related.