How Backlinks Can Boost Traffic to Your Website

How do you build links to your website?

Every online business wants to reach the top and be the best on the market. That’s why the online market is so overcrowded in the first place. Nevertheless, the competition is ongoing and businesses implement different strategies that will help them reach the top regardless. One such strategy is SEO (Search Engine Optimization) which helps businesses rank high on search engines and appear on the first page of search results. That way, businesses can improve their online visibility and allow their potential customers to easily find them online.

Link building is one of the most important SEO activities. Even though search engines change their algorithms often, thus changing the rules for SEO, it’s estimated that backlinks still account for around 80% of ranking factors for websites. The main reason backlinks are so important is that they build credibility and reputation of a website they link to; this is why it’s important that they come from reputable sources. Here are a few ways backlinks can boost your website traffic.

Build authority with backlinks

Backlinks are hyperlinks on a specific web page that point back to your website. Simply put, your website will appear on various web pages as a reference for further exploration or as a source of additional information. The more reputable and relevant backlink sources – i.e. websites that point back to you – will provide higher quality backlinks. Many business owners believe they’ll improve their SEO ranking by creating as many backlinks as they can, wherever they can.

However, that’s not the case. In fact, search engines, such as

Google, penalize this activity. Instead of spamming backlinks, you should focus on building authority by creating high-quality backlinks. That means you should find websites and blogs that already have good reputation and authority, and are relevant to your niche to create backlinks on. This will undoubtedly build your own authority as you'll be recommended by reputable sources. Not just that, but the audience on those sources will deem you worthy of attention and will want to check out what you have to offer.

Engage in guest posting

Guest posting on other websites or blogs is a great way to build relationships with popular people in your industry and for creating top-quality backlinks. Basically, guest posting is an opportunity to write and publish articles on someone else's blog or website. However, you'll have to find the right blogger or a webmaster and convince them to allow you to share your content.

You could use a reliable link building tool to help you identify prospects that are the most valuable to you and design a compelling outreach message. Furthermore, the content you want to publish has to be high-quality if you want your backlinks to have any real value. That means that the content has to be relevant, creative, informative and entertaining. That way, the audience from the blog or website you're currently guest posting at, will find your content interesting enough to explore further and even check out your links.

Fix broken links

Broken link building is a great method for creating quality backlinks for your website and for boosting your web traffic. So what exactly is broken link building? Basically, you search for links that are no longer live on websites and blogs that are relevant to your industry and ask bloggers or webmaster to allow you to replace those broken links with links of your own. However, the content you provide has to be relevant to the content that was hosted on the broken link.

That way, you'll help the webmasters fix their broken links, while you'll also have an opportunity to create backlinks. Not only will you have backlinks on multiple sources, which will boost your web traffic, but you'll also find out that it's easier to fix a broken link than it is to create a new one. For instance, alerting a webmaster about a broken link may take a lot less time to generate a response than waiting for a response to an outreach mail.

Post content on social media

Social media is essential for every online business today. Various businesses build their presence on social networks and publish their content in order to drive engagement in their target audience. However, social links do not account for search ranking factors, but they can indeed boost your website traffic. Creating backlinks on social media can generate a lot of referral traffic to your website, especially if your content goes viral on social networks.

On the other hand, your social profiles do in fact rank in the search engines, so if someone searches for you by name or brand, chances are your social accounts may appear in the search results. Therefore, it's important to maintain your social activity and publish content that will generate backlinks for your website on social media. Your social links may not influence your search rank, but they'll definitely get people to visit your website.

Backlinks are one of the most important aspects of every SEO strategy. Not only do they improve online credibility, but they also boost website traffic by increasing the reach and exposure of online businesses. Having high-quality backlinks can greatly improve your business success, not to mention that search engines favor businesses that have quality backlinks as well.

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