
Backlinks – Why Your Blog Needs Them And How To Get Them

— Matt Campbell - Las Vegas Bloggers Meetup —
November 10, 2020

Where to Find Las Vegas Bloggers?

- **Meetup:**

- [meetup.com/Las-Vegas-Bloggers/](https://www.meetup.com/Las-Vegas-Bloggers/)

- **Website:**

- lasvegasbloggers.com

- **Facebook Group:**

- www.facebook.com/groups/lasvegasbloggersmeetup/

Future Presentations

- **November 10, 2020**
 - **Backlinks - Why Your Blog Needs Them And How To Get Them**
- **December 8, 2020**
 - **Q&A with Blog Reviews**
- **January 12, 2021**
 - **Marketing Your Blog To Grow Your Brand**

Meetup Goals

- **This group is for those wishing to start a blog AND those that have been blogging for years! Beginner to Experienced - we are here to share ideas.**
- **Topics**
 - **Search Engine Optimization (get higher search rankings), Keyword research, How to make money from your blog, Picture taking and images, podcasting for bloggers, How to start a blog, etc.**
- **Presentations**
 - **Attendee Introductions**
 - **Slide Show Presentation (Organizer or Guest Speaker) with discussion**
 - **Review blogs for recommendations and feedback**

Who Am I?

- **Organizer: Matt Campbell**
 - **Owner of MyWeddingSongs.com**
 - **Started my online business in 2003**
 - **Website receives about 4 million annual visitors**
- **Sponsors**
 - **My Wedding Songs**

Introductions

2 Most Important Google Ranking Factors

1. Content
2. Inbound Links

(Of course there are MANY other factors)

COMPETITOR	COMMON KEYWORDS ?	KEYWORDS GAP ?	ESTIMATED TRAFFIC ?	BACKLINKS ?
theknot.com	498,676 View All ▾	3.1m View All ▾	7.3m	26.3m
etsy.com	405,401 View All ▾	24.5m View All ▾	162.4m	201.9m
weddingwire.com	304,976 View All ▾	2.4m View All ▾	4.1m	18.3m
marthastewart.com	267,030 View All ▾	3.8m View All ▾	5.4m	5.6m
harpersbazaar.com	186,596 View All ▾	2.2m View All ▾	10.9m	1.7m
lovetoknow.com	150,305 View All ▾	2.7m View All ▾	1,012	601,132
thespruce.com	147,537 View All ▾	4.5m View All ▾	19.5m	6.0m

Inbound Links

Inbound links tell Google that people should trust what you have to say and give your website “votes” of approval.

Why we are here today...

How do you get people to link to you and/or acquire links to your website?

1. Create Great Content

If you create great content, people will want to link to it automatically.

Examples of great content ideas:

- **Infographics**
- **How-To Guides**
- **Numbered Lists**
- **DIY Video Projects**
- **Interviews**
- **Statistics & Data**
- **Case Studies**
- **Podcast with transcript (Moz's Whiteboard Friday)**
- **Video with transcript**

Utilize the Skyscraper Technique!

<https://ahrefs.com/blog/skyscraper-technique/>

1. Find a relevant piece of content with lots of backlinks;
2. Create something way better;
3. Ask those linking to the original piece to link to your superior content instead.

2. How do you get links to your website from other websites?

Ask for a link.

You will never get a link if you do not ask for it!

When asking, tell them how THEY would benefit from adding a link to your website.

3. References to Your Business

Google your business name in quotes.

“My Wedding Songs” - “Flags R Us” - “Simply Sweet Treats”

Do the references to your name include a link?

4. Guest Blog

your keyword + inurl:write-for-us

your keyword + guest-posts

your keyword + inurl:guest-post-guidelines

your keyword + become a contributor

your keyword + bloggers wanted

your keyword + submit an article

your keyword + want to write for

your keyword + contribute

your keyword + become an author

5. Business Network Links

What companies do you already do business with?

Are there organizations you belong to that have websites?

Do you know other local professionals that would link to you?

6. Obtain Competitor Links

Find websites linking to your competitors:

PAID tools to find backlinks:

<https://majestic.com> (Paid)

<https://cognitiveseo.com> (Paid)

<https://semrush.com> (Paid)

<https://app.neilpatel.com/en/ubersuggest/> (Free + Paid)

6. Obtain Competitor Links

NEILPATEL | EN ▾

CONSULTING | PLANS & PRICING | Sign in

You are 3 steps away from growing your SEO traffic

1 SIGN UP | 2 CREATE A PROJECT | 3 ADD KEYWORDS

TRAFFIC ANALYZER

- Overview
- Top Pages
- Keywords
- Competitors

SEO ANALYZER

- Site Audit
- Backlinks

HELP

- Knowledge Base
- Support

Start a capture

CONTENT IDEAS

PAGE TITLE URL	EST. VISITS	BACKLINKS	f	p
10 Free Crochet Patterns for Cat Toys premeditatedleftovers.com	376 <input type="text" value="Keywords"/>	10 <input type="text" value="Links"/>	327	42,212
15 Easy DIY Cat Toys You Can Make for Your Kitty TODAY! onecrazyhouse.com	3,227 <input type="text" value="Keywords"/>	69 <input type="text" value="Links"/>	248	42,030
Top 10 Fun DIY Cat Toys - Top Inspired topinspired.com	0 <input type="text" value="Keywords"/>	13 <input type="text" value="Links"/>	53	21,706
47 Brilliant Easy Homemade DIY Cat Toys for Your Furry Friend homesthetics.net	603 <input type="text" value="Keywords"/>	53 <input type="text" value="Links"/>	195	16,737
DIY Project: Pretty Cat Toys designsponge.com	0 <input type="text" value="Keywords"/>	129 <input type="text" value="Links"/>	1,128	15,754
This Cat Doesn't Need Toys ...She'd Rather Carry Around Toilet Paper Rolls! - iHeart Cats .com iheartcats.com	0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	14,203	0

7. Local Citations

If you are an official business, set-up your local citations.

Top 50 local citations:

<https://whitespark.ca/top-local-citation-sources-by-country/>

Citations by industry:

<https://whitespark.ca/best-citations-by-category/us/>

Local Citation Consistency - Google Must TRUST You

Business Name

Address

Phone Number

URL

Business Hours, etc.

Citation Consistency

Match your business address to the one found on [googlemaps.com](https://www.googlemaps.com)

Suite 105, Ste 105, #105 are not consistent.

Street, St, St. are not consistent.

105 E 5th, 105 East 5th, 105 E Fifth are not consistent.

HTTP and HTTPS, www and non-www URLs are not the same.

Description Citation InConsistency

Do not duplicate your business description across the Internet. Google hates duplicate content. Be creative and unique in each business description.

8. High Domain Authority Links

After the above tasks are complete, focus your efforts on obtaining links from domains with the highest authority (preferably 40+).

Download the Mozbar Chrome extension to determine domain authority of a website:

<https://chrome.google.com/webstore/detail/mozbar/eakacpaijc-papndcfffdgphdiccmpknp?hl=en>

Offsite Link Ideas

- 1. Set-up your business citations**
- 2. Get links from sources referencing your business**
- 3. Get vendors, suppliers and partnership links**
- 4. Get authoritative links your competitors have**
- 5. Local Citations**
- 6. Guest blog in related industry (Bio link)**
- 7. Get links from high authority websites in your industry**
 - a. Google “industry” blogs, websites, directories, reviews, resources, etc.**

Offsite Link Ideas, cont.

1. Sponsor a local organization and/or charity.
2. Create a scholarship to promote on edu websites.
3. Sign up for Help A Reporter Out (HARO) for interview mentions. <https://www.helpareporter.com/>
4. Create a press release for exposure and links
 - a. PRWeb <http://www.prweb.com/>
5. Join associations and organizations
6. Find industry lists to be added to like “The Top” & “The Best” ...

Offsite Link Ideas, cont.

- 1. Share content on social media that is a benefit to readers**
 - a. Facebook, Instagram, Pinterest, LinkedIn, etc.**

Remember - Buying links is against Google's Guidelines

-DO NOT buy links on Fiverr.

-Link building must look natural. Google would see a mass number of links to your website in a short period of time being unnatural.

Any questions?

Review your website?

Facebook - @myweddingsongs

Twitter - @mywedsongs