

045 - Should You Get More Backlinks?

Gert Mellak 0:00

Today the game is about relevance. The links that point to your site need to be relevant, for the user, for the location, for the context, for your business, for your industry. There needs to be relevance, and the more relevant a link is, the more weight it's going to carry.

SEO Leverage Podcast Intro Music 0:19

Welcome to the SEO Leverage Podcast. Where we talk about search, marketing and conversion.

Gert Mellak 0:29

Hello, this is Gert Mellak and you're listening to episode 45 of the SEOleverage.com podcast. Today, I would like to talk about something I get asked all the time, which is should you get really more backlinks? Do I need more backlinks in order to rank better on Google? Now before we jump in, I would like to point out that all our episodes are over at Seoleverage.com/podcast. Find the episode number we mentioned on the show or browse through the episodes and you're going to find a list of tips and tricks that are going to help you rank better and are going to point you in the right direction. A very important issue with SEO is that we might be spending time on the wrong things. So just having a little bit of focus and knowing what to focus on. This is what we do with the Erica framework, make sure that our clients know what to focus on. This really moves the needle and makes SEO an important pillar of your overall strategy. Backlinks meaning links from other websites to content on your website are a very important piece of the puzzle. We definitely want to make sure your website attracts links, because otherwise, it seems like nobody on the internet cares about you, your brand your content, which is definitely not a signal we want Google to perceive from our site. Now, not all links are created equal. I remember 15 years ago, it was about the number of links rather than anything else. So I would get inquiries here at my agency. And people would ask for 200 links from Mexico and 300 links from Germany etc, on different projects because their competitors had 50. And they wanted to outperform them for a while. This is by far not the case anymore. Today, the game is about relevance. The links that point to your site need to be relevant. For the user, for the location, for the context, for your business, for your industry, there needs to be relevance. And the more relevant a link is, the more weight it's going to carry. Apart from that, we know that links on high authority pages, meaning pages that themselves have a lot of relevant links pointing to them are more valuable. So if you managed to get a link from one of your industry leading authorities and one of their main guides or blog posts, etc. This is going to be much more high value and give you a bigger boost, than a link from a just published article on a blog nobody links to. So in order to have high quality backlinks, you need high relevance. But how do you know if you need backlinks to rank? Because once you start out and you write some content, even if it doesn't have ranking pages linked to it, you might still see it come up on page 10, page 15, page 20 of Google. So when do you know you really need links? For this, what we do with our clients is really competitive research on specific search queries. So we check out what kind of pages

come up. We have tools to analyze what backlinks they have pointing to them. We can take those and then evaluate if Google, which ones Google might see as relevant enough to take them into account, because at us Google might just devalue or ignore in their calculations, and then get an idea about how many links we might need for a specific page in order to be able to compete. Imagine every one of the top 10 search results has between 10 and 100 links from other relevant blogs pointing to them and your page has one. There is a clear mismatch, there's a clear gap. And whenever there is a clear gap in SEO, we wanted to see what we can do in order to bridge this gap. Getting links pointing to your site is not easy. This is something where we have a specific team in place here on in order to do link building for our clients. You can definitely do this on your own, but you want to make sure that you really know what you're doing. Because negative links could harm your profile. Irrelevant links could not do anything and you might spend a lot of effort on getting a link that doesn't do anything for you which is again, the focus we really need so much in SEO. Links, technically Google wants you to create get them because your content is so outstanding and everybody just wants to link to it. Which is good in theory and works in some industries. In other industries, it's not that easy. So you need to do quite some PR works so to speak in order to make sure people even know about the content you have in place and then settle agreements with them sometimes or leverage your personal network in order to make sure that you can get links place, contribute to other blogs etc. Guest posting is here still the predominant methodology being used. And guest posting means that you reach out to someone say, "Look, I'm the industry leader in such and such industry". I like to write about this and this topic. Can I write an article for you? And the site usually then in exchange for this, accepts the new link to your website. This takes a lot of time and contact and filtering. We filter hundreds and thousands of pages in order to find a few relevant pages that really make sense for our clients. So there's a lot of work involved. There's very expensive software involved to do the filtering and outreach, etc. So it's not something that can easily be done in-house. But if you have a trusted provider, our clients very often hire us for these kinds of things. You definitely want to leverage link building and maybe focus on your end more on content, rather than figuring out link building for your industry. There are a lot of metrics out there. My recommendation is to forget about metrics and really focus on relevancy first, and make sure that the page you want to get the link from is really relevant. Their site really has some topic relevance in this space. Ideally, if a page that comes up itself on the search results itself, because there's nothing more relevant to link to you than something that already Google lists on the first pages of Google. So if you want to come up for brown shoes, every page coming up for brown shoes on the first pages of Google is going to be a very good source for a backlink for your site. Because Google already thinks they are relevant. If they endorse you or linked to you, they are going to attribute a bit of the authority to your page. The last thing I want to mention is consistency. Creating 20 links today might give you a sudden boost, but this usually then gets goes down after a while. You want to be consistent. You want to create a few links every month. You want to be consistent. You want to mix the platforms. Link building itself is against Google's guidelines. I want to mention this here as well. Google doesn't want you to force it. But Google does know that links are important. And there are probably like grayish ways to do link building where Google wouldn't be completely against it. Or at least, it would be really hard for them to spot a pattern. And this is what you ultimately want. If you create 20 links all with the same anchor text and keyword in order to push that ranking. It's an easy pattern

Google can spot. But if you see this more as a PR thing, where you reach out to places where your audience might hang out and make sure they have a content about you, about what you do with a link pointing to you. I think this is the best way to phrase it. PR has always been around and will always be around. And I think this ultimately then will result in a lot of relevant links you want to have on a consistent basis. So if we wrap this up, links are important. You want to do your competitive research to see where how many links and what kind of links you might want to have by just analyzing the gap between your website's link profile and your competitors. Link building itself is something not easily done in house. You might want to look into outsourcing it or spend quite some time and resources on learning what this is about. How to differentiate a good link from a bad one. And then keep up the consistency. If you want to have us check out your website. Check if you really need links in order to rank higher, head over to Seoleverage.com. My name is Gert Mellak. Thank you for listening.