Link Building 2023: Practical Training To Build Links The Right Way

Learn How To Build Links Effectively And Get The Most Bang For Your Bucks

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Course Overview

- **SECTION-1:** Fundamentals
- **SECTION-2:** Backlink Blueprint
- **SECTION-3:** Link Building Techniques
- **SECTION-4:** Tiered Link Building
- **SECTION-5:** FAQ & Bonuses
How To Contact Me?

- Via the course Q&A section
- Email: jiji196929@gmail.com
  contact@Techjackie.com
- I have also created the private Facebook Group, where you can ask questions, discuss anything related to SEO and post your achievements
- Group name: **practical seo training course**
Section 1: Fundamentals
Lesson 1: Introduction To Backlinks

- A Backlink, an inbound link or an external link is an incoming link from a page on another website to a page on your website.

- Modern search engines like Google use links as one of their ranking signals (factors) to determine how relevant and authoritative a page linked to is. The algorithm determines the value of a link on page per page basis.

- One of the main link’s value is called as Page Rank or what commonly referred to as “Link Juice” by people in the industry.

- Links used to be the most important ranking factor in the past but ever since people started spamming and buying links, their importance have been decreased over time, as the algorithm is getting better and better at detecting unnatural links.
Introduction To Backlinks (contd)

- One of the ways search engines used to combat the manipulation is through the introduction of “no-follow” attribute back in 2005.
- Since then, backlinks can be divided into 2 main categories, i.e. do-follow and no-follow links and Google has stopped showing Page Rank value of each page.
- There have also been numerous algorithms released in the past targeting link building scheme such as the famous “Penguin Algorithm” back in 2012 and many more.
- Therefore, in order to succeed in building links that work, you need to be careful and follow this course strictly as I will be letting you know what to keep in mind and how to get the most out of your link building campaign.
- Let’s take a look at no-follow vs do-follow links.
Lesson 2: Introduction To Anchor Text

- Anchor text is the text that appears highlighted in a hypertext link and that can be clicked to open the target web page.

Facebook has been in hot water lately. If you’ve been keeping up with the latest news, you know what I’m talking about.

And it doesn’t help that 62% of small business advertisers on Facebook don’t find success. More specifically, they “miss the targets.”

Their audience targeting is flawed, and they can’t reach the right users to sell their products and services.
Introduction To Anchor Text (contd)

- Anchor texts are used by search engines like Google to understand the context of the target linked page. It’s also one of the most important ranking factors as well.

- Due to link manipulation schemes, anchor texts importance have reduced over time, just link links, and it’s the #1 thing I’ve seen people made mistakes on.

- Therefore when building links to your website, you need to keep in mind the anchor texts used and how the various anchor text types are distributed across your link profile.
5 Types of Anchor Text & Examples

- There are multiple ways or types that people have categorized anchor text into. From my experience, they can be classified into 5 types as follows:

  - **For example, you want to rank for “Best Gaming Laptop 2022”**
  - 1. Keyword anchor text – best gaming laptop 2022, gaming laptop
  - 2. Semantic anchor text – computer, monitor
  - 3. Branded anchor text – abcgaming
  - 4. URL anchor text – [https://abcgaming.com/laptop/](https://abcgaming.com/laptop/), abcgaming.com
  - 5. Misc anchor text – click here, learn more, buy now
Lesson 3: 3rd Party Metrics & Their Importance

- Since Google stopped showing the Page Rank value for each page on the website, there have been numerous 3rd party metrics invented by major SEO tools provider.
- The 3 most metrics are Moz (DA/PA), Ahrefs (DR/UR), and Majestic (TF/CF).
- These metrics were invented to try to mimic or give an idea of how strong a domain and a page is, based solely on the quality of backlinks.
- Although these tools can give you a pretty good idea of how valuable a link is, this alone cannot be used to determine the quality of a backlink, and they can easily be manipulated.
Lesson 4: What Tools To Use For Link Building

- **Generic:**
  - 1. SEO tools (paid or free)
  - 2. Emails (free or business mail)
  - 3. Excel
  - 4. **Mozbar (Bonus)**

- **Advanced: All of the above+**
  - 1. Scraper software such as Scrape Box
  - 2. Email verification software such as Hunter.io
  - 3. Email outreach automation software such as Pitchbox, NinjaOutreach
Section 2: Backlink Blueprint
Lesson 1: General Overview Of The Strategy

- Before building links to your site, you need to have a proper plan and strategy in order to understand the competition, determine how many to build, what pages to build to, what anchor text to use and the estimated cost.

- All of this is done based on your competitors and your current site’s situation.

- The overview of the strategy is as follows:
  - 1. Pick up 3-5 competitors that belong to your group
  - 2. Check their link profile to understand the numbers and boundaries
  - 3. Check your site to determine the target
  - 4. Build out the foundations (if it’s the homepage)
  - 5. Layout the plan for the big links
Lesson 2: Foundation Links

- Foundations links are backlinks that generally safe to build to your site and are aimed at establishing a good foundation before your actual link building campaign.

- They provide an additional layer of trust to your website and help validate your site's overall trust score.

- In general, foundation links are the first type of links that you build prior to your actual link building campaign, right after you finish doing your on-page SEO.

- They are mostly no-follow and come from highly trusted websites. They are also very important for local websites (citations) and are built to the homepage of the site.

- Examples of foundation links are – major social profiles (fb, twitter, pinterest), high quality business directories like Yelp, YellowPages, Trust Pilot profile, or even GMB.

- **Game Plan:** Build out all the major foundation links first before moving on. Let’s see an example of how to approach this.
Lesson 3: What Makes A Good Link

- Major search engines like Google have been known for many years to ignore links that are not relevant or helpful to the content. This includes things such as low-quality links and obvious paid links that are built with the purpose of rankings.

- Google even stated that roughly about 90% of the total backlink on the web is ignored.

- Therefore, in order to be successful in building the right backlink that works, here are some of the characteristics that you should be looking for, based on my tests:
What Makes A Good Link (contd.)

1. Contextually relevant (at least on a page-level, but better if the entire domain is relevant)
2. Coming from sites that have healthy organic traffic (at least 1000 visitors per month)
3. Coming from sites that have high-quality links pointing to them
4. Have a DA/DR of at least 30 (check the link profile first to see that they’re not manipulated)
5. The link should be placed on a page that doesn’t mention things like “sponsored”, “guest post”, etc.

Let’s see some examples
Lesson 4: Link Building Plan

A Deeper Dive Into The Actual Planning of Building Backlinks
Quick Notes On Anchor Text & Link Velocity

As you saw in the previous lesson for the keyword “Best Gaming Laptop 2022”, the dominant anchor text type is keyword anchor text. But does this mean when you build your links, should you be focusing on this type of anchor text?

To some extent, yes but you should keep in mind those competitors’ authority as well because they’re big sites with lots of authority and they can get away with many things. So to be safe, when starting out, it’s better to use branded and misc anchor. Sprinkle in semantic anchor from time to time to be safe in the beginning.

The same goes with how quickly you have to build links or link velocity. The idea is to start slow depends on your budget and increase the numbers as time progresses. Maybe layout a 6 month plan of say 50 links and work your way up. The idea is to be consistent - 5 links first month, 7 links next month etc.
Section 3: Link Building Techniques
Lesson 1: Guest Posting

- Guest posting is a technique of posting your content on other people’s websites with the aim of getting a link back to your website.
- It’s currently one of the most famous techniques of link building and are used widely by SEOs and business owners.
- Most of the guest posts, including other techniques that I’m going to explain in the course are now paid due to an increase in demands of building high-quality links overall.
- Hence, there are 2 ways you can go about this – either manually outreach to sites owners asking for a guest post (and pay for it mostly) or outsource this. Average cost for doing it yourself is $70-$100 whereas if you hire a company, $150-$200. Can be more expensive for more competitive niches like casinos, CBD, etc.

- Game plan for doing it yourself:
1. Find guest post opportunities (check your competitors and search for normal keywords)

2. Do all the due diligence (as given in the previous lesson)

3. Find the contact of the site owners and send an email outreach (no need to think much as most of the site owners are already aware of this)

4. In the email, ask them if there are any content guidelines that you have to follow. You can even suggest them the topics you are interested in writing on

5. Confirm the topic and start writing the content along with your link

6. Send them the content, wait for the confirmation and finally make the payment

**TIPS:** I’d suggest you give the post at least 24-48hrs a chance to index first then make the payment
Lesson 2: Link Insertions/Niche Edits

- Link insertions/niche edits is similar to guest posting, with the only difference being that you’re actually getting a link back to your site from an existing content.

- Like guest posting, you can either pay or do it yourself. The average cost for buying a niche edit yourself is between $50-$70 per link and about $100 if you hire a company.

- **Game plan for doing it yourself:**
Link Insertions/Niche Edits (contd.)

1. Find niche edits opportunities (check your competitors and search for normal keywords)
2. Do all the due diligence (as given in the previous lesson)
3. Find the contact of the site owners and send an email outreach (no need to think much as most of the site owners are already aware of this)
4. In the email, instead of asking them about the content guidelines, send them the exact URL you’d like your link to be featured on, along with the anchor text you want.
5. Wait for their replies and see if they allow a link insertion on the URL you want as some website owners don’t want some of their pages to be associated with link building.

**TIPS:** When choosing a page for niche edit, make sure to choose the page that’s already ranking for something or has some tractions.
Lesson 3: Sky Scraper Technique

- The name Skyscraper Technique was coined by Brian Dean, one of the SEO gurus who owns Backlinko.com, a famous SEO blog.

- The technique requires you to have written a long-form, well-researched piece of content that’s better than anything else on the web on a topic and reaching out to prospects to see if they want to link to your content.

- The technique is very similar to link insertions where you’re getting a link back to your website from an existing piece of content, but with a caveat that you’re not specifying the anchor text or sometimes even the URL where you want your link to be on.

- For this technique, you’re actually providing a very valuable content to the site owners, so you could end up getting more free links compared to other 2 methods.

- Sometimes you might heard people actually call it as “Link Magnet Outreach”

- Game plan for doing it yourself:
Long Form Content

Backlinks

Internal Link

Page you want to rank for
Sky Scraper Technique (contd.)

1. Find link opportunities (check your competitors and search for normal keywords)
2. Do all the due diligence (as given in the previous lesson)
3. Find the contact of the site owners and send an email outreach along with the target URL to your content, asking if they’d be interested in linking back to the article.
4. You can mention where you want the article to be linked to, but generally, the idea is to provide value and let them decide by themselves.
5. Wait for the confirmation and make the payment if they ask for it.

**TIPS:** For Sky Scraper technique, it’s better if you’re doing this in mass using an outreach tools to quickly scale this up since it was designed to build links in mass
Lesson 4: HARO

- HARO stands for Help A Reporter Out, is a free service that connects you (source) with the journalists (link target).

- The idea behind this is for you to give valuable insights to the journalist questions, and if your answers are selected, your quote will be featured in their articles, with a link back to your site as a reference.

- In most cases, links from HARO will only go to your homepage or a page that represents your brand on the site, and are mostly no-follow as well.

- However, since these links are coming from very high authority, trusted sites, they can provide lots of value for your website.

- This technique is recommended to be used as an additional method to the previous techniques, rather than the main strategy.

- Links from HARO are mostly free to get as well, but does require lots of time and effort to pitch your ideas.
1. Sign up for HARO as a source at [https://helpareporter.com/](https://helpareporter.com/)

2. Check your emails everyday and choose the topics that you can give great answers to

3. When responding the questions, don't forget to provide your author bio along with website link as well
**Lesson 5: Advantages/Disadvantages of Each Method**

- **Guest Posting: Advantages**
  1. You get to control the relevancy of the content, the anchor text and every aspect of it.
  2. It’s more natural in Google’s eye because you’re getting a link from a brand new page.
  3. Have more chance of getting accepted by site owners.

- **Guest Posting: Disadvantages**
  1. More expensive compared to other methods.
  2. More difficult to scale this up.
  3. You’re getting a little less powerful link compared to others, since it’s created on a brand new page with no existing authority or signals.
Advantages/Disadvantages of Each Method (contd.)

- **Link Insertion: Advantages**
  1. You get links from pages with existing authority signals
  2. Cheaper than guest posting
  3. Easier to scale

- **Link Insertion: Disadvantages**
  1. Look unnatural in Google’s eye if used extensively
  2. In some cases, you might get links from invaluable pages that won’t help much
  3. More likely to get denied compared to guest posting
  4. May be more difficult to find relevant pages
Advantages/Disadvantages of Each Method (contd.)

- **Sky Scraper: Advantages**
  1. Has almost the highest chance of getting accepted
  2. Easier to scale
  3. Can be the cheapest method to build links

- **Sky Scraper: Disadvantages**
  1. You don’t get the full link benefits
  2. Again, may not be natural since you’re getting links from existing content
  3. Have less control over many aspects
Advantages/Disadvantages of Each Method (contd.)

- HARO: Advantages
  1. You can get some of the most powerful links that would cost $1,000s if to buy
  2. Mostly free

- HARO: Disadvantages
  1. You don’t get the full link benefits
  2. Very time consuming
  3. Less acceptance rate
Section 4: Tiered Link Building
Lesson 1: Introduction

- Tiered link building is a process of building additional links to your existing backlink pages with the aim of powering up the existing link power.

- The process is usually done recursively in the form of different tiered numbers. The links that point directly to your target page are called “Tier-1”, the links that point to tier-1 are called “Tier-2”, etc.

- We usually build not more than 2 tiers of links. But you can build more.
Introduction (contd.)

- The main reason why tiered link building should be a part of your link building strategy is because over time, your tier-1 links will lose value. So you need to keep them fresh by providing them with new fresh signals.

- Another reason is to be safe and not trigger any suspicious pattern that Google might detect if you build too many links to your target pages directly.

- The last benefit is tiered link building can be much cheaper as you can be more a bit leeway with the quality.
Lesson 2: How To Do Proper Tiered Link Building

- Just like building tier-1 links, quality is important for tiered link building. But you can be a bit lenient as these links are not pointing directly to your target page.

- The 2 most commonly used link types that actually work for tiered link building is link insertion and PBN

- PBNs are network of websites privately owned by individuals which are built specifically to increase the ranking of the website. PBNs are commonly built from expired domains with powerful link profile that can give lots of power, and hence links from PBNs are mostly coming from the homepage, where most of their links are pointing to.

- **Game Plan:**
1. Pick the target link where you want to power up. I recommend powering up guest posts since they are coming from brand new pages, so their power is low. Pick the best ones.

2. Build 3-5 PBNs or niche edits per guest post. For niche edits, you can use the method outlined earlier in the cost or buy them from vendors or companies.

For PBNs, I recommend you buy them directly from vendors. Where I like to buy them the most is from marketplaces like Fiverr, Legiit or Upwork. A price range between $50-$80 for 5 PBN links are good enough.

3. For anchor texts, don’t repeat the same anchor twice. Be sure to keep it safe, branded and relevant to your target guest post.
Section 5: FAQ & Bonuses
FAQ

Q1. How long does it take to see results from link building?

Ans: Generally, it takes roughly 14-28 days for a link to take an effect and about 1.5 months for tier-link building to take the effect. But this varies depends on how much Google trusts your site.

Q2. How to remove bad links?

Ans: You can remove or tell Google to ignore bad links by using the free tool called as Google Disavow Tool. However, this isn't necessary as Google is smart enough to ignore most of the bad links. This tool is mainly used when you get a manual penalty due to link building scheme.

Q3. How long do I need to continue building links?

Ans: If you have already achieved your desired ranking position, you can slow down your link building effort or stop it all together if you’re in a non-competitive space. Otherwise, you will need to check your competitors and then adjust accordingly.
FAQ (contd.)

- Q4. Can I rank #1 on Google without building links?
  
  Ans: Yes, it’s possible, but only for very easy keywords or in foreign languages. However, it’s not a long term strategy as over time, those easy keywords will become more difficult you will end up having to build links. If you’re planning not to build links, I’d suggest at least building foundation links as they provide you additional trust layer that’s very important.

- Q5. Do I have to build links to every page on my website?
  
  Ans: No you don’t. Make sure all the important pages have at least some high-quality links pointing to them. The majority of your links should be pointing to your homepage anyway as that’s where you’ll naturally get links to. Other than that, just have equal distribution among inner pages and let the rest of the pages that don’t have links to them get some link juice via internal links.
From the past 1-2 years, Google has tighten up their indexing and webmasters have been continuously facing trouble getting content, hence the page you got links indexed.

From my speculation, it’s probably due to the increase of AI-generated and low-quality content that has flooded the internet. Since indexation comes with a cost (server storage), Google will have to be picky on what they index.

To increase your chance of getting content indexed faster, you have to make sure that you are getting links from high-quality sources. Lower level quality types of links such as profiles, some foundation links, citations, comments, etc. are not going to get indexed easily.

Keep in mind that not all your links will get indexed. But at least those coming from high-quality sources like guest post, niche edits – those that you actually spent money on should get indexed.
How To Index Links Faster On Google (contd.)

- Some of the tricks to index links faster are:
  - Build tiered links to your tier-1 target
  - Share your backlinks on active social media accounts
  - Add your links in YouTube descriptions
  - Ask the webmasters of where you got your links from to add some internal links to your linking pages
  - Run some cheap ads to your tier-1 links
Congratulations !
How To Contact Me?

- Via the course Q&A section
- Email: jjj196929@gmail.com, contact@Techjackie.com
- I have also created the private Facebook Group, where you can ask questions, discuss anything related to SEO and post your achievements
- Group name: **practical seo training course**

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