



LINK MANAGEMENT & BACKLINK ACQUISITION



Backlinks are links that you acquire from different pages to create a vote of confidence. After acquiring backlinks, it's highly crucial to managing them properly. Backlinks are extremely important for SEO strategy. Here, we'll explain the types of backlinks and tips to manage your backlinks better.



TYPES OF BACKLINKS



Editorial Backlinks

Editorial backlinks are the most valuable backlinks used in digital marketing. Getting a backlink from an authoritative website impacts your organic traffic tremendously.



Press Release Backlinks

Press release backlinks are awesome for announcing innovations about your products.



PBN Backlinks

PBN (privacy blog network) backlinks are multiple blogs or websites built by the same person only for the sake of building backlinks. They do not provide quality content; they don't target the audience. They only exist for link building.



Free Tool Backlinks

Offering a free tool to the readers is a great idea. You may then try to reach the webmasters to introduce your free tool and use guest blogging to get more traffic.



Badge Backlinks

Badge backlinks are awards you share with certain companies depending on the scale. Badge backlinks work wonders for your SEO strategy as well as for your relationship with customers.

TIPS TO MANAGE YOUR LINKS BETTER



Link-building Campaigns

Optimizing your link-building campaigns is the biggest step towards having a reliable backlink strategy. If you don't want to spend so much time managing backlinks, make sure your backlinks are from authoritative and valuable websites.



Broken Backlinks

You may lose backlinks and have broken backlinks if the referring page has an error or the webmaster removes the backlink. Either way, check for the broken backlinks and notify the webmaster.



Dofollow and Nofollow

The balance between dofollow and nofollow links is important as Google pays attention to the ratio between them. Don't have too many dofollow or nofollow links, or you may get into trouble with Google.



Google Disavow Tool

Google Disavow Tool helps you get rid of unnecessary backlinks and keep the relevant ones.

TIPS TO GET BACKLINKS



Create quality content.

Write well-organized, detailed, and valuable content to increase the chance of getting backlinks from authoritative websites. You can add how-to articles, bullet points, and guides to your posts.



Buy Backlinks

It may sometimes take longer to build backlinks. Nevertheless, it's always possible to buy backlinks and speed up the process.

Be active on social media.



Try to be active on many social media channels. Commenting on relevant blog posts is a great start for building a relationship.