



Good vs Bad
Link Building
Strategies...

SWIPE





GOOD

High Quality Links:

- Create Shareable Content
- Industry Related Guest Blogging
- Influencer Outreach
- Broken Link Building



BAD

Low Quality Links:

- Purchasing Links
- Bookmark Site Submissions
- Link Exchanges or Reciporcal Linking
- Automated Programs

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High Quality Links:

Good links are not easy to earn.

They come organically or depend on the website's owner if your content is worthy of a link.

In most cases, these are high quality links.

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Create Shareable Content

Creating high-quality content that naturally attracts backlinks from other websites.

This could involve writing informative blog posts, creating images or infographics, offering insightful industry reports, or any form of engaging content suited for your audience.

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Industry - Guest Blogging

Providing valuable insights on websites that are relevant to your niche is another impressive technique. However, ensure you aim only for well-reputed sites with proper editorial standards and avoid spammy platforms.

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Influencer Outreach

Collaborating with influencers who boast higher domain authority than yours can significantly escalate the prominence of your website through trusted backlinks.

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Broken Link Building

Reaching out to webmasters about broken links on their site and suggesting one from your site as a replacement can be a win-win proposition for enhanced SEO value

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Low Quality Links:

Bad links are easy to earn.

Bad link building strategies risk search engine penalties and damage a website's credibility due to their focus on short-term gains with low-quality, manipulative practices.

In most cases, these are low quality links.

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Purchasing Links:

Buying links might seem like an easy way to gain quick visibility but let me reiterate – It violates Google's guidelines! Additionally, this approach usually results in poor quality backlinks which end up damaging more than benefiting.

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Bookmark Sites Submissions:

While bookmarking websites were once popular methods to acquire backlinks, Google now regards them as low quality due to their lack of editorial standards.

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Link Exchanges

Similar to purchasing links, Google perceives excessive reciprocal linking as an attempt to manipulate page rank and is therefore best avoided unless truly justified by context or relevance.

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Automated Programs

Using automated programs to create backlinks can lead to a surge of low-quality inbound links that may raise red flags with Google.

This often leads to penalties, damaging your site's credibility and rankings in the SERPs.

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“Good and bad, I’ve used all of these strategies within my 15+ years in SEO and digital marketing.”

Good and Bad link building strategies might sound harsh but there is a quality and risk outcome associated with each of these.

It is up to the SEO or marketer to determine what’s the best solution for the site.”

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add?**

Questions?

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