



My Favorite
Link Building
Strategies...

SWIPE





My Link Building Strategies:

1. Make Shareable Content
2. Build Directories
3. Reviews on Review Sites
4. Unlinked Brand Mentions
5. Guest Posts on Niche Blogs
6. Competitor Backlinks
7. Ego Bait Content
8. Be a Podcast Guest

KEEP SWIPING



Make Shareable Content

*“Build links organically with quality, engaging, and **SHAREABLE** content.”*

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Make Shareable Content

How?

- **Make engaging blog posts.**
 - How-to guides
 - Lists
 - Current events
 - Industry statistics

Tips.

- **Use engaging media in blog posts**
 - Custom Images
 - Infographics
 - Video

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2

Build Directories

“The lowest hanging fruit for generating backlinks.”

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Build Directories

How?

- **Build, create, optimize 3rd party directory sites.**
 - Google Business Profile
 - Yelp
 - G2
 - Industry Specific Sites

Tip.

- **Focus on trusted directory sites and not low quality sites.**

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3

Review Sites

“Sites with reviews are more likely generate backlinks organically.”

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Review Sites

How?

- **Ask your best customers to leave you a review on sites like:**
 - Google Business Profile
 - G2
 - Trustpilot

Tips.

- **Find and use credible industry focused review sites**

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4

Unlinked Brand Mentions

"Can you please add a link with my brand name?"

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Unlinked Brand Mentions

How?

- **When other websites refer your business - ask them to provide a link.**

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5

Guest Posts on Niche Blogs

*“What all guest bloggers do...
Except. Focus on industry specific
sites.”*

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Guest Posts on Niche Blogs

How?

- **Target blogs that are in the same niche as yours.**

How I do it.

- Find SEO service sites
- Network with SEO service sites and ask if I can provide a quote or blurb with a link on their blog

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6

Competitor Backlinks

“Reverse engineer backlinks from competitors.”

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Competitor Backlinks

How?

- **Study the sources of where your top competitors draw authority.**

Tools.

- SEMrush
- Ahrefs
- Majestic
- SE Ranking

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Ego Bait Content

“Stroke an ego by featuring a brand within your content.”

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Ego Bait Content

How?

- **Right a fluff piece and about other brands.**

How I do this.

1. Create content on the top 5 brands who do "___".
2. Tell the top 5.
3. Watch them share your content.

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Be a Podcast Guest

*"Podcasters always need guests
and content"*

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Be a Podcast Guest

How?

- **Reach out to industry specific podcasts and ask for a guest spot.**
~ **Yes... It's that easy.**

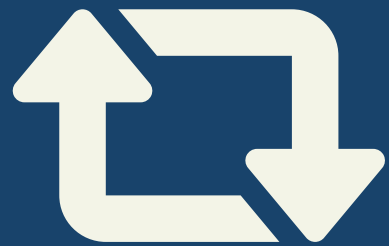
Tips.

1. Usually best if they have a website
2. Ask them to provide a link on website and/or podcasting platform

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ONE MORE



Is this helpful?

**What would you
add?**

Questions?

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