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Link Building

Transcript

Link, building back links, inbound links, incoming links. They're not that link profile link building. What is it? Why is it important? That's what I'm talking about today. It's all the same thing. All of these terms refer to the same thing and all it means is getting links from other websites to your website, but there's a way to do it and there are good links and I don't want to say bad lengths, but maybe not so good links to have an all of it affects your rank in Google search engine. What results? In fact, incoming links, inbound links are one of the most important factors of search engine optimization, which is why I'm talking about it today. I'm Nancy Bassil and I'm here to help small local business owners DIY their online marketing. I've been working on websites and writing for the web for about 20 years and most of my income has depended on how much traffic I get.

That's why I know what works and what doesn't and I want to help small local business owners streamline their DIY online marketing. It doesn't have to be overwhelming. It doesn't have to suck up a bunch of time and it will get you back to doing the things you love, including working on your business. So let's jump in. Last week, like I said, um, I've been talking about SEO for a few weeks to kind of give you like a round an all around education on SEO, talking about the things that you as a small local business owner can actually control on your blog or on your website. Things that aren't, you know, you don't have to have a lot of coding or programming knowledge to know. And last week I talked about your Google my business page, which actually is part of SEO. It's not on your website and it's not on your blog, but you're a Google.

My business page is a very important factor in what I call the trifecta of the Google SEO. Uh, so that was last week. That video, if you want to find it, is still on this Facebook page. In the videos

tab. You can find all my Facebook live videos there. Um, that one's there as long with previous weeks. This week. Like I said, we're talking about link building. All right, now I am going to refer to the authority as far as I'm concerned in the SEO space [inaudible] I use their tools, I read their blog and their emails religiously. They are a wealth of information and one of the things I really love about their site is they have a Google look to them. It's incredibly minimal. Lots of white space. My favorite, I love white space so I'm referring to an article, um, 10 link-building lies you must ignore, but this does give a really good overall best practice for link-building and getting inbound links.

I'm linking to that in the description of the video so you can find it in there if you want to refer to it later on. I'm going to be hitting the highlights now. First let's talk about why you need link-building. So it is essentially like a vote. Let's think of it like a vote. And the more websites that are voting for your website, meaning the more websites that link to your website and not, not the front page necessarily, but to specific blog post specific pages, your pillar pages, things like that. On the more votes you get, the more Google will rank you higher. That's how you kind of think of inbound links. But the crack, the rub is that not every link is equal. There's such a thing called domain authority and certain websites have very high domain authority. It's on a scale of let's say zero to a hundred Wikipedia would have in the 90s if not a hundred.

Um, Joe Schmo down the block who I don't know writes about, I don't know his day would have a really low domain authority, like a nine or a 10 really spammy websites that are essentially just link directories or link farms are going to have really low link, uh, domain authority. So when you're looking for someone to link to you, you don't want the spammy sites and you don't necessarily want Joe Schmo down the block. Yes, he can link to you. It's not going to kill your website, but what you really want are the websites that are in your space that are related to what you do to relate it to what you write about on your website or blog and that have a little bit more authority than you or maybe the same amount of authority. You don't have to shoot for the nineties and the eighties and the 70s. In fact, those will be really difficult to get.

It will be really difficult to get a link from a website that has a huge domain authority. You know, like a, an a big media outlet or Huffington post or something like that. What you want to shoot for are the mid range or the ones that have a better domain authority than you do by so many points, but related to what you do, that's what you're looking for. How do you know what your domain authority is? Well, you can go to moz.com start there and click on their S free SEO tools. Um, they have a way for you to add a bar to your browser that will show you domain authority and page authority. Um, and then you can compare your website to competitors or to related businesses to see how they're faring compared to your website and maybe who you want to reach out to.

So that's why link building is important. It's like giving Google votes for your website to say your website has more authority than other websites. That's why people are linking to you. They're linking to you because they're like, wow, this business, this writer, this, whoever really knows what they're talking about, this is a great resource. I'm going to link to it to show my people that tells Google you are an authority in your space. That's why you want them. And you want them a little bit higher in authority than you because it will lift you up a little bit. I think that makes sense. So we're going to run down these 10 myths about link building. And along the way, as I bust these myths, you're going to learn best practices, what to do and what not to do. All right. If you build it, they will come.

This is a huge myth, not just about link building but in search engine and traffic in general about websites. If you build it, they will come. If you build it, no one will find it. If you don't tell them about it, when you build a website or a blog, you have to promote the heck out of that sucker and it's going to take about a year for your website to really get embedded into Google search results and even then it might not be ranked high enough for anyone to find it. So if you build it, they will come is completely a myth. No one will know you're there. It's kind of like if you knocked a tree down in the forest, you know the whole thing, nobody would know. One of the best ways other than than Pinterest to get your site ranking quicker or more quickly than than usual is to reach out to like sites, sites in the same space as you and say, Hey, I just wrote this really great resource or I have this great infographic about this. Here's what I do. I think your peeps would love it. Here's the, here's the code to link to it. Or you might just want to introduce yourself. Hi, I just launched this website. This is the kind of awesome content I have.

Here are my top three pages that I think that I think would be good for your people. You always want to approach it like what the benefit to that website would be to link to yours. You never want to say like, Hey, and I need traffic, so will you please link to me. That's not going to work. You don't want to do it that way. It's not about gimme, gimme, gimme. It's about how you can serve that website, which starts with the great content because I know you're writing great content, right? Check out my blogging videos. You want to tell them how helpful your content will be and then email that person and ask for link. All right, so that's if you build it, they will come. No, they won't. You have to ask for the lengths because it'll take a good year for Google to find you.

All right? You don't need links to rank, I just went through the whole thing. Yes, you do need links to rank Google to say like, Oh, we don't really pay attention to in inbound links or Oh, that's not a big factor and it's crap. It's the thing that gives your website more authority than somebody else's website guaranteed. So yes, you do need links to your website and again, it depends on where you get them from. To sum up briefly, the more authoritative relevant back links you get, the higher your site will rank for your target keywords. It's not the only factor, but it's a very

important one. So that was myth number two. Myth number three, only links with high domain authority matter. Not necessarily, like I said in the beginning, those really high domain authorities and the seventies eighties nineties are going to be really hard for you to get, especially breaking, you know, as a brand new website or a blog.

Um, they don't need you. They don't need you. If their domain authority is that high, but the guys who are five points, 10 points above you, you might be able to offer them something. Go look at those websites. Look at websites in your niche, in your business space. Check out their domain authority. If it's higher than yours, see where maybe they have holes in their content. See what you know, what expertise you have that you can write about, and then email them and say, I just wrote up this great resource. I noticed you, uh, this is something that you haven't had time to get to on your website. I certainly wouldn't say something like, I noticed you didn't cover this. Nobody likes a smart Alec. So just make sure that you play out the benefit to them to get that link. So only links with high domain authority.

No, you can get ones in the mid range. If they're higher than you, it's going to help you out. They don't have to be skyrocket domain authority to help you. You need to build links to your money pages or that's a terrible myth. So yes, of course you need links like maybe from your Pinterest profile or from Facebook from time to time or Twitter to your money pages, and when they say money pages, they mean you know where someone would come to buy something or your squeeze pages or your opt in pages or your signup pages. That's what they're talking about. But that's not a great link building strategy because those pages have a sign up form on them. Those pages have sales copy for one thing on them. They're not resources. They're not needy. They're not helpful. Yes, you, you want people to get there.

Of course you do. But if all you're doing is requesting links to that page, why is anyone going to link to that? I'm going to link to something that provides value to my readers and my visitors. So that's what you want to focus on and when they get to that valuable resource, then you can have something on that page that leads the visitor, hopefully to your money page, your squeeze page. But that's not what you want to lead with. There's just not enough useful content on a page like that to get you or when you that link. Does that make sense? I think it does. Okay. Myth number five, you have to create the best, most informative linkable asset. That would be great if you could do that every single time, but it doesn't have to be the best. What it does have to be is unique.

It has to offer something that maybe someone else doesn't have. It offers a different perspective on something that somebody already has covered, but now you're covering this other aspect of it. Um, it dovetails nicely with something else that somebody already has. It doesn't have to be the best or the longest or the biggest, you know, people really get into writing these skyscraper posts as they call them, the pillar content where it takes like, you know, a ton of information and

just slaps it into one blog posts. Just because the blog post or the webpage has a ton of information in it doesn't necessarily mean it's a valuable resource. You want this to be something that is truly beneficial to whoever lands on it. And then you want to promote the heck out of it and ask other websites for links. That's what she wants. So it doesn't have to be the best, the most informative.

It just has to be really useful, really useful and fill a need for someone. The more emails you send, the more links you will get. Well that seems like it makes sense. What are they talking about? So to get these links that I'm talking about, this is, this is why this part of the SEO process is the most difficult. And it's the part, it's why it's the part that most people want to skip. It's work. It's serious work. Like the whole you build it, they will come. Thing is a myth because you have to reach out, you have to do the work, you have to find the websites that are in your space that have a higher domain authority that could benefit from your content. You have to reach out to them and convince them to link to your website. It's work, it pays off, but it's work and there's strategies around it and everything.

But that's the basic concept. So when they say this myth is, the more emails you send, the more links you will get. It seems like that makes sense, right? It's a numbers game. If I send 10 emails and I got one link out of it, well that means if I send 20 I get two 30 I get three. Not necessarily. If you do enough work upfront and find the people who truly have a need for your content to link to it, you could send five emails and get five links, so it's not necessarily true that you can just blast all the websites in your space or by some email list or some other horrible method. Don't ever buy email. You could send a hundred emails to these websites that mean nothing to your business space and get zero links, which is not what you want. So you want to do the work.

You want to make sure that you're truly filling a need for this website or that your, your content complements their content in some form or fashion. You want to go for quality and not quantity, quality, not quantity. That applies to a lot of things. On the web quality, not quantity. All right. The only benefit of link building is algorithmic. No, it's a huge benefit of it. That's why we're talking about it today. What do I mean by algorithmic? That means like how you rank in the search engine. So the whole reason I'm talking about it is because the more inbound links you have, the higher you will rank in search engine results. Sure. But you will also be creating relationships with those website owners, with those bloggers. That's another benefit to reaching out to these websites and blogs. They might reach out to you for the same thing later on, or maybe you create this relationship, you reach out to them, you ask for the link.

They like what they see, they link to you. Maybe down the road they ask you to do a guest post. Maybe they ask to do a collaboration with you, et cetera. So there are other benefits to creating this relationship with the other website or the other blog beyond search engine results. Yes, that's what I, why I'm talking about it today, but there are other benefits. You should only pursue

exact match anchors. Um, what, what the heck are they talking about here? Huh? Anchor text is the text that gets linked. So in general, when you're looking at a website, the text that's highlighted and underlined, that's called anchor text. So the anchor text to my site might be someone saying, if you want to check out, here's the link, DIY online marketing, that would be the anchor text. Um, so what they're saying is the myth is that you should only pursue exact match anchors.

So that means telling a website, Hey, I want you to link to my, to this blog page, but here's the text I want you to, to use to link to it. I want you to say, here's the best gardening guide on the East coast. I want best gardening guide on the East coast to be the anchor text that's not required, not in your control. And it's rude. I mean, you really wouldn't want someone telling you how to write a blog post or create a webpage and then telling them exactly how to link to you. That's like feeding an actor. Aline reading you, you just don't do it. You're not, you're, you're asking for the link and you should be grateful if you get one. You definitely should not be telling them exactly how to link to your webpage or blog page. And it's not, Google is crazy smart at this point.

The algorithm is probably smarter than I am. It knows secondary terms. It can read, um, things that are used, you know, phrases that are used in context. It is smart enough to know when terms are related so you don't need exact match anchor text. There used to be a time when you did need that. And in fact on your own website, your internal links, it wouldn't be great for you to do that. For instance, I have a blog about entertainment and every time I write Harry Potter guide Harry Potter guide, I link to my pillar content for Harry Potter content. And I use that same phrase in every blog post that I linked to it. Harry Potter guy and Harry Potter guy and Harry Potter guide telling Google like, Hey, this is the most important Harry Potter page on my website. Internally, yes, you want to do that externally, it doesn't matter.

Google will figure it out. So don't be bugging people to change how they link to you. Just be happy. You've got the link. Link building requires technical abilities as you can probably tell from what I've been saying, it requires like zero technical abilities. The most technical thing you have to do is copy the URL from your web browser that you want someone to link to and paste it into an email. That's really the hardest thing you have to do. Um, link building is more about being human and writing emails that reach out to humans and get them to respond to you. You know, you don't want to write a really spammy email. You don't want it to sound like ad copy. You want it to sound like one human being saying to another, I've got this great thing. I seriously think your people will find it helpful.

Here's the link to it. I'd love to know what you think. And that's it. So you don't have to have all kinds of crazy technicals. And again, there are crazy amounts of strategy involved. If you, if you are a link building expert, you've got all kinds of tools in your toolkit, but you as a small local

business owner don't have to have all that technical ability. You just have to be able to talk to people, to email people. That's it. That's all you gotta do. And myth number 10 all follow links provide equal value. I kind of touched on this at the beginning, that a link say from a Washington post article to your blog page is going to give you way more credit with Google than a link from you know, the Riverdale times or in some tiny little blog or website. It's all about the domain authority.

No, you don't have to have super high domain authority, but it will be ranked higher with more domain authority. So they're all links are not equal, not true at all. And you do want to chase those quality ones that are authoritative and related to your business space. Again, if you write about gardening, if you have a gardening blog and you've written this great gardening resource, you're not going to reach out to say a construction company and ask them to link to your blog. You're not going to, I'm trying to think of something totally unrelated. You're not going to reach out to a food blogger and ask them to link to your gardening blog doesn't make sense. Google will be like, that's a spammy link. You just emailed some Rancho to get that link, that spammy. We're not counting it. Now, if you're reaching out to, you know, your local gardening experts or the local extension or local nursery center who has a blog and then they link to your gardening blog, that's a whole other story.

Now it's related, it's authoritative and it's giving you that vote. It's giving you that link to tell Google like, Hey, listen up. This blog or this website is great. So again, it's not rocket science. You're just reaching out to people. It starts with creating great content. Check out my blogging tutorial videos. It starts with creating great content and then just reaching out to the right websites and, and asking in a very short, brief, polite way to get that link back. That's all there is to it. And the benefits are fantastic. It takes a lot of work, but it does pay off. One tip I do want to give you is there is a website called Hara, H, a, R O and I didn't link to it in the description. I'll link to it after, um, after we wrap up here. Uh, help a reporter out is what it stands for.

And you can check out that website from time to time because reporters and writers will go to this website and say like, Hey, I need a wedding expert. Or Hey, I need a floral expert. Or Hey, I need, you know, a beauty expert or a hair expert or whoever, you know, someone who's an expert in civil engineering. And they'll say like, I'm looking for a quote and here's what I need a quote about. If you can, you know, you can respond and say, this is what I do. Here's my experience. I'm ready to go. And if that media outlet, that blog, that website links to you because they've quoted you, boom there, you've got the backlink. So that is one way to increase your authority in your space because you're also being quoted as an authority, always good for the rep and you're, you'll get the link.

So that is one thing. Herro H a R O help a reporter out. If you Google those, you'll find the links and that is it for today. Link building. So you can sign up for my email newsletter. Um, I sent it about once a week and it'll tell you about the upcoming live videos and about past videos and give you some other information. You can sign up for it at Bitly slash DIY online marketing. And that link is in the description. Again, I just sent it about once a week and you can also go to that article I just referenced if you need to go through it again and that link is in the description. Um, if you missed any of this video, wait till I'm done. Head back to the beginning, get all 10 tips and myths about link building and building up your link profile and I also have a Facebook group that you are invited to join.

We give support to each other. You can share your wins, your frustrations, you can ask questions and you'll get a group of other local small business owners there who are also doing their own online marketing and can help you out and I'll pop in and help you. I'll also, and that link is in the groups tab of this Facebook page. That's it. If you have any questions, please let me know. I'm always checking my Facebook page and so I will definitely get back to you. Thank you so much for joining me today. I sincerely appreciate it because I know as a business owner, you are crazy busy and I love that you decided to stop and spend some time with me today. Okay guys, I will talk to you later. Hey, go get those links.