



SEO Boot Camp

Link Building

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Why Build Links?



Additional Link Benefits

Relationship building



Additional Link Benefits

User experience

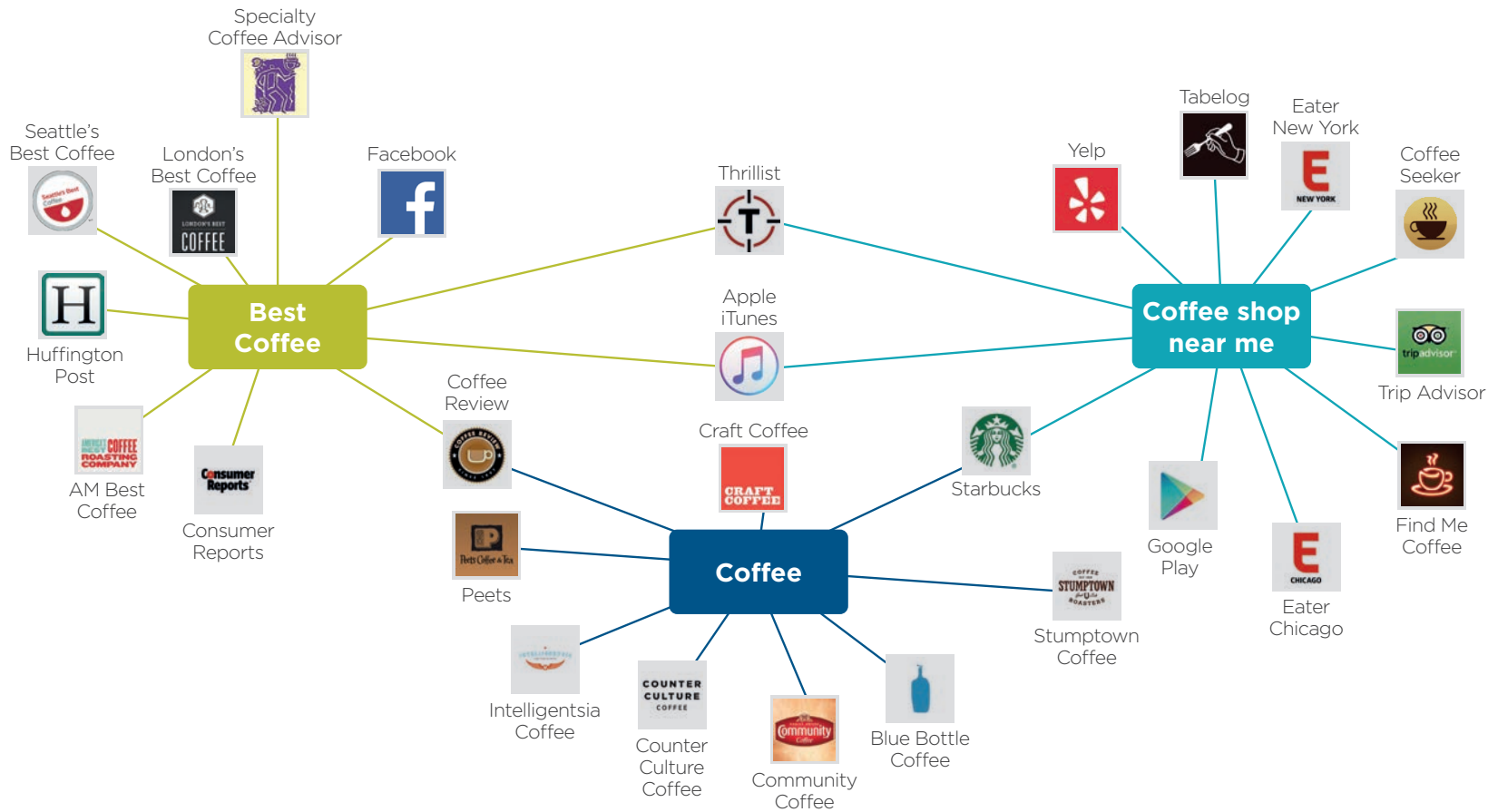


You're Already Doing It!

- Media outreach
- Article writing/submission
- Press releases
- Partnerships/relationships



Search Engine Perspective



A Website's Link Profile

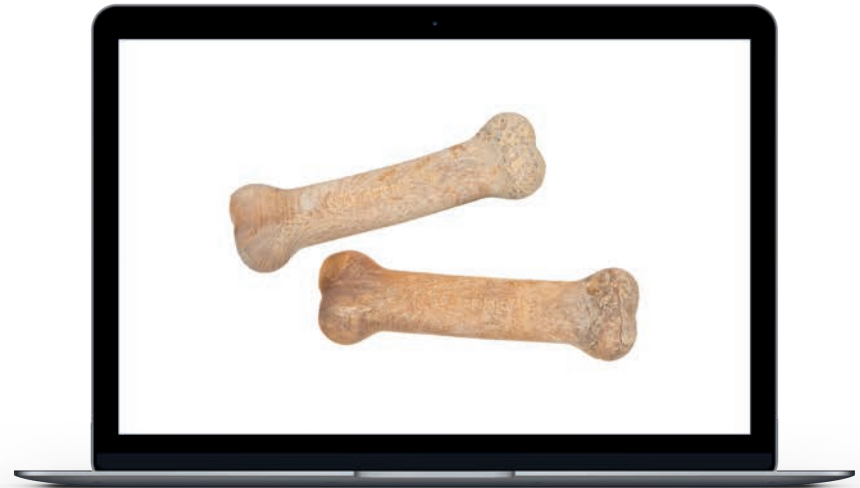
Quality

Variance

Volume

Healthy Profile: Quality

Site content relates to yours



Healthy Profile: Quality

Popularity of the site linking to yours



Healthy Profile: Quality

Reputation matters



Healthy Profile: Variance

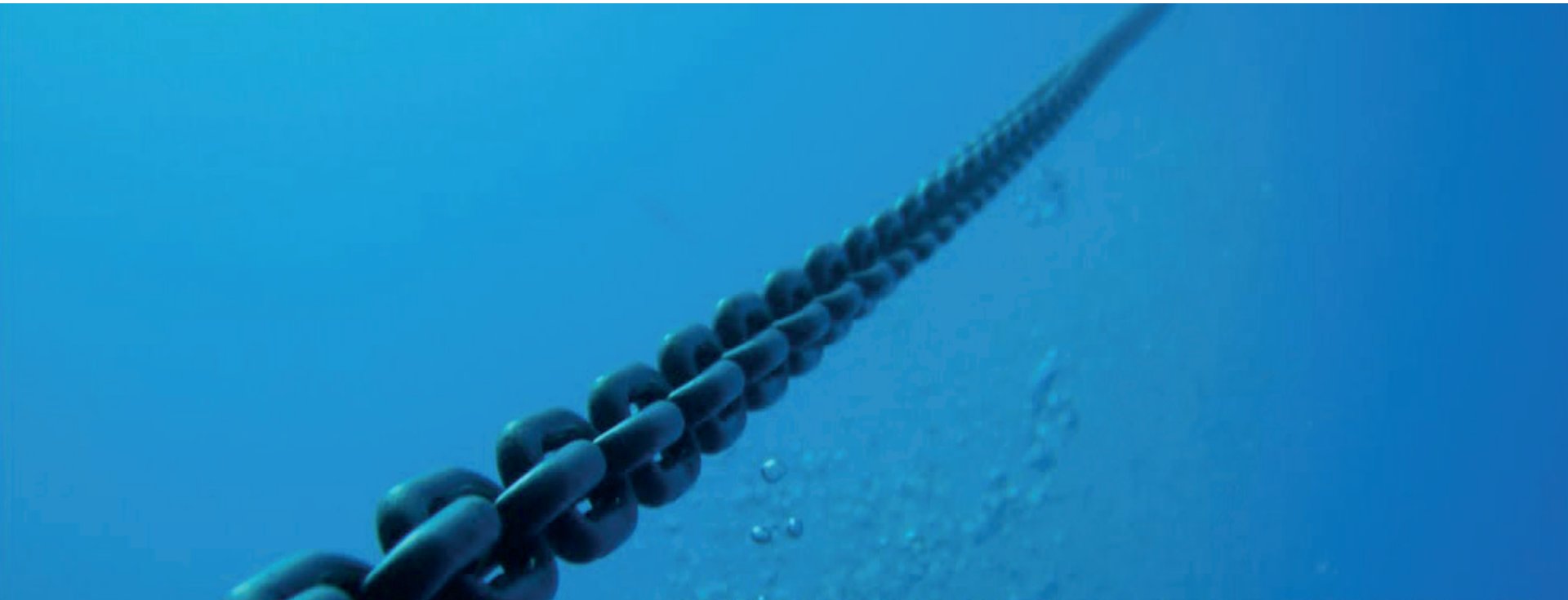
Diverse sources





Healthy Profile: Variance

Deep linking ratio



Healthy Profile: Variance

Varied anchor text



Healthy Profile: Volume

Total amount of links to your site

2

6

7

4
5

Healthy Profile: Volume

“Natural” growth trend

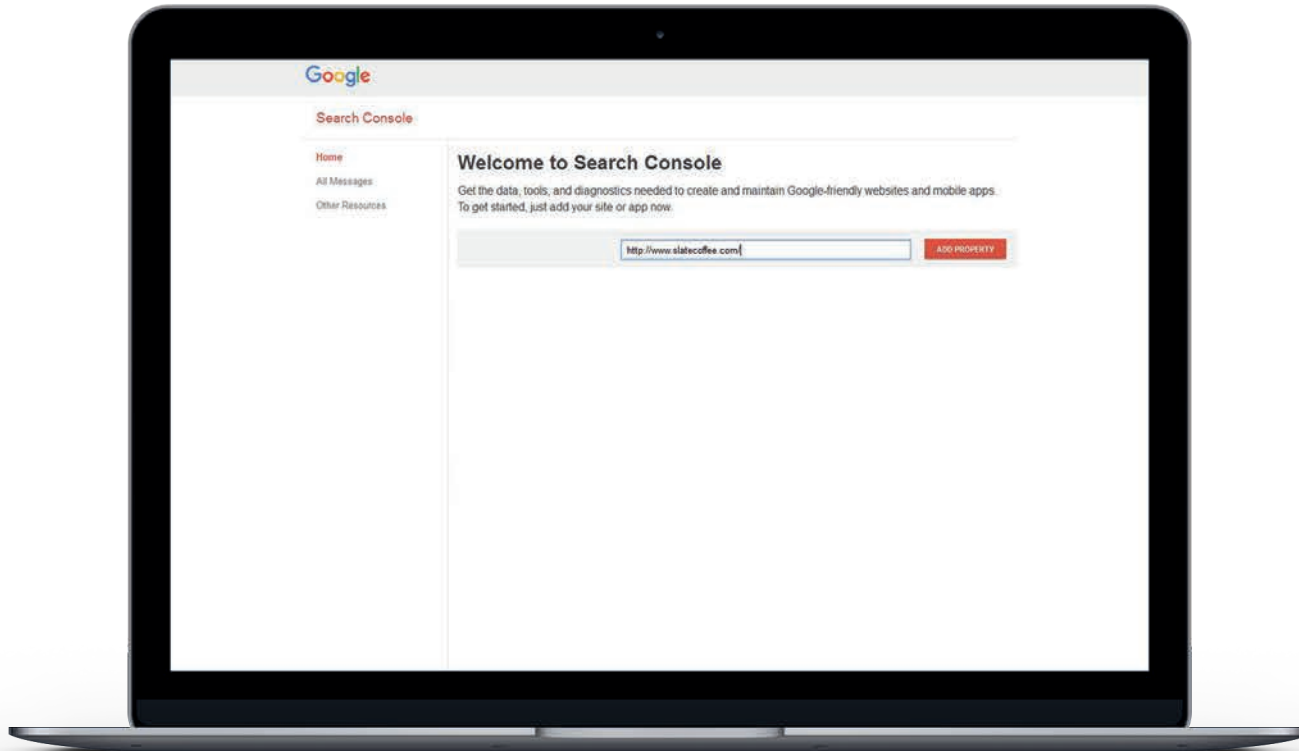


How to Get Started



Profile Analysis

Google Search Console



Research Current Search Rankings

The image shows a laptop screen with a Google search for "Coffee" in Seattle, WA. The search results are displayed in a grid format. Three results are highlighted with orange boxes and callouts:

- Herkimer Coffee - Seattle**
<https://herkimercoffee.com/>
 ... batch coffee roaster located in Seattle, Washington. Navigation: Home · About Us · Wholesale · Locations · Coffee Offerings · Shop. < > Herkimer Coffee.
- Slate Coffee - Seattle**
www.slatecoffee.com/
 A specialty coffee roaster and cafe located in the Ballard neighborhood of Seattle, Washington.
- Zoka Coffee Roaster & Tea Company**
 4.7 ★★★★★ (86) - \$5 - Manufacturer
 Building gourmet coffee shop
 2200 N. 55th St.

Other visible search results include:

- Victoria Coffee Roasters**
 4.3 ★★★★★ (64) - Coffee Shop
 1920s-themed cafe known for its espresso
 310 E Pine St.
- Herkimer Coffee**
 4.4 ★★★★★ (25) - \$ - Coffee Shop
 Modern coffeehouse with table seating
 5011 University Way NE
- Coffee - Wikipedia**
 the free encyclopedia
<https://en.wikipedia.org/wiki/Coffee> · Wikipedia
- Starbucks@ Office**
www.starbucks.com
 Pure And Bold Or Rich Experience Starbucks
- KitchenAid Siphon**
www.kitchenaid.com
 5.0 ★★★★★ (4) - Water Filter
 Simply elegant. Superior Flavor. Craft coffee made at home.
- Coffee-mate® Original**
www.coffee-mate.com/original
 Create The Perfect Cup Of Coffee Discover Our Original Flavor!
- Direct Trade Coffee**
www.dgcoffee.org/ethop/
 Great Coffee. Changing Lives. From Smallholder Farms. Order Now!

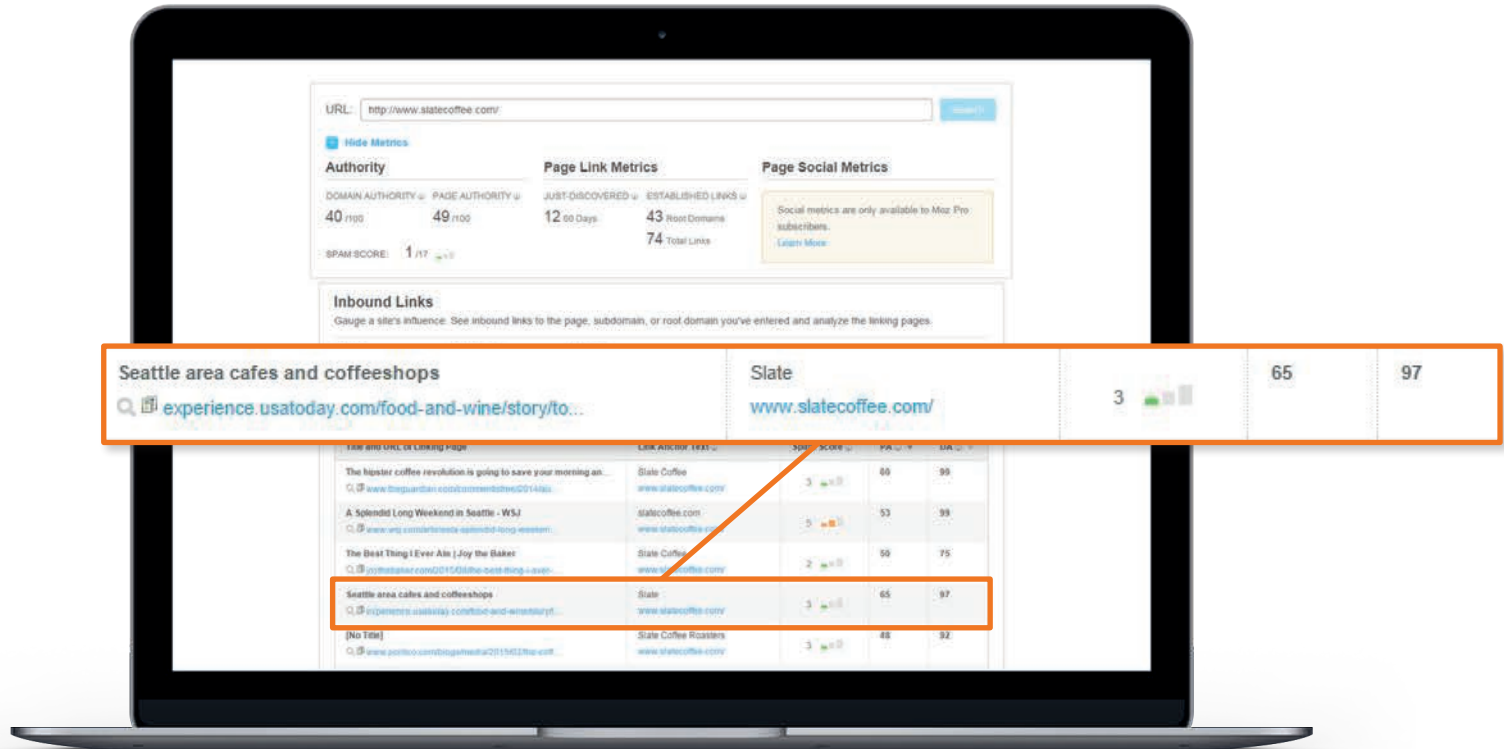
Compare Links Profiles

Compare Metrics
See detailed metrics about the URL you've entered on the page level, subdomain level, and root domain level. Compare these metrics for up to five URLs.

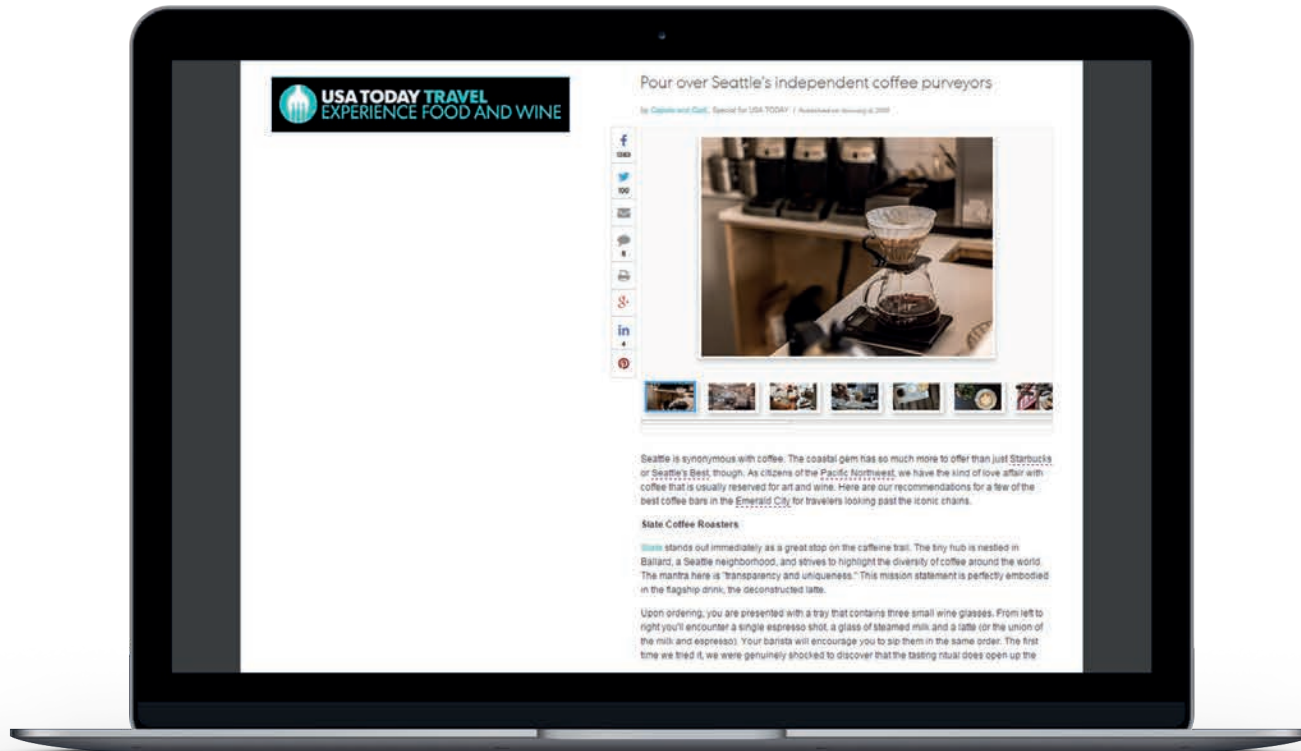
Page Specific Metrics:

	http://www.slatecof... <small>(unfaculty)</small>	https://herkimercof... <small>remove</small>	http://www.fuelcoff... <small>remove</small>	Add URL
Page Authority <small>⌵</small>	👍 49	48	47	
Page MozRank <small>⌵</small>	4.57	👍 5.24	4.75	
Page MozTrust <small>⌵</small>	5.92	5.64	👍 6.07	
Internal Equity-Passing Links <small>⌵</small>	8	16	👍 18	
External Equity-Passing Links <small>⌵</small>	64	👍 151	134	
Total Equity-Passing Links <small>⌵</small>	72	👍 167	152	
Total Internal Links <small>⌵</small>	8	16	👍 18	
Total External Links <small>⌵</small>	66	👍 163	141	
Total Links <small>⌵</small>	74	👍 179	159	
Followed Linking Root Domains <small>⌵</small>	41	👍 58	52	
Total Linking Root Domains <small>⌵</small>	43	👍 64	56	

Open Site Explorer: Link Research & Backlink Checker



Identify Audiences, Sources and Type of Content



Key Takeaways

- Links matter
- Quality is important
- Target relevant sources based on keyword goals
- Look to incorporate links naturally into your marketing efforts, with an eye toward your SEO strategy
- Bring something to the table that your audience(s) will be interested in

