

link building

how backlinks improve your rankings

relevance

Onsite Work



content



code



keywords

trust

Offsite Work



content placed all over the web

Our Link Building Strategy

Ranking in Google's top ten takes two things: relevance and trust.

Relevance = onsite work

We optimize the content, keywords, and code of your website. This gives users the information they need about your services/products and supports what is being said offsite.

Trust = offsite work

We create content about your industry and place it where other people can like, share, and click to route back to your website.

A website's trust is determined by the number of other websites that link back to a website. These links, called **backlinks**, are like a "vote of confidence" from one website to another. It's a signal to Google that other people can vouch for and recommend your services and products.

Link Diversification

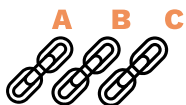
We place active, clickable links in all the places people gather online (industry sites, blogs, business directories, etc.). These links direct users back to your website. The more links you have, and the more relevant and trusted they are, the more you will be, too.

5 LINK DIVERSIFICATION TYPES



Link Location

We don't focus solely on high profile websites. We ensure you have links from a variety of relevant sources.



Link Type

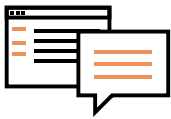
To make your link portfolio natural and organic, we supply an appropriately balanced mix of do-follow and no-follow links.

link building



Link Quality

A small business doesn't need hundreds of links to gain trust, and too many links can look suspicious and unnatural to Google.



Content Type

We create different kinds of content to accompany your links, including blog posts, articles, article engagement, infographics, and other web content.



Link Scheduling

Artificial links are easy to spot because they tend to post online all at once or in a predictable pattern. Organic links, on the other hand, tend to post randomly at any time.

Link Quality

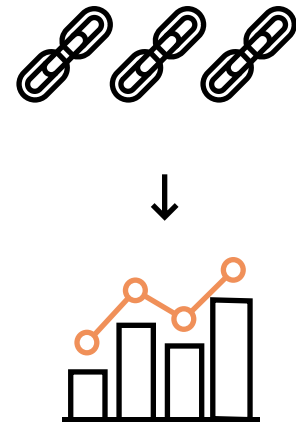
We create backlinks that appear natural, as if a small business owner were manually creating their own.

Our overall business model has proven that you don't need to exclusively land high-authority links on major websites to be successful in earning Google's trust. A better approach that has consistently worked for years (for small businesses) is to make sure the website receives links from a variety of sources, with a variety of content (engagement, blogs, articles, etc).

From Google's point of view, it is normal and expected to have links from a variety of sources with a wide range of authority, posted at a variety of locations, and with diverse content types.

Some benefits of our way of link building:

- Budget friendly
- Algorithm proofing
- Scaled link building (up to a certain point)
- Natural link building
- Risk mitigation (because of the variety of links/sources/content)
- Long-term value
- Sustainable linking
- GEO/Language friendly



This is what our method is all about; using diverse link building efforts to get our clients the best results for the best price. It doesn't matter what our company thinks good SEO is, or what the internet at large thinks good SEO is — Google is the judge and our track record indicates they like our link building strategy.

In fact, they like it so much that 86% of our clients reach Google's organic top ten within 6 months.