

A STEP BY STEP GUIDE ON BUILDING BACKLINKS

LEARN HOW TO BUILD BACKLINKS
THROUGH BLOGGER OUTREACH.

MAKE YOUR ORGANIC TRAFFIC BOOM >>



HEALTHY LINKS





WELCOME

First of all, I'd like to thank you for downloading this ebook. You've probably downloaded this because you're either struggling to build backlinks or just want to find new ways to build them.

What you'll find in this ebook is the [EXACT METHOD](#) that we use every day to get backlinks and ultimately get on the first page of Google.



INTRO

My name is Alex Kalos and what I'm going to tell you in this ebook is the method that I've used to build backlinks and rank sites.

This method has always worked well for me and the same goes with my clients, so I would definitely carry on using it for the years to come unless Google changed its algorithm drastically.

I hope that this strategy finds you well and you get the results you want!



Written by
ALEX KALOS



PART 1

- The Method

So what's this method? Well, it should be obvious if you've visited Healthy Links.

It's called **Blogger Outreach**.

Put simply, you have to reach out to bloggers and ask them to publish a blog/article for you which includes a dofollow link inside.

This method works great for SEO as your content gets published by a blogger and is **NEWLY** indexed by Google **PLUS** the content is controlled by you.

The benefits of this, in comparison to just getting link inserts, is your link doesn't get mixed in with lot's of other links and you can add all of the relevant keywords that you're trying to rank inside the content.

We'll provide every single step that we take to ensure that your backlink gets delivered safely.

It may sound simple but If you miss a step then you'll see a slight or a negative effect.

So far, we've always had really good results and haven't seen any negative SEO happen, so that's why we're confident in sharing this technique and showing you how to do it.

PART 2

- Link Analysis

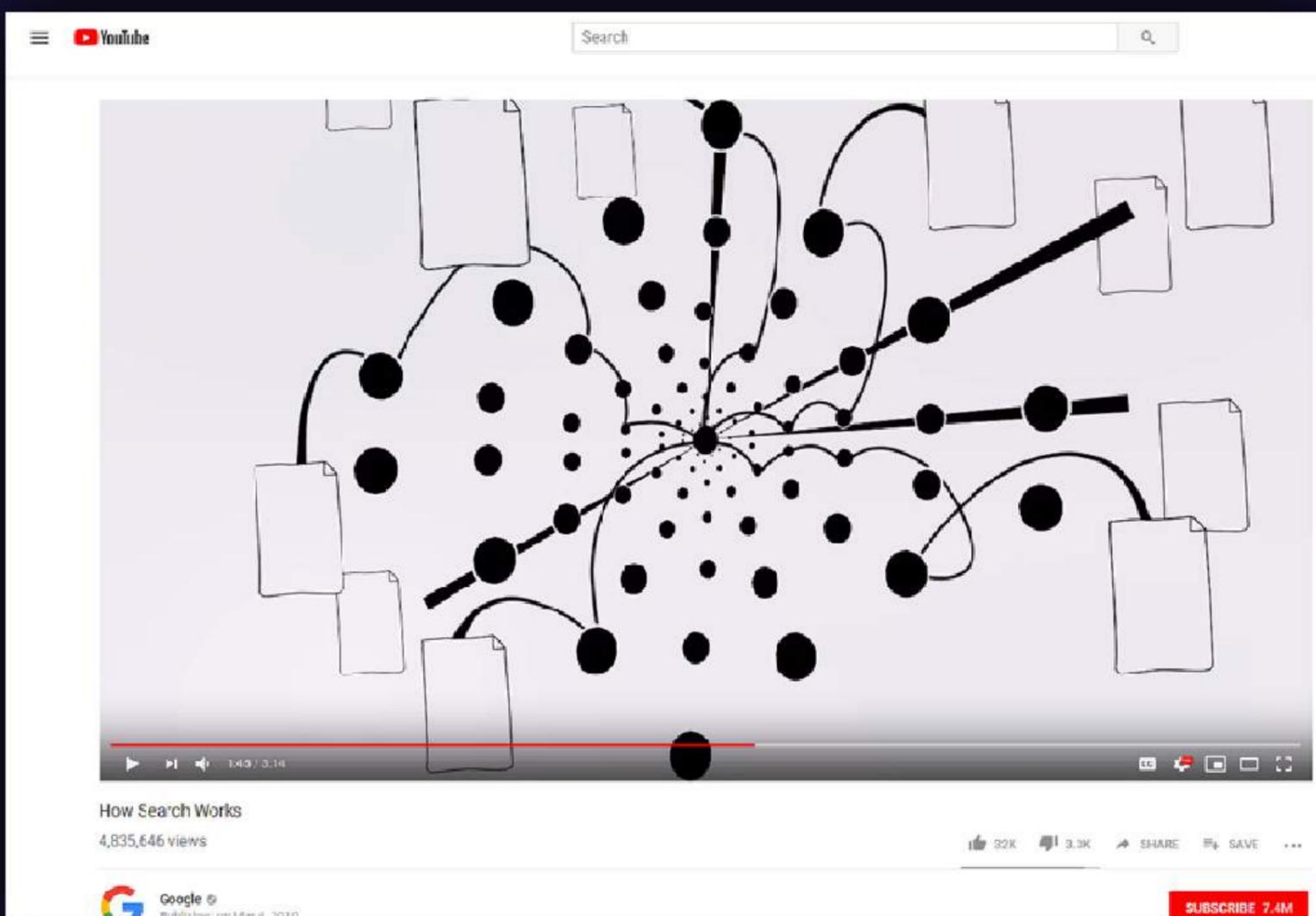
Now let's get to basics, how does Google find out if you're an authoritative site?

Lot's of content? no.

Lot's of pages? no.

Lot's of backlinks? Yes, and they have to be good quality.

In Google's algorithm, having more websites linking to yours is indicative of your site being more important and more deserving of a higher rank. It's even mentioned by Matt Cutts in Google's video about how their search engine works.



<< GOOGLE'S VIDEO

When link building, you have to measure the quality of the domain and whether if it's spammy or not. Otherwise if you get a backlink from a bad domain then you may risk getting a negative rank or even penalised by Google.

This is also important when you're trying to get on the first page as you should only strive for the best quality links.

You should always analyse every domain that you're aiming to get a backlink from to make sure that they're healthy.

What do I consider a good backlink? Let me tell you.

I use two pieces of software to determine a good backlink; Moz and Majestic.

The Moz logo consists of the word "MOZ" in a bold, white, sans-serif font. The letter "O" is significantly larger than the other letters and has a white circle inside it.The Majestic logo features the word "MAJESTIC" in a white, sans-serif font. Above the text is a decorative arc of seven red stars with yellow outlines, arranged in a slight curve.



Moz

Domain Authority

DA (Domain Authority) tells me how authoritative a domain is. Moz's DA score is determined by how many backlinks the domain has plus how authoritative those referring domains are.

This is how I round up the score:

DA 0-19 - Not that great, getting one backlink won't do that much. Though you can still get a few backlinks within this range and see an effect.

DA 20-39 - You have to get a few backlinks to start seeing good effects. You can still achieve page 1 when you get enough of these.

DA 40-59 - Very powerful, keep getting these and you'll be on your way to rank #1.

DA 60-100 - Insanely powerful, you'll be linked by the leaders.

Spam Score

Spam score simply means how many spammy backlinks (or referring domains) the domain has. In my opinion, this is the most important metric as you should ALWAYS avoid spammy domains.

A domain with a spam score of 10% or above should be avoided.



Majestic

Majestic is a tool I use to determine the quality of the domain I'm analysing and which niche it's arranged in. Here are the three metrics I look at - though please keep in mind that these metrics are predictions and not 100% accurate, just like any other SEO tool.

Trust Flow

Trust flow in simple terms tells us how trustworthy the domain is. A domain with a high trust flow score will tell us that the domain has a good quality backlink profile. Therefore telling us that the domain is safe to get a backlink from.

Citation Flow

Citation flow means how influential a domain is based on how many backlinks the domain has. A domain with a high citation flow means that it's influential as it has a lot of backlinks going to it.

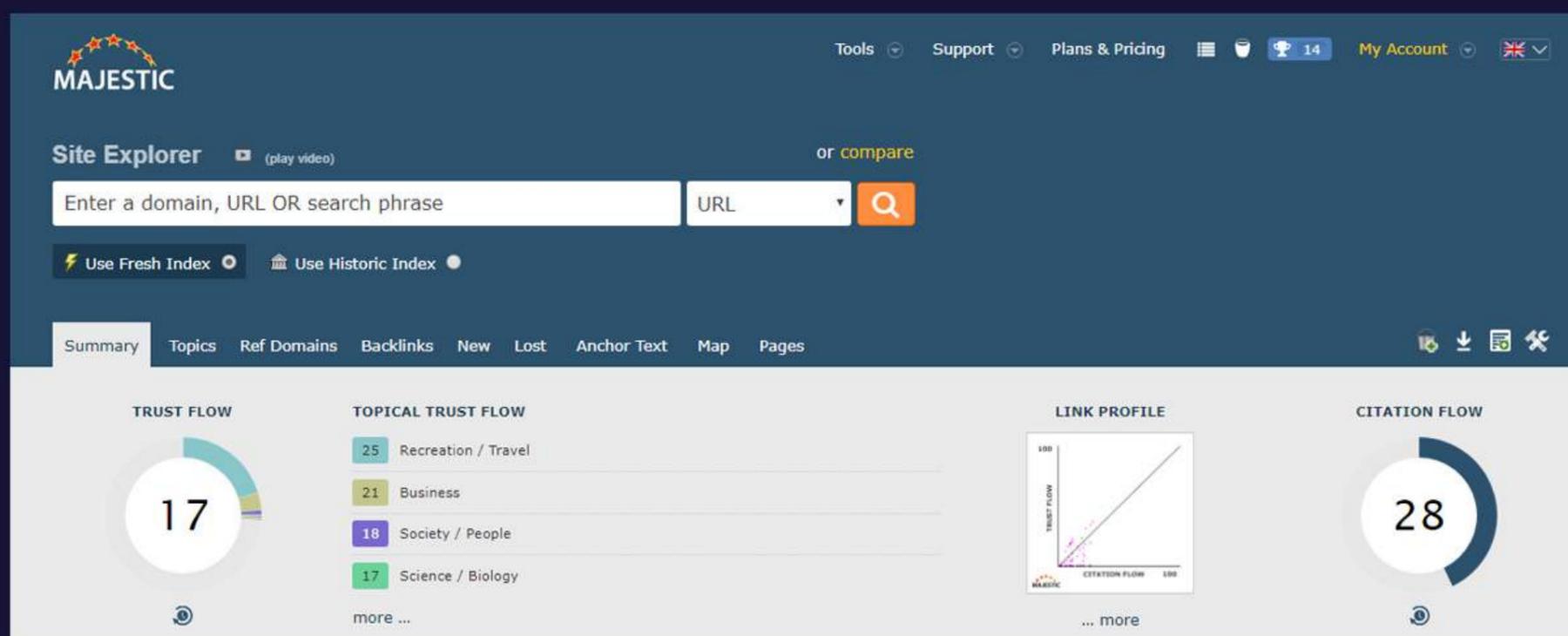
Topical Trust Flow

This metric is used to determine which niche the website is based. This is quite useful to use if you want to orientate all your backlinks to one niche. Though to be honest, you don't have to stick to your niche if you want to rank, you can have a variety of niches and still rank. What mainly matters is the trust and citation flow.

So how do I use these metrics to tell if a domain is good?

What I look at is the trust and citation flow score. I only look at topical trust flow if I want to avoid certain niches from being on my backlink profile such as adult or gambling.

How I measure the trust and citation flows is by dividing the metrics and seeing if it equals to 0.5 or above. So say a website has the following metrics:



17 Trust Flow
28 Citation Flow

I divide the two: $17 / 28 = 0.6$

This equals to 0.6 which is above my minimum requirement which is 0.5. So therefore I'll go for the backlink.

Though I don't always stick to this, sometimes I can still see a good quality site that scores slightly less 0.5.

To elaborate, I look at the scores again and see if the trust flow is at least 10 and the maximum citation flow is 30.

If I go below 10 trust flow and above 30 citation flow then I'll basically be getting a backlink from a site that has a load of low quality links. It's **MANDATORY** to have a site that has a good quality backlink profile.



C-Class IP

Lastly, you should check if the domain has a unique c-class IP that doesn't match any of your previous backlinks.

What does c-class ip mean?

It's the first 3 sections of the website's IP address.

Say if the IP address is 96.123.671.81

Then the c-class IP would be 96.123.671

If that section of your analysed website's IP matches any of your backlinks then avoid getting a backlink on there. This way the backlink shows that it's from the same server as your other backlinks and makes them look like they're a part of a private blog network which could do negative SEO. You can use online tools or even a Google Chrome/Firefox extension to find a website's IP address.

PART 3

- Outreaching to bloggers

Outreach is a straight forward process. It requires you to reach out to the publisher and pitch to them the topic for your article that you want to publish on their blog.

To begin, you have to find which sites you want to publish on by analysing their domain metrics. We usually create a list of potential domains that we want to obtain backlinks from by searching them on Google. We've found a clever way to get a list of websites that are looking for guest posts within any niche.

Simply enter the following term onto Google along with your niche:

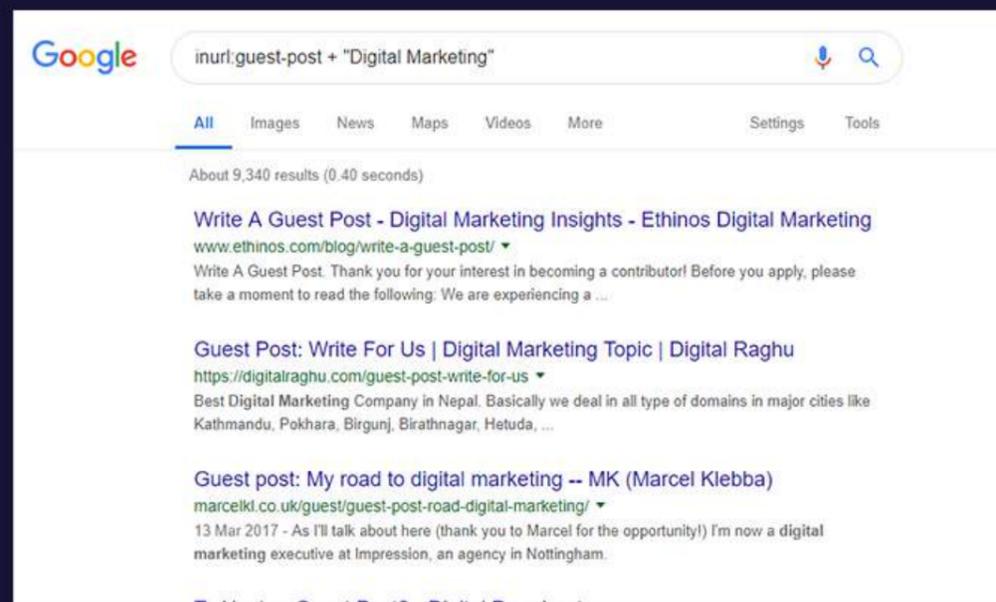
inurl:guest-post + "your niche"

You can also try other terms like:

inurl:writing-guidelines + "your niche"

inurl:write-for-us + "your niche"

inurl:sponsored-post + "your niche"



There are also many other terms you can try. Keep experimenting and see what comes up!

Usually, websites that accept third-party content have dedicated pages which include guidelines on guest/sponsored posts, those are the types of sites you should initially reach out to. You can reach out to any blog but ones that have guideline pages tend to have a higher acceptance rate.

Pitching To Bloggers

Outreach Tools

When you find a list of sites that you want to reach out to, you can use special outreach tools like Buzzstream or Ninja Outreach. Those tools are some of the most popular.

The Pitch

We've tried all different kinds of pitches to see which one has the highest acceptance rate. To be honest, the best kind of pitch only has a few sentences and gets straight to the point.

Any long bogus pitches will either leave the receiver confused or just won't bother reading it.

What you want to do is simply resonate with them on the content and ask them if they're willing to accept your guest post. I'd include the topic of my blog that I'd like them to publish as well, just to make sure that they'll accept the blog once it has been written.

Once the blogger has agreed to publish them, you can proceed with writing the content.

Also a quick note, make sure that the blogger is going to provide you a dofollow link. If it's nofollow then it's no use.

PART 4

- Writing the content

I believe that the quality of your content is the most important part as this will determine whether a blogger publishes the article.

Most bloggers will accept your blog to publish as long as your content is unique, provides value and is relevant to their blog. If your blog doesn't meet all their requirements then there's a likely chance that the blogger will decline your offer.

Also I'd like to mention that some of the bloggers will have certain requirements for the content, they may ask for a minimum word count limit, images or even a specific topic. But it's down to you on how you set the deal with them. Some bloggers may be too picky so it's best to not waste your time unless it's a high-end blog.

Writing The Content

When writing the content, the style of writing should either be a listicle or an article.

A listicle is simply an article that contains a list of items based on any subject. Here are a few examples:

10 Ways to Build Backlinks Top 5 Methods to Rank #1 on Google

If you don't want to go down the listicle route then you can just write an article based on anything related to your niche like for example for me I would write:

How to rank #1 on Google What Steps You Should Take to Rank #1 on Google

Either one you choose, these are these easiest types of content to produce.

When thinking of topics, I like to use Buzzsumo. It's a good tool to use for researching what topics are currently out there and to see which ones have generated the most engagement.

Once you've come up with the topic, you can either write the content yourself or outsource it to a writer. Though when outsourcing to a writer, make sure that you get to know them first and understand their writing quality.

Make sure that any content that you receive from a writer is spelling and plagiarism checked and doesn't contain any false information - Grammarly is the go-to tool for this. Also check that the writer has experience within your niche that you're writing about. It's important that the blog provides value to the reader and so you can deliver something to the blogger that they'll enjoy reading. They don't want to publish something rubbish or salesy.

- Also a quick note, make sure that the blogger is going to provide you a dofollow link.

Anchor text and link

Now once you've written your content, it's time to insert a link inside - which is known as a curated link.

A curated link is a link that is inserted inside a sentence and that appears natural.

CURATED LINK >>

Search engines focus on the content of a page and the amount and quality of backlinks. Websites that have many high-quality backlinks are considered of higher quality and can raise a website's ranking. [Healthy Links](#) there are a few critical factors that should be kept in mind when creating a curated link to your webpage.

Though you want to make it look natural, the anchor text still has to contain a keyword that's relevant to your website. The anchor text can either be your brand name, domain or a target keyword that's referenced on your target page. Make sure to also have the surrounding text relevant to your anchor.

I usually tend to use branded anchor texts as they seem to be the safest but keyword anchors have also given me good results.

When adding the anchor link, target a page that you want to improve the rankings. If you link to your website's homepage then this will provide link juice to your whole website.

You can insert a secondary link that links to any of your previous backlinks which will act as a second tier link. This will improve the quality of your backlinks.

PART 5

- Publishing & Building The Link

Now you're all set to get the backlink! Simply send your content over to the blogger and ask them to review it. After reviewing they'll either give you a confirmation on whether it's been accepted or declined.

They may also ask for a fee to publish it as their editing time counts. Bloggers are also aware that they're going to be linking to your site so they also tend to charge for that. It's down to you to accept the fee or negotiate on the price. Also I'd like to mention that I tend to pay the publisher **AFTER** the backlink has been delivered via PayPal in order to ensure that I get what I'm paying for. Some may ask for a pre payment but just make sure that you pay through PayPal so if things go south, you can open a dispute to try and get your money back.

If it's been accepted they'll either publish it straight away or provide a date on when it'll be published. If it's been declined then they should provide a reason why.

Congratulations! You've built yourself a backlink. But before you get too excited please check the content and make sure that your link is there and it's dofollow. If it isn't then contact the publisher and ask them to amend it.

CONCLUSION

Now that you've obtained a backlink, rinse and repeat and you'll be ranking on Google in no time! Well actually, it may take a month or so but if you remain consistent then you'll be ranking well. I'm telling you we've gotten some good results from this and even gotten to the number 1 position using this tactic.

If in time you're not getting the results you expect then be sure to reach out! You can contact me if you need any help! My email is info@healthylinks.net

If you don't have the time to do this then you can always try our service and test us out. We always aim to give you those ranks you want.

I'll also be right there to have a chat about your SEO. Now go and hunt those backlinks!

~ Alex Kalos