



[Checklist] 13 Super-Easy Backlinks You Absolutely MUST GET to Rank in Google

Introduction

I'm sure you know this already:

You need backlinks if you want your site to rank.

But that's not all.

You need backlinks that are a) guaranteed to improve your rankings, and b) easy to get.

Lucky for you, that's what you'll find in this checklist.

This short eBook lists 13 backlink types that you absolutely must get to rank in Google.

And the best part? They are all quite easy to get.

So, without any further ado, here are the backlink types on which you need to focus your SEO efforts.

13 Backlinks You MUST GET to Rank in Google

Guest Blogging on Top Industry Sites

Guest posting means publishing original content for someone else's website. And although it might seem pointless to invest time into creating articles for any other website than yours, the SEO benefits of this strategy are immense.

First, guest blogging allows you to place relevant and safe links back to your site.

Plus, appearing on top industry sites your audience reads allows you to position yourself as an expert in your field.

Interviews

Find opportunities to get interviewed on topics relevant to your niche or industry.

An interview might take you only an hour to complete, but this investment can turn into many high-quality backlinks to your site.

Profile Pages

Many industry sites allow members to create profile pages that also feature a link back to their site.

Ideally, look for IT-relevant communities to make your profile link look relevant.

Business Listings and Citations

Citations are your company's profiles placed on business directories like Yelp.com or YellowPages.com, featuring its name, address, phone number, and a link to the site.

Google uses citations as one of the top local SEO ranking factors but the link also influences global rankings.

To quickly find relevant local business directories to place your company's profile on, check out this [list from Hubspot](#).

Brand Mentions

Ask anyone who mentions your company online but doesn't include a link back to the site, to add it to the page.

You can use applications like Mention to monitor your brand mentions and quickly reach out to ask for links.

Conferences and Events

Every time your company takes part in an event, be it a large conference or a small, local event, check if you could either create a participant profile or have your company featured on the event's site in any other way, along with a backlink, of course.

Sponsorships

Another way to build links through events is via sponsorships.

Most events would list (and link to) their sponsors and even a small sponsorship of \$100-\$200 could secure you a link on their site.

Donations

Many charities and other non-profits include a donor's page on their website, listing all companies who have contributed and helped them financially. Quite often, donating \$50-\$100 is enough to get your business permanently on the page.

Media Mentions via HARO

HelpaReporterOut.com (or HARO for short) is a site that connects journalists with industry experts, who agree to become a source for the story, in return receiving links and media mentions.

Once you sign up to HARO, the site will send you a newsletter with requests for pitches from journalists. You can respond directly to queries you find interesting, and if your pitch is successful, you'll be featured in the media.

Q&A Sites

Question and Answer sites like Quora or Yahoo Answers allow you to add links in your answers. Granted, these aren't the highest quality links. But they're safe and building them requires very little effort. Plus, Q&A sites tend to send good traffic via those links, making the strategy even more powerful.

Research Competitors

I admit, this is a more advanced strategy. However, if you have the time to learn a few more things about building links, then I highly recommend you use it.

The strategy itself is simple. Use software like Ahrefs to look through your competitors' backlinks to see which links you could easily recreate.

At a minimum, this strategy could point you to business directories, and profile pages you've missed. It could also help you identify the best industry websites to guest post on.

Social Media Profiles

If your company isn't on social media yet, set up those accounts now. But apart from the obvious marketing benefits – building an audience, and positioning your company as experts – you can also build profile links by including your website in the profile.

Granted, those links carry little SEO weight, but many SEOs believe that Google put some importance on them nonetheless.

Your Clients

Finally, ask companies you serve to mention you as their preferred IT provider on the site.

Are You Looking for New Ways to Grow Your IT Business?

Then check out the advice our
resident IT Growth experts have
for you.

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