



How to Check the Backlinks is Worth it for Website

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Backlinks are still a crucial component in more than 200+ parameters for Google search engine ranking. Google algorithm still considers the backlink profile as a factor to boost keyword ranking on Search Engine Result Page (SERP). Since they are so important for key phrase ranking, you wish not to miss the opportunity to rank your website higher using link building strategy.

Backlinks: Are They Worth



Achieving a powerful backlink portfolio using a white-label or we say ethical SEO is challenging but very fruitful, so read ahead, and you will know the steps of getting good links for your website. A beginner may find it difficult to get high-quality backlinks for their website, but with the below-mentioned parameter, you can decide which backlink will suit your link portfolio, which can assist your website further in keyword ranking.

Hiring [SEO Services expert](#) is always a great option if you want to maintain the backlink portfolio that matters to increase the ranking of your competitive keywords. But first, you need to understand what “high quality” backlinks, Not all backlinks are termed as “high quality” then what is this high quality? There are certain parameters to assess the quality of the link. Parameters which Decides the Quality of Backlinks Are-

Domain Age

Domains that are old contain more powerful link juice in comparison to the domain register a day ago. Therefore check out the domain age of the site before approaching them for a backlink. Like here we know the Wikipedia is the oldest website and how we know that using WHO .is website provide you Domains Age.

Link Pattern

There is one thing you need to be very clear about in ethical SEO, that Google is watching what you are doing with the website. If you are receiving backlinks from a website which are known to give external backlink, then definitely it is not a good idea to connect with such sites. The pattern of backlinks matter, Google prefer sites which are having natural backlinks.

Text-Based Links

Are you keen to rank your keywords; then getting text-based links will do the job. Try to make backlinks using anchor text, where the anchor text is the keyword you are willing to rank for.

Domain Rating

This parameter is actually defined by Ahref, more quality backlinks connected to a website, then higher will be the domain rating. Check for high DR website and try to get backlinks from them. But we know lot of SEO tools like Semrush, Moz etc.. and there are almost similar to find out DA, DR etc...

Domain Traffic

As we know a lot of website have a good DR or DA but they don't have enough web traffic, so web traffic is the most important factor also, lot of agencies do increase their DA or DR via making lot of backlinks but lot of backlinks don't get you more web traffic you have to make or choose right digital marketing strategy.