



Ways to Create High-quality Backlinks in 2022



Backlinks are a crucial ranking factor for most search engines, even Google. If you want to do SEO for your website and get appropriate organic traffic, building backlinks is something you should be focusing on. The more backlinks your website has from dominating domains, the higher reputation you will have in Google. And you will dominate the SERPS.

Here are 6 proven techniques to get high-quality backlinks:

1. Replicate competitor's best backlinks

Duplicating competitors' backlinks is one of the cleverest ways to find new link-building openings and [improve SEO](#). Begin by selecting your primary competitors, the websites that are in the top 5 positions for your primary keywords. If they are ranking above you, it means they have a good link profile, and the backlinks are of higher quality. Once you have decided which competitors to check out, you will have to analyse their backlinks.

After getting websites that have better metrics, you have to ensure the website is related to your site. For every competitor backlink, try to know how your competitor got that link. If it is a

guest article, request to become a contributor as well. If it is a product review by a blogger, contact the writer and offer them a deal in exchange for a parallel review.

2. Evaluate competitors' mentions

Snooping on your competitor's backlinks is not enough. You should also understand when their brand name is cited on the internet.

Whether it's a mention on social media, a forum, or a website, you should know about it.

For instance, if a competitor's client asks a question and you are the first one to provide help, chances are you will build a strong relationship with that client. If he has a website, you might even get a backlink if he chooses to recommend you.

By being cooperative and answering questions ahead of other competitors, you will increase your probability of getting business and backlinks.

3. Create backlinks with the help of infographics

Popular publications like The Verge, Mashable, Huffington Post, and others are producing infographics on a regular basis and readers love it. Not only are infographics useful for building backlinks, but also for attracting traffic from social media, since infographics are extremely shareable.

Once you have created the infographic and published it on your website, you can submit it to some of the known infographic directories.

To spread the word, even more, you can take help from Twitter to search for people that have shared similar infographics in the past. You can do outreach requesting them to check out your newly published infographic and ask for their valuable feedback. If they like it, they might share it on their social media and also link to it.

4. Guest blogging

Guest blogging is still one of the most optimal ways to make yourself heard on the internet. You can check out already established audiences and cooperate with other people from your forte. "It is a proven method" for building more followers on social media, driving traffic, and building high-quality backlinks also.

But if you are going to guest post, it has to be high-quality stuff. The content should be at least as similar to the content that you are publishing on your own site, if not better. Not all guest bloggers are effective, but if you take this technique seriously, you will see the benefits.

5. Create a robust internal linking structure

While internal links won't offer you a solid SEO boost, they will help you increase the overall serviceability of your website, and it's also a great way to build links using your ideal anchor text.

Just like any other method, don't overdo it and don't build more than 100 internal links/pages or you will make your site look suspicious.

6. Outreach and promote your best content everywhere possible

Amazing content won't get backlinks if no one knows it exists. You have to do your all to find people interested in linking to your [content and sharing](#) it on social media platforms.

Take help from influencer research tools to find people keen to share your content. The more bloggers you speak to, the higher is the probability of getting your content shared.

Things will be a lot easier once you build good relationships with popular bloggers from your domain.

If you're just getting started with creating backlinks, these techniques might seem time-consuming, but it's worth it in the long run.