

LINK BUILDING TACTICS

An overview of successful ways to build backlinks

Link building is one of the most essential tasks when it comes to search engine optimization. Backlinks from **trustworthy and relevant sites** help you to **boost your search engine rankings** more than any other SEO strategy does. However, building backlinks is also the **most challenging work in SEO nowadays**. In this document we reveal actionable link building tactics, which help you to build sustainable white hat backlinks. All tactics are grouped by the level of experience, needed to implement them, and rated according to the **value of the link, expenditure of time and costs**. We hope you enjoy this summary and earn as much backlinks as you can.






























Link building tactics - Experience needed: high ■■■	Value of the link	Expenditure of time	Costs
Maintain your own blog	5	■■■	■■■
Create how-to instructions & tutorials	5	■■■	■■■
Find influencers for your content distribution	5	■■■	■■■
Write and publish guest articles on relevant blogs and websites	5	■■■	■■■
Participate in creating community newspapers	5	■■■	■■■
Replace your competitors' broken links	5	■■■	■■■
Create linkbait, such as viral videos, tools, infographics or funny content	5	■■■	■■■
Leverage expired domains in order to assume the existing links there	5	■■■	■■■
Create summaries and resources that invite quoting, sharing or linking, such as collections, size guides, chronological listings and so on	5	■■■	■■■
Create additional subject- or info-websites	5	■■■	■■■
Generate backlinks on Wikipedia	4	■■■	■■■
Give interviews as an expert on other blogs/magazines	4	■■■	■■■
Initiate blog carnivals (activity among bloggers, where they all publish an article about the same subject)	4	■■■	■■■
Create advertorials (=adverts in the style of an editorial contribution) in relevant online magazines	3	■■■	■■■

■■■ low

■■■ medium

■■■ high

1 = very low / 5 = very high















Link building tactics - Experience needed: medium 	Value of the link	Expenditure of time	Costs
Replace broken links pointing to your site	5		
Offer free products such as ebooks or checklists	5		
Collect and curate industry news	5		
Ask business partners, suppliers, customers and manufacturers to link to your site	5		
Publish guest articles on your own blog	5		
Analyze your competitors links to find suitable link sources	4		
Research blogs or websites that use images or content from your site (using Google image search) and ask to be linked	4		
Create and publish infographics	4		
Monitor mentions and reach out to be linked if a backlink doesn't already exist	4		
Link appropriate content to get inbound links	3		
Publish job openings with links to your website (especially for internships and student jobs on university job portals)	3		
Publish presentations	3		
Create a wiki, a glossary or a knowledge base	3		
Integrate testimonials with a link to their website in your articles in order to get them to link back to you	3		

 low

 medium

 high

1 = very low / 5 = very high

Link building tactics - Experience needed: low 	Value of the link	Expenditure of time	Costs
Ask your current network for backlinks	5		
Update old content to keep it appealing for backlinks and repurpose it	4		
Participate on Q&A websites	3		
Register your website in relevant industry directories	3		
Take part in forum discussions (no spamming!)	2		
Write comments on other blogs (no spamming or using exact-match text anchors as names)	1		
Publish press releases online, including in press portals	1		
Add links to social bookmark registers	1		

 low

 medium

 high

1 = very low / 5 = very high

Find more information in our blog at:

<https://www.seobility.net/en/blog/link-building-tactics-how-to-build-sustainable-backlinks/>