

18 Experts talk about the best backlinking methods



Use Google ads to promote your data

Promote data that you have on your website through Google ads (PPC). Journalists often need data to back up claims. To search they almost always use Google. If your data ranks at the top for a search term, you will likely get cited and get links.

Oli Graham, Marketing Manager at Rightlywritten

Infographics can be an effective way to **get free backlinks** if the intent is right

Dale Johnson, Co-founder & Content Strategist,
Nomad Paradise

From personal experience, I have found supplying your followers with the embed code for an infographic on your website an effective way to build natural and relevant backlinks to one of your pages. Infographics work much better on 'how to' types of content, as they effectively summarize your core points in a simple visual journey.

Pick a topic where you have the opportunity to link to 10-20+ websites, companies, tools, or whatever else. Go to a Facebook group where a bunch of founders or marketers hang out. Mention how you're looking for companies to include in your articles (but of course, you expect them to return the favor) and so much more.

Nick Zviadadze, Co-Founder at Apollo Digital



**Use company
roundups for
getting backlinks**



Use data-driven campaigns and link reclamation as your tactic for backlinking

Run data-driven campaigns. Run research on a topic tangentially related to your industry. Choose the most newsworthy findings and statistics, and pitch them to industry outlets and blogs. The success rate you should expect with this type of campaign is from 10% to 25%.

Ana Casic, Content Marketer at TalentLMS

Focus on guest blogging, but target small businesses, instead of personal brands

Laura, Co-founder at Mike&Laura Travel

Search for businesses that relate to your niche that also have a blog section on their website and pitch some well-thought-out blog posts.

Make sure to craft a well-researched infographic that's of interest to a particular niche or industry, they will not only share that information but also give you credit.

Rameez Ghayas Usmani,
Digital Marketing Executive at Pure VPN

Get a featured snippet by enriching your blog with infographics and videos



Create topical, link bait products and services and use link earning campaigns

We ran campaigns that were heavily current affairs based.

We were often securing hundreds of backlinks per week through what you might deem as tabloid news-worthy stories. For example, offering services to help people cope with the end of incredibly popular tv programmes, or products that would generate an often adverse reaction.

Simon Ensor, Founder & Managing Director at Catchworks

Create content that others want to link to

Burt Valentine, Streaming Editor/Digital Marketer
at How to Watch

Create content that others want to link to. You just have to get some eyeballs on it and then the snowball effect kicks in. It can be a content that addresses a problem that's never been addressed before and even if it's been addressed, you have a different but valuable perspective to it.

Conduct a simple PR survey. The main objective of conducting a PR survey is to collect opinions from the general population or a niche audience of people regarding a certain topic related to a brand. The results are then shared through company outreach, press releases, news sources, and journalism outlets.

Emily Carroll, Marketing Coordinator at Drive Research

**Conduct a simple
PR survey to get
free backlinks**



Publish your case studies on Scoop.it

I have managed to get many good-quality backlinks through writing case studies including challenges, data background, selected time frame, results, and critical takeaways and publishing it on Scoop.it. The tool allows me to get indirect links.

Gintaras Steponkus, Blogger & Marketing Manager at Solidguides

Create interesting, data-driven content inspired by Reddit

Ross Simmonds, Founder at Foundation Marketing

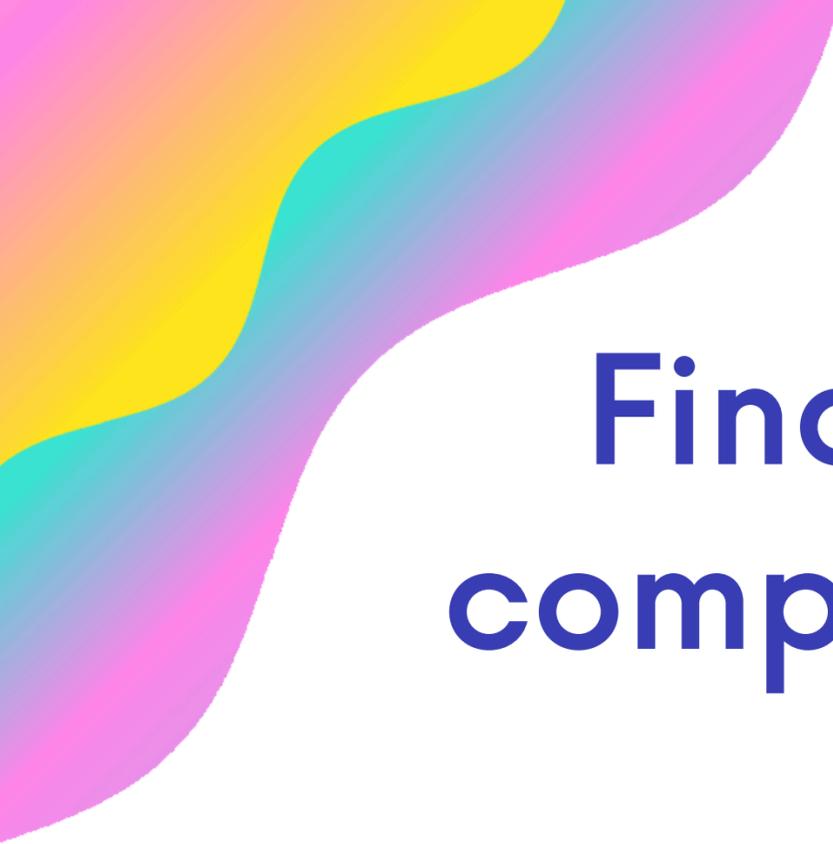
Create interesting and data driven content. Reddit is filled with amazing insights around what content will take off. Thus, we monitor & reverse engineering popular posts & comments in various SubReddits to get inspiration around what content we should be developing.

The best backlinking method I've tried is posting links to articles on my answers in discussion websites like Quora and Reddit.

While it doesn't pass on link juice, this tactic is really great for raising awareness for your website.

Allan Borch, Digital Marketer at Dotcom Dollar

**Post links to
articles on answers
in discussion
websites like
Quora or Reddit**



Find unlinked mentions of your company with a backlink builder—and ask for a backlink

One simple, yet underused way of achieving backlinks is taking a look at your unlinked brand mentions. If you've created valuable content, you should get credit for it.

Micah Owens, our Senior SEO Strategist at Golden Spiral

Real-life connections are king and relevant content is queen

Nate Nead, CEO at SEO.co

Real connections bring the best links of all. They require more work, but you actually build relationships. We don't do it through email. We find these people on LinkedIn and strike up real conversations on the phone. Once we make these connections, we invite them to be guests on our podcast.

Tools such as MOZ allow you to search for mentions of your company or brand that are not linking back to your site. Reach out to the author congratulating them for the article, and suggest to link back to your site to add value for their readers.

Samya France

**Run unlinked
mentions using
tools like MOZ**



Turn your copyrights to backlink opportunities & identify 'dead' businesses

Turn copyrights to opportunities. Instead of threatening other people with lawsuits if they copy your company's content, use it as an opportunity to make your own pictures appear every time when you search the picture in Google

Sonya Schwartz, Founder at Her Norm

Ask your podcast guests to share a link & list your podcast on relevant blogs and lists

Liam Quinn,
Head of Marketing at Reach Interactive

We have built backlinks by contacting blogs that have podcast lists & charts. Whether you have a marketing podcast, or something completely random, there are a lot of opportunities out there. It takes less time to send a podcast link than to write a guest post.

Do you want to learn more about
backlinking building?

Check out [our full article](#)