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Link Building in the World of Content Marketing

By [Rebecca McIntyre](#) on September 5, 2014

Times have changed for SEO. It has now become apparent that most scalable link acquisition should be focused on high-quality content marketing. Think about it: are you producing content that offers significant value to your customers or audience? Consider this carefully, as this is a key step to excelling with SEO in the new world of content marketing.

So, what's a good link-building strategy in this day and age?

Most importantly, you need to create valuable, relevant content that will attract people to click on your links, rather than producing (possibly) sub-par copy comprised of scattered keywords. Yes, keywords are important, but quality content is even more so. Quality content does not focus on selling your services, products, or company; rather, it is engaging and entices your customers to your brand due to building trust by providing valuable and helpful information, enabling the establishment of a solid relationship.



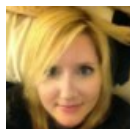
Also, don't forget to ensure that your content meets your unique business objectives, is brand consistent, and gains buy-in from important stakeholders. (Editor's Note: Be sure to check out our upcoming blog post, as part of our series of [content marketing questionnaires](#), to hear from real marketers about how they sell content marketing internally--you might be surprised by their responses. [Sign up](#) for our email newsletter to ensure you're in the loop.)

For a closer look at link building in the world of content marketing, check out this article published by [Search Engine Watch](#), which identifies the most important steps in the process, with an eye toward attracting links.

[searchenginewatch.com](#) It's no secret that there have been a lot of changes in the SEO industry over the last couple years that have dramatically changed the way that companies approach link-building. It's been pretty clear to most SEO professionals for a long time, even before we knew...

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About Rebecca McIntyre

Rebecca is the Marketing Manager at Opentopic. She has worked as a marketing communicator in a wide variety of fields, ranging from architecture to financial services to communications consultancies. As a passionate writer and content marketer, she decided to join the startup world--and is loving it! She enjoys connecting with people, so feel free to reach out to her on Twitter.



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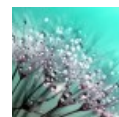
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