

10 Ultimate Ways to Attract Backlinks to Your Content

Nowadays, the Internet is getting healthier with Search Engine Optimization (SEO) on duty. A website will likely appear naturally on a search engine if the content is related to what people are searching for. This is exactly what SEO does. As there are so many websites on the Internet, SEO chooses the most relatable one based on the quality of the content and the vote it gets from the Internet.

Backlinks play an important role in making your website visible in organic search. They connect your website to another relevant website. It functions as a vote of how important your content is. In other words, the more backlink your website gets, the more vote you get. More importantly, the more likely Google put it in an organic search.

A study by Ahref shows that top-ranking pages tend to be supported by many backlinks. Because they are top ranking, they play a role as link magnets and stay on top for a long time. Now, as you have known the power of backlinks, keep reading to learn 10 ultimate ways to gain backlinks on your content.

1. Help People with Research-based Data and Insights

As you might know, people tend to trust data more than opinion. However, it takes time and energy to research one single topic. Therefore, this is your chance to help them and make them link to your content in return. A website that seems to have a groundless opinion would like to have your content as a backlink to support its statement. As a result, this will benefit both of you. Your visibility in the search engine would likely go up.

The easier way for you to make research-based content is to look at what you like or what you're good at. For example, if you are interested in a social study, you may want to conduct a social experiment and share your study on your website. People who are interested in a similar field would love to link your study to gain more trust from others.

2. Attract People with Emotional Content

We all agree that formal and dull content with no emotion is boring. People will likely fall asleep before they finish their reading. Even if you're writing about serious matters, such as business or psychology, people would love something simpler that can be understood easily. That's why writing in a friendly and somehow informal tone is needed. In this way, you will reach more audiences because your writing can be understood by all levels of age and education.

But, this trick is widely known. Another level is to put a little emotion into your content. The friendly and informal tone may be good to reach a wider range of people, but it's not enough to hook your reader to keep reading until the last page. A great way to make them stay is by putting an emotional attachment to your content.

Make your content as interesting as possible by adding some elements of wonder, curiosity, and excitement. If people find your content interesting emotionally, they would be willing to share it and as a result, you will gain more backlinks to your content.

3. Add High-quality Infographics to Your Content

Infographics are probably the most popular tools to give information interestingly. It gives people easy understanding at a glance and makes their reading less demanding with less time needed.

For example, you want to write a topic about the most important makeup for women. The result is that 70% of women think that lipstick is the most important makeup while the other 30% vote for the foundation. Instead of displaying the result in the words only, like above, it will be more interesting to display the result in a picture of lipstick and foundation, along with the percentage of women who vote for it. Also, don't forget to give a little explanation on why women find them the most important makeup.

However, infographics don't mean your focus is primarily on the design only. Your data needs to be of high quality as well. Search on popular topics that have no or little infographic demonstrations and make them yourself. In this way, when people search for infographics on that topics, yours have a higher chance to come up and people would love to link it to their website.

4. Feature Influencers in Your Content

Keep in mind that a backlink is also a vote for your website. One of the ways to get more votes is to feature influencers in your content. Since they are already famous, it's probably easier to also get more backlinks or votes from their followers.

However, it needs a little of your journalistic skills. First, you need to choose a popular but exciting topic. Then, you need to find influencers that are popular in the field. For example, if your topic is about pop music, you can ask Taylor Swift for her opinion about the music industry. The important thing is, don't stop at one influencer only. The more influencers join you, the more likely backlinks come into your content. Because influencers not only bring you their followers but their authority as well.

5. Create a List of Useful Items

Have you ever searched for free links that let you listen to music on the Internet and Google shows you a blog with compilations of free-music links? That blog is getting traffic by adding useful items, which are free links to listen to the music. The actual free links gain one vote from the blog. This is one example of how useful items can help you gain more backlinks.

Now, as you have known the trick, try to search for other useful items on your search engine. Keep in mind that compilations of useful items are recommended rather than one item only. Get the inspiration from the items that people search on search engines, such as web design, cv template, or font, and start to make a compilation of it.

6. Add Data Visualization to Your Content

Because a picture speaks a thousand words, giving info in visual content is more recommended than in words alone. Reader's eyes are more likely pleased with visual data and it's good for greater engagement. Besides visually appealing content, you need to also pay attention to the value of the information given.

To make your content be noticed by the Internet, you must be unique. Try by covering topics that have little or no visualization at all. Mostly, people are interested in linking their website with charts that contain research findings or websites that contain thought-provoking quotations.

7. Update Your Content Regularly

As you might know, SEO encourages people to create more content of excellent quality. If you can create one, it will provide you with a long-lasting backlinking from other websites. But, since the technology works faster, you need to make sure your content remains fresh at some other time in the future. Update it regularly or provide new information that hasn't been there before and see if it gets you more backlinks.

8. Find the Rare Topic to Focus on

One thing that interests people nowadays is uniqueness. As the competition is getting higher, people would love to see something that is rare. For example, if you see that so many people have created content about cats generally, like the types of cats, cats' food, or how cute a cat is, you may want to create content about what happens to stray cats when a city is flooded. If you make the same topic as other people, people won't notice you because you may be drowning down there in

the search engine competing with thousands of websites.

To find inspiration, you may discuss with your friends, read more books, or visit internet forums. Then, pay attention to what people discuss and see if there's something you can fill in the hole. If you finally find a rare topic, you will have the best odds to be noticed, and your chance to get more backlinks will go up.

9. Give People Solutions to Their Problems

In digital marketing, the problems of other people could be your treasure if you know the right solution, especially if your solution is free. Life hacks content is a good example of this. It is popular on the internet because it gives people easy solutions to their everyday problems. You can benefit from its popularity by providing new but simple life hacks that could be useful for everyone. See if people like them and are willing to share them.

10. Use Quotes from Top Influencers and Experts

You may want to take a benefit from the authority of influencers and experts for your business content. As they are trusted and have so many followers, this is good for gaining the backlinks. You can start your content by quoting top influencers and experts' opinions that are related to your topic. However, keep in mind that quality should be the number one priority. Your quote should go along with your story so people would be willing to link their website to your content.

Conclusion

Backlinks play an important role in the digital marketing industry and that's why you need to gain more to make traffic to your website. Through backlinks, you will be connected to many other websites. In other words, the more connection you have, the more vote you get, and the more your website be visible to organic search. Use these 10 tips to gain more backlinks and see your website goes up to the number one ranking on organic search.