

# Link Building Strategies

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# The Skyscraper Approach

1. Investigate competitive content (Blogs, How-To Guides, Infographics, etc.) that has 30+ backlinks
2. Create something better
3. Contact bloggers and influencers that have shared and/or linked to the competitive content and ask for a link



# **Broken Link Building**



1. Find pages that could potentially link to you
2. Look for broken links on the page (404 errors)
3. Let the webmaster know and ask if the broken link can be replaced with a link to you



# Guest Blogging

1. Pitch a story to a niche blog or popular website
2. Write a non-promotional blog post
3. Include a link back to your website, using the proper Anchor Text.

# Why Guest Blog?

- ✓ You choose the referring URL
- ✓ You control the content
- ✓ You choose the anchor text + destination URL

The SEO Equation =  
Onsite Optimization +  
Link Building

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# SEO RESOURCES

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✓ Blogs

Moz

Search Engine Land  
Backlinko

✓ Tools

SEMRush

Majestic

Ahrefs

✓ Marccx Media

The logo for Marccx Media is centered within a white square border. The text "MARCCX" is on the top line and "MEDIA" is on the bottom line, both in a white, bold, sans-serif font. The entire logo is set against a solid magenta background.

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