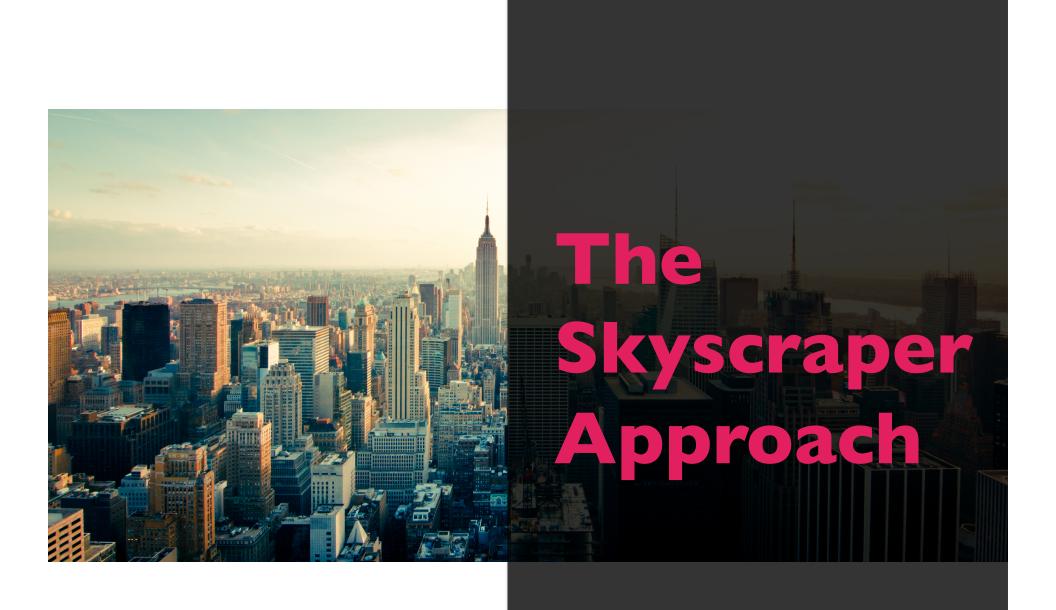
# Link Building Strategies



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- 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



- 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



- I. Pitch a story to a niche blog or popular website
- Write a nonpromotional blog post
- 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



✓ BlogsMozSearch Engine LandBacklinko

✓ Tools
SEMRush
Majestic
Ahrefs

✓ Marccx Media

### MARCCX MEDIA



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