

# How to Build Backlinks for Your Local Business

## [9 Actionable Tips]

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Business owners, particularly, small businesses owners, often don't know where to start when it comes to local link-building for their business website.

Link building has remained the foundation of [search engine optimization](#) (SEO) for all types of businesses, regardless of their size. However, the quality of links and the methods of building or linking have [changed over the past several years](#).

In SEO, backlinks are essential links that your website receives from external websites for being an authority source within your niche industry. Put simply, "backlinks are sites that link to your site". For most search engines, [back links are the supreme ranking factor](#).

Technically, search engines such as Google, consider backlinks to be a sign of trust and incorporate them as a ranking signal in their search algorithm.

Since the traffic is directly related to the quality of the backlinks your website has, the more authoritative websites that link to you, the better rankings and traffic you'll get to your website. This is why getting quality backlinks from reliable resources is a great way to boost search engine rankings.

While crawling the web, Google spiders look for your website's backlinks, to understand how your pages are connected to one other and in what ways. Certainly, there are several other [ranking factors](#), but backlinks represent the most important metric for SEO.

There are smart ways to build or earn backlinks for your business in a certain location. In this guide we have stated the pre-requisites for link building and have explained some smart ways of getting quality back links that will boost your business online.

### Prerequisites of SEO Link Building

While backlinks influence search engine rankings, they still work in a cyclic form and rely on other technical SEO aspects to be effective. In other words, building backlinks without having an SEO-friendly site architecture may not produce desirable results for your business.

Answer the following questions prior to launching a backlink building campaign.

### 1. Is your website technically optimized?

You need to make sure that [your website is technically optimized for search engine crawlers](#) and offers a good user experience to your visitors. Ask your web development team to fix any potential technical SEO issues related to site speed, mobile friendliness, duplicate content, meta tags [and many others](#).

### 2. Does your website have a strong site architecture?

Building an SEO compliant site architecture requires making your website easily crawl-able and discoverable for search engines. Moreover, it also means designing a site structure that your visitors can easily navigate. With an SEO-friendly site structure, you will get optimum value from your link building campaign.

### 3. Does your website have valuable content?

A website having a wealth of great content and useful resources is more likely to obtain quality backlinks. In fact, websites with valuable resources tend to attract high-quality backlinks more naturally than others. Therefore, you will need to invest in having great content on your website before commencing with your link building campaign.



# Building Links for Small Business Websites

The process of building links may change drastically from business to business, depending on their SEO goals and online marketing budget.

Building a great backlink portfolio for a website revolves around creating great content and digital assets such as useful guides, insightful blog posts, infographics, and eBooks. Therefore, most link building techniques are based on content creation.

Here are some effective link building methods for small businesses.

## 1. Submit Your Website To Niche-Specific Directories

As a small business, you should submit your website to all the popular niche directories, particularly the ones that are relevant to your region.

Combine your business niche (e.g. fitness) and directory to form key phrases to create a list of directories for submission. For example, you can search for “fitness + directories + Leicester” and find a list of local directories.

Make sure the directories are of high quality and have some editorial guidelines. Don't submit to non-relevant online directories.

## 2. Leverage Local Partnerships

If you're addressing people in a particular geographic area such as Leicester, then forming partnerships with other local businesses in Leicester can be an opportunity to get backlinks from their websites. In that case, you already have existing partnerships, so all you need to do is get in touch with partner websites for link placement.

Aim for locally owned franchises and businesses instead of large corporations. You can also replicate the first link-building strategy by contributing to local blogs as well. Apart from local business blogs, you may also come across official community blogs or local news blogs that welcome guest contributions.

## 3. Use Skyscraper Techniques

The skyscraper is a link building technique that helps you to earn backlinks from relevant and qualitative resources.

Start by identifying your competitors and exploring their popular resources. You could use various online tools to know what your competitors are doing and discover their popular content.

In the next step, you need to create similar resources (but with better quality) that can easily outshine the competitor's resources. Make sure your content is comprehensive, interesting and relevant.

Once you are done building the resources, you need to create an outreach campaign and request relevant blogs if they could mention your resources. According to many reports, this technique has paid off in many cases.

#### 4. Search for Business Mentions

If you believe your business has some brand presence across your industry, you could use online tools to discover sources that are using your name without linking back to your website. You can simply get in touch with them and ask if they could link back to your site.

This is a great way to explore potential link acquisition opportunities and leverage your brand's online presence.

#### 5. Create A Resource Page

Depending on your town, you can create a local resource page that includes useful information for small businesses in your area. For instance, if you're a clothing retailer in Leicester, you can create a list of the best wholesalers and manufacturers in your county.

When you provide useful information, other businesses (even competitors) will link back to your resource page. You can partner with local subject matter experts to create information-rich resource pages; the work put into these pages will pay off once they capture the attention of businesses in your niche industry.

A resource page can then be cited when participating in Q&A websites and local business forums. It might even land you [interviews](#) and guest appearances providing opportunities to build links from participated content.

#### 6. Create Premium Content

If you want to get backlinks from major publications and leading industry blogs, you will need to [create premium content](#). With premium content, we mean the content that demonstrates thought leadership and isn't just a compilation of tips or lists from other small business blogs.

Premium content includes informational products like:

- White papers
- E-books
- Resource pages
- In-depth blog posts
- Case studies
- Co-created guest posts
- Infographics

While premium content pieces require more time for completion, they have a much higher chance of being linked to than a standard blog post. Partnering with other businesses that are not direct competitors can cut costs while giving all partners an opportunity to attract authority links.

## 7. Write Guest Posts

[Guest posting](#) has remained quite a popular way of earning backlinks for websites. The process is quite straightforward where all you need to do is find relevant blogs that are looking for guest bloggers.

For each blog that hosts you as an author, you earn at least one backlink to your website. Moreover, you can get a constant flow of relevant traffic to your site if your content performs well within their site or on a Google Search.

## 8. Build Internal Links

Internal links are a key factor for running a successful blog for your business site. With a [good internal linking structure](#), you can help users easily navigate through your website and increase the overall user experience. There are tools that can automatically create internal links on your blog, especially if you are using WordPress, but you should do this manually.

Keep the number of internal links per page below 100, for both usability and SEO purposes.

## 9. Hire SEO Experts

Link building is a continuous process in SEO, and building backlinks for your business is a tedious and specialist task. On top of this, SEO done badly can do more bad than good for your website, potentially [leading to penalties](#) and bad rankings, so it is best to leave the work to the professionals.

[Hire an SEO agency](#) that will do the required work for you in order to build backlinks for your website, giving it the boost that it needs. They will also ensure that your website always has fresh and useful content and other building digital assets to earn valuable backlinks to your website.

It requires careful planning and a lot of dedication to build a strong back-linking profile for your website, but a team of SEO experts can make it easy for you. If you have a business, it is recommended that you choose a trustworthy SEO agency to make the best use of your local resources.

Earning quality backlinks can sometimes be challenging, but you can easily find link-building opportunities by using the right resources, agency and methods. Finally, remember that keeping your backlinks is just as important as building them up.

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All the best,

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