

## Best link building strategies

There are many different link building tactics and strategies out there. Some of them can be very effective, while others no longer work these days and will most likely just waste your time.

Here's what works really well today, according to our observations:

### 1. Replicating your competitor's backlinks

If someone is linking to your competitor, there's a good chance that they might be open to linking to you too.

A good way to kick off this strategy is to study who links to the actual homepages of your competitor's websites. These people are mentioning the business as a whole and not some specific webpage, which you might not have on your own website.

For example, here are a couple of pages (with decent search traffic) that link to Ahref's homepage:

Referring page	DR	Page traffic	Kw.	Anchor and target URL
<a href="https://www.wix.com/blog/how-to-make-money-blogging">How to Make Money Blogging in 2023 (Complete Free Guide)</a> <a href="https://www.wix.com/blog/how-to-make-money-blogging">https://www.wix.com/blog/how-to-make-money-blogging</a> ▼ EN CMS By Kristin Addis	95	14.8K	2,358	of blogging tools—which includes Google Keyword Planner , SEMrush , <b>Ahrefs</b> (pictured below) and more—point you directly to the terms you <a href="https://ahrefs.com/">https://ahrefs.com/</a> ▼
<a href="https://www.wordstream.com/blog/ws/2015/04/30/seo-basics">SEO Basics: A Beginner's Guide to SEO   WordStream</a> <a href="https://www.wordstream.com/blog/ws/2015/04/30/seo-basics">https://www.wordstream.com/blog/ws/2015/04/30/seo-basics</a> ▼ EN WORDPRESS By Tom Demers	90	14.3K	1,037	Similar tools include FollowerWonk , Little Bird and <b>Ahrefs</b> . More detailed tutorials on using these tools to better CONTENT <a href="https://ahrefs.com/">https://ahrefs.com/</a> ▼

As you can see, in both cases, Ahrefs is mentioned right next to some other marketing tools, which only proves the point that asking to be mentioned alongside your competitors is a fair request.

## 2. Targeted link outreach

So let's say you've done your keyword research and a very specific page that you need to rank well in Google for a certain keyword. And you need to build links to that very specific page.

Well, the best place to start is to pull up the top-ranking pages for your desired keyword and research where they got their links from.

Just put your keyword into a Keywords Explorer tool and scroll down to the “SERP Overview” widget. You’ll see the top-ranking pages along with how many backlinks (and linking domains) they have.

So let’s say you want to rank for “best productivity apps.” Here’s how the SERP for this keyword looks:

SERP overview for "best productivity apps"

Search result	DR	Backlinks	Domains	Traffic
1 <a href="https://zapier.com/blog/best-productivity-apps/">The best productivity apps in 2023</a> <a href="https://zapier.com/blog/best-productivity-apps/">https://zapier.com/blog/best-productivity-apps/</a> ▼	91	269	107	6,572
2 <a href="https://hive.com/blog/productivity-apps/">32 Productivity Apps &amp; Tools To Get Things Done In 2023</a> <a href="https://hive.com/blog/productivity-apps/">https://hive.com/blog/productivity-apps/</a> ▼	76	737	328	2,383
3 <a href="https://www.pcmag.com/picks/best-productivity-apps">The Best Productivity Apps for 2023</a> <a href="https://www.pcmag.com/picks/best-productivity-apps">https://www.pcmag.com/picks/best-productivity-apps</a> ▼ ▶ 4 Sitelinks	91	2,880	340	1,281
4 <a href="https://blog.hubspot.com/marketing/productivity-apps">The Ultimate Guide to the Best Productivity Apps, Tools, ...</a> <a href="https://blog.hubspot.com/marketing/productivity-apps">https://blog.hubspot.com/marketing/productivity-apps</a> ▼	93	630	232	514
5 <a href="https://www.studyinternational.com/news/best-productivity-apps/">10 best productivity apps for students</a> <a href="https://www.studyinternational.com/news/best-productivity-apps/">https://www.studyinternational.com/news/best-productivity-apps/</a> ▼	73	1	1	69

Once you click on any of the backlink numbers, you’ll be redirected to a list of backlinks of a given page.

Here’s what you need to do next:

Apply some filters to focus on “meaningful backlinks” only

Manually go through the list of remaining pages, open them one by one, and see if the context of it allows for a link to your page to be added

Reach out to the owners of these websites and try to make a case for adding a link to your resource on their page

The next place you turn to for finding potential linkers is among people who mentioned your topic on their websites. For example, if you need to build links to a productivity app, you want to get in touch with all websites that have mentioned the word “productivity” somewhere on their pages.

You can try to search for them in Google, but it only gives you a limited number of search engine results. Just a couple of hundred on average.

### 3. Creating linkable assets

In SEO, we use the terms “linkable asset” or “link bait” to refer to content that is strategically crafted to attract links. Such linkable assets can take on many different forms:

Industry surveys

Studies and research

Online tools and calculators

Awards and rankings

How-to guides and tutorials

Definitions and coined terms

Infographics, GIFographics, and “Map-o-graphics”

So how do you put this link building strategy into action?

Well, first of all, you need to come up with an actual idea of a link-worthy page. You can start from a simple brainstorm based on the abovementioned list of linkable asset types:

Can you survey your industry about something?

Can you calculate some meaningful statistics from the data that your business has access to?

Is there any interesting experiment, which you could carry out?

Does your industry need some kind of free online tool?

Etc.

#### 4. Conduct Email Outreach

Email outreach is the process of reaching out to a website (or website representative) to persuade them to give you a backlink. It's important

because people can't link to your content without discovering it. Even the best assets need to be promoted to attract links.

To find prospects to reach out to, use Semrush's Link Building Tool.

- Open the tool and click "+ Create project."
- Then, enter your domain, give your project a name, and click "Create project."
- Next, add the keywords you want to rank higher. These keywords should be related to the page(s) you're trying to build links for.
- After you've added your keywords, click on "Competitors" at the bottom of the pop-up.
- Now, add the competitors you want to outperform.
- And when you're done, click "Start Link Building."

After the tool has analyzed the data, click on "View prospects" to see everyone you can reach out to for backlinks. You can reject the prospects you don't want to reach out to from this screen. Like if the site isn't relevant. Or you don't want a link from that website.

## 5. Become a Source

If you work with reporters to provide information or assets, you may receive a backlink by way of attribution. You can find these requests through services like Connectively (formerly known as HARO/Help a Reporter Out). Just search for requests that are relevant to your expertise. Then, send a pitch to the reporter through the platform.

You can also find requests by browsing hashtags like #JournoRequest on X (formerly Twitter).

## 6. Try Broken Link Building

Broken link building is the process of finding backlinks that no longer work and persuading the publishers to replace them with working links to your site.

It's an effective tactic because no one wants to send visitors to broken pages. And you're offering a convenient solution.

You can find competitors' broken backlinks with Semrush's Backlink Analytics tool.