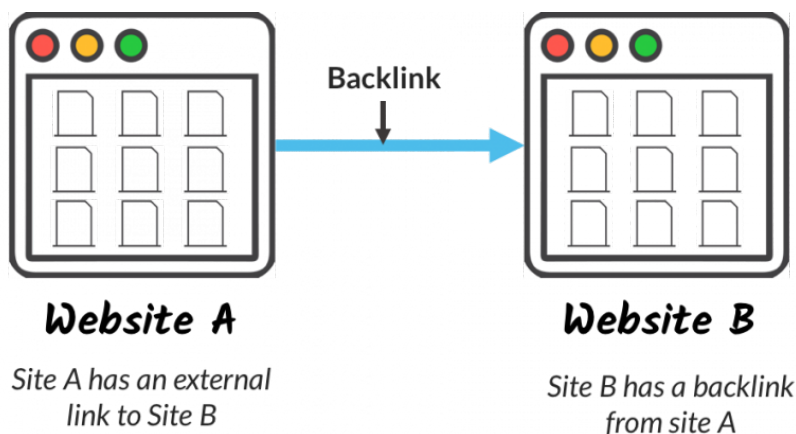


WHAT IS BACKLINK?

Backlinks are incoming links to a webpage.

When a webpage links to any other page, it's called a backlink. In the past, backlinks were the major metric for the ranking of a webpage. A page with a lot of backlinks tended to rank higher on all major search engines, including Google. This is still true to a large extent.



Must-know Backlinks related terms

- **Link Juice:** When a webpage links to any of your articles or your website's homepage, it passes "link juice". This link juice helps with the ranking of the article, and also improves the domain authority. As a blogger, you can stop passing link juice by using a no-follow tag.
- **No-Follow Link:** When a website links to another website, but the link has a no-follow tag, that link does not pass link juice. No-follow links are not useful concerning the ranking of a page as they do not contribute anything. In general, a webmaster uses the no-follow tag when he/she is linking out to an unreliable site.



- **Do-Follow Link:** By default, all the links that you add to a blog post are do-follow links and these pass link juice.

Dofollow Link

Link tag that contains the link itself, its anchor text, and all instructions meant for it

```
<a href="https://yourlink.com/">What your link is about</a>
```

Attribute that specifies the URL

Anchor text

- **Linking Root Domains:** This refers to the number of backlinks coming into your website from a unique domain. Even if a website has linked to your website ten times, it will only be considered as *one* linked root domain.
- **Low-Quality Links:** Low-quality links are links that come from harvested sites, automated sites, spam sites, or even porn sites. Such links do far more harm than good. This is one reason you should be careful when buying backlinks.
- **Internal Links:** Links that are going from one page to another within the same domain are called internal links. The process itself is referred to as *internal linking* or *interlinking*.
- **Anchor Text:** Text that is used for hyperlinks is called anchor text. Anchor text backlinks work great when you are trying to rank for particular keywords.

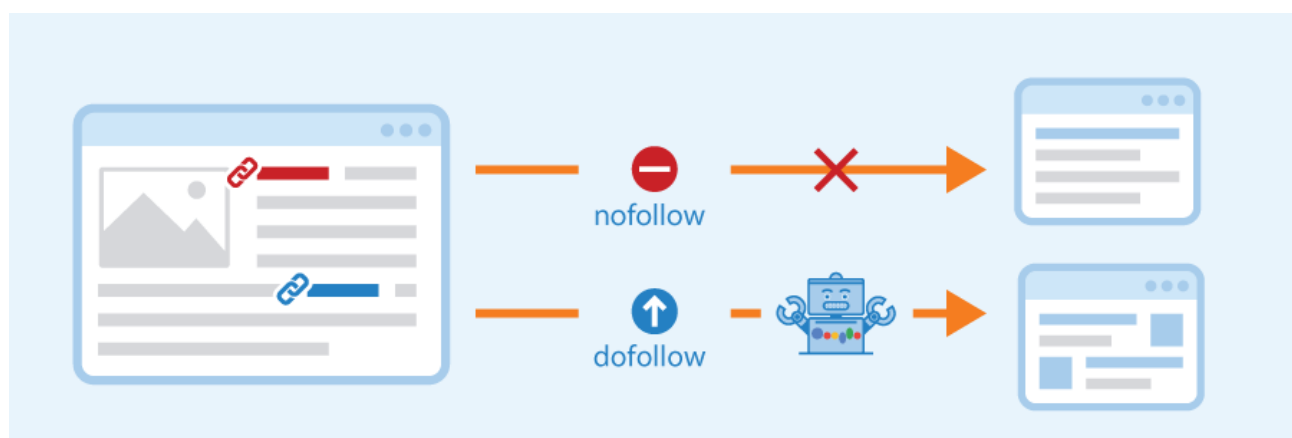
DO-FOLLOW

A dofollow link is a link that helps in terms of SEO by passing the authority of the origin site to the destination site. This passing of authority is called, "link juice." Acquiring dofollow backlinks will help improve a website's domain authority, or domain rating, which in turn, helps to improve keyword ranking

NO-FOLLOW LINK

What are nofollow links? Nofollowed links are hyperlinks with a rel="nofollow" tag. These links do not influence the search engine rankings of the destination URL because Google does not transfer PageRank or anchor text across them. In fact, Google doesn't even crawl nofollowed links.

Criteria	Dofollow	Nofollow
Purpose	To pass PageRank	Not to pass PageRank
SEO Value	High	Low
Crawled	Always crawled	May or may not be crawled
Indexed	Always used for indexing	Not always used for indexing
Anchor Tag Attribute	None required	rel="nofollow"
Best Backlink Ratio	75% or more	25% or less



Benefits of backlinks in SEO:

1. Backlinks Improves Organic Ranking

Backlinks help in getting better search engine rankings.

Important note: “SERP” means search engine results page. This screenshot is merely reflecting what people see in Google.

Here’s an example.

Take the topic “SEO Backlinks”.

If I enter this search term into SEMRush SERP analysis (a keyword research tool), I can see that most of the high-ranking pages have tons of backlinks:

SERP Analysis ~29,500,000 results View SERP Export

1-10 11-20 21-30 31-40 41-50 51-60 61-70 71-80 81-90 91-100

URL	Page AS	Ref. Domains	Backlinks	Search Traffic	URL Keywords
1 https://moz.com/learn/seo/backlinks moz.com	71	1.2K	5.2K	8.5K	454
2 https://backlinko.com/hub/seo/backlinks backlinko.com	65	356	1.1K	4.4K	577
3 https://ahrefs.com/blog/what-are-backlinks/ ahrefs.com	50	103	563	1.6K	123
4 https://www.wpbeginner.com/glossary/backlinks/ wpbeginner.com	63	376	744	1.7K	730
5 https://www.shoutmeloud.com/backlink.html shoutmeloud.com	0	630	4.0K	819	287
6 https://neilpatel.com/backlinks/ neilpatel.com	69	558	10.7K	5.5K	485
7 https://en.wikipedia.org/wiki/Backlink wikipedia.org	75	1.8K	6.7K	633	387
8 https://www.entrepreneur.com/article/247984 entrepreneur.com	64	439	1.1K	3.0K	821
9 https://www.seoclarity.net/resources/knowledgebase/what-are-backl... seoclarity.net	31	38	51	527	104
10 https://www.searchmetrics.com/glossary/backlinks/ searchmetrics.com	58	90	191	626	317

If your content is getting links from other sites, that content will naturally start to rank higher in the search results. If it isn't, then you need to get proactive and build them.

Your goal should be to create links to individual posts/pages along with those leading to your homepage.

2. Faster Indexing

Search engine bots discover new webpages by following backlinks from existing webpages. Only when they've discovered your site can they crawl your site effectively.

It will be more difficult for search engine bots to find your site if you do not have any backlinks. Especially for a new website, it is important to get backlinks as they help in the faster discovery and indexing of your site.

3. Referral Traffic

One of the major benefits of backlinks is that they help get referral traffic. Basically, a person who is reading a post may click on links in the post to find out more about the topic at hand.

Since people click on links voluntarily, they're usually more targeted and are less likely to leave the page fast (aka a low bounce rate).

Usually, referral traffic is targeted and has a low bounce rate.

