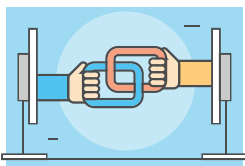


The Basics of Backlinks, Link Profiles, Link Audits and Link-building Terminology

Finding Your Backlinks:



The easiest way to do this is to use Google Search Console. Plenty of sites provide a list of your backlinks, however, Google provides the most accurate and up-to-date information. To use this: log into your **Google Search Console** (Webmasters) account. The console dashboard is easy to navigate, and a chat bot is available to help.

Conducting Your Own Link Audit:



For step-by-step instructions on how to conduct your own Link Audit (30-45 minutes is all it takes), we recommend these two articles:

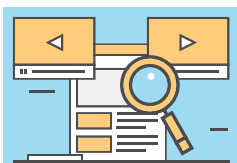
<https://neilpatel.com/blog/link-audit/>



<https://www.distilled.net/resources/30-minute-link-audit/>



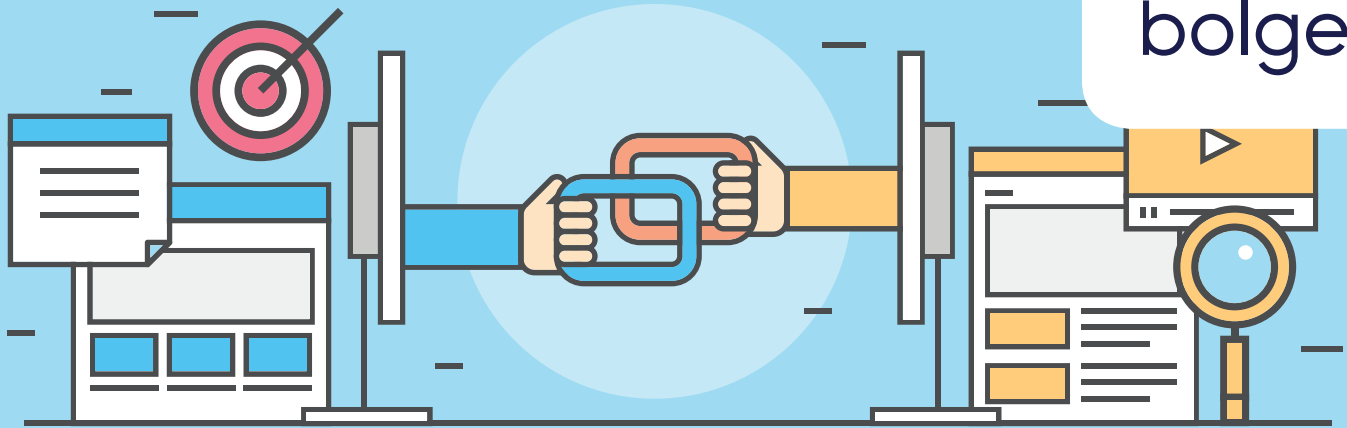
How to check your competitors backlinks:



Use this FREE Backlink checker:

<https://ahrefs.com/backlink-checker>





Link-building Terminology

Anchor text • The anchor text, link label, link text, or link title is the visible (appears highlighted) clickable text in a hyperlink. The words contained in the anchor text can influence the ranking that the page will receive by search engines.

Alt Text (alternative text) • Word or phrase that can be inserted as an attribute in an HTML document to tell website viewers the nature or contents of an image. Alt text appears in a blank box that would normally contain the image. Also helps with search ranking by improving site accessibility.

Backlink or Back Link • A backlink is an incoming third-party link that links from a different webpage or website back to your own webpage or website. Also called an Inbound Link (IBL), these links are important in determining the popularity and ranking of your website. Search engines typically give websites with more backlinks (must be credible and relevant backlinks) a higher ranking in search results pages.

Black Hat SEO • Historic term relating to bad practice SEO - this could include bad links or duplicate on-page content. Black hat SEO violates Google's Search Quality Guidelines.

Brand Anchor Text • Linked text from one site to another that uses the brand name as the link text.

Conversions • The final action that you want traffic to take on your website.

Conversion Rate • The percentage of your traffic that carry out your chosen final actions (conversions).

De-Indexing • Refers to a page, or group of pages, which are no longer stored in a search engine's index.

Directory Links • Large listings of websites often organized by industry types. Most are of little to no value, with the exception of a few "unicorn" high value industry and local directories.

Do Follow Links • A type of link that allows a search crawler to read the link and then land on the page of the link and start crawling. These links pass value from one site to another in the eyes of a search engine – unlike no follow links.

Domain Authority (DA) • A search engine ranking score (on a scale of 1 to 100, with 1 being the worst, 100 being the best), developed by Moz that predicts how well a website will rank on search engine results pages (SERP's). Domain Authority is calculated by evaluating multiple factors, including linking root domains and the number of total links, into a single DA score. Domain authority determines the value of a potential linking website. (This is a third-party tool that isn't directly involved in any search engine algorithm.)

E-A-T • Expertise, Authority, Trust - the three core elements that need to be shown by a website to rank favorably.

Editorial Links • Links to websites from news or feature content on blogs, magazines or newspaper websites.

External Links • Webpage links placed within the content to other webpages on different websites.

Geotargeting • Targeting by location through content, for example 'SEO agency in Boston'.

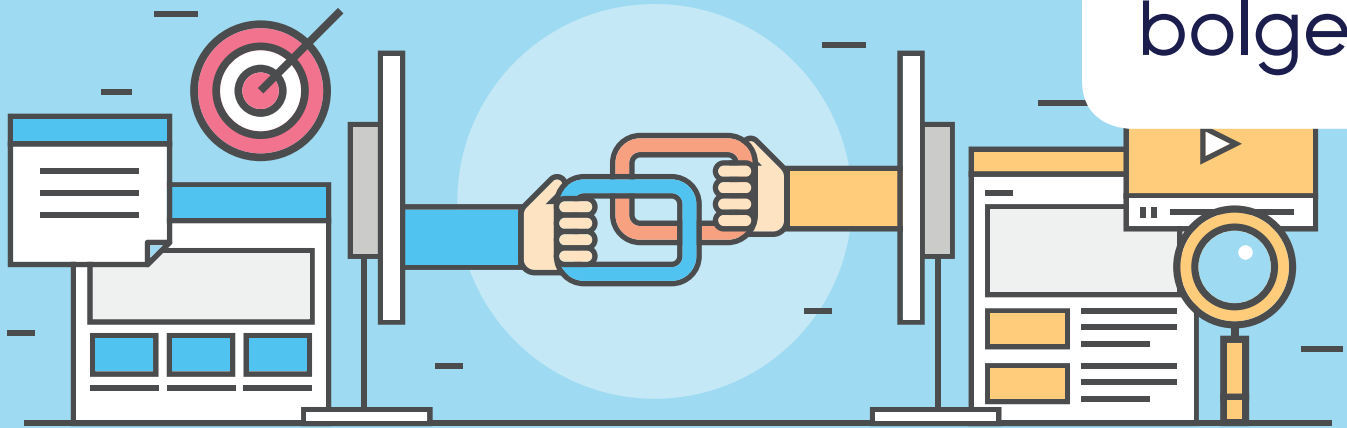
Heading 1 Tag (H1 Tag) • Read by Google to determine what a user should expect to see on the page, should be keyword and search query optimized. Also used by users as an initial confirmation that they have reached an appropriate webpage.

Heading 2 Tag (H2 Tag) • Read by Google to break up content and scan a page to determine what a user should see at different points of a page.

HTTPS/SSL • Known as site protocol, this is a security certificate and measure used by websites to keep user data secure. This is a Google Ranking Factor.

Indexing • A webpage that can be found by a search engine is referred to as indexed. This is a search engine's process of organizing and storing webpages.

Keywords • Focused words or phrases webpages and websites are attempting to rank for in search results. Used as target search queries that will improve traffic to the website within an SEO campaign.



Link-building Terminology

Keyword Density • The percentage of text on the page that matches target keywords or search queries.

Keyword Stuffing • Adding in too many keywords to a page for the amount of text. This is considered black hat SEO.

Link Building • In SEO terminology, link building is the process of exchanging links with outer websites to increase your own site's backlinks and the quality of backlinks.

Link Equity • The value passed on from one website to another through a link.

Link Exchange • Pairing with a website to link to each other, often used within products and services.

Link Networks • Historic and now discredited form of linking across many websites hosted on a server. These networks are considered black hat SEO.

Link URL • The actual URL of a link – which may not be the landing page. This could be a blog or related page on a website.

Meta Description • The text which shows under the meta title on search engine results pages, usually includes information on products/services and a call to action.

Meta Tags • Snippets of text that describe a page's content; the meta tags don't appear on the page itself, but only in the page's code.

Meta Title • A title tag or meta title is displayed on search engine results pages as the clickable blue link headline for a given result. The title tag of a webpage is meant to be an accurate and concise description of a page's content.

Natural Link Building • The process of building links organically through sharing content, news and valuable sources that other websites want to link back to.

Panda • The Google Algorithm update historically associated with on-page SEO.

Page Authority (PA) • Similar to domain authority but used as a measurement purely for an individual URL (individual page). NOTE: this tool is a third-party tool developed by MOZ and is not technically used by any search engine in their algorithms.

Paid for Links • Links bought purely for SEO benefit, frowned upon within Google Search Quality Guidelines.

Quality backlink • A quality backlink is a backlink that links to your website using your keywords or keyword phrase, also appears on a website that has the same or similar theme/content as your own website.

Referral Traffic • Traffic that comes to your site from a third-party domain, often on which links have been integrated into the content.

Scraped Content • Using a crawler to visit a website and automatically take content from it.

Spam Score • A measurement of how likely a website will be considered as spam, often seen on old directories or websites with a lot of adverts around the content. NOTE: this tool is a third-party tool developed by MOZ and is not technically used by any search engine in their algorithms.

Unnatural links • The term to links which Google suggests have been built purely for the purpose of SEO benefit.

Untargeted Anchor Text • Linked text from one site to another that uses something like 'Click here' or 'Find out more' as the link text.

White Hat SEO • The process of good SEO that meets Google Search Quality Guidelines.