

DIY LINK BUILDING

SETUP & BEST PRACTICE

WHY DOES IT MATTER?

If you're investing in SEO, link building is one of the strongest signals Google uses to understand your site's authority.

Links from trusted, relevant websites act like recommendations and the more high-quality votes you earn, the easier it is to climb the rankings.

Without them, your SEO can only go so far. With them, you can build visibility, trust, and long-term organic growth.

This guide gives you a simple overview of how link building works, what types of links matter, and how to approach it safely.

STEP 1: KNOW YOUR LINK TYPES

Each link tells Google something different about your website:

1. **Directory Links** – Easy wins from relevant, reputable business directories (local, industry-based).
2. **Guest Posts** – Articles you write for other sites in exchange for a link back to yours.
3. **Digital PR Links** – High-authority links earned through newsworthy content, data, or expert commentary.
4. **Resource & Guide Links** – Links from sites that reference your helpful content, tools, or guides.
5. **Reclaimed Links** – Fixing lost/broken links or asking sites to update mentions of your brand.



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STEP 2: FINDING LINK OPPORTUNITIES

Good link building starts with relevance. Focus on places where your business naturally fits:

- **Industry Directories** – Trade, local, and niche directories that real customers use.
- **Industry Blogs & Partners** – Sites open to guest posts or expert contributions.
- **Press & PR** – Local news, industry magazines, or journalists looking for commentary.
- **Competitor Links** – See where top-ranking competitors have links, then target similar sites.
- **Existing Mentions** – Reach out to websites already mentioning your brand and request a link.



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STEP 3: HOW TO REACH OUT

Once you've found good link opportunities, the next step is outreach. Keep it simple, personal, and value-led.

How to Reach Out

1. Keep it short – 3–5 sentences is enough.
2. Be human – Mention their article, guide, or business specifically.
3. Explain the value – Why your content or resource genuinely helps their audience.
4. Make it easy – Provide the exact link and suggested anchor text.

Bartering & Swap Options

You don't always need money — you can trade value:

- *Guest Article Swap – You write for them; they write for you.*
- *Resource Exchange – You link to their tool or guide, they link to yours.*
- *Expert Commentary – You provide quotes/data in exchange for a name + link credit.*

Bartering works best when the partnership makes sense for both audiences.



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WHAT QUALITY REALLY MEANS

Not all links are equal. A high-quality link has:

1. **Relevance** – The site is related to your industry or audience.
2. **Authority** – The site is trusted (strong editorial standards, good traffic, genuine content).
3. **Placement** – The link sits naturally within the content, not on a spammy list.
4. **Editorial Value** – Someone chose to link to you because your content is useful.
5. **Longevity** – The page is likely to stay live long-term.

Quality links help rankings. Low-quality links can do nothing or worse, they can harm your visibility.



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SAFE VS UNSAFE LINK BUILDING

A safe, Google-friendly approach protects your site and builds solid foundations.

Safe Practices

- Relevance first
- Guest posting on real sites
- Digital PR
- High-quality content worth linking to
- Local & industry directories
- Reclaiming lost or brand-mention links

Avoid

- Buying bulk links (cheap, low-quality, often removed within months)
- Spammy blog networks
- Irrelevant sites with no editorial standards
- Over-optimised anchor text (unnatural keyword stuffing)
- Automated link-building tools

Safe link building takes time — but it creates lasting authority and steady ranking improvements.

