



# What Are Backlinks And Why Are They Important?

369  
COLLECTIVE

One important piece of  
the puzzle.

Information in this presentation is from various sources of accurate research and information





# About Us

**We are a collective of trusted entrepreneurs**

We all understand small business and entrepreneurship and we can help you launch, grow or scale with digital services and more for B2B & B2C

Our brand partners deliver services with honesty, integrity, and compassion.

We **all** offer a free 30-minute consultation & website audit







Performance



Accessibility



Best  
Practices



SEO



Progressive  
Web App

# Your website performance matters

It's important to remember that while quality high authority backlinks and SEO are important that your overall website performance needs to be solid too; and from the very start and this is why the platform you chose is important. Backlinks and SEO are important, but are only one piece of the puzzle.

This is why a **website audit can be so beneficial** as it gives you a starting point and clearly shows you what needs to be improved upon and what is working well. It removes the guesswork.

The 'advice' on social media especially by the huge SaaS platforms is not what you want to listen to as it's largely either very specific to the platform, hype, exaggerations and buzz words.

# SEO, Backlinks, Google Ranking and Algorithm



For years, websites with the most backlinks could be found at the top of the search results for their targeted keywords. Website owners and search engine marketers spent a lot of time submitting their sites to web directories, article directories, and begging for links from other sites. Any site.

The more links the better BUT Google now favours & rewards high quality links from websites with a high domain authority (reputable & trustworthy) It's bit like how keyword stuffing use to work but now is punished in rankings and why SEO became so important.

Back in around **2010** Google made a public announcement that quality of websites had to improve for a better experience for their customers.

Since then they have implemented a reward vs punish method for rankings that covers loads of variables and that needs to be taken very seriously.



# What Are Backlinks

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Backlinks—also known as inbound or one-way links—are simply links that point to your website from another website.



The best part of backlinks is that they help promote your blog or website just by being hyperlinks to you from another source.

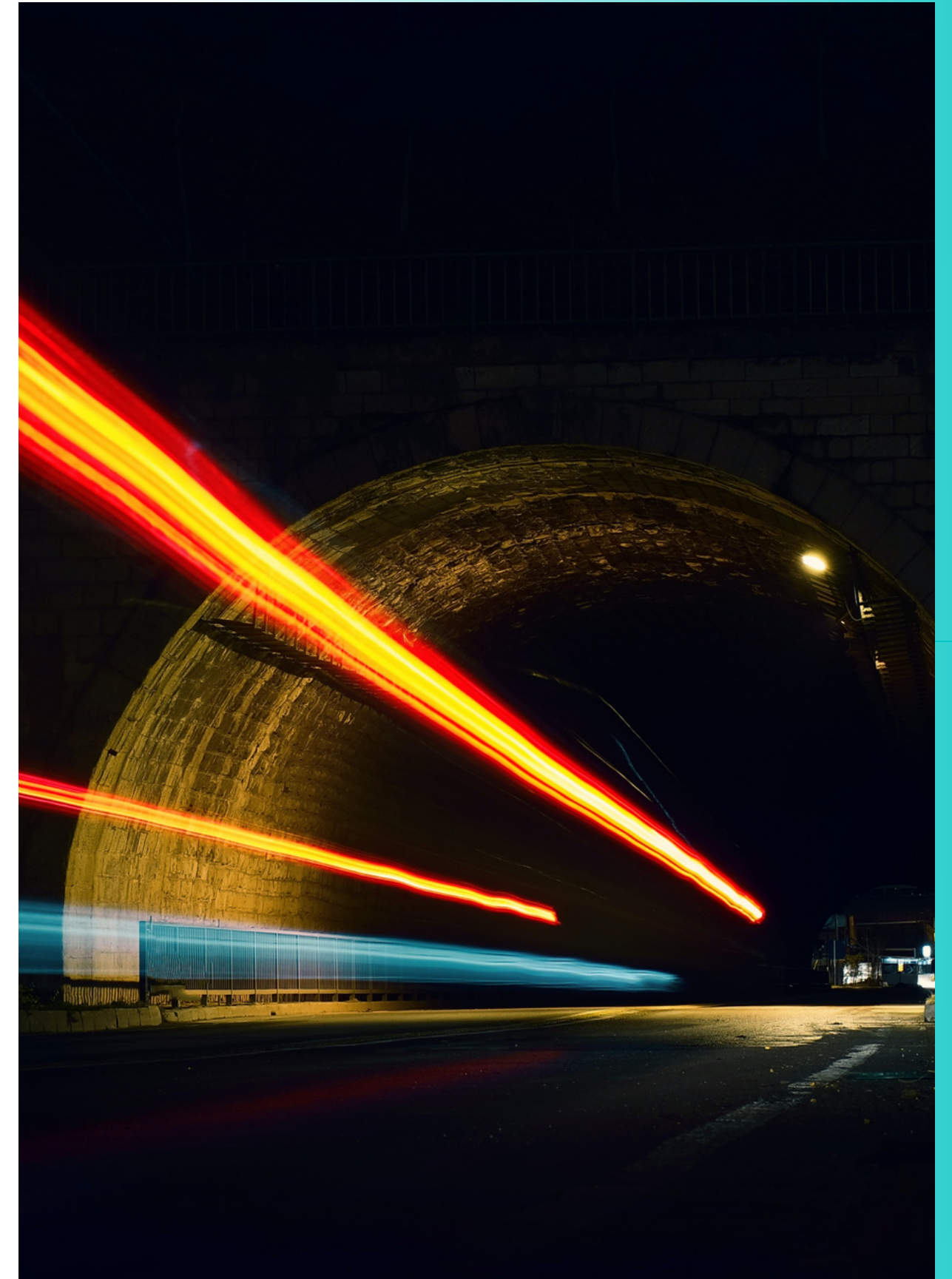


Easy enough, right? Well, not so fast. When it comes to backlinks, quality matters. 10 high authority backlinks are far more effective than 100 low authority backlinks.

# Backlinks and SEO

Backlinks affect your SEO and your SERP (search engine results page) ranking. Search engines use algorithms to gather information and rank pages, and they use bots and spiders to crawl your site for content and backlinks.

Search engines aggregate the volume and relevance of all of the pages linking to your site which impacts your page rank. So the better the backlinks, the better your SERP.







# Backlink Highs and Lows

When someone is conducting a search in Google, for example, the search engine uses its rankings to deliver the best possible results. When it comes to backlinks, you want links from high-ranking pages as opposed to low-ranking sites. Think of it like a reference: you want a reference from a **respected source**, not a questionable character since it affects how you are perceived.

“Quality backlinks are links that point to your website from another website with higher page authority than your current site (this is easy to test). For SEO purposes, it makes no difference (and can actually hurt you) if the sites linking to you are all small, low-page-rank sites.” ([Strategy New Media](#)).





# What Matters More: Backlink Quality or Quantity?

Quality backlinks are links that point to your website from another website with higher page authority than your current site. For SEO purposes it can actually hurt you in rankings)if the sites linking to you are all small, low-page-rank sites.” (Strategy New Media).





# How to get the Right Links

- If you don't have a blog section on your website consider adding one or I will talk about alternatives later.
- Write articles, press releases, case studies, blog posts, and other shareable content. Don't forget infographics—backlinks can be from images too.
- Regularly add new blog content and guest post on other blogs. Google loves fresh content.
- Stay active on social media and always link back to relevant content on your site.
- Take advantage of quality search directories and directory sites.
- Make it easy for people to share what you create with social share tools and links.



# Where to find great bloggers & Blog

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- **Medium** - [www.medium.com](http://www.medium.com)
- **HubPages** is a user generated content, revenue-sharing website founded in 2006
- [www.bloggerstack.com](http://www.bloggerstack.com)
- **Vocal.Media** is a platform for supporting, discovering, and rewarding creators. VNewsBreak is a local news aggregation and digital publishing platform
- **Steemit** is a blogging platform with a social network and cryptocurrency component.
- **Ghost** is an open source blogging platform for writers and journalists
- **Substack** makes it simple for a writer to start an email newsletter that makes money from subscriptions.
- **Patreon** is a membership based website providing a range of business tools to help creators monetize their products via subscriptions.
- **Wattpad** brings authors and readers together online through its website and mobile app
- **Amazon KDP** is a self publishing platform used by authors and publishers, to independently publish their books.
- **Revue** is an email marketing company designed for writers and publishers.





# How to NOT Get Backlinks

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One element of gaining backlinks that is **critically important**—do not use black hat techniques (buying backlinks) or other unseemly tactics to acquire them. Experts agree that it is **better to build them steadily over time**, rather than get 1000 overnight by purchasing them. These types of scenarios are **almost always flagged by Google** and other search engines, which will damage your reputation and can get you **banned with no way back**. 10 high authority quality backlinks are much better than 1000 low authority poor quality links.





# SEO and Backlinks

Backlinks are one of the most important elements of the SEO equation. Don't forget to factor them in when looking to boost your ranking and increase your domain and page authority.

Technical off page SEO is best left to an expert. Not even custom coding web developers are experts in this field. Low quality SEO is someone doing the things I will mention in this presentation that you can do yourself - That is not technical off page SEO but it will help your website ranking if you do it yourself, even if you dedicate just 10 minutes a day to do so.





**REFERRAL**

# Referring domain's are also important

"A referring domain—which is also sometimes called a linking domain—is a website that links out to another website whose backlink profile you analyse. Every referring domain can have one or multiple links to a website. So, if every domain in your backlink profile links out to you just once, the number of your acquired referring domains and backlinks will be equal. However, those occasions are really rare as, normally, when you build a lasting partnership with a business, you'll get backlinks from their website on multiple occasions. Another way is if there are associations or certifications relevant to your business like Master Builder Member domain on your website, that is a referring domain or link. Don't just use the image, add a hyperlink to it.



# How backlinks and referring domains are analysed

Most third party tools that help SEO specialists analyse backlinks use the referring domains metric. Ahrefs for instance pulls the data on both the referring (out) domains and backlinks (in) of a website, and in the Overview dashboard, you can find some handy charts and graphs for analysing referring domains and backlinks side by side. Many of these tests you can run yourself with free and paid software, BUT it's understanding the results that matters and is why we offer to run the test for you, so we can interpret the data for you in simple non-technical language.





# It can be hard to know where to start with link building for SEO

Reputable and long stand business directories are an effective and simple way to add backlinks referring to your website. Where ever you list your business make sure you use your full URL and SEO keywords in all of these listings. Starting with www. is not the full URL. Copy it from a web browser like <https://www.369collective.co.nz/>

# Top 10 website directories that all New Zealand businesses should be listed on!

## 1. Google My Business

**This is probably the most important listing you need!** Google My Business gives your business visibility on Google Maps and Google search in your local geographic area. Your listing includes contact details, directions, photos and shows online reviews. **You also post and create offers like social media.**

## 2. Yellow

With a free Yellow Profile, you can give potential customers everything they need to know about your business. Yellow lists over 70,000 New Zealand businesses and is a trusted source when it comes to business details. **A bonus of Yellow Profiles is that they can also rank highly in Google searches.**

## 3. Neighbourly

Neighbourly is a local search directory that helps connect local people with local businesses all across New Zealand. Customers can search for your business by name or by industry.

## 4. Hotfrog

Hotfrog is an internationally recognised directory, **existing in over 40 countries. This makes it more authoritative in search engines, as it is a globally trusted brand.**



# Top 10 free business directories



## 5. Yelp

Yelp is another international directory with a New Zealand specific site. Founded in 2004, Yelp now has an average of approximately **138 million monthly unique visitors per quarter and** has collected over **61 million reviews to date**, it is extremely popular with hospitality businesses.

## 6. Finda

Finda is a New Zealand local business directory with thousands of kiwi business listings. A free listing lets businesses display contact details, photos, description, website and social media links.

## 7. Eventfinda

Eventfinda is the go to guide to all events in New Zealand. If your business holds any type of events, classes, courses or training it is worthwhile setting up a free Eventfinda business profile and listing for each event you run.

## 8. Chamber Of Commerce

Listing with your local Chamber of Commerce can help you be found online and network with existing businesses. You are also added to a nationwide database of businesses.

# Top 10 free business directories

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## 9. Industry Specific Directories

It is important to look for online directories specific to your industry. As an example start with your local tourism destination website like [rotoruanz.com](http://rotoruanz.com) and find out if your business can be listed. Other major tourism sites like [TripAdvisor](http://TripAdvisor), [newzealand.com](http://newzealand.com) and [menus.co.nz](http://menus.co.nz) are great for tourism and hospitality businesses.

## 10. Social Media Platforms

Don't underestimate the power of your social media platforms when link building! A popular Facebook Page, Instagram or LinkedIn profile can rank highly in a Google search and provide valuable links back to your website. Start with the most popular platforms like Facebook, Instagram, LinkedIn, Pinterest & Twitter. However, remember to only use those that are right fit for your business and that you can manage and update on a regular basis

The key is to look for websites that are authoritative in search engines (good ranking), and also provide the option to add New Zealand specific listings. The age of the domain is also important.





# Social Media Bio links count as backlinks

**CTA - Link in bio.** That tends to be the main call to action for Instagram. And unless you've got over 10k followers, your bio is the only spot to share a clickable link. Linktree, Campsite, Linkin.bio, etc. are commonly used. They became the workaround to include more than one link in your social profile and only really promote themselves not your website. If you insist link it from your website/

However, somewhere along the way, we forgot about the power of our very own website. We started prioritising a 3rd party service over our own business. Promote your website not a 3rd party app.

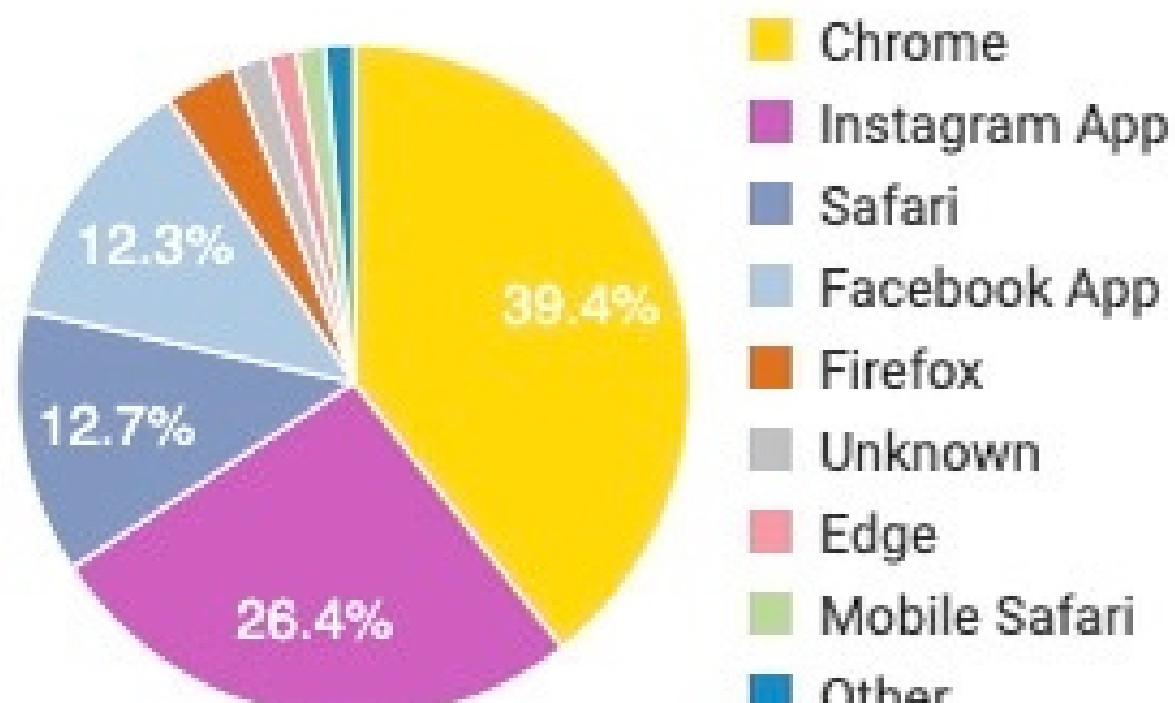
- You're Confusing Your Users
- Drive Traffic to YOUR Website
- Control Your Content
- Elevate Your Brand
- Better Analytics

Top Referrers		Top Landing Pages		Top Exit Pages	
m.facebook.com	24	/	150	/	227
l.instagram.com/	20	/coming-soon/	104	/coming-soon/	26
instagram.com/	18	/about/about-us/	20	/about/about-us/	9
l.facebook.com/	17	/fast-small-business-website-landing-pag	7	/about/our-brand-partners/	7
lm.facebook.com/	9	/admin/	2	/services/	4
google.com/	8	/about/	2	/events/	3
mobile-internet-check.browserstack.com/	8	/about/why-369/	2	/news/case-studies/papoose/	3
m.facebook.com/	3	/news/case-studies/	2	/admin/	2
google.co.nz/	3	/news/	1	/about/about-you/	2

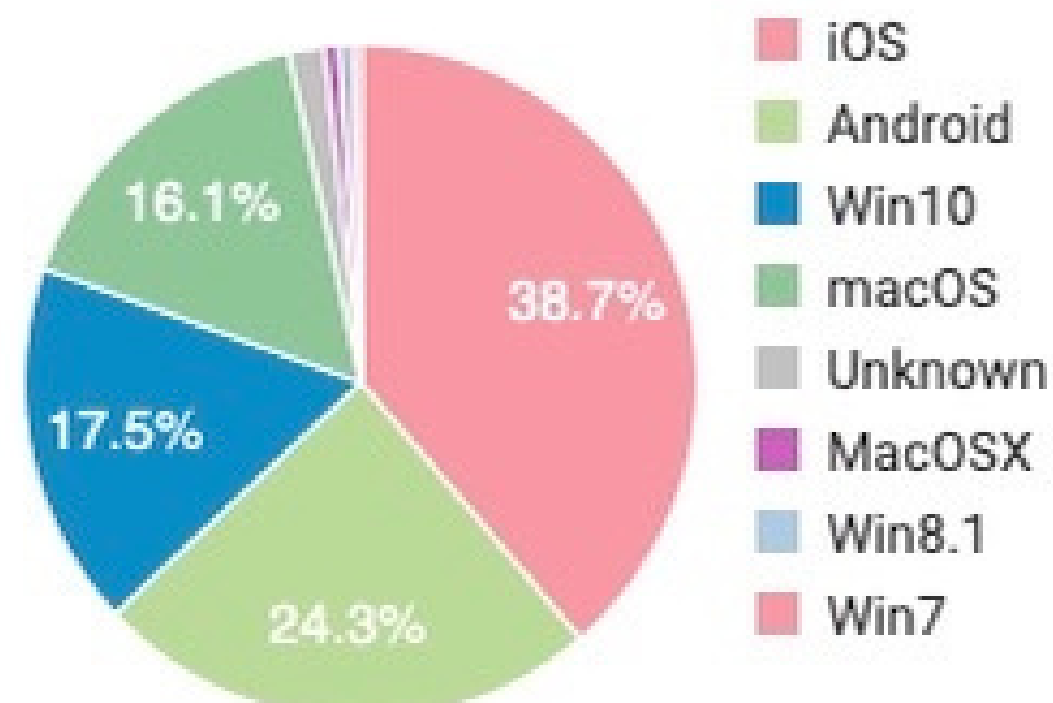
More >

# Know where your traffic comes from

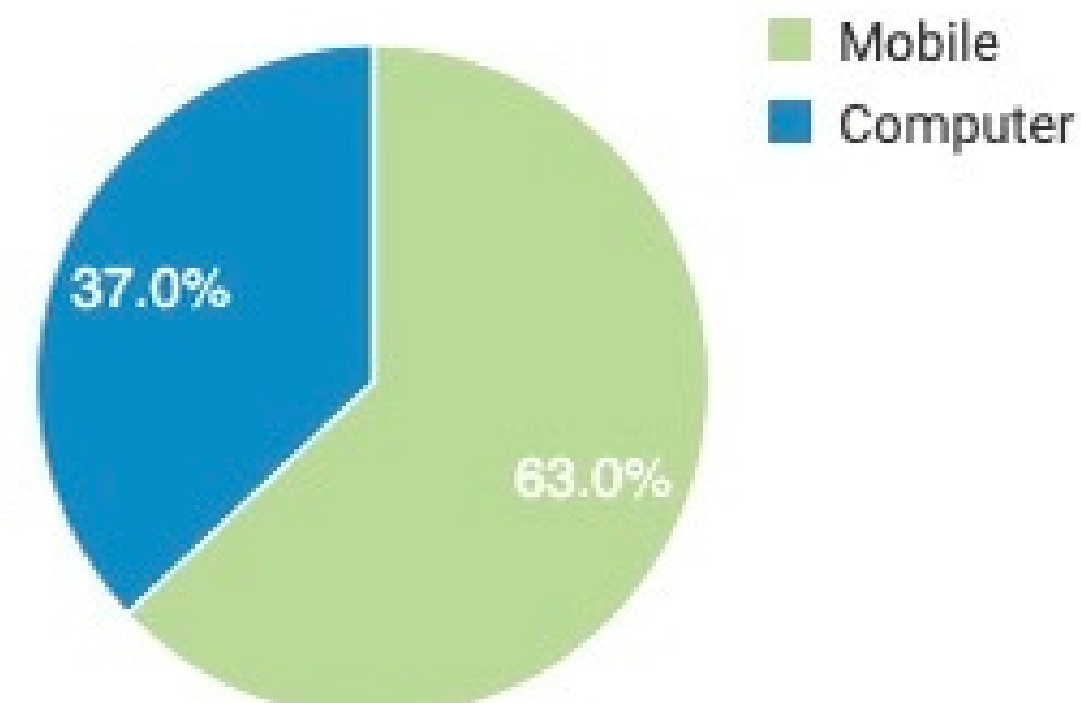
Web Browsers



Platforms



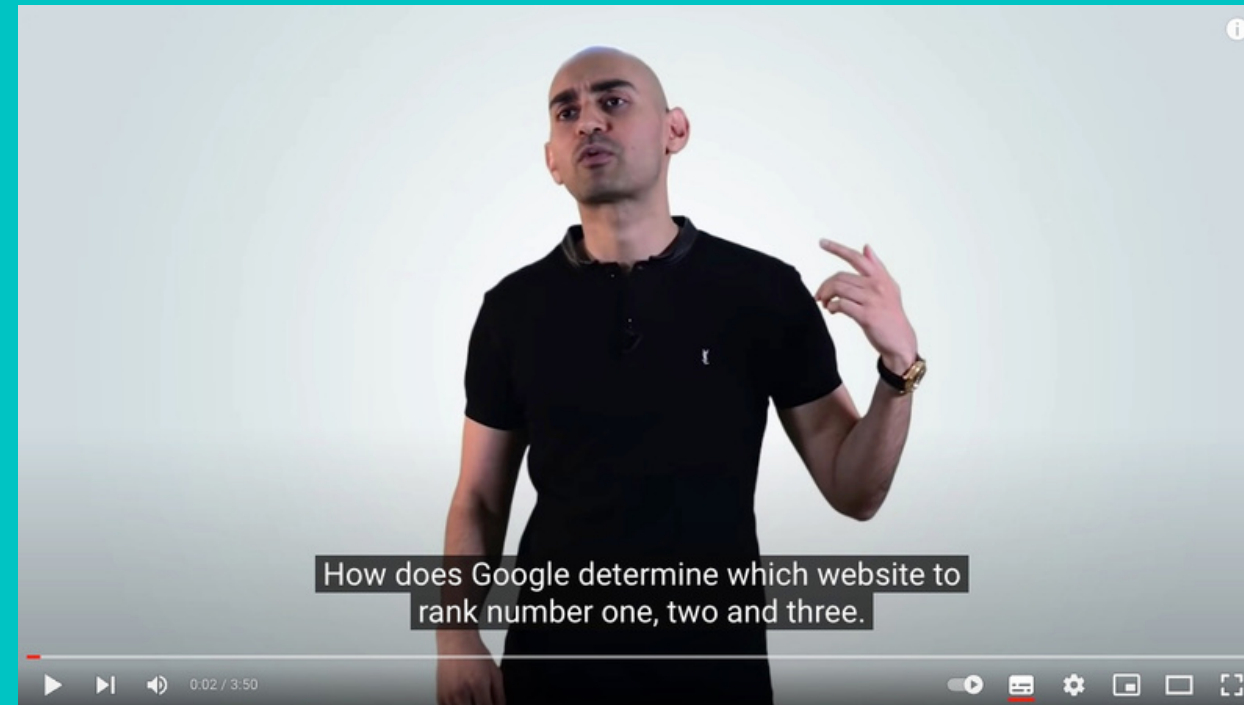
Mobile Usage





# Backlinks Overview

## Neil Patel



- <https://www.youtube.com/watch?v=MjO8IIQ68-8&t=10s>
- <https://www.youtube.com/watch?v=LKVXZoIEPXU&t=9s>

# Contact Us

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Reach out to us for a free 30-minute consultation or free website health-check



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Website

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# Resource Page



Here are some quick tests  
and wins to help grow your  
business



## Page speed insights:

<https://developers.google.com/speed/pagespeed/insights/>



## Start:

<https://www.369collective.co.nz/about/about-you/>



## Grow:

<https://www.369collective.co.nz/about/about-you/>



## Free Advice and Resources:

<https://www.instagram.com/women.in.business.aotearoa/>

<https://www.instagram.com/women.in.business.aotearoa/>



## Free 30-Minute Consultation:

<https://www.369collective.co.nz/>



## Free Website Health-Check:

<https://bit.ly/3i3Qgnb>