

5 effective B2B link building tactics you should try today

Like everything else, B2B link building requires lots of effort and dedication to achieve the results you want. It is never easy as you can't get much results from your hard work if you don't have the right tactics in your B2B marketing strategy.

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Nowadays, there are many link building methods you can use, but they don't give the same results at the end of the day. So, you must understand how each tactic works and how it will help you build quality links. In today's article, we show you 5 most effective B2B link building techniques that you should consider including in your strategy.

Blogger outreach

Blogger Outreach is among the best ways to build links today. This method needs you to contact relevant bloggers and ask for a guest posting opportunity. Although guest blogging can be highly effective, especially when it comes to building links and increasing traffic, it's usually tricky. You need to first search for websites that are accepting guest posts and pitch your topic. When the topic is approved, you must create content that will add value to both the blogger's website and yours. So, guest blogging can be quite challenging especially if you don't know how to exactly go about it. Luckily, you can always hire a high-quality link building agency to help you out.

Broken link building

Broken linking building involves looking for broken links in a website and notifying the owner about them. In the process, you also request to replace the broken link with yours. Therefore, you need high-quality and relevant content to prove your link is a suitable replacement. If you find a broken link and don't have a similar article to suggest as a replacement, you can always write it and then pitch your idea.

Round-up articles

Round-up articles are another excellent way to build valuable backlinks. For this method, you interview different influencers or leaders in a certain niche and then use their opinions to write an article. The good thing about round-up articles is the involved influencers will most likely share the link to your post for people to see their contributions. Some might even link to your website when writing about a similar topic.

Social media links

Social media is a powerful tool that many people don't take advantage of today. Sharing your content on social media platforms such as Facebook, LinkedIn, and Twitter allows you to reach your audience more effectively. This way, many people can see your content and share it, helping you get more backlinks and boost your rankings. When you rank high on SERPs, most sites consider linking to your site, thus enabling you to build an excellent link profile.

Help a reporter out (HARO)

This is another perfect trick to include in your B2B link building strategy. HARO is a service where you help influential reporters get relevant

information on a certain topic. How this works is, reporters give you particular topics to research and give feedback, and if they like your input, they link to your website. Therefore, you must deliver the best information to get an authoritative backlink.

B2B link building might seem complicated, but it doesn't have to be. With the right link building tactics in your strategy, you can easily build high-quality backlinks that'll provide the desired results to your business. This article discusses the major ones that you can try today and get excellent results. Therefore, research more on them and see which ones better fit your business.

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