



SECRET 2

**POWER UP YOUR
BACKLINKING**

Power Up Your Backlinking

You've heard it before, but I'll say it again: backlinking is the single most important ranking factor — still. Many things have changed over the years, but the power of “quality backlinking” hasn't.

Linking continues to be part of the Google algorithm and a valuable strategy in 2019. Why? Because Google still looks at links as a vote of approval from other sites that link to you online.

Your focus should be on the **quality and relevance** of your links — not the quantity of links. It is far more valuable to have three high-quality links than ten low-quality links.

Local businesses should consider two major themes in their link building activities: local links and industry relevant links.

Google rewards links that are especially hard to fake, such as links from news organizations and educational establishments. Links like these **hold more authority in the eyes of Google** and are well worth your effort.

Although these links may seem unattainable, they are easier to secure than you might imagine.

Going Local With Linking

Local links offer some of the most interesting link building opportunities in 2019. Consider sponsoring a local charity to show that you're involved in your community (and reap the reward of securing a link from their site).

You can also secure placement in a quality, local directory (which links to your site) in your neighborhood in exchange for help that you have provided your community.

We are seeing some success in scholarship sponsorships, charitable donations, and local news as excellent and unique ways for local businesses to generate top-quality links. Think outside the box when it comes to link building — this is where the magic happens (and the traffic comes from).



Jumpstart Your Linking Strategy

- Research links of competitors using tools such as [Moz Pro](#), [Link Explorer](#), [Ahrefs](#), [LinkResearchTools](#).
- Acquire obvious links from industry directories, hyperlocal directories, and niche directories (for example, [Whitespark](#) and [BrightLocal](#)).
- Ask your vendors and partners for links.
- Build content and [promote around the web](#) for content backlinks (blogs, articles, etc.).
- Be a leader in your community.
 - Host local events or educational seminars at your location (**sponsorship links**).
 - Promote events to media contacts and third-party websites like Eventbrite.
 - Offer scholarships or internships to local students via guidance counselor outreach (**promoting and linking on their website**).
 - Search for local web-savvy non-profits that will provide you with a link for a donation.
 - Partner with charities on press releases around your involvement in the community.

NATIONAL POSITIONS' LOCAL RANKING SECRETS

21 STRATEGIES FOR CRUSHING YOUR COMPETITION IN 2019

For 15 years National Positions has been at the forefront of the digital marketing industry. We focus on combining the worlds of technology, data analysis, and creative design into our digital marketing strategies. Our data and know-how alone give us the edge required to effectively help our clients beat the competition. We focus our strategies on driving more traffic to your business, nurturing your lead pipeline, and helping convert your leads more rapidly. We look forward to helping your brand and business reach new heights in 2019 and beyond.

Contact Us for More Information:



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