

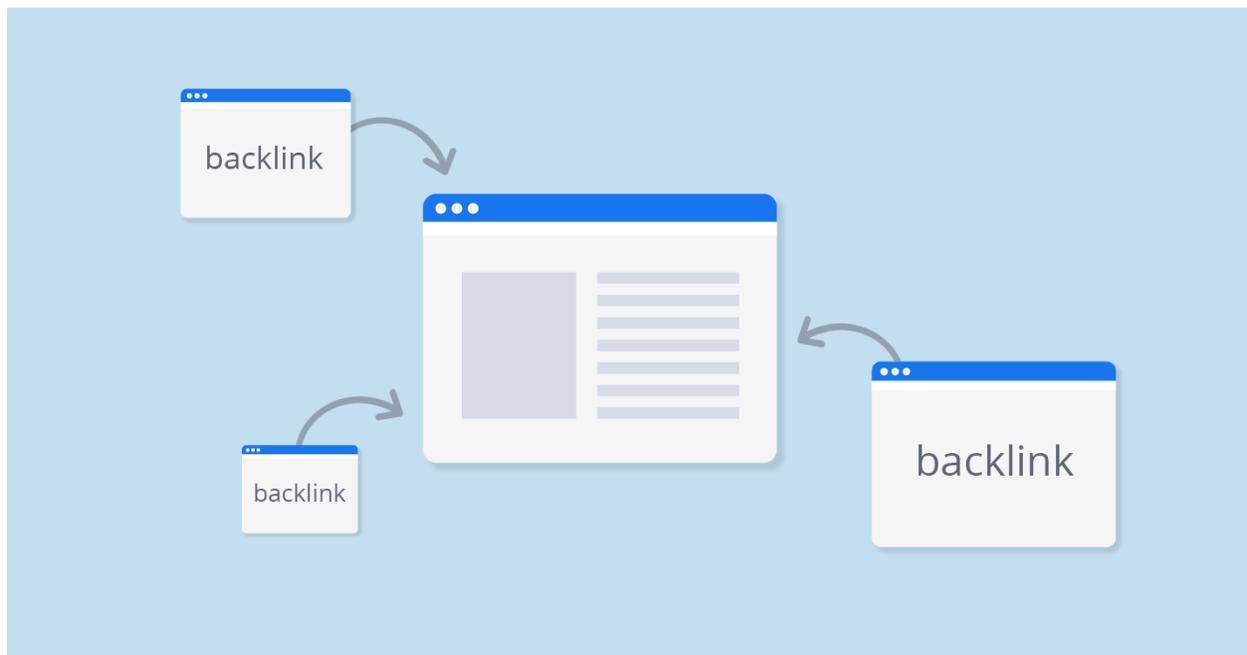
Title: 4 Ways to Get More Backlinks for Your Website

Meta description: Read this post to learn about four methods you can use to get more backlinks for your website and improve your search engine rankings..

4 Ways to Get More Backlinks for Your Website

A backlink is a link from one website to another website. Search engines such as Google use backlinks as a measure of how authoritative and relevant a website is for a particular search query.

They're a very important factor when it comes to determining how your website is going to rank in search engine results.



Source: hostpapa.ca

What makes a good backlink

Not all backlinks are the same, and some can potentially hurt your search engine rankings. A good backlink is characterized by:

Relevancy - Perhaps the most important criteria that a backlink needs to fulfill is relevancy. As a window professional, your aim should be to get websites in your industry to link to you. Having a whiskey review website link to you, for example, will do you no good.

In fact, having too many irrelevant backlinks can hurt your chances of ranking high in search engine results.

Authority - The more authority a particular website has, the more valuable its links become. When looking to build backlinks, make high-authority websites a priority.

Link quality - Checking a website's backlink profile before you attempt to acquire a backlink from it is crucial. Some websites might appear to be of high quality but actually have awful backlink profiles. Always do your research before acquiring backlinks.

Now that you understand the importance of backlinks, let's look at how you can get more of them so that your website has an easier time ranking higher in search engine results.

1) Get your business listed in directories

Getting your window business listed in directories is probably the easiest way to get quality backlinks. Directories can help you to start building trust and make your website and business seem legitimate.

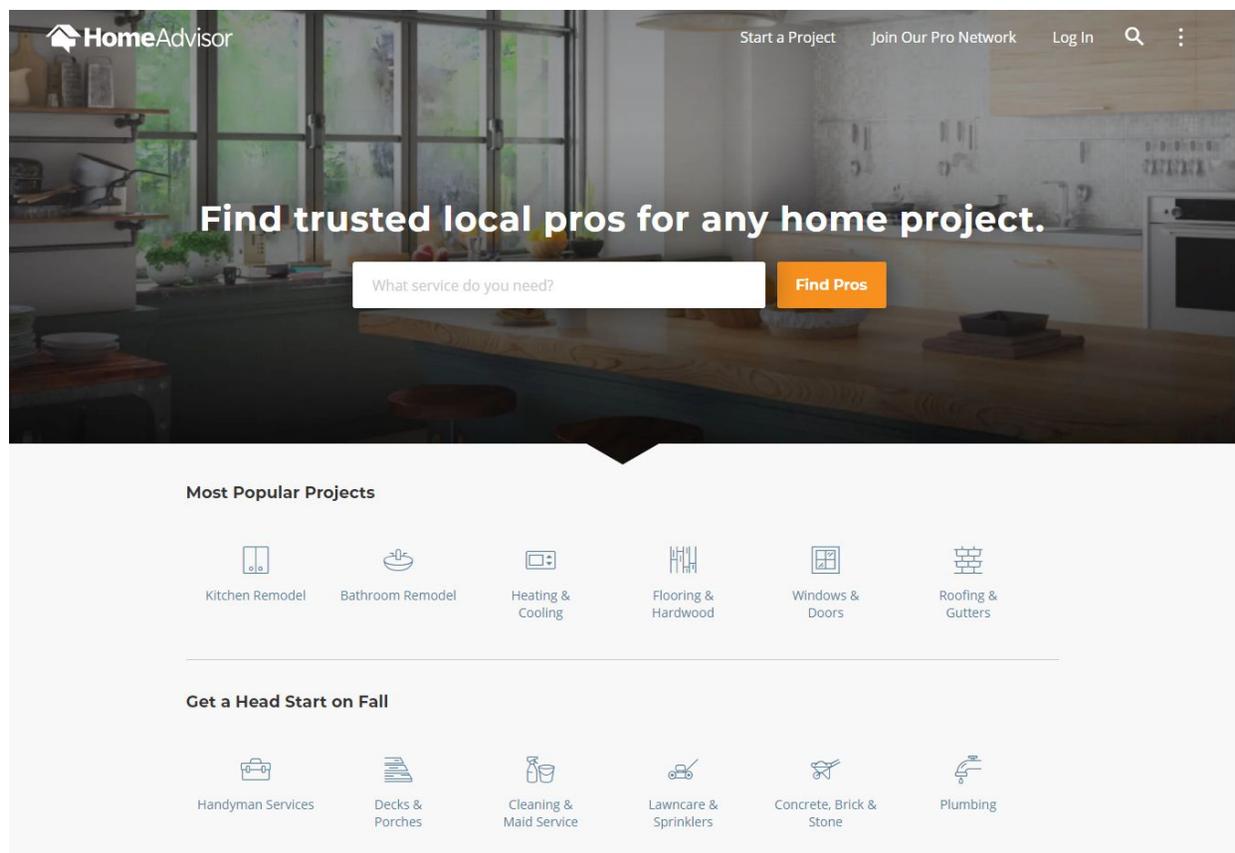
There are a few different types of directories you should look into:

Industry-specific directories

Getting a link from websites that exclusively list window or home improvement professionals should be your top priority.

Backlinks from these types of websites are very valuable and can help Google understand that your website is relevant for a variety of search queries related to windows and home improvement.

Examples of these types of directories include [HomeAdvisor](#) and the [Window Preservation Alliance's directory](#).



Location-specific directories

As a local business, you should strive to get backlinks from directories that are dedicated to listing businesses in your town or state.

Not only will this get your website in front of potential customers that are located in close proximity of your business, but it will also enable Google to rank you for local searches.

General business directories

This is a somewhat tricky category. There are plenty of general directories, and a lot of them are filled with links to low-quality websites.

Acquiring a link from these websites can actually reduce the quality of your backlink profile.

When looking to get listed in general directories, stick to popular, well-known ones such as [Yelp](#) and the [Better Business Bureau](#) directory.

2) Create long-form content

Creating high-quality, long-form content that addresses your target customers' pain points is one of the best ways to build backlinks and generate high-converting organic traffic.

Brainstorm a list of topics that would interest your target audience and start creating content on those topics. Make sure to do extensive research on each topic so that you're able to create valuable content that your audience will love.

If you do this regularly, people interested in windows, window installation, window repair, and home improvement will start noticing your website popping up for a variety of different search terms related to your industry.

You'll become an authority, and people will start linking back to you when they write about something they found on your website.

3) Find unlinked mentions of your website

People will sometimes mention your business on their website but forget to link to it. A great way to build relevant backlinks quickly is to contact these people and ask them to link to your website.

Since they already know about your business, and have written about it, there's a good chance that they'll be happy to link to your website.

The easiest way to find unlinked mentions of your business is to use Google. Simply use the following query:

intext: [Name of Your Business] -yourdomain.com -twitter.com -facebook.com -pinterest.com

Typing the above search query into Google will show you all the websites that mention your business (excluding your own website and social networks).

If you want to speed up this process, you can use tools such as [Ahrefs](#) and [Mention](#).

The screenshot displays the Mention App interface. On the left, a sidebar shows search results for 'Nasa' with 59,308 mentions and 'Space X' with 35,903 mentions. The main content area shows a list of mentions from various sources like ELLE, nytimes.com, KONA Morning News, @vogue, @elliotpuzenat, Uber Company, and selenagomez.news.co. On the right, a detailed view of a news article is shown with the title 'Plumes From Saturn's Moon Enceladus Hint That It Could Support Life' by Kenneth Chang, dated April 13, 2017. The article includes an image of Saturn's moon Enceladus and a caption: 'Rows of plumes rise from ice fractures on the surface of Enceladus. NASA/JPL-Caltech, via Space Science Institute'. Below the image, there is a social media share bar for the New York Times article with a reach of 582M and 85/100 shares.

Source: [mention.com](#)

While these do require a monthly subscription fee, they'll enable you to do additional research on all your possible backlink opportunities and allow you to identify and prioritize high-quality websites that can provide you with very valuable backlinks.

4) Write guest posts

Writing guest posts is one of the oldest and most reliable methods of building backlinks to a website.

Apart from helping you build valuable backlinks, guest posting also enables you to develop authority and thought leadership in your industry, as well as generate referral traffic for your website.

To get started with guest posting, make a list of websites in your industry, and then contact them to inquire if they'd be interested in publishing a guest post written by you.



Source: awkward-media.com

Once you secure a guest post on a website, make sure to pay attention to the website's guest post submission guidelines and create a high-quality post that will be valuable to the website's audience.

Depending on the website, you'll be able to include one or two links to your website within the post, so make sure to take advantage of that.

Get more backlinks for your website

Getting high-quality backlinks is crucial if you want your website to rank high in search engine results.

When looking for backlink opportunities, focus on websites that are relevant to your business, as well as authoritative. They should also have excellent backlink profiles.

Start by getting your business listed in industry-specific, location-specific, and general business directories. If you want even more links, work on creating high-quality content that your audience will love to link to and share.

Search the web for unlinked mentions of your brand and reach out to websites to ask them to include a link to your website so that their visitors can have an easier time finding your business online.

Finally, create a list of websites in your industry and contact them to inquire if you can contribute a guest post. Once you get approval for submitting a guest post, make sure to follow the website's submission guidelines and include a link back to your website.