17 Ways to Build Links in 2017

Link building isn't what it used to be. Things change. Search engines change. Here are 17 ethical and clever ways to build SEO links 2017. Improve your domain authority and most importantly, improve your rankings in major search engines.



1. **Broken Links** - Search for broken links to similar content you write about. Then email the author, alert them, and offer a link to your content instead. http://www.brokenlinkcheck.com
2. **Help a Reporter Out (HARO)** - Reporters and journalists need your stories. Sign up for HARO and get notifications from journalists who need your unique insight. https://www.helpareporter.com
3. **Content Marketing Platforms** - Use popular content platforms like this one (Checkli), Medium, and slideshare to grab simple links to your website.
4. **Infographics** - I've created and shares about 50 inforgraphics, and most people link back to my site when sharing them on their blog. Easy breezy link bait!
5. **Unlinked Mentions** - Search for your web address and look for mentions without a hyperlink. Then email and politely ask the author to add the hyperlink to your website.
6. **Ego Bait** - Interview or write and article about a big influencer in your industry hoping he or she shares and links back to your post.
7. **Write Epic Shit** - This is the easiest one. Write epic more shit and people will link to it. It's that simple. Do extensive research. Write over 2,000 words. Cite your sources.
8. **Scholarship Offers** - This is easier than you think. Reach out to a few universities and offer a small scholarship from your company in hopes that you'll get a glorious edu link to your site.
9. **Social Media Profiles** - Social media sites like Facebook, Twitter, Linkedin, and Pinterest are still super easy sites to get profile links from.
10. **Micro Sites** - Build a couple of small micro sites with valuable content like courses, or free tools. Host them on a different server and link back to your site.
11. **Test Something and Share** - Test something interesting for 30 days and write about what you find. People love simple data

like this. It's that simple.

12. **Career Resource for Students** - Create a career page or job resource page for a local college or a college in your industry. Them alert them in hopes that they share your page on their site.

13. **Offer Testimonials or Case Studies** - Who's service are you super happy with? Well, offer them a free case study or testimonial if they link back your site. Easy like Sunday morning!

14. **Guest Blogging** - Still works!. Still super easy to do. Nothing has changed. Keep guest blogging and sharing awesome content....and sneak a link in there if you can.

15. **Offer Podcast Interviews** - Podcasters not only love to interview people but they almost always link to your site as well. If they don't just ask them and I'm sure they will.

16. **Forums** - Participate in forums. Give your honest and amazing advice, and when it's natural and relavent, slip your link in there.

17. **Build a Free Tool** - Build a free tool that your target market will love to use over and over. Take this very checklist tool. It's totally free and people all over the world link to it.

Make and Share Free Checklists

checkli.com