



How to Get Backlinks for Your Blog

Backlinks are links from people who have read your stuff and like it enough to link to your site. Getting backlinks to your blog is important if you want a high profile and to be seen as an authority on your topic. The best way to get backlinks is to have good quality information. If you do this, many times the links will come. But there are many things you can do to encourage the process.

Be sure to write new content frequently. It's much easier to do this with a blog than with a website because you don't have to design a whole page; you just write and publish. Blog search engines track in real time so as soon as you update your blog, the search engines will pounce on it.

Ping your blog. This is easier than you may think. If you have Wordpress, just go to Options and Writing in your Admin. Section. Type in the URLs of blog search engines in the box at the bottom (Update Services).

Get your friends to vote on your article via Digg, Redditt, Netscape or others. You can put these buttons on the bottom of your article so it's easy for people to find and click them. In Wordpress, you use the 'sociable' plugin. If you create articles that are 'lists' e.g. 10 Ways to... 5 Reasons Why... etc. these types of articles are really popular and people seem to love linking to them.

Find other pros in your topic and link to them. They all tend to watch the source of their traffic and if they find they are getting quite a bit from you they may read your blog and eventually link to it. Higher links are more valuable for you, but don't neglect the other links.

It's extremely important to have an RSS feed. Without one, you are losing many readers and heaps of traffic. This traffic could end up linking to you - if they just knew you were there in the first place. Wordpress will create one for you automatically.

Post lively comments on other blogs; this will stir interest in yours. Answering other people's comments on your own or others' blogs gets people excited too as they feel someone has taken an interest in them.

Make sure what you write is grammatically correct and spelled properly. Nothing turns people off more quickly than an article full of spelling errors and poor grammar. They begin to question whether you really know what you are talking about.



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