

Beautiful Backlinks

Your guide to a balanced backlink profile



WHAT ARE BACKLINKS?

Backlinks are links from other websites that point to your site. They act as votes of confidence, signaling to search engines that your content is valuable and worth sharing.



WHY BACKLINKS MATTER

Quality backlinks help improve your site's search engine rankings, drive referral traffic, and boost your site's authority and trustworthiness.



The Good vs. The Bad...



GOOD BACKLINKS

- ▶ Authoritative, relevant websites
- ▶ Natural, earned links
- ▶ Balanced anchor text
- ▶ High Trust Flow and Citation Flow



TOXIC BACKLINKS

- ▶ Spammy or low-quality sites
- ▶ Unnatural link patterns
- ▶ Over-optimized anchor text
- ▶ From penalized or irrelevant sites

Majestic Metrics Explained



TRUST FLOW (TF):

Measures the quality and trustworthiness of a site based on its backlinks. High TF indicates trustworthy, high-authority sites linking to you.



CITATION FLOW (CF):

Reflects the number of backlinks pointing to your site. A high CF means you're popular, but it doesn't account for link quality.

How to Improve Your Backlink Profile



CREATE QUALITY CONTENT

Focus on creating content that's valuable, informative, and shareable. Quality content naturally attracts backlinks.



REACH OUT TO INFLUENCERS

Engage with industry leaders and bloggers. Share your content with them—they might just link back to you!



MONITOR & MANAGE

Regularly audit your backlinks using tools like Google Search Console. Identify and disavow toxic links to keep your profile clean.

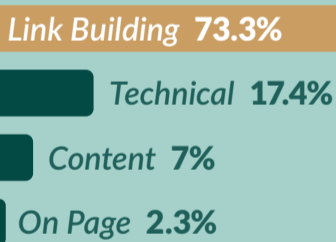


ASK NETTL FOR HELP

Analyse your existing backlink profile and spell out exactly what steps you need to take. Ask us about a **FREE** Pre-Site Audit.

SEO experts were asked...

What's the **hardest part** of SEO for you?

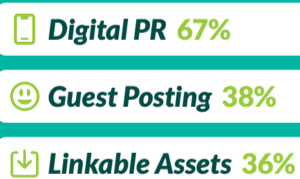


Which factors signal **backlink quality**?



83% believe the impact of link building on rankings can be seen in **2 weeks**

MOST EFFECTIVE LINK-BUILDING TACTICS

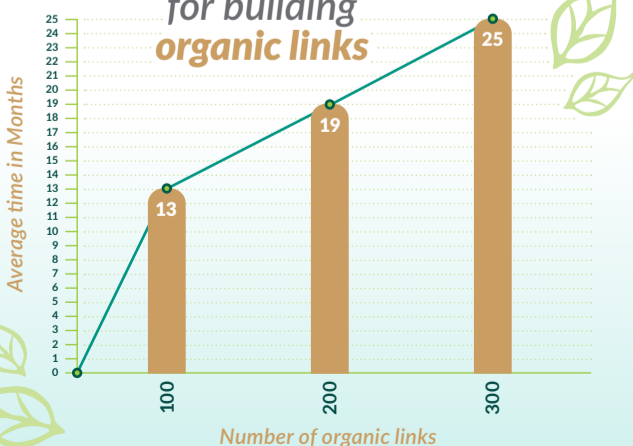


SEO's typically take **1-2 hours** to build a single link



94% of link builders prioritise **link quality** over quantity

Average **time frame** for building **organic links**



Pages with more **referring domains** get **more traffic**

