

8 Wondrous Ways to Create Content that will Attract Backlinks in 2020

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Let's face it; no one is where they planned to be in 2020, and if this global situation has taught us anything, it's that an online presence is needed more than ever.

But, as everyone and their Mums are trying to win the Internet Popularity Contest this year, the question becomes *how* do you attract those tasty backlinks with **your** content?

Let us take you on a journey through the "8 Wondrous ways to create attractive content for Backlinks"

1. Have Great Content

It may seem ridiculous and obvious, but having a specific reason for your content, and what you want it to communicate is only the catalyst for attracting links.

Ensure you are doing the research; and *make it relevant to your target market*. Having a semi-researched unproven statistic that aids your content but can be easily argued against will automatically jostle your content to the back of the line.

2. Research your Competitors.

We're not talking about Barbera in the office who keeps stealing your lunch, we mean competitors writing similar content. Look at what makes their content a success/ failure, and how yours can better theirs.

You may want your content to be seen as the gospel on your specific subject, so people remember it as the source of truth, this will send your content into the SEO Stratosphere. But be warned! Creating the ultimate guide isn't always easy and will take considerable commitment hours to pull it off, if you simply don't have time for that, and want to get content out there with a good amount of information without the masters degree-level workload, point 3 might be for you.

3. People LOVE Lists and quick fixes.

Lists are familiar and consistent. So much content traffic these days is for the quick fix/ 'top 10' style of writing. Look at you, you're here at some list of 8 ways to attract Backlinks! See? We got ya!

No one has a lot of free time, and less patience for wading through searches, so titling your work with the amount of "Things that makes your content clickable" will automatically draw the reader to you.

Add to this your content research mentioned in point 1, including statements from sources to add legitimacy to your work, will give the reader the thing most needed from a list post – a positive confirmed 'fix' by following those simple steps.

4. Infographics are your friend.

No one wants to read black and white text for hours anymore, especially not on the web. Making your post engaging with graphics will keep the reader engaged and add a level of trust to your work.

A word to the wise; Infographics aren't as rare as they once were in blogging or content creation, and so you will have to produce a higher calibre graphic than even a year ago, but if it is engaging and adding to your content, it is a great way to attract links.

5. Be the Hero your Online Community Needs.

The main way to do this is to find an element within your online community that is lacking statistics or even enough knowledge about its existence. **Be the one to create the information.**

If that seems daunting, remember; even Batman had Robin. Collaborate with someone to assist with the studies needed or in creating one-on-one surveys. This itself will drum up attention for when the final piece is out in the world; those involved in the surveys will have a vested interest in telling everyone "Hey! I helped with this!" and will link the content.

6. Videos can be SEO Stars.

More than ever, people are looking for friendly, human faces to be put to information, what better way than to do a video blog? There are certain times where a video can make all the difference to link shares.

7. Guest Blog.

If you're already creating content and wanting backlinks, you are no doubt aware of other bloggers and content creators. Time to call in some favours. Contact them with regards to ideas for new blog posts you can write that are in the same style and across the same subject matter as the Blogger's current work. This is a win-win for everyone; the Blogger has a free blog posted by someone else while you get to write content and boost views which will lead to your overall popularity in the future.

8. Low-Res images won't cut it.

In the world of influencers and social media, the issue of compressed images is becoming widespread. Thwart this by creating your own high quality, great resolution images. Think about what your online community like to see when presented with images, then go out and create your own stock of them, add a stock image page on your site and make an offer others can't refuse.

Get in touch with bloggers and content creators in your field offering them access to the images for free *as long as they link your page as credit.*

Final Thought

Not all content types will produce the same results in every niche, really take time to read the above and try the ones that work best for your content.

Remember; With Great Content Comes Great Backlink Attraction!