

**Did you
know**



**Backlinks play a crucial
role in boosting your
website's SEO. 🤔**

Backlinks are external links that link back to your site. Each backlink from a site is a vote of confidence from that referring domain. 🌐

Not all backlinks are equal! More relevant and high-quality backlinks = higher credibility. 

Pages ranking #1 on Google have, on average, 200+ referring domains. Pages ranking #10 have fewer than 80. 📊

Backlinks from high-quality referring domains can contribute to improved rankings across search engines and increased authority. 💪

Better rankings means:

- **More relevant users visit your website**
- **Improved chances of website conversions and leads**
- **Increased brand visibility and awareness**

There are a few tactics our SEO team use to improve client's backlink profiles.

The best way of doing this is through creating uniquely helpful content that solves problems for your audience and is easily sharable across socials. 📱

Track and analyse your referring domains with Google Search Console. You can also use tools like:

- **Semrush**
- **ahrefs**
- **Moz**
- **Majestic**

Monitor and refine your backlink strategy for maximum impact. 🚀

Building a diverse and high-quality backlink profile is a cornerstone of successful SEO. Start optimising your link-building strategy today. 📝

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