## Evergreen Content and Backlinks

We all want more traffic to our sites, but how do we get it?

In this lesson, we're tackling two methods that have been proven to help us achieve this goal: building backlinks and creating evergreen content.

Let's start by defining what a backlink is, and what makes a piece of content evergreen.

A backlink is created when one website links to another.

Think of it as an anchor point on the web. As long as the backlink stays in place, a potential visitor can use this anchor point to access your site. The more backlinks, the more anchors. The more anchors, the more sources of traffic.

Some backlinks are more important than others. For example, backlinks from highly respected sites are one of the key factors search engines like Google use when ranking your website high in results. The higher your search ranking, the more traffic you'll drive to your site.

Evergreen content is a type of content that consistently drives traffic, shares, and links to your site over an extended period of time. While many articles quickly become outdated, evergreen content can remain relevant long after it has been published.

Imagine the return on your investment from a single piece of content that people continue to reference months after you published it.

With this in mind, we need to ask ourselves two fundamental questions when thinking about how to create the best content. What will highly respected sites want to link to? Is there a way to create something that can stand up for many months to come?

We'll start in Most Shared using the total backlinks and evergreen score metrics to determine content that has had the most success.

Let's suppose we work in artificial intelligence. In this search for our topic, a quick scroll through the top shared content shows that backlinks range from zero to almost 800. That's a pretty big spread. We should save some of the top backlink results to review later.

### Evergreen Content and Backlinks

We could also click the View Backlinks button next to any article to see a sampling of those backlinks.

Next, we should sort by evergreen score. This score is calculated based on the number of backlinks and shares an article is driving one month after it was published. Every time the article gets new shares or links, the score is updated. The higher the score the better.

Staying with our artificial intelligence example, we'll want to note those pieces of content that are more evergreen than others. How do they fit with our existing content? Are there opportunities we're missing? We should take note of article formats just as we've done before.

What do you notice about these posts just by looking at the headlines? What seems to work best? If you said educational content, you'd be right. Our research shows that articles that provide clear, easy to digest information often drive higher evergreen scores. This includes posts that are educational, practical, actionable, or research-driven.

**To recap:**

- Building backlinks and creating evergreen content are two powerful, proven methods for increasing your site traffic.
- Use content research to identify articles in your topic areas that have driven a lot of backlinks or high evergreen scores over time.
- Use those as inspiration for your next post.