

Monitoring for Search Rank

Hey, this is Eric. Social sharing is just one of the ways our content gets distributed. Another is through backlinks.

Backlinks from high-quality, respected sites can have a significant impact on our search rankings. In the evergreen and backlinks lesson, we talked a lot about the types of content that earn backlinks. In this session, we're going to focus more on the link building process, specifically how to turn mentions of our brand into potential backlinks.

Let's start with a quick review of what a backlink is. A backlink is created when one website links to another. Think of it as an anchor point on web. As long as the backlink stays in place, a potential visitor can use this anchor point to access our site.

Building backlinks can be difficult. Thankfully, there are a few easier ways. To begin, we need to set up some alerts. Select monitoring from the navigation bar then click create new alert. First, make sure you've got an alert set up to track the backlinks you earn. You want to keep track of your efforts and sometimes, you may earn links you didn't even expect.

Select backlinks and enter your website. You have the option to track links to your entire site, a specific page or a subdomain like your blog. For now, let's track everything. Now, repeat the process but select brand mentions and enter your brand's name. It's a good idea to list any common misspellings as well using an OR operator between versions.

It's also generally good practice to select case-sensitive matching, especially if your brand name is also a common word. If your brand name is very common or you know of other companies with same name, you can eliminate these irrelevant matches by including a more selective term and the results must also include field.

Once you've set up your alert, BuzzSumo will look for matches in existing content and pull them into the results field. More importantly, it will now scan all of the content it discovers each day for mentions of your brand. 24 hours after you've set up the alert, the system will begin to display the domain authority of the sites that mentioned you.

Domain authority predicts how well a website will rank on search engine result pages. It's measured on a 0 to 100 scale with 100 being the highest. Mentions from high authority sites are more valuable than mentions at sites with lower scores.

BuzzSumo will also tell us if the mention included a backlink to our site. Anytime we're mentioned without a link, we can take a quick look at the surrounding text to determine if this mention would be a good link.

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Then we can reach out to the author or publisher of the piece. It's usually possible to find email or Twitter contact information on the site where the article was published. We recommend an email that includes a thank you for the mention along with an offer to help with any future content. Then we can suggest that a link to our site would make the article more useful to the reader as it will save them from having to search for the reference. Close your email by politely asking for the link.

We've had great success with this process, gaining 200 new backlinks in one month. Remember, these are sites already interested in our brand or our content.

It's much easier to build a link off this existing point of connection than to have to start from scratch. BuzzSumo customers who use this feature recommend reaching out as soon as the article is published, so we should check our brand alerts daily or take advantage of the email notification option. To add it, select edit, scroll, and change your preferences.

To recap:

- Backlinks from authoritative sites increase our search engine rankings.
- Use a brand alert in monitoring to find new mentions and ask for a backlink from any site that mentions your brand without linking to your site.