

# Careful If You're Building Backlinks...

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*By Welly Mulia*

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To get on top of search engines, the **number one** factor is the quality and quantity of 1-way backlinks going to your site.

Of course there are other factors that determine your site's position in the search engine result pages (SERP), but these factors don't weigh much. For example, on-page SEO factors like putting your targeted keyword phrase into the meta keyword and meta description tag will help but they don't help much.

### Makes Sense

If you think about it deeper, it actually makes sense why these on-page factors are not going to give your site a major boost.

On-page SEO factors can be controlled by us website owners. Off-page SEO factors CAN'T be controlled by us and are subject to the control of other website owners.

If on-page factors weigh that much, all of us can just simply tweak our own sites (since it's within our control) and our website rankings will rise in the search engines. If 1000 or 5000 people are doing it, which 10 are going to be in the top 10 (since there can only be 10 results on the first page)?

Search engines know that if they were to use on-page factors to determine the position of our web pages, we are going to try to beat the system (hey let's be frank – we are selfish and we only think about ourselves).

That is why search engines put more weight on **off-page** factors to determine a site's position in SERP. Even though people can still manipulate things by building and participating in link networks or hubs, or social bookmarking their own sites, or do other things that try to game the system, this is a lot harder and takes more work and effort compared to manipulating on-page factors where you can simply insert the targeted keyword phrase into your web pages.

### So What Is The Right Way To Build Backlinks?

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### **1. You should build backlinks to your site slowly over time instead of building hundreds or thousands of links at one go**

This is especially true if your site is still new. If your site is new and you build too many incoming links (hundreds or thousands) for a very short period of time, and then suddenly there are no more incoming links, search engines will suspect you are trying to manipulate the system and there's a high chance that they will eventually NOT list your site in their SERP (or in other more common words – they ban and de-index you from their listing).

### **2. You should vary your anchor text instead of targeting only 1 keyword phrase**

Let's say you are targeting the keyword phrase "lose weight now" (without quotes). Instead of using this phrase as your anchor text for ALL your backlinks, you should also use some variations and additional related phrases so that the link-building process looks as natural as possible.

For instance, if your main targeted keyword is "lose weight now", you could target "how to lose weight now" as your secondary keyword, and "natural weight loss" as your tertiary keyword.

### **3. The sites linking to your site should be as diverse (in terms of IP addresses) as possible**

The more diverse the geographic locations (and hence the IP addresses) of the websites linking to your site, the better it is your backlink SEO efforts is going to be. This means it's going to be harder to manipulate the link building process. You couldn't possibly rent all the hosting servers in the world just to build backlinks could you?

Now that you know the right way to build backlinks, the next question is:

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