

White Hat SEO Ranking Signals

We want to tell you one of the secrets of white hat SEO → the ranking signals that drive rankings and organic search. Everyone tells you that you need backlinks to your website. However, backlinks do not help if you are not building them correctly. We want to tell you how to build the strongest backlinks possible. The answer to link building with strong linking signals is simple. You just need to do three things:

- (1) Select the keyword that you want to rank for.
- (2) Build a page on your website that is correctly optimized for that keyword.
- (3) Build backlinks that target that keyword.

Let's take a look at what you need to do to secure a great ranking on your website! You can use this information to build great backlinks yourself or you can hire us to do it for you. Trust us. This is the most valuable SEO advice that you are ever going to get.

White Hat SEO On-Page Optimization

You've selected your keyword or keyword(s). Now it's time to build a page on your website for your keywords. You generally want to conserve your most important keyword and its related keywords for your homepage. Other keywords, such as product categories or services that your business sells, should be used for your site's interior pages. Each page on your website should be optimized for one keyword and its related keywords. So let's say that your business sells essential oils. The category page should be optimized for the keyword "essential oils," while the rest of the products that are in that category should be optimized for the type of essential oil(s) that are in the product. Here is what you need to do to optimize that page:

- The URL should contain the keyword: i.e. /essential-oils.
- You should use the keyword at least once in the first paragraph of the copy.
- You should use the keyword at least once as an h-tag (headline) on the page.
- You should use the keyword in the title tag and meta description of that page.
- Finally, you should try to use related keywords (such as "wholesale essential oils" or "types of essential oils") as other h-tags and in the copy of the page.
- You should have appropriate types of products (if the page is an ecommerce category page) linked from the category page or link similar services from the page if the page is for services (i.e. your "basement waterproofing" page should have an "interior basement waterproofing" and an "exterior basement waterproofing" page linked from it) if you feel the need to go deeper than one level. Additionally, you may use related keywords on the same page if you only need one service page for this area of the website.

Make sure that you use SEO best practices when creating the page, such as using keywords in the alt attribute of images if you use these on this page. When you link the page from your homepage, make sure that you include it in the navigation of your website. You may also want to link it in a section on the page rather than in just the footer and main nav, as internal links from a section on the homepage may give you a stronger ranking signal.

Now, let's get into how to make the perfect backlink for your website, in order to give you the best ranking signal for Google.

White Hat SEO Off-Page Optimization

When you build links to your website, you want to make sure that your link is helping support the pages that you want to rank on your website and the appropriate keywords. Also, it is important to know that different types of backlinks are more powerful than others. Also, link placement on a website (nav, footer, copy, sidebar) is also highly critical. Here are some things that we know about link placement:

- Main Nav Links: These are great for brand awareness. Many times, if you are a resource blog or news website, when other websites link to you under a "resources" dropdown, these websites are extremely powerful to help you rank and will pass the most domain authority. These types of links are also extremely hard to get.
- In-Copy (Body) Links: In this situation, a website is most likely to link to you in the paragraph copy of a blog. Also, this is the place where you are most likely to get anchor text. They are also extremely hard to get, but easier than main nav links.
- Side-bar navigation and footer links: These might be easier to get, but they don't pass linking authority as powerfully as the two types of links described above.

You are also able to get links in the comments section of a blog and on link directories. These can be good in some situations, but generally, low-quality directories and blog comments tend to be no-follow links and not as good.

When you are trying to get a link to your website, you are at the mercy of the webmaster of the linking website. But there are some ways that you can build links in a manner where you can control your ranking power to a limited extent.

- (1) When building a link to your website, try to get the linking website to use the keyword that your page is optimized for. If you are link building to your /essential-oils page, the anchor text should be "essential oils."
- (2) If you are getting a guest blog published and the webmaster will only use generic text (such as "click here" or "website," try to make sure that the paragraph containing the link or a nearby headline includes your targeted keyword.
- (3) If all else fails and you are building links on blog comments, try to make sure that your comment is on a blog that has your keyword in the URL.

- (4) Keyword match: Make sure that the keyword you are using for your anchor text is the same keyword that you have optimized the target page for.

If you are getting links to your homepage, some of your internal pages will rank, but ideally, it's best to get a strong link (with the anchor text of your link being the same keyword that the target page is optimized for). If you follow this guide, you will have infinitely better results with your SEO campaign and spend less time trying to acquire lower quality links in bulk.