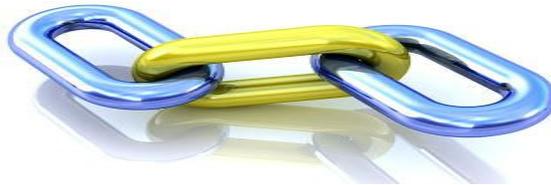


Links-Pt3-Natural links

If your here, its because you haven't lost faith in yourself and have chosen to pursue “Natural Links.” So to continue from our online post, note this; Natural links are moreso referred to as “Organic links.” But since we've already broke down its true definition as defined by Google, its irrelevant what title they put on it.



The main concern regarding links is; quality is more important than ever, because Google has begun penalizing websites that build low-quality or spammy links. In the past, SEOs have been able to border on the risky side when it came to link building. Techniques such as article submissions and directory listings were commonly recommended by SEO companies, because they worked well and posed little risk if done correctly.

However, times have changed with the introduction of the Penguin updates from Google which aggressively hurt websites that pursue these low-quality link building techniques.

An example of how to ensure a solid organic/natural link is; a great piece of content that you've created which you then seeded with a few key influential bloggers, and through that process more bloggers have naturally become aware of it. This is hard to do and can take time, which is part of why these types of links are so highly valued. They are also the types of links that Google often hold up as great examples, indicating that they will stand the test of time.



‘Natural’ or ‘organic’ links are not the type of links you buy off the neighbors site. These links lead to you not because you are buddies or you traded favors. You didn’t buy them, and they are worth more then you can imagine. Natural and organic links come to you because of how good your website and your content is. They come to you because you have something of value someone else wants to be associated to.



Suppose a cat enthusiast takes a look at your site. They are so impressed by your engaging, well written content and professional layout that they email a link to the breeder they buy their Pomeranians from.

The breeder links you up on their website, which is highly ranked since they are one of the top dog breeders in the country. Voila! You have the link magic!

However, don't get this confused with "Inbound links." It's important to separate the 2 although both are inbound links, but natural links will have the help of the external site owner adding a little of their own personal recommendation to visit your site. Now you understand?



Now I could use this next line and discuss how a "Backlink" and "Natural link" might look to be the same however, that's a topic we will discuss in a whole new chapter of the non-required Seo links.

So, Organic links can be as simple as a link from another related site, or as complex as a link from a site about something that is only peripherally related but still very relevant. The main thing is that they come to you— although of course you should still dedicate time to link-building and searching for good linking prospects. That should always be a part of your ongoing efforts.



The idea behind successful linking, organic or otherwise, is your website getting better traffic. “If you build it, they will come” applies here just as much as it did to the Field of Dreams! Make sure your site is relevant, professional and packed with the best, most informative content you can offer, and the links will find you. It may take a little time, but anything worthwhile is also worth the wait.

So I hope this post has helped you in understanding the difference of “Links” that are required in 2020 for google's SEO.

As I mentioned in the very beginning, it's a long road and needs time and patience but it's not something that you absolutely need to hire an SEO company to come and do for you since link building takes your personal efforts on a long venturous trek. However, with all things considered, many people will hire someone to perform various SEO requirements merely cuz they haven't got the time of patience to do it themselves, which is a little understandable if you've downloaded & read thru our [“SEO CHECKLIST”](#) from our [SEO forum](#).

So to conclude, the question remains of whether you should follow thru with the SEO requirements or concentrate mainly on building traffic to your website. Personally, I would rather build the traffic to my website and use the link building strategies as my 1st priority. After all, getting traffic to your site, isn't that what its all about?

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