



Improving Saachi's Backlinking

By Olivia Cohen



Research Takeaways

- Quality vs quantity
- High quality content
- Anchoring our content in key words
- Relationship building
- Using our competitors
- Long-term strategy



What Do We Want From Backlinking

- More domain authority
- Better search ranking
- More traffic on Saachi



Value of Methods for Getting Backlinks

1. Partnerships with influencers and bloggers
2. Pinterest or other social media posts
3. Paying for backlinks



Semrush Methods for Backlinking

- Key words from our site → to blogs
- Using competitors to find backlink opportunities



Outreach and Guest Posts

- [Who are we reaching out to?](#)
- Building strong relationships



Email Templates (Keys)

- For cold emails, to make it less cold add the target person on social media and engage with them a little bit → mention that in the email to them.
- Include the benefits of what we are reaching out about. Tell them why we aren't wasting their time.
- Show them examples of posts we've written that rank and drive traffic, then tell them we hope to do the same for them



Goals

- Fix broken links
 - Either replace or remove them
- Creating content that people want to link to
 - Key words
- Create new links
 - Pitching to blogs



Game Plan

- 1) Monitor and review our current backlinks
 - a) Fix our broken broken ones or remove them
- 2) Work on creating more links
 - a) Use the keys words bloggers are using for articles to create our posts and content
 - b) Pitch to bloggers to see if they are will backlink our posts
- 3) Long Term Strategy
 - a) Continued monitoring of backlinks and continued outreach



Image SEO

- High resolution images
- Mobile optimization
- Backlinks to pages with those images
- Use keywords in alt text



Pinterest Strategy

1. Board titles and descriptions:
Keep your board titles short and simple, and focus on a single keyword or search phrase. Write a descriptive and engaging board description, using relevant keywords naturally. This helps Pinterest understand how the pins in a given board are related and fall under the same category.
2. Text overlays:
Pinterest can read text elements you place on your pin images. As a blogger, this is your best way to let your audience know what your pin and blog post are about. Adding text overlays to your pins is easy with free tools like Canva.
3. Pin titles and descriptions:
Use relevant keywords in your pin titles and descriptions. But don't overdo it and stuff a dozen keywords into every description. Use the ones that are most likely to attract the readers who need to read your post.
4. Blog posts:
Pinterest looks at the website URL you link to from your pin. Make sure each blog post includes keywords related to the board you share it to



Social Media

- Creating traffic
- Consistent content and coordinating all content
- Authenticity

