

March | 2022

Luke 12:32 *"Don't be afraid, little flock, because your Father delights in giving you the kingdom."*



What is your SEO Backlink Strategy?

Quality backlinks remain a vital Google ranking factor- understand how to gain them!

When thinking about your search engine optimization strategy, it's a good idea to look at all the different tactics that make up a successful strategy- content, keywords, meta tags, and backlinks. While backlinks may sound straightforward, there are many ways to obtain them and they're essential for SEO.

Read on to learn about backlinks and how to create a backlink strategy!

What are backlinks?

Backlinks are links from an outside website to yours. The number of high-quality sites that link to your website is a high-ranking factor for search algorithms. The more quality links that point to a particular page, the better you will rank within search results. If you want to successfully implement SEO for your website and obtain relevant organic traffic, creating a backlink strategy is something you should be spending time on.



Why are backlinks important?

A backlink strategy may not be the most important tactic for your SEO campaign, but they are definitely one of the best SEO strategies out there. This is because backlinks tell Google that your website is an authoritative source. When Google Bots crawl web pages, they will identify various links in the content. The more your content has links, the higher your web pages will appear on the [search engine results page](#). This will help improve both your domain and page authority.

The domain authority is your website's relevance for the search engines, specifically in certain topics or niches. Page authority is how well a specific web page ranks on the SERPs. Backlinks not only improve the linked page's authority but can also increase your overall domain authority.

Backlinks also can help increase website traffic. If someone is reading a blog on your page and is linked with an interesting article, the reader might click on your website's link and browse through your website- giving you more exposure.

[Learn more](#)

Live Simulcast Auction Software

Simulcast style auctions have been around for quite a while now. A long description about what simulcast auction software provides is probably not needed at this point. However, there are some differences in the way that we provide this type of auction software for you. The main difference with Auctioneer Software is that we don't give your commission away!

Learn more about [what makes our simulcast software different](#)

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JUST IN CASE YOU MISSED IT!



How to Create Attention Grabbing Graphics with Canva

Canva is known as a graphic design platform that allows users to create social media graphics, presentations, posters, resumes, and much more. The best part is they provide you with free templates, options for images, filters, icons, shapes, and fonts- essentially everything you need to create attention grabbing graphics. To help you maximize all their useful features, we're outlining a couple of ways to create your next great graphic using Canva.

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How to get more Engagement on Social Media

In today's world, almost every marketing strategy includes, or should include, social media marketing. If you aren't on social media, you should strongly consider restructuring your marketing strategy to include it – as it is where the majority of businesses reach their customers! If social media marketing is already included in your strategy but you have found that your social stats aren't living up to your expectations – this article is for you! Read on to learn how to get more engagement on social media!

[Read more...](#)



