



Galactic Fed

# How Links Drive Growth



**Links remain one of Google's top signals of a site's SEO authority.**

Earning links over time contributes to a website's general SEO lift, along with maintaining the other pillars of SEO, such as site maintenance and content creation. Galactic Fed is made up of seasoned professionals with proven results in securing quality backlinks.

Here you can learn what a backlink is, what quality link-building is about, and how link building can help you grow your business.

# What's a backlink?

A backlink, or a citation, is a do-follow link from a third-party website - a relevant blog or other online publication - that points back to a relevant page on your website. It's important to note that out of many, many Google ranking factors, backlinks are among *the* most influential.

Think of backlinks like votes in an election: if you earn citations from blogs and online publications to your content, it helps drive SEO authority back to your website.

# What is link building?

Link building is the activity of securing backlinks from other websites to your own. Search engines like Google find and use these links to determine how to rank the pages of your website, affecting where you end up when someone seeks out information using a particular keyword on Google.

## Other potential benefits of link-building:

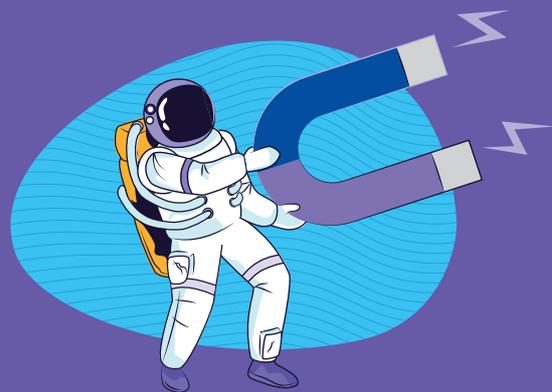


### You'll be more visible

Securing backlinks helps establish brand recognition online, amplifying how your product or service benefits your target audience.

### You'll drive traffic to your website

Link-building improves the SEO of your web pages with each direct link that you earn, in addition to improving the overall authority of your website and often increased conversions.



### You'll enhance your reputation

The more backlinks you secure, the more authority you'll gain in your industry niche. Link-building illustrates your expertise and helps you boost your reputation given other reputable sources vouch for and reference you.



# The Galactic Fed Way

The Galactic Fed Way is all about relevance. We build high-quality, editorially-placed links, added naturally as an external reference to your content.

We only develop white hat strategies that are ethical and focus on maintaining your website's integrity.

We acquire backlinks to your informational, non-branded, SEO-optimized articles based on comprehensive keyword research. We provide value to your readers by resolving pain points that exist in your buyer's journey.

## Our approach

All of the backlinks we earn for your business are do-follow links, as when it comes to SEO, these are the types of links that count.

Do-follow links include an HTML attribute used by Google search bots to follow backlinks. They pass on link juice and are what helps your website get high-ranking pages.

We avoid all forms of link-building schemes, including **paying for links**, as this type of link-building strategy can ultimately hurt your ranking and visibility online.

## Our results

Our tailored SEO and link-building strategy helped the financial assistance app LiftRocket **increase its backlinks** by 3400% and improve its domain authority.

We also drove a **121% increase in backlinks** and boosted traffic by 583% for keto nutrition company, HVMN,



# SEO in action

**Contextual links:** these types of links are an effective and proven way of lifting your brand's overall SEO presence. A contextual link is any link to a relevant site within a body of text and can appear in the form of external, internal, or reciprocal links. Below are some examples:

## **Charitable Impact**

DR=70, DA=37

Anchor text:

**impacts of climate change**

## **K6 Agency**

DR=50, DA=24

Anchor text: **SEO**

## **Replug**

DR=50, DA=37

Anchor text: **link building**

**Guest post links:** these are links that are given in exchange for relevant content. Galactic Fed identifies publications that align with our clients and creates content for their website or blog, giving your business a link in return. These are effective because they position your brand as authoritative on a given topic and exposes your business to new audiences. Here's what they look like:

## **Shout Me Crunch**

DR=28, DA=24

Anchor text: **fresh grads**

## **Aiiot**

DR=40, DA=55

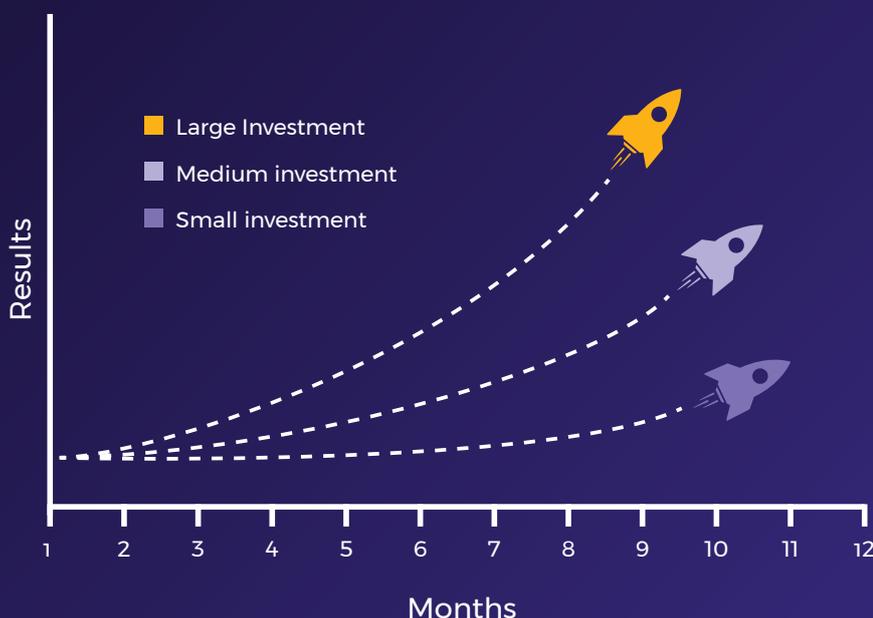
Anchor text: **paid search**

## **Cleverism**

DR=76, DA=58

Anchor text: **growth strategy**

Below is an estimation of how long it typically takes for a client to see a lift in SEO. Of course, the larger the investment, the bigger the returns:



# Link-building FAQs

## Q: What is a backlink?

A: A backlink, or a citation, is a do-follow link from a third-party website (a relevant blog or other online publication) that points back to a relevant page on your website. Links are like votes in a political election: if you earn citations from blogs and other online publications to your content, it helps drive SEO authority back to your site.

## Q: Do you pay for links?

A: Never. We abide by Google's best practices, which include avoiding any and all forms of link-building schemes. This includes paying for a link, any of the other points outlined in the link above.

## Q: Are all the links you earn do-follow links, or are no-follow links included?

A: Yes, because do-follow links are what really count in SEO (those are the links that Google looks at in determining how to rank a page), we only count in our reporting the do-follow links that we are able to earn.

## Q: What is your link-building process like?

A: Our process is straightforward. In the first month, we review all the assets that we have to work with (articles, white papers, infographics, tools and calculators, etc.) and determine the best strategies that fit your brand. This could range from skyscraper method, to contextual link-building, to resource page link-building, to a variety of other strategies. Once we determine the optimal strategy for your brand, our link-building team then goes about through the following steps:

Prospecting - on a daily basis, we prospect for relevant blogs and other online publications that fits your brand's keyword space.

QA (quality assurance) - we review the list of sites and QA them, and build campaigns.

Communications - finally, we reach out to editors and site owners, offering them your relevant and valuable content, and by way of the content's merit, we earn the link!

This process is straightforward and relies on the availability of quality, objective, and engaging content, which we are more than happy to advise on and even build with you.

## Q: Is there a minimum DR value and Spam Score threshold?

A: Our minimum DR value is 10, and our Spam Score threshold is <10, though we are happy to work within bespoke constraints as defined in our SOW convos.

## Q: What do we need to set ourselves up for success?

A: Earned link-building lives and dies by the quality of its content and by our ability to find relevant publications who would benefit sharing it with their audience. Provided we have objective, informative, helpful, and engaging articles to work with of minimum 1,000 words, that have not been published elsewhere, we are set up for success to earn guest-posting backlinks.

So, we need a supply of unpublished blog post articles to run a successful link-building campaign. We can either produce these ourselves with your review, or you can provide them for our campaigns.

**Q: What do I need to prepare to set us up for success?**

A: It's important to set up expectations from out the gates. When we run outreach email campaigns (and our entire link-building process is built around email outreach), we cannot control the reaction of the receivers of our emails. Thus, it is important, whenever you build outbound email campaigns at scale, to set up a separate email server dedicated to these campaigns. We will coordinate with your team as part of our prepwork to ensure we have this.

**Q: What's the timeline for results?**

A: SEO is a marathon, not a race. Once we start our link building campaign, you should see consistent improvement in the number of referring domains, backlinks, and referring pages linking to the targeted pages. Depending on how competitive your niche is, we typically expect to see an improvement in top of funnel results for the targeted pages such as an increase in the number of organic keywords we rank for, improvement in the average position, increase in the organic search impressions, and growth in organic traffic within the 4 to 8 months of commencing the link building campaign. Link-building does not just improve the SEO value of the pages we're earning direct links to, but also contributes to an overall "lift" of the website. Good link building can help build your brand and establish you as an authority in your niche. As when you do outreach and try to get links to the authoritative content on your site, you're showing your expertise and asking other people in your industry to help spread the word.

