

# SEO and brand approval

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**Backlinks for better brand equity**



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Presentation by Marcom – April 9th 2020

# Introduction

- **Overview**

- Better brand equity through 'authoritative' approval – backlinks.
- Mark Baines (Chartered Marketer)
- Ben Powell (Digital Marketing Specialist)
- Gil Drori (SEO and social media expert)

- **Objectives**

- Unpack what 'approval' and 'authority' mean in web terms.
- Outline the importance of brand equity online in terms of SEO.

- **Outcomes**

- An understanding of what you can do, today.
- Increase your knowledge and answer your questions.



“

Marcom's skills at marketing are superb, and their resources are comprehensive and completely professional.

”

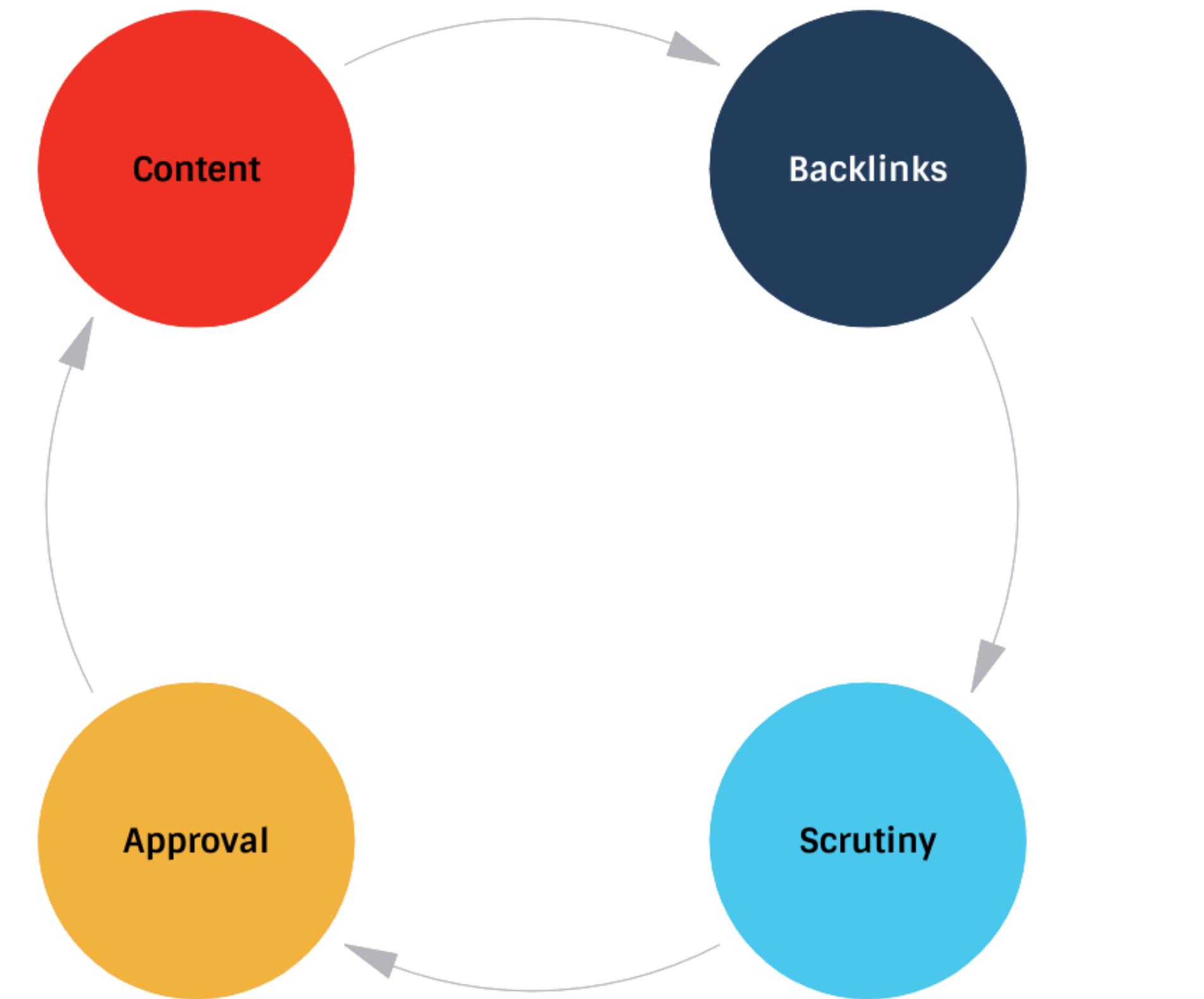
Bill Vasilieff

CEO, Novia Financial

# What is 'approval' online?

## The cycle of Search Engine Optimisation (SEO)

- A backlink: an external link to your website or content.
- Content approval through 'authoritative' sources.
- Google finds these through analysing your backlinks.
- Higher approval & authority = higher ranking.
- Brand equity achieved through appropriate content 'approval'.
- Your investment in SEO = the ongoing cycle



# Why is it important?

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**Your website is your most important asset.**

**Your ranking on google is your second most important asset!**

- Backlinks act as 'votes of approval' from other websites:  
**"This content is valuable, credible and useful".**
- The implementation of a strong SEO strategy has an implicit link with brand value.
- The development of brand authority > growth of brand equity > brand value > ranking.



*Tip 2: To rank on the first page of Google, you need to build back-links from authoritative news sites and blogs.*

*This strategy takes work, but fortunately this isn't as hard as it sounds. You can use a free platform like #journorequest – a bit like Tinder for PR!*

# What is 'authority' online?

## A reward from Google

1. Google approves your content for quality and depth (page authority)
2. Google grants your brand / website 'authority' (domain authority)
3. Google therefore adds value to your outbound links.

- This is very important for the competitiveness of your website on Google:
  - The more authority a website gains, the better-quality traffic and approval it gains.



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*Tip 3: Have you noticed how some articles feature additional resources, either recommended in text or inside a "Read more" section? These are 'contextual links' – try and reach out to an author of an article or authoritative resource page to include your valuable link.*

# Relational content approval

## Another consideration for your SEO

- Recent developments of Google's algorithms are very sophisticated.
- They judge the content for clarity, relational keyword density and relevancy.
- What are relational keywords?
- They seek out related sources of traffic / authority for deeper content approval.
- Not only via direct back-links but also at other points along the 'inbound traffic' funnel.



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*Tip 4: Get 'best X' list mentions. Getting mentioned on articles that list the best products like the one you offer is a fantastic way to reinforce your brand, get more people to try out your product / service and, of course, earn high quality back-links.*

# Sources of brand approval

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## What is Google looking for?

- Backlinks from authoritative / dynamic sources.
- Peer review / good quality references.
- Customer testimonials – 3rd party source.
- High ranking, high value content.
- Social media 'engagement' (ie not just number of followers, likes etc).
- Well optimised, high performance landing pages as the destination.



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*Tip 5: Turn brand mentions into quality backlinks – just ask the author, they obviously already like you!*

# Zero blackhat tactics!

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## Some strategies for backlinking

- Always strive for the highest quality content to establish the authority.
- Become a reputable source for community / technical content – eg 'Thought Leader'.
- Build backlinks from reputable news sites and blogs.
- Get your product or service mentioned on a 'Best X' list.
- Turn brand mentions into quality backlinks.
- Update old content.



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*Tip 6: Update old content. If you find an article or a research report that hasn't been updated in a while, check how many back-links the piece has. If there are many publications referencing that content, then you have found yourself a real gem. Simply go ahead and create a better, fresh piece, with more relevant data.*

# Q&A

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**Click on the Q&A button in Zoom and ask us a question**

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*Remember: many people dive into link acquisition before they've built a strong foundation. It is vital to understand that a strong foundation (a well-optimized website) makes your link building more effective.*

# Next webinar

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We'll be discussing keyword strategies.



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# How we help



“ The Marcom team dedicated time, attention and creativity to understanding our complex needs - and the results speak for themselves. ”

Dr Adam Marshall,  
Director General, The British  
Chambers of Commerce.

# Let's meet

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