



What is Backlinking.mp3

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[00:00:06] Welcome back to the Patient Convert podcast, I'm your host, Kelley knott, and we have our co-host with us. Just not but truthfully, he's kind of like our special guest today because this topic is so

important to a top performing marketing strategy. But it's something I really don't know that much about. I have to be honest, and Justin is a total genius when it comes to digital marketing. And this is something I know these physicians want to better understand. Justin, what is back linking?

[00:00:38] Yeah, that's a great question. I'm excited about this because one of my favorite things and one of my first loves is the search engine optimization side of marketing and something I can talk about all day, because it's something that is really fun to watch the results of. And one of the core components of a successful search engine optimization strategy and what search engine optimization means, essentially optimizing your website and your off site things. It's essentially going through a process to improve the rankings and visibility of your site. And so that means if somebody types in like NetApp specialists or hormone specialists near me or dermatologist's near me, how you rank at the top for that or say for skin tag removal as a dermatologist, it's the things that you need to be doing to rank highly for those to drive traffic is kind of what we're talking about as far as search engine optimization and part of search engine optimization. A very critical part that we're talking about today is what you just said. It is back linking and what that means, because it can be a little confusing or really getting a

good grasp on how you go about building it and essentially what a back link is. Is it any website that's not yours? So we'll call it off site that links back to your website. Now, that's a very loose term that can be like citations or technically a form of back links like your Google My Business and putting your website where it says the website on your Google my business.

[00:02:09] That technically is a link back to your website, therefore a back link. What are some other examples? Some other examples are a guest blog post. If you write a guest blog post and inside of that article, it links back to your website with your home page or it's a treatment or condition page or maybe your provider page because it's a quote by you and it says, like Dr John Smith and John Smith is linked back to Dr. Smith's provider page on his website or the, say, his hospital site. So those are forms of back links and. Really, at the end of the day, there are way that Google kind of builds authority, framework for your website, and that's why and we'll talk about it a lot more today. But back links are really any website linking back to your website in the form of some type of a hyperlink that leads back to your site. They come in all shapes and sizes, which again, we're going to talk about. But as far as what a backlog is, is, that's really it. And in terms of a definition, so most people are familiar now that you're thinking about it that way is when you read an article on a Ashar Web site, they've got all of those links that are in there citing resources. Those are all back links back to that resource website.

[00:03:23] Well, that's pretty easy to understand, but how important or essential is it really to your health care marketing strategy?

[00:03:30] It's critically important for the long term kind of success of the program. There's varying degrees of importance. The bigger you are, the larger your regional territory or national territory, the more critical back linking becomes as part of your program. And we'll again talk about that a little bit when it later when it comes to authority and everything. But the more micro local you are, the smaller your region, the the less back links you kind of need. But you still need them, because even if it comes down to purely, you need back links from like your Google my business in those, you still need them no matter how big or small that you are. And they become more critically important the bigger you get. But you still need them because what they do is they build trust, score or trust authority in your website that it's not fake, it's not spam, it's real. It's a living, breathing entity that Google can trust because at the end of the day, Google is

in the search experience game. And what I mean by that is they want to get every search right and as accurate as possible and give you the best experience possible every time that you go on there and you do a search. So they want to ensure that websites that they're presenting at the top are high authority, they're trustworthy, they're going to serve you the right information. They're they're they're people that their website, so to speak, that they can rely on and back links. And the better the back links that they are, the better trust that Google will have in your website. And so thusly, the better you're going to rank for a lot of the things that you want to rank for.

[00:05:17] So that's why they're really important at a high level is just like your domain names, like when you buy a brand new domain and you go build a website on it, it's going to be it's going to be hard to rank for verse Y like, say, WebMD can publish a new article on acne scars and ranked number one in a week for the term acne scars. It's because they have the domain age, they have the domain authority and they have all of these back links are a lot of the reasons why they can do that, where a local dermatology practice that wants to ring for acne scar treatment near me, it may take them weeks or months when they build their brand new website and start their practice to rank for that. And again, it goes back to you can quicken that by building trust authority through back linking to your website.

[00:06:06] Ok, so they're definitely important. But two parts of this question is they're bad back links and then I'm going to follow that up. So much to answer both.

[00:06:17] But I even know through the agency and the emails I get through the agency that are spam. Do you accept guest blogs on your website? Worse, we can get you three thousand back links in two weeks.

[00:06:29] You know, I get that all the time and I own an agency. So is there a bad back linking and is there bad back linking marketing or spam or.

[00:06:39] It's a very confusing world. So how do you know? If there is and how do you know which marketing to go for it, make sure you're not falling into a bad marketing or spamming strategy?

[00:06:52] Yeah, absolutely. So the quality of the back links. So the answer is there's absolutely and probably more than there are good ones. There's bad back links. And that's what scares me further. Yes. So there is a that's one reason why you definitely need to be monitoring it and be doing a back link audit and submitting disavow files, which we'll talk about in just a second. But yes, there are bad back links. More often than not, links are bad before they're good. And so you need to be kind of qualifying the back links that are being built to your website and the sites that you're willing to have back links to you and guest post or whatever method you're going to build a back link making sure that they're reputable, they're quality websites, because, again, just like we were talking about in a good way for building trust with Google, a bad back links do the exact opposite and they erode your trust in your authority with Google and make your site appear more and more and more spammy. Back in the day, even 10 years ago, not that long ago, Google's become much and much, much with their rank brain and their new algorithm releases much more sophisticated and how it works to try to get it to a much more natural language style search experience when you're searching. And through that, what's been done is they care a lot more about the quality of all the content that exists on the Internet. So before people, they're used and used to be called PB's, which are private blog networks, and there was a link forming. There is all these things that you could do to build hundreds of thousands of back links to your website and kind of skirt the system and build authority. All of that's fallen to the wayside.

[00:08:41] And there are things that I strongly, strongly recommend you stay very, very far away from because you really need to be focused on quality over quantity when it comes to back linking. That is super, super essential thing if you take anything away from here. As far as learning about back links, as I'd rather have one good solid what we call midi in the industry, and that's high domain authority back links to to your website than a thousand low quality.

[00:09:09] You're saying those emails that we're getting that say they can guarantee me a thousand back links in whatever time period? That's probably one of those red flags right in the trash.

[00:09:21] Yeah, I can tell you for sure we do back link building and I would never promise anything like that. And again, like, I'd rather work my butt off for a client to secure one amazing back link from a high domain authority reputable website, then get

them ten from a low quality websites. And they're just the one that we get from that is going to make ten times more value than the ten that we would get from the other site. And so that's why it's so important, just like protecting your reputation, which we talk a lot about. You want to protect the reputation of your website by protecting what's back linking to you and the backlash you're gaining for your so your marketing team, let's say, should know these quality back links.

[00:10:04] They understand the authority of the sites, how you'll be featured, and they're able to communicate that with their position.

[00:10:09] Absolutely. They definitely better be. And you need a you need somebody watching out for that and an agency of record whoever's working with you. Should one hundred percent be monitoring that at all times as part of their ASIO process. Like the first and foremost thing, when we get engaged with a client and it's part of our onboarding process and something that we monitor on an ongoing basis is what we call a back link audit and their toxicity score. So a lot of SEO software is out there that are available, will run a back link audit. We'll show you the profile of all of the websites that are linking back to you. And we'll give you a rough score of each one of those websites. And that creates what we call a toxicity report or an overall kind of health report of all the back links that aggregate that are pointing to your website.

[00:11:01] And essentially what that means is you want a whole lot more good than you have bad back things back linking to your site and anything that we consider high toxicity or essentially a very spammy website that's back linking to your site. We want to disavow that back link and that's up to Google to respect it. But we can create what we call a disavow file and upload that into your Google search console. And what that is, is a request. Acknowledging to Google is we no longer want these sites. We want you to sever the links between our site and that site. And you'd be shocked right now, I bet 90 to 95 percent of the people listening to this if I did a back. Link audit on your site, you would probably have a high level of toxicity unbeknownst to you, like you didn't go out and do blogs, it just naturally pretty scary. Any sites linking to your site that you have no idea that you want to proactively disavow to keep your site as healthy as possible?

[00:12:02] Well, that's scary, but that's an easy fix.

[00:12:04] You're saying it's an easy again, it's up to Google to respect the disavow. Most of the time it does. But it's something kind of like we've talked about in previous podcast, is Googling yourself. And you'd be surprised how wrong your listings could be. It's the same thing at Berkeley. You'll be surprised at the number of potential spam back links without you ever asking for those that could be linked to your site. And so you want to proactively be monitoring your marketing strategy.

[00:12:29] So let's talk more positively now that we've gone over some of the scary stuff back linking.

[00:12:34] But what is the real difference it makes so back linking again, going back we talked about it is a trust building exercise with Google. The better the back links and the bigger number of them, the better. Your site's going to perform in search and that can be back. And you want to distribute your back links around your site. More than often than not, you'll have the most back links to your home page, but you really want to share the wealth to some of the other content on your site that matters the most. So like a really good example.

[00:13:13] For instance, when you say, like, what if you're a large infertility clinic, like, what's some good home run back links? Just. Yeah.

[00:13:19] So if you're a large infertility clinic and say you're in the Chicagoland area, so highly competitive market, very large and you're trying to rank for like infertility clinic or maybe one of the special IVF like natural fertilization or surrogacy or egg freezing, that can be very competitive search terms. It's not generally just going to be enough to even if you read everything that I've ever put out there about how you should structure that treatment or condition page on your site, you put a thousand words on there. You put all the tags, you put all the keywords, you put all the geo identifiers, you put all the fake huge. You put video on there, you check every single one of those boxes back. Linking is what where the difference is made right from you and a competitor. If everything is done right between you and a competitor and your competitor has more solid back links, nine out of ten times they will rank higher than you. Oh, wow. Now, that may not always be true, but will get say, well, you can go and Google me and I rank high. Yeah. Your site could also probably be, I guess, thirty years old. So again, that comes back to domain age. But what I mean is if you went out as that infertility clinic and you're trying

to get your IVF page ranking high, so you had one of your doctors write a couple guest blog posts on medical related websites about different topics around IVF and then had them link either in the bio of the of the provider or inside of the actual piece of content. That article back to your IVF page and without getting too technical like, say, having in vitro fertilization mentioned and you link that back. But at the end of the day, linking it back to that in virtual the IVF page on your site, and then you monitor that page, you will watch that page slowly increase and positional search ranking for those search terms. Yeah.

[00:15:11] So really just identifying that. So what are some of the strategies? I mean, we're talking about applying this to an overall strategy. Yes, but how are these physicians listening or marketers listening going to create or grow these back? I mean, do they have to hire an agency? Should they hire an agency? Is there anything they can do on their own? What are these strategies for sure?

[00:15:33] So there's several different things that you can do. I want to talk about some of the more obvious things. I've mentioned a couple of them as the example I just gave is one of them. But I'll listen really quick and then I'll go back and talk a little bit more about each of them. Kind of author spotlights are being cited in an article, for instance, like I just mentioned, insight and expert insight that providers this is a very easy way for providers to build a lot of back links to their website if they're willing to participate. What to expect if you're an ob gyn or. Oh, yeah, we'll just. Yeah. So if it's an OBGYN, like what to expect dotcom, they get millions and millions of visitors and they publish twenty, thirty, forty pieces of content every month and that's quality and that's quality. But in those content pieces they're going to have like ten signs that you're pregnant. If you read that article, I bet three or four or five or six or all of those points are going to have a sighting from an OBGYN that they've interviewed and they're going to link back to their website. So that and the best way to do that is, well, we've got guest podcasts are another really great, especially with the absolute meteoric rise of podcasting over the last 12 months. Podcasting is a really. Way to get back links because, well, we'll go over that in a second and then last but certainly not least, the other very comment is just straight up articles, guest post, guest blog posts or what we call them. I'd say those are the three most common ways to get back links. There's a lot of other things that you can do. Even your social media posts technically are back links back to your website.

[00:17:07] But they are not going to offer a whole lot of quality, but they are part of your portfolio strategy. So going back really quickly, we've got the guest spotlights that we just talked about. Being cited as a resource and thought leader in an article is a really powerful and really simple way of providers are willing to get involved. There are so many so many websites out there that are just begging for insights and feedback from people like yourself as a practitioner and an expert in your specialty or field that are willing to put what you have to say inside of their article to strengthen their article, to cite in their article and to link back to your website. One of the easiest methods and ways to go about doing that is a Web site that we love for our clients as well as ourself called Horo HRO. Love her and that stands for Help a reporter out. If you type that into Google, help a reporter out, you'll find their website. You can sign up for alerts what it is as it's reporters. That are going online and making a request for sources to help them complete a piece of content that they need to write. Well, in Harrows, great, too, because it's not like a thousand words. No, they're actually just really brief. It'll be very brief. So they send out three a day, five a.m., noon and five p.m. and most of it make sure you follow the guidelines. Definitely. Or they will just trash your submission and you'll have wasted your time. Most of them are between a hundred and two hundred and fifty words, Max, which is perfect for you. Take you ten minutes or less to do this and you could bust out even one a day and hundred words of advice, one hundred words of advice.

[00:18:51] And most of the time because to qualify to submit these requests, you have to be in the top one million websites in the United States on Google dot com. And so that means that more than likely ever, your quality Baladi backlogs for, well, trafficked websites like again, going back to the Ogwyn almost every single day there are pregnancy and mom blogs waiting, looking for exactly. Looking for the expertise of an OBGYN to submit their feedback on a tip or insight to whatever it is that they're writing about. And so that's a really easy way to get slam dunk back links, get lots of thought, leadership visibility, because then you have an area on your site where it's like featured in the bump, what to expect, like just naming all of these authority based websites that get millions of visitors a month. On top of that, you got podcasts. As I mentioned, there are so many podcasts that are out there that, including ours, would love to have physicians or experts in the field featured and interviewed. And generally, what happens, the same process that we go through after that, that podcast wraps, show notes are done and it's posted in places and it's linked back to you because you were

the special guest. Again, that's another back link. Last but certainly not least is guest blogging.

[00:20:17] This is probably the number one most popular way for a backfilling building strategy is essentially just going out, finding websites, again, more than likely in the medical and health space that cover the topics ranging in your specialty and writing topical content articles just like you do on your website for them. And then in either the author space, like the bio space of that article, or in the kind of actual meat of the content they link back to your website. So I think those are like the biggest areas or things that we think as a starter kit for building back links.

[00:20:54] Oh, that's great. But this is something I want to talk about, too.

[00:21:00] Sometimes when physicians and providers and you know this better than anyone are choosing marketing it, it can be overwhelming just and it can be overwhelming for them to decide what type of marketing they need and where to invest their marketing budget.

[00:21:15] So is this something they have to, you know, I want to say itemise, but how when is the right time to focus on backlogging and marketing?

[00:21:25] When should they bring it up? Is this something they can just purchase off a menu? So talk a little bit about that. As far as when do they need to focus on their back for sure.

[00:21:34] So it always needs to be in the back of your mind. Like I know how we engage with clients. It's typically a phase to approach that we take advantage of, even I'd say even a phase three, because we want to fix their website, kind of fix the foundation. I call it cleaning house. We want to get your your house ready for growth. And once we've optimized your site, we fixed it. It's kind of ready for it to grow. Then we start an on site content strategy. So making sure we're building out all of your conditions and treatments pages. We've got the important blog post covered that are linking back to your conditions and treatment. So we've kind of got our all of our boxes checked as far as what the site needed from an early on success standpoint, then we can turn our attention to back linking. So I think it's about not getting too far ahead of your skis from a

prioritization standpoint, is get your site ready for growth and get it squared away, get it optimized, get the content gaps filled there. And that's a never ending process. But at least do the baseline most important stuff before you turn your time and attention on building content off of your site from a back link building standpoint.

[00:22:46] So I always think prioritizing it. Secondly, once you've got your site squared away, then you can say we're just not cracking the top three for this condition or treatment. It's time to go focus on back linking for that one. And again, I think it's always levels the more competitive your market or the larger your reach from the standpoint of if you're reaching regional, statewide, national for your type of organization, the more important your back link building becomes, because the more generalized your certain search terms you're going after usually are. But it's still as important even in local markets, like if you're in Austin, Texas, and you really want to rank well for all of your site stuff across the board, the more back links that you can get, the better and easier it's going to be for you. And then again, even honing in on some specific conditions and treatments like cool sculpting for aesthetics is a very highly competitive marketplace. And if you want to rank in like Miami for that, you want to have a really well thought out condition page for that or treatment page. And then you want to go out and write some articles on real self and other aesthetics websites and get them back to your core sculpting page.

[00:23:56] Ok, so what do you want to leave our listeners with as your last piece of advice tip or something to think about when it comes to back thinking?

[00:24:05] I think get it on your radar as far as something you want to focus on. It doesn't need to be overwhelming, even if you do it. Focus on like how can I get one a quarter at first and then one a month and just really try to take it kind of a bite of the elephant at a time. And the other side of it is monitor your back link process because you'd be surprised at the level of toxicity that you may have or the spamming that Google seizure site because of, unbeknownst to you, all of the garbage that has linked back to your site over the years. And that's such an easy process to have somebody do and to submit a disavow file. So just like we say, for physicians to Google themselves, do a back link audit on your website and make sure that you're doing the easy, simple thing like disavowing bad back links. And then again, just start a process. And if you're not sure where to get started or how to go about doing it, that's where an agency like us

can come in and can help through that process. But even if you picked up the phone after you listen to this episode and called and said, I want to build back links again, what would we do? First, we would audit your site and make sure that it's ready to start building back stuff to be ready, make sure that you're ready, but make sure that you do have back link building as part of your long term strategy for, say, going into twenty, twenty one.

[00:25:29] Well, from cohosts to special guest, thank you so much for talking about back linking, because I'm going to be honest, I wanted to learn a lot more about it as well. I know we do it here at the agency and it is so crucial. So thanks again and I hope you guys enjoy it.

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