



Building Backlinks: How To Get More Clients With SEO

Presented by MyWellbeing



Who am I and What is MyWellbeing?



- Business Development Lead at MyWellbeing
- 5+ years of experience in sales & marketing
- Founder of Kontess, which was acquired in 2021
- Marketing consultant to early stage start ups and small businesses

MyWellbeing

- Nationwide free to use directory for therapist and coaches
- We help potential clients find the right provider for them through our unique matchmaking process
- [Click here to learn more or join](#)



What we'll be covering today

1. What is SEO?
2. Why are backlinks important?
3. Tools to monitor your site SEO
4. Seven Techniques to Increase Backlinks
5. Q&A



What is SEO?

- SEO is how search engines rank your site in search results. For example, if someone was to Google "couples therapist in NYC", the first page of results will be sites that have the strongest SEO or Domain Authority.
- Unlike paying for advertising, SEO is "organic". Improving your SEO is one major way to increase inbound consultation requests.
- SEO is a long game, it takes time to improve your search ranking performance. One way to measure your performance is by monitoring your site's Domain Authority.





Why are Backlinks Important?

- Backlinks are exactly what they sound like, links online that direct back to somewhere on your website.
- There are more than 200 factors and measurements that go into your SEO ranking. Backlinks is one of the top 3 factors that Google takes into account when deciding whether to show your site or content.
- Backlinks signal to Google that your site has something valuable that other websites are willing to link to and share with their audience.

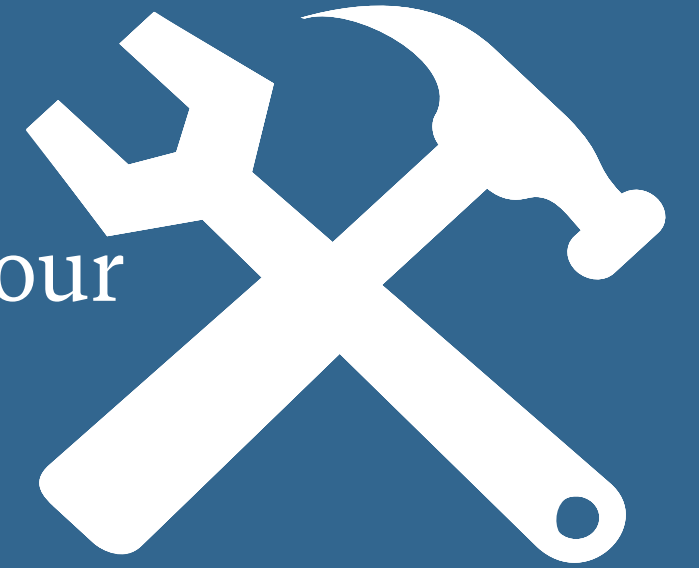


Best Practices with Backlinks

- Not all backlinks are created equal. For any of the following techniques we discuss today, you want to ensure you are getting a "dofollow" and not a "nofollow"backlink.
- Black hat techniques will actually hurt your site's performance. That includes being listed on known spam sites, paying for backlinks, or duplicating existing content on the internet.
- Be leery of anyone who says they can get hundreds of backlinks in a short period of time. They will most likely be linking to your site on link farms.
- Only try to get backlinks from site's that have a higher domain authority than your own site.



Free SEO Tools



- [Google Search Console](#)- Set this up to ensure Google is crawling your site.
- [Ahrefs' Website Authority Checker](#)- Use this to check in on your the health of site and/or check the authority of other sites to see if they have a higher authority than yours.
- [Answer The Public](#)- Use this for keyword research to get new ideas for content.
- [Google Trends](#)- Use to measure monthly search volume of keywords.
- [Google Analytics](#)- Optional, but recommended! Use this to track your site performance and monitor where your traffic is coming from.



1. Business Directories & Profiles

- Online business or therapist directories are a great place to start and are relatively easy to join.
- [Check out this list of therapist directories that you can join.](#) Some of these are paid, however, Therapy Den, MyWellbeing, and OnlineTherapy.com offer free listings.
- Add your business to Google and Yelp. Here is a comprehensive guide on how to add yourself to [Google My Business.](#)
- Create a Gravatar profile and link to your website. [Click here to sign up.](#)



2. Resource Pages

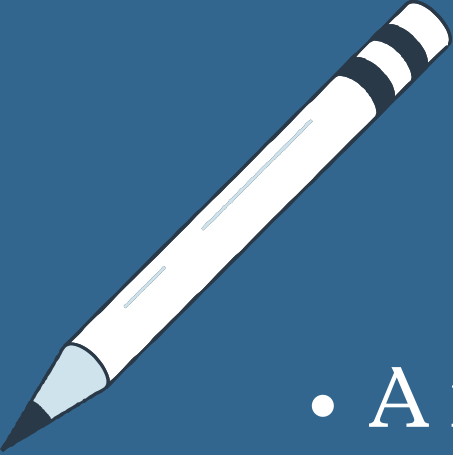
- Reach out to organizations that have resources pages and ask to be added. This typically works best with sites that similar geographic niche as your practice.
- For example, search for "therapy resources in Austin texas", you'll find a number of sites and you should email them and ask to be added.
- Additionally, you should create a resources page on your own website. In the event that you're full or not accepting new clients, a resources page is an easy way to refer a client to someone else.
- You can then reach out to colleagues who you typically would refer out to, and ask if they'd be willing to link to your site from theirs if you do the same. It's a win-win for you both!



3. HARO

- Help A Reporter Out (HARO) is way to passively receive backlinking opportunities.
- Through HARO, reporters or journalists will request specific expertise or quotes for pieces they are working on. At times, it can be as simple as providing a two sentence statement for the writer to use in their work.
- When a writer uses your quote, they will then link to your website, and depending on where the writer is from, you could end up getting a backlink from highly authoritative sites, i.e. The New York Times.
- HARO has a free plan option, and you can [click here to sign up](#).





4. Guest or Sponsored Blogs

- A number of sites allow for guest posting. At times, sites may ask for a fee to publish your post, but the norm is for them to be free. [Here is a list of mental health focused guest blogging opportunities MyWellbeing compiled.](#)
- Try using these terms, along with your niche, in Google to locate opportunities:
 - “become a contributor”
 - “contribute to”
 - “write for me”
 - inurl:guest-post
 - inurl:guest-contributor-guidelines
- Additionally, I'd recommend adding someone to your own blog that you accept guest blog posts. If someone reaches out to post on your site, you can ask for a post in return for a backlink!



5. Guest or Sponsored Podcasting

- Podcasts can be another way you can leverage someone else's audience, get in front of more potential clients, and get a backlink (if the podcast has a website).
- Try using these sites below to find podcast opportunities opportunities:
 - Pitch Podcasts- you need to create an account in order to contact hosts
 - 9 Podcasts on Mental Health
 - PodcastGuests- this site is \$10/month, but it is completely passive. Once you create profile, hosts can contact you directly.
 - Do you listen to any podcasts related to your niche? Reach out to the host directly! Even if they don't regularly accept guests, they may be interested in collaborating.





6. Infographics & Images

- Websites and publications frequently search online to reuse other people's images or infographics
- These can be easy and fun to make if you're someone who enjoys being more creative.
- There are websites fully dedicated to hosting the graphics you make for others to find.
 - [Unsplash](#)- Photography
 - [Nappy](#)- BIPOC Photography
 - [iStock](#)- Photography & Infographics
 - [List of Infographic Submission Sites](#)



7. Blogging and Outreach

- Blogging on your website is a must for gaining high volumes of backlinks. The more content you put into the world, the more opportunity you have to be seen.
- When it comes to writing a blog post, conduct keyword research in your niche to determine what would perform well in search.
- Once you have content written, or if you already have a blog, you should share it with other relevant sites and ask them to link to your content. Here is an example of what those emails would look like.



Q&A

**Thank you for attending! Enjoy
the rest of your day.**

**Feel free to contact me directly at ryan@mywellbeing.com
if you have any follow up questions.**

