



The Ultimate Guide to Forum Link Building in 2020



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The State of Link Building in 2K21

SEO is a challenging game and the rules are changing every day. **One can't stop wondering how to rank your website high on Google Search** after months of hard work and lots of experimentation. Online reputation and trust matter more than ever, but how we do measure it? Scientists look at the number of times the research paper has been cited to judge how trustworthy it is. Well, what does Google look at it? Backlinks.

The algorithm of Google is constantly changing, but the importance of link building is something that stays consistent. If there are many pages that have similar content, **Google looks at the number and quality of the backlinks** to determine which of those pages is more trusted by users.

Do backlinks still have a role to play in 2020? Yes they do! And this point is supported by industry leaders.

"If many sites link to the same webpage or website, search engines can infer that content is worth linking to, and therefore also worth surfacing on a SERP. So, earning these backlinks can have a positive effect on a site's ranking position or search visibility."



"Link Building Is Still The Best Way To Improve Search Visibility. Links Aren't Going Away Soon & Might In Fact Be The Litmus Test For Future Signals."



"Search engines like Google see backlinks as votes of confidence. Generally speaking, the more votes your web pages have, the more likely they are to rank for relevant search queries."



"While SEO has evolved over the years, backlinks still remain as one of the most important SEO ranking factors."



Crowd Marketing - a hot link building strategy

When experts talk about link building, the first thing that comes in mind is probably guest posting. While this is a great technique, we may have found another backlink building method, that deserves its own merit. It is called [crowd marketing](#) and it entails **building links on popular communities and forums** (hence the word “crowd”).

What makes this technique so effective?

- ✓ **There is a forum for every niche.** This means you get a link from a niche-relevant website and get your business in front of your target audience, who will likely click on the link and visit your website.
- ✓ Guest posting takes a lot of time, energy and more often than not finances. Forum link building is much **easier to scale and manage**.
- ✓ Some of the forums have been around for a long time, meaning that **they are trusted, have astonishing metrics and a lot of traffic**. In other words, links from those communities are very beneficial.
- ✓ **Community backlinks are great for diversification** of your link profile, as the websites are very different, as well as properties of the link itself (dofollow, nofollow, ugc)

What you absolutely SHOULDN'T DO:

- ✗ For the love of God, **don't use automated link generators!** Using RankerX, Xrumer or other software of this kind not only brings no value, but also leads to Google penalty.
- ✗ **Avoid spamming!** Crowd Marketing is meant to be a white hat technique, so don't turn it into black hat for quick gains.
- ✗ **Do your research!** Don't just link back to your website on any community you can find. Otherwise, irrelevant links may become toxic over time.

Not All Backlinks are Created Equal...

Now comes the difficult question - how do you actually judge the quality of a forum backlink? Or even - how do you approach forum link building?

We prepared a checklist to get you started:


- 1 Popularity of the source.** Look at the traffic the website is getting (you can use SimilarWeb). Ideally, you want to aim for websites with over 300,000 visitors/ month.
- 2 High metrics.** Take a look at the DA and TF of the website. These metrics can be calculated by tools from Ahrefs/ Semrush/ Moz. Ideally, the DA should be 50+, while the TF should be 25+.
- 3 Relevance to your niche.** You should only build backlinks in the right context, meaning thematic forums and specific threads, that discuss your field of expertise. Avoid "hello" threads, as links from those are useless.
- 4 The link should be placed naturally.** Putting bare links is of no use. Instead, write genuine and proper replies, that would benefit the community of the forum before you jump into link building.
- 5 Analyze the forum itself.** If it's filled with spam - it's a "no go". Links from those forums may actually harm your SEO and discredit your business.
- 6 Approach each link building opportunity differently.** As mentioned, do not try to game the system by automating the bot to copy-paste a single message in as many forums as possible. Instead, do your part to actually learn what happens inside the community. Use specific terms, stimulate the discussion around your reply or answer someone's questions. Social proof and hype is something that Google favors to a great extent.
- 7 Use forums, that are highly moderated.** This is important for 2 reasons. First, this is your assurance, that your link will not rest among spammy content. Second, moderation means trust, both for users and for search engines.

Examples

Now it's time to review some examples. Remember the best practices that we've just told you? Let's look at how we can apply those in action.

Sample 1

As you can see, our target keyword here is "fashion blog". This keyword contains a link placed on the forum, that is all about fashion. Not only is the thread relevant, but the entire website. Our link is placed in the **appropriate context** and supplied with **a genuine comment**. Furthermore, this website has **61 DA**, **39 TF** and **over 1 million monthly visitors**.











benjaminwel
New Member
Joined: Jun 10, 2020
Messages: 2
Reaction score: 0

Jun 25, 2020

It's all subjective and depends on your preferences. Wearing stylish clothes is a real art, there are a lot of different combinations that would look really great. However, it depends very much on your personality and body, someone would look amazing in a suit, someone won't. Moreover, not everyone has good taste in clothing. Special for these people there is a very nice fashion blog that will teach you how to look astonishing. If you want to look really nice, I would suggest reading this blog, there is a lot of useful information for everyone. I know a guy that was looking medium, he was not attractive at all, but after he read some fashion blogs, he has changed a lot, and now he looks amazing


Last edited: Jun 26, 2020

YOU MUST LOG IN OR REGISTER TO REPLY HERE.

Share:        

Sample 2

In this example, the entire link acts as a keyword. Again, we made a genuine reply and added a **dofollow backlink** to the forum thread, related to our **target niche** - insurance providers. This community has **over 80K monthly visitors**, **93 DA**, **48TF** - astonishing metrics, that will pass a lot of ranking juice to our website.



benjaminwel

29 days ago

RE: Colonoscopy and insurance coverage

As far as I know, the insurance covers the colonoscopy, even though it's a diagnostic procedure. However, there may be some other details, it depends on your insurance plan. You need to read the terms attentively, this is the only way to find out. However, I have been through such a situation a couple of years ago, and my health insurance <https://crowdo.net/insurance> has covered all the medical expenses. This is why it is very important to choose health insurance wisely. You never know what is going to happen next, and it's better to be prepared. I think that everything is going to be ok, and your health insurance will pay for your colonoscopy. They should do that, this is what they are meant for.

Reply

The problem

Although the technique we just shared with you is simple at first glance, there are quite a few nuances, that need to be taken into account. Beginners often find difficulties in scaling forum link building campaigns, because regardless of how rewarding it may be, it takes a lot of time and dedication. Consider the following practices:



You have to put a lot of effort upfront. E.g searching for communities within your niche, checking their metrics, skimming through the latest threads, related to our subject matter.



Creating an account, adding an avatar and bio for each of those communities. Not to mention, that your account has to be trusted. Newbie members are often not allowed to share links or post anything whatsoever, until they gain credibility.



Again doing research to write a compelling and helpful reply. Checking for grammar and punctuation. Perhaps, even translating the text to different languages.



Making sure that the threads you're posting in are indexed by Google. Otherwise, your effort has went nowhere.



Certain forums & communities require a sign-up fee, making your endeavour an investment not only in terms of time.



The solution

Luckily, you don't have to do it yourself! Professional agencies like [Crowdo.net](https://crowdo.net) offer link building services on demand. Opting for using our service means that you can focus on what's important for your business and leave the SEO matters to professionals.

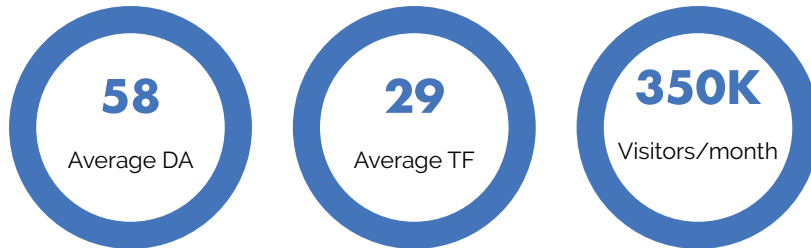


Why should you trust Crowdo?

- ✓ We've served **over 5000 clients so far**, including SEO consultancies and agencies.
- ✓ **Our links are placed in a natural and organic way**, making it risk free. All placements are always checked by our specialists to ensure the best possible quality.
- ✓ We have a wide range of [successful cases](#). Our clients report **155% increase in organic traffic**, **4X increase in # of search terms** that rank on Google, as well as **increased sales**.

Facts & Figures

Our portfolio includes **over 12000 active communities** for placing backlinks to your website. Let's get more specific and look at their metrics:

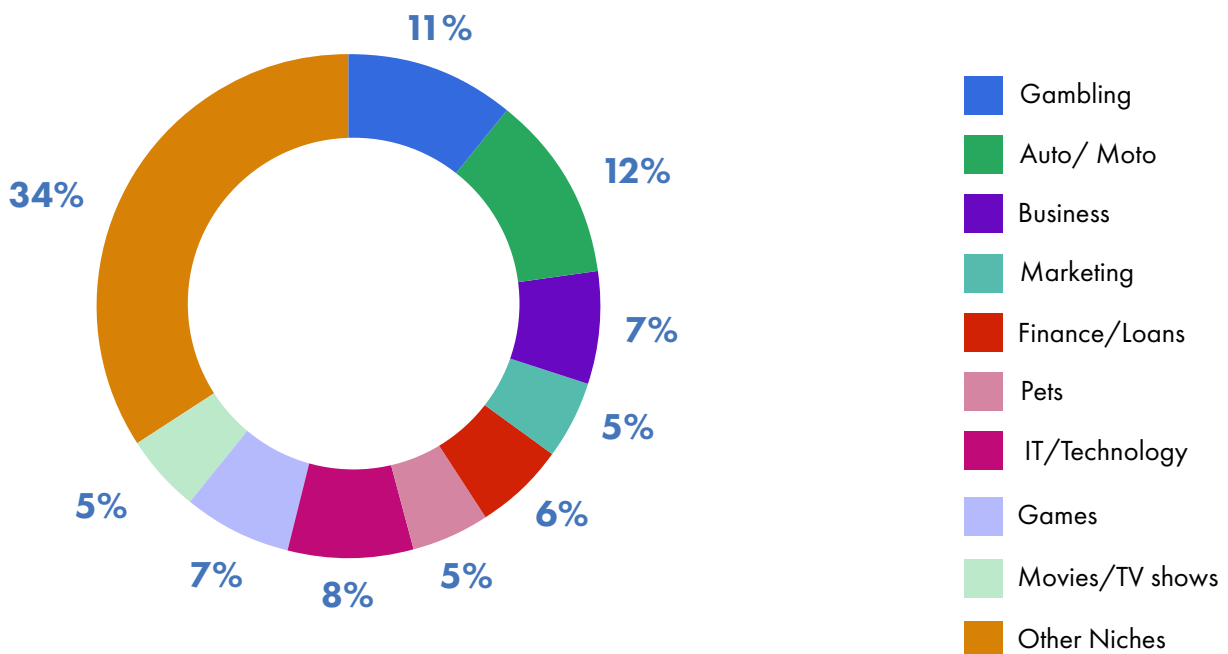


And... we work in **ANY language in the world**. You can be confident that we will provide backlinks from your **local communities** with comments, written in your language. Here are some of the most **popular languages** we work with:



Niches

Not only that, but our backlinks are always placed in the **right context**. We work with **almost every niche** you can think of. Below you can find a breakdown of niches that are popular among our customers:



The Next Step

Time to shine! Grab the coupon code **FIRST5%OFF**, go to <https://crowdo.net/> and make a purchase with a 5% discount!

P.s - we have special offers for SEO agencies, just let us know!



Feel Free to Get in Touch

✉ Support@crowdo.net

f <https://www.facebook.com/CrowdoNet/>

S <https://join.skype.com/invite/cE8pL7YnBGJ3>