

The Importance of Local Backlinks and How to Get Them

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IMPORTANCE OF LOCAL BACKLINKS

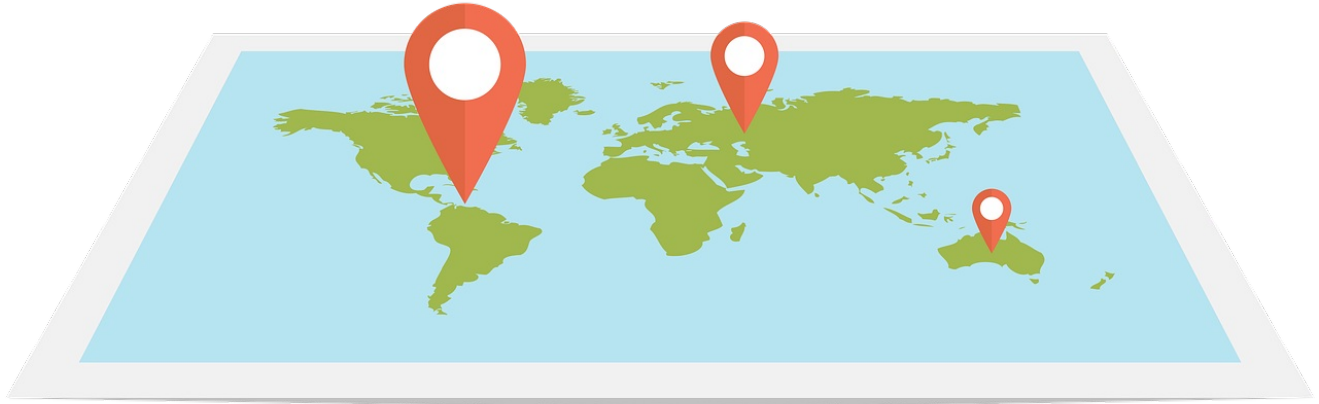


It is more popular than ever for traditional brick-and-mortar companies to exist online. Whether they actually sell online, or simply use their for information or communication.



There is no doubting the importance of the internet to businesses. In particular, these companies want their sites to get as many visits and potential customers as possible. With over 50% of the world using the internet, there is no easier way to reach the masses.

[The Importance of Local Backlinks and How to Get Them](#)



One of the best ways to get more visitors is to rank higher on Google and other search engines. The way to do this is to use SEO, which stands for search engine optimization. While a lot goes into determining how successful SEO efforts are, one of the biggest contributors are backlinks.

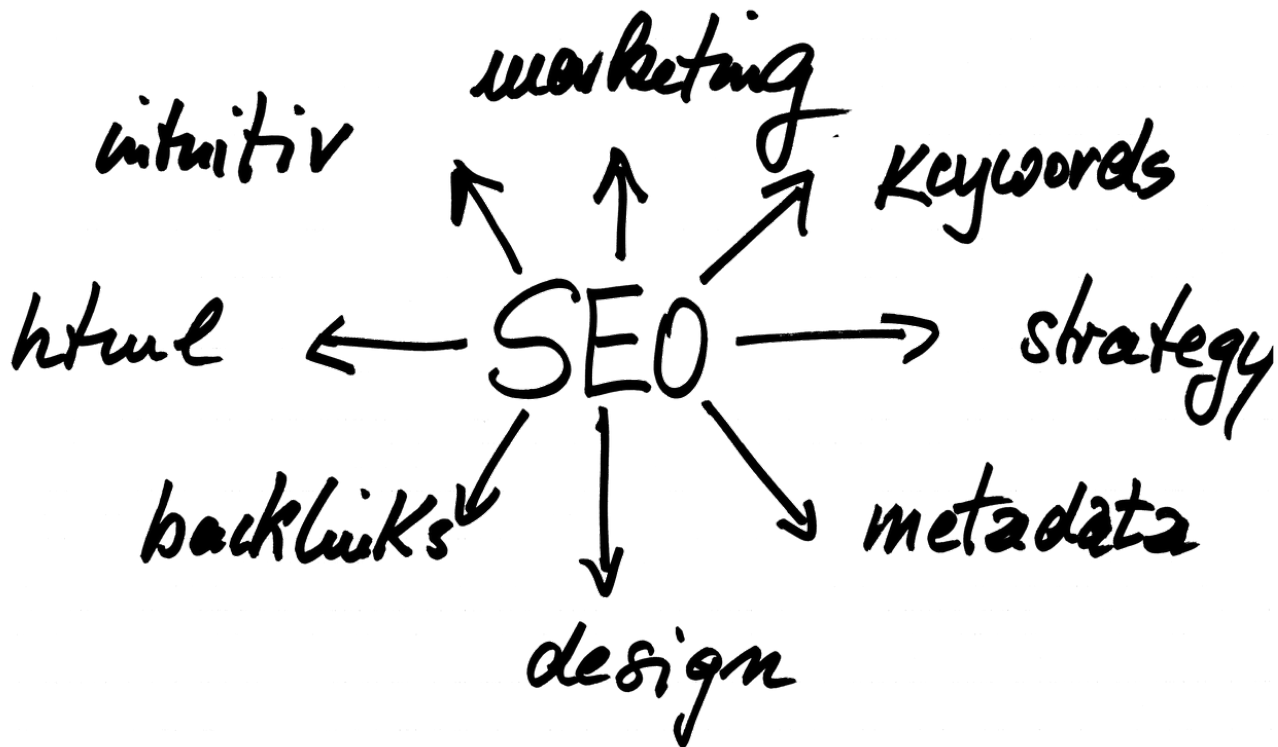


Backlinks are when one website or blog, links to your website. The more quality backlinks you have, the more people will notice and/or check out your site. If you want to learn more about backlinks, be sure to check out and [look at this site](#).

Recommended read: [What is Link Building and How it is Useful?](#)

However, not all backlinks are created equally. If you operate a traditional brick-and-mortar company, local backlinks may hold the most value. With that in mind, this article is going to look at not only the importance of local backlinks, but also how to get them.

The Importance of Local Backlinks



While most backlinks are great for your business (online or otherwise), local backlinks in particular are valuable. Imagine you run a local bakery in Los Angeles. Your company wants people from Los Angeles to see your site and learn of your services, not people from Atlanta, New York City or the rest of the USA.

If people from other areas of the country visit your site, it doesn't have much of an impact unless they decide to cross the country to become a customer. However, if you take advantage of backlinks from local sites of authority such as local bloggers, events pages, or media outlets, it can go a long way. If local authorities of any kind link back to you, there is a much higher chance of you receiving actual customers as a result.

Also, even though foot traffic might be your bread and butter, you would be doing yourself a disservice by not at least considering going after quality local backlinks. Nearly everyone (97% of people) learns about new local companies online, and not from seeing the store on the side of the road.

So while all backlinks hold some value (especially to online-only companies), local backlinks are what truly get more local customers to come through your doors.

How to Get Local Backlinks



Now that you know the importance of getting local backlinks and how they can benefit your company, how do you go about getting them? The first thing is to identify which individuals, sites or companies hold a lot of influence in your area. This could be bloggers, influencers, charities, media outlets or even other local businesses.

Next, you need to reach out to these authority figures in your area. When pitching them on potentially collaborating or linking to your company, be sure to let them know the value you provide. No site is going to link to you if you beg or plead, you need to offer them something in return. Most of the time, this is high quality content or information that their readers will enjoy. If they feel your content or services could provide value to their followers, they might be willing to link to you.

Recommended read: [Why SEO is Actually All about Content Marketing?](#)

In addition to reaching out to bloggers or other local authorities, consider submitting your businesses information to business directories in your area. Many people reference these when searching online, so having your site listed can be very beneficial. Of course, ensure all of your company details are accurate.

Also, be sure that your website and content is high quality and easy to understand. On your home page, be sure to simply state who you are, the services or products you offer and where you can be found or contacted. Having all of this information easily available will help more people find you. If your site is confusing, all of these new local visitors (and potential customers) could be lost.

In conclusion, we sincerely hope that this blog post has been able to help you learn not only the importance of local backlinks, but also how to get them. 😊

