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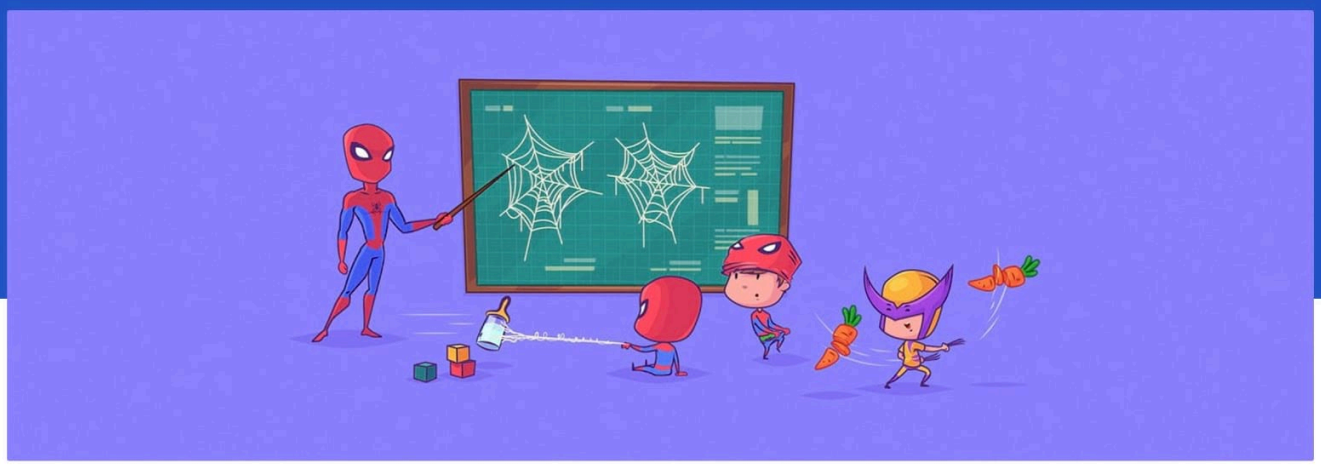

LINK BUILDING

# The Noob Friendly Guide To Link Building

David McSweeney ▪ August 23, 2016 ▪ 1.3K shares ▪ 119 Comments

**Quick links**

What Is Link Building?
Chapter 1: What kind of links move the needle?
Chapter 2: Essential Link Building Skills
Chapter 3: Industry Survey Results 2016
Chapter 4: Link Building Strategies
Chapter 5: The Best Tools For Link Building
Chapter 6: The Future Of Link Building

Links have long been one of the primary factors used by Google and other major search engines to rank websites and pages. Which means, if you want to rank in search, you're going to have to build links.

The problem: there's a lot of information out there about link building. Some of it good. Some of it not so good. Some of it just plain bad.

So to help you build links the right way, we've put together this complete, noob friendly, guide to link building.

We'll be covering:

- link building theory
- essential skills and tactics
- the best link building tools
- linking to some of the best link building tutorials and case studies on the web

**David McSweeney**

David is the owner of Top5SEO and a white hat SEO evangelist. SEO case studies make him a lot happier than they should, and he has a tendency to overuse ellipses...

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