

What is SEO?

[SEO](#) stands for search engine optimization, and it helps your website and content rank higher in search engine results organically. People who use search engines like Google click on the first few websites that appear and don't scroll beyond the first page of results. By implementing a few SEO practices into your website, you can increase organic traffic and visibility to your business.

Some of the ways to implement SEO into your business strategy is through keywords, backlinks, blog content, encouraging customers to leave reviews and responding to reviews left on your business.

What are backlinks?

[Backlinks](#) are an important part of SEO because it tells Google that other businesses find you important. Whenever another business links to you or you link to other businesses, you're essentially getting or giving a vote saying this website is important for people to see in search results. The more backlinks, the better isn't the case, though. Backlinks must be genuine and from other trusted sources, and this is where relationships with other businesses are most beneficial.

Small businesses and organizations help one another by linking to each other in website content like blogs, itineraries, any networks they're a part of and other similar content. By linking to each other, the agritourism industry is telling search engines that it's an important topic for searchers to see. When backlinks are generated by businesses in related topics and fields, the links are more influential in the eyes of Google, so businesses within the agritourism industry provide each other with more authority.

How do you build backlinks?

Now that you know what backlinks are, you may be wondering how you build them. Building backlinks is a mix of your own content and content from other businesses, and a combination of the two approaches to backlinks yield best results. All you have to do is hyperlink a word or a few words, also known as anchor text, to create a backlink.

1. Internal Backlinks

One way to generate links to your website on your own is through creating **internal backlinks**. To do this, you link different pages in your website on other pages to create a user-friendly experience on your site. For example, if you're posting a blog about your business, you can link to your own home or about pages to create a backlink. Make sure your internal backlinks are relevant and useful to visitors or else search engines will flag your page and SEO will not be as effective.

2. Social Media Backlinks

Another way to build credible backlinks using your own content is through an **active social media presence**. Linking to your website from any of your social media posts and replies to customers contributes to the backlinks for your business.

3. Backlinks from Blogs

One way to get backlinks from other businesses is by using the **ghostwritten blogs** provided in this kit. The blogs in this kit are written with keywords and backlinks already incorporated. All businesses have to do is post relevant ones on their websites to create backlinks for themselves and other businesses in the network.

Other Backlinks Resources

Once you start to incorporate backlinks into your website, there are tools and resources you can use to check that they aren't broken and how effective they are.

[Google Search Console](#)

Google Search Console is a free tool that lets you check who is providing you backlinks to make sure they are actually helping you rather than hurting you. To access Google Search Console, you need to sign-up and confirm that you own the website. To check backlinks, you'll click "links" on the left sidebar. This will display external and internal links. It will also give you access to top linking sites, top linking pages and top linking text.

[Ahrefs Webmaster Tools](#)

Ahrefs Webmaster Tools is a free service that gives you insights into all backlinks, referring domains, domain ratings, URL ratings and user traffic once you sign-up. You can break down your website's performance over seven days, one month and three

months. It will also give you information about keywords that appear naturally in your content.

[Answer the Public](#)

Answer the Public is a free tool that allows you to put in a few keywords, and the website will generate the most popular Google searches related to that word. You have to create an account, but this function is included in the free account. The report generates the most searched questions, most searched prepositions, most searched comparison and related keywords and searches. This tool can help you refine your website's keywords every few months to maximize performance.