Backlinks: How They Affect Your Website SEO Ranking

Backlinks or Inbound links are links that refer to your own website from another website or webpage. They are considered an important ‘us-me’ scope of search engine optimization (SEO). Almost every aspect of your website has an effect on its SEO.

It is basically divided into internal backlinks, which refers to links to other pages on the same website and external backlinks, which allows a web visitor to navigate from one website to another.

Backlinks have a great impact on every website’s ranking on search engine results. In fact, a Google employee recently confirmed that [Google used to rely 100% on backlinks and uses Click Data](https://www.seroundtable.com/google-brain-click-data-for-rankings-24441.html). So in this article, you are going to discover some of the ways Backlinks affect your website’s SEO Ranking:

**Global Popularity**: If your website has a lot of quality backlinks, it ultimately makes your site popular and trusted amongst others. It makes search engines trust your content because others refer to your website to back up the content of their site.

**Quality of Linking content**: The quality of the actual content in which your link appears has an impact on your site's rank. Additionally, well-written content will have more impact than poorly written content. When the backlink content is of high quality, it'll have a more positive impact on your site's Google rank than low-quality content.

**Backlink Anchor Text**: The anchor text that links to your site is an important consideration for ranking your website. If your target keywords appear in the backlink anchor text, it can help improve your page rank for the keyword.

**External Links Lead to Higher Ranking**: Google has three choices when it finds a link pointing to your site. It can either:

* Analyze the link and help boost your website
* Ignore the link and not give it any weight boosting or even hurt your website rank or
* Penalize your site because it believes that external links are manipulative.

**Promotion**: Backlinks are a way of promoting websites or products by commenting on credible sites and sharing on social media.

**Forge Positive Relationships**: The backlink building process can help you to forge positive relationships. If you're trying to obtain more links for your site, you'll want to contact other site owners in your niche. If you do so, you may be able to compel some of those site owners to link to your content. Backlinks can also help you make connections that will help you in the future.

With all the aforementioned, it is clear that backlinks play an important role in your website SEO ranking. If done correctly, you’ll get a boost but if done otherwise it will greatly hurt your ranking.