

In continuation of my series on link building, I want to talk about how links from educational institutions can improve your positioning on search engines. Follow me as we look at this together.

41. Cooperate with courses, schools and teachers

What's better than to be recommended to many students by well-known courses, universities or respected teachers? Not to mention that a **backlink from ".edu" domain** can be a great signal for Google. The quality of website users referred to this way is unquestionable.

What's more, you can prepare a special offer for the students. One last thing I would like to mention is that well-known teachers tend to speak on various events or conferences on which they can promote your website.

The amount of time you will need to invest in this depends on whether you are the outreached person or you plan to outreach them.

Submissions

42. Content syndication

Content syndication is a great backlink source and you will get some additional traffic boost.

The most popular platforms are:

- GrowthHackers
- Medium
- LinkedIn
- Growthhub

- Business2community

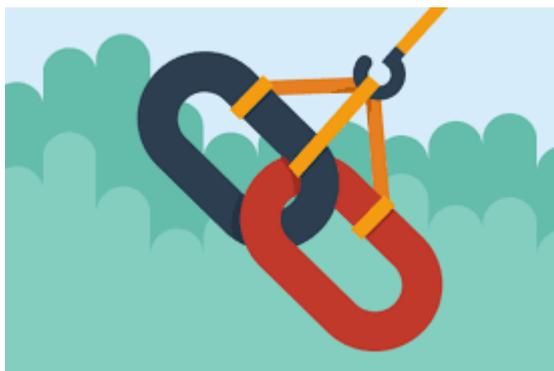
You can submit an excerpt of your original article or create a unique description, it's up to you. In the case of the duplicate content, make sure to check whether the platform has implemented a "*rel=canonical tag*", which links back to your original content.

43. Beta lists and startup submissions

Links from these sites are usually no-follow but their overall influence helps a lot. There are highly focused people willing to test or support new products. Check [Betalist](#), [ProductHunt](#), or [Erlibird](#).

44. Business listings and catalogues

They used to work in the past. It's really time-consuming and benefits are usually minimal. However, it's ok to be there, at least on the most relevant ones.



45. Submit creatives

Infographics, ebooks or leaflets can be submitted

on [Slideshare](#), [Issuu](#), [Pinterest](#), [Scribd](#) and [other alternatives](#). Reserve some time as you would need various digital formats, descriptions, and links.

46. Submit videos

Compared to the time needed for video production, the submission is nearly nothing. And it's not only about YouTube. There are many sites where you can attract views such as Vimeo.

Here are some best practices when uploading a video:

1. Create a custom thumbnail
2. The title should be both appealing and well-optimized
3. Add at least a short description, not only the link
4. Consider adding an end screen and annotations

47. Develop and share

Have you developed something that works and looks like a charm? Share it on highly-focused forums such as [GitHub](#), [Bitbucket](#), or [CodePen](#). It doesn't directly make a link but helps build your personal brand and that means audience, clicks, and links.

48. Wikipedia link building

Link building on Wikipedia isn't complicated but you should think tactical. The biggest con is that linking from Wikipedia will automatically generate new links because your site will be used as a reference. Jon Cooper wrote a [Wikipedia for SEO guide](#) you simply have to read.

Email

49. Email outreach

Email outreach is a time-consuming task. You need to do it as a part of many link building techniques mentioned in this article. It's all about finding the right prospects, listing the potential link placement, researching email addresses and sending personalized emails. Get ready for sending reminders and don't forget to track the results.

You'll find many guides on this. Last time, we reached a 16% response rate. Therefore, I've formulated [9 actionable email outreach tips](#).

50. Resource pages

There are thousands of pages listing guides or tools and linking to them. Use Google search operators such as *exact match*, *allintitle*, *intitle*, *inurl* with your keyword and you will find many pages on which you would like to have a backlink. **Example:** *inurl:"seo resources"*

Action Point.

You need to confirm your subscription by clicking on the link sent to you. You can check the spam folder for it. Add us to your mailing list to receive directly from us.

PS: Click on the link below to sign up for my Online E-Course CRM Training. Make sure you confirm your subscription by clicking on the link sent to you. Thanks.

Share on:

WhatsApp

[Share on Facebook](#)[Share on Twitter](#)[Share on LinkedIn](#)[Share on Pinterest](#)[Share on Reddit](#)

Sharing is caring.