How Do You Earn Natural Backlinks?

What is a Backlink?

A backlink a link from one website to another website. Text is linked from one page to another. That page can be on your website or another website. Backlinks seems to typically mean links from one website to another, and internal links are links within a website.

The term backlink is a confusing term. I honestly was confused by it for a while. To me, I just thought “links” and I still don’t get the “back” part of backlinks because it’s a link to something, not back to something. And links and backlinks can actually be used interchangeably. Either is right.

Just Give Things People Need – The Simple Loop That Works

OK, for example, if I have a problem, and I find a solution, I write about it on my website. Both for my reference and then I think it could help other people. From there, I see what phrases people are typing in to get there (keyword research) and I optimize those articles. Other times, I do searches, and can’t find answers. I finally find the answer, so I write content about it, then optimize later.

Here’s how you can do that, too:

1. **Log real questions.** Support tickets, client calls, email threads, your own “I finally fixed this” moments.
2. **Ship an answer or a tool.** Keep it specific, reproducible, and fast to skim.
3. **Optimize after publish.** See what queries you’re getting; tighten the headline, add missing steps, include a quick checklist.
4. **Light-touch promote.** Share where it helps someone immediately (forums, Q&A threads, documentation replies).

> **Why it earns links:** People naturally reference the thing that actually helped them — your post, your checklist, your calculator, your code snippet. That’s organic by design.

3 Content Types That Attract Links (Without Outreach)

1. **Fix-It Guides (your own solved problems)**
   Write the exact steps you used (versions, error messages, caveats). Add a copy-

paste block or downloadable snippet.
2. **Tiny Tools & Checklists**
   Calculators, generators, templates, “copy & paste” resources. Keep the UI plain and fast. Linkable assets don’t need to be fancy.
3. **Reference Pages People Bookmark**
   Curated lists (e.g., status pages, policy generators, regex cheats). Update quarterly so the page stays current and keeps earning links.

Turn Questions Into a Content Backlog

- Keep a **running note** at your company titled “Questions We Answer.”
- Each line = one question in the customer’s words.
- When you’ve answered it once in email or Slack, **promote it to an article or tool** and link that the next time.
- That habit quietly builds a library of genuinely useful pages.

Validate Fast, Then Publish

- **Search the exact phrasing** a user would type. If results are thin or off-target, that’s your opening.
- Do a **quick keyword check** (variations, “People Also Ask” angles) to match titles/subheads with user language.
- Don’t stall for perfect metrics. If it helps someone, ship it — optimization is step two.

Optimize After You See Real Queries

- Watch queries that land on the page and **add missing sections** (error variants, OS versions, edge cases).
- Convert steps into a **numbered checklist** and include a **copy block** people can paste.
- Add a small **FAQ** at the bottom for the exact side-questions you see.

Light-Touch Promotion That Doesn’t Feel Like Promotion

- Reply to relevant threads with: “This walkthrough solved it for us; here’s the step that mattered most.”
- Add the link to **onboarding emails** or support macros so it’s used in the real world.
- If it’s a tool, include a minimal **“Embed this”** snippet so others can reference it.

Measure What Matters

- **Referring domains** (unique sites) over raw link count.
- **Page saves/return traffic** — reference pages should earn revisits.
- **Assisted conversions** — the pages that quietly support leads are doing their job.

Quick Checklist

- Capture questions daily (support, sales, your own fixes).
- Publish a specific answer or tiny tool.
- Title and H2s match how users search.
- Add checklist, copy blocks, and an FAQ.
- Share the page only where it immediately helps.
- Revisit monthly: expand based on real queries.
- Track referring domains and keep the page fresh.

30 Linkable Tool Ideas (PDF Download)

Ship a tiny tool next week. Pick one from this checklist – grab this free PDF.
No email required – instant download.

30 Tool Ideas to Build Linkable Assets (PDF)

Final Thoughts on Getting Natural Backlinks

“Create great content” is vague advice. **Create specific solutions** and **simple tools** is not. Do that consistently and the “natural” links don’t look natural — they are.

Want help finding the next 10 topics?

Use your support inbox and Search Console queries to spot what people already ask you for. Then turn those into one-page fixes or tiny tools — publish first, optimize second.

Original article: https://tonyherman.com/how-to-naturally-earn-backlinks/
PDF version: https://tonyherman.com/how-to-naturally-earn-backlinks/?apa_pdf=1

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