

Introduction



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What is a backlink?

A backlink refers to an external link to a website on the internet from another website, backlinks can also be referred to as incoming links, hyperlinks and inbound links and allow a user to click on a link from one page and from there reach another web page.

Role in search engines

In the context of search engines backlinks act as citations or votes of confidence from one website to another and are considered a major ranking factor which helps specific pages rank highly in search engine result pages (SERPS) across search engines like Google and Bing.

Due to this importance backlinks are often weighted heavily by search engines as they scan different pages and determine whether or not they should rank for certain keywords, when backlinks are considered quality over quantity is preferred as higher quality links can positively affect a website whilst many low quality links from spam websites can harm a websites ranking over time.

Therefore it is important to ensure backlinks going to your website are of high quality and don't come from low quality sources such as websites containing malware or that are out of context with your website or specific page.

Conclusion

We hope you found this page to be helpful, if so be sure to share it with your friends and colleagues, also be sure to check out our SEO services if your a business owner and join our community for more.

Our SEO services: <https://agrtech.com.au/search-engine-optimization-seo/>

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