5 Reasons Link Building Is a good idea.
Google’s **PR** is working.
PageRank, DA/PA, links and CTR. are currently uncool.
GOOD.
Real talk - who cares if a link building tactic is "outdated" or old news. If it works, it works. The best link builders are doing stuff that you've seen written about 100s of times, they're just doing it better and executing at a higher level. It's about results.
Don’t be fashionable. Take advantage while everyone else is creating “great content”.
How do you measure value of a link?
PageRank, DA/PA, Alexa, TrustFlow
Imagine the Internet without Google. Would you still build links?
Your best links bring traffic.

“Referral traffic is the best link value metric.”
Imagine the Internet without Google. Would you still publish great content?
If content can earn organic links on its own then link building for it will be incredibly easy.
Great content enables frictionless links

“Combine extraordinary content with link building.”
If anyone can create a link on a particular page then that page is not worth getting a link from.
Competitors are too lazy to build really difficult links.

"Invest in links that are impossible to replicate."
Test Site: Home & Garden
Test Site: Home & Garden
Client: Fintech Industry.
Client: Fintech Industry.
Client: Fintech Industry.
When in doubt...
run your own tests

"trust your own tests more than conference talks or blog posts"
Oh, and one more thing…
“We allow one link per post…”
“Your link will be in the author box…”
“Anchor text must not be…”
“We allow one... post...”
“Your link will be in the author box...”
“And... must not be...”
Look at any natural article and you’ll see what organic link integration looks like.
Break the rules!
Follow common sense.

"Unnatural link integration is the #1 cause of ineffective link building."