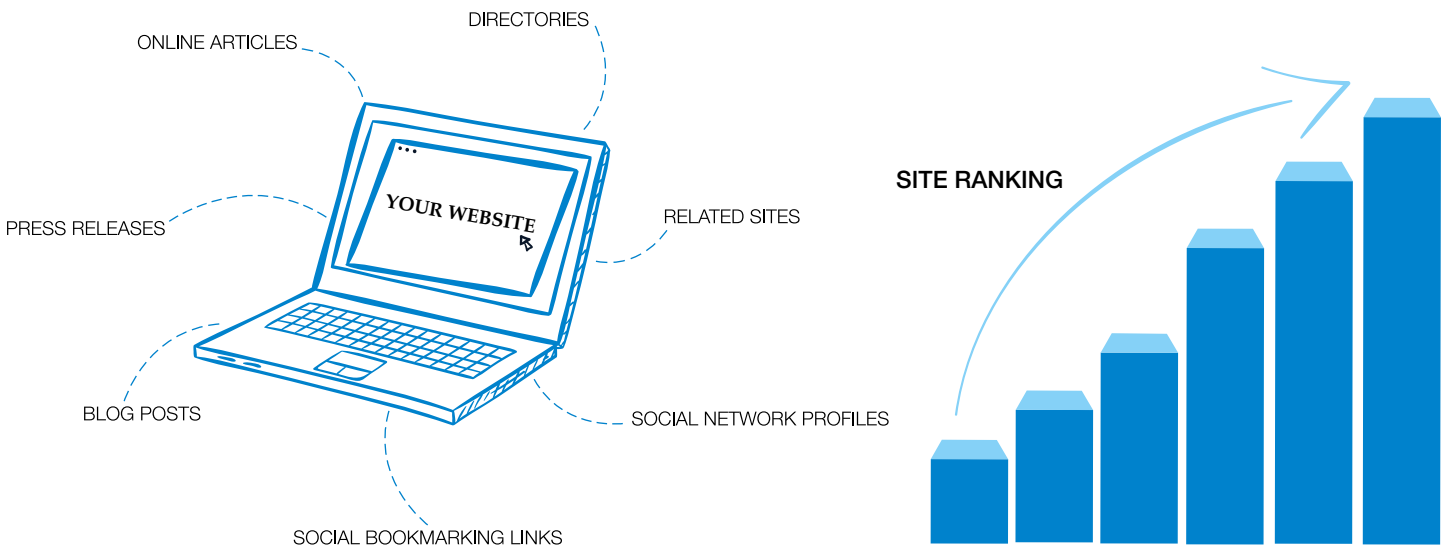


Your Quality Backlink on The Scan Magazine Website Explained

If you've read anything about or studied Search Engine Optimization, you've come across the term 'backlink' at least once. But just in case you haven't, here's the simple explanation:

Backlinks, also known as **inbound links**, are links that are directed to your website. Backlinks are important for SEO because Google will give more credit to websites that have a good number of quality backlinks.



Search engines calculate the relevance of a site to a search term by, among other things, considering the number of **quality** inbound links to that site. In other words, it is the quality of the inbound links that matters – not the quantity.

Editorial links like those from authority websites, such as the Scan Magazine site, are not easily acquired by webmasters and thereby hold far greater strength in the eyes of a search engine.

Share this content

Content is king! If you focus on creating and sharing quality content, you'll be in good shape. If you wish to speak to a journalist to get a quote for our multilingual copywriting services, please contact us with a brief description of your project.

