

# Backlink building

## Basics

Building backlinks is the foundation of SEO.

According to the [May 2024 internal Google API leak](#), no-follow backlinks still may pass SEO juice and are worth building.

## Backlink building strategies

### Outreach

### Guest blog posting

### Listing on directories

### Placing a link on relevant websites

For startups, cal.com

### Placing a link on non-relevant websites

flickr.com, imdb

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