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What Is A Google Backlink Pyramid?

Most internet marketers are aware that they need to be building one-way backlinks to their website, but what a lot don't realize is that a Google backlink structure will work much better if it is built with a clear pyramidal architecture in mind.

Usually, people build Backlinks without any clear strategy in mind. This isn't entirely bad, as backlink building in any form is better than none at all, and any kind of backlinking strategy will be effective when seeking to dominate a relatively uncompetitive niche.

However, there will come a time when you'll want to try and get onto the first page of Google for more competitive, kick-butt keyword phrases. But, because these types of phrases are much more fought over, it's usually only the "big dogs" of the Internet marketing world who can gain the top spot on Google.

So, as a "little guy," you need to develop a specific Google backlink building strategy. This is where a backlink pyramid comes into play.

What exactly is a backlink pyramid?

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[\(Google Backlink\)](#)



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