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How to Improve Link Bait Content by [Varun Bihani](#)

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Link bait is a specific feature within a website. It encourages others to link to your website. Link bait is viral in nature. It can be a powerful form of internet marketing. Link bait content can be text, image, audio or video to draw people's attention. But how you can promote your link bait content? You can submit it to different sites to gain backlinks. Sometimes your link bait content doesn't need to be promoted. For instance, a good video on YouTube can get millions of views and you get several backlinks from there.

Here are some tips to improve your link bait content:

Develop social media groups

Identify similar social media groups within your industry niche. Try to develop relationship with likeminded people. Interact with them and provide useful information to engage them. Once you have developed a strong relationship with users, it will be easier to promote your link bait content. You can send emails or add your customers in your messenger list. Share updates and talk to them on regular basis.

Like, Tweet and bookmark link bait content

People like to follow what others are following. Users will follow your link bait content if they see "Likes" and "Tweets". With Microworkers.com and Mturk you can promote your link bait content. These sites give some amount to workers to support your link bait content on Facebook and Twitter. You can ask them to bookmark your site to promote link bait content.

Provide backlinks to your link bait content

If you don't want your link bait content to be disappeared quickly. Start building links to your link bait content directly. You notice increased traffic from search engine results, social media sites, and recommendations. Additionally you can start writing guest blogs to promote your link bait content. It's one of the proven ways to get backlinks and to drive more traffic. Write blog content relevant to your link bait content.

Link bait content is creative. It is an important part of SEO. Link baiting is all about providing interesting content that other websites want to link to. It helps in link building process and can increase traffic to your website. Search engine gives authority and high rankings to quality and relevant backlinks.

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