

# The Secret to Funeral Website Backlinks

By Welton Hong



How strong are the backlinks on your funeral home's website?

Actually, let's start with this: Do you even *have* backlinks on your firm's site? If you're not sure, it's time to find out.

Backlinks are highly important for good search engine optimization, yet more than *55 percent* of online pages don't have any. A lack of backlinks could negatively impact the SEO performance of your funeral firm's site.

## What Are Backlinks?

Backlinks occur when someone *links to your page from a page on their own site*. For the purpose of SEO performance, links that come from social media sites such as Facebook and Twitter don't count.

Here are some examples of backlinks that might count for SEO:

- The local newspaper website links to your funeral home page in a story about why preplanning is important.
- A blogger links to your site in a personal story about a funeral they attended.
- An online magazine writer uses information from your site for an article and links to the page where they found it.

## Why Are Backlinks Important?

Pages that show up at the top of search results tend to have almost four times the backlinks as

pages that show up lower. Overall, there's a correlation between how many backlinks a page has and how much traffic it gets from Google.

Google sees links to your site as a recommendation. Someone thought your page was helpful enough to recommend it to others, and that improves the authority of your content in the "eyes" of the search engine algorithm.

## What's a Good Backlink?

Not all backlinks have an equal impact on SEO performance. For example, you can't build backlinks by going around and leaving your URLs in the comments sections of websites. The search engines are smart enough to see that as spam, and it can actually hurt your SEO.

Here are some traits of good backlinks:

- **They're from pages with high PageRank.** That means Google thinks it's an important page, especially related to the topic it covers.
- **They're from sites with high domain authority.** This means the entire website is likely to rank high in search results. WebMD, for example, has a higher domain rank than the sites for most local hospitals.
- **They're from pages relevant to your content.** A link to your preplanning page from a blog about roosters isn't super valuable. A link to the same page from a blog about retirement planning, saving money, or cremation would be more valuable.

- **They're editorially placed.** That means they're clearly included because the author of the content or owner of the site thinks your content is valuable and worth mentioning.
- **They're linked with anchor text relevant to your content.** If your page offers a funeral cost calculator tool, valuable anchor links might include options such as "funeral cost," "cost for funeral," or "what does a funeral cost?"
- **They're coded as a "dofollow" link.** The other option is a "nofollow" link, which tells the search engines that the linker didn't intend the link as a recommendation.

## Tips for Getting Authority Backlinks for Your Pages

In most cases, you don't have a lot (or any) say on the traits above. If someone decides to link to your content, you can only hope that the page is relevant, someone chose decent anchor text, and the link is in the middle of the page.

But there are some things you can do to improve the chance that your funeral home website pages get backlinks:

- **Write valuable content.** This is the single best thing you can do for your backlinking strategy. Answer questions that are common concerns for people, provide guides people will find helpful, and share information the common consumer might not know and would think is interesting enough to share with others.

- **Create long-form content.** According to Backlinko, long content gets around 75 percent more backlinks than short content. Pillar pages, which are complete guides or resources to specific topics, can help you get backlinks.

Consider creating comprehensive resources on topics such as VA burial benefits, green burials, how to plan a memorial, or choosing an urn or casket.

- **Offer to write guest posts.** Guest posts are most valuable when they're not paid placements and are published on pages that are somewhat relevant to yours.

Guest posting on a cooking blog, for example, is less valuable than writing about the benefits of preplanning for seniors on a website that offers retirement tips. When you guest post, get the host site to agree that you can include one or two links to relevant content on your site.

- **Consistently publish a blog on your funeral home website.** Blog posts provide the opportunity to demonstrate your expertise and speak more specifically into various topics related to your business. HubSpot notes that businesses with a blog get around 95 percent more backlinks than those that don't have one.

Include videos in your content. Pages with videos tend to earn more backlinks. They also get about 150 percent more traffic than pages without video.



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Welton is a leading expert in helping funeral homes convert leads from online directly to the phone line. He's the author of the book **Making Your Phone Ring with Internet Marketing for Funeral Homes**. Learn more at [RingRingMarketing.com](http://RingRingMarketing.com).

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