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**Link Building Is Still a Crucial Part of Any SEO Strategy According to a Delante Report**

**Krakow –** **11 October 2021** – Link building has not lost its clout in making rank on Google. According to an in-depth study conducted by Delante, one of Europe's leading SEO agencies, it remains a crucial part of a company's overall SEO strategy.

"A strong Link building strategy remains an integral part of the SEO process that complements on-site activities," said Michael Burkiewicz, Delante CEO. "When performed correctly, link building can have a significant positive impact on rankings. When done incorrectly, it can actually hinder your rankings, as our report details."

Analyzing 50 Delante clients' websites with an average of 8,202 subpages, combined with tips from SEO experts from around the globe, the report goes into an in-depth analysis of the common link-building mistakes and how to fix them. The report also gives expert advice on creating an impactful link-building strategy that is highly efficient at increasing website traffic.

Delante's report details the 16 common mistakes that companies make in the link-building process and how it hinders reaching top Google positions.

"It's time to forget about traditional methods of acquiring large amounts of backlinks from domains that used to be popular," said Milena Fietko, Senior SEO Specialist in Delante. "Now, such sites can only waste the time of SEO specialists and won't bring such spectacular results."

Another tip from the report is to keep abreast of the rankings of the websites you include in your link-building process.

"Backlinks coming from higher-ranking websites than yours will always be the most valuable and will help you improve selected parameters," said Fietko. "You can estimate that a backlink from CNN, for example, will bring you more link juice than a link from a spammy forum or a newly launched blog on an unknown domain."

The websites analyzed for the detailed report included e-commerce, service providers, review sites, and manufacturers in businesses in several areas, including software, finance, industrial, medical, and home décor.

[***Delante***](https://delante.co/the-most-notorious-ecommerce-websites-mistakes-report-2021/) ***is a performance marketing agency specializing in SEO. It has one of the largest SEO departments in Poland, is one of the world's top 8 largest SEO agencies, and ranks among the top 10 large SEO agencies in Europe. It performs SEO activities in more than 20 countries across the globe. In 2020, Delante was nominated for the European Search Awards and the Global Search Awards in three categories.***