

Backlink Works Complete Backlink Buying Guide



A Beginner-Friendly Guide to Backlinks,
Multi-Level Packages, Premium Indexing
and SEO Growth

QUALITY
CONTENT

CONTEXTUAL
BACKLINKS

MULTI-LEVEL
PACKAGES

PREMIUM
INDEXING

SEO
GROWTH

100% Dofollow

Contextual
Backlinks

DA50+
Focus

Free Premium
Indexing Included

CLIENT GUIDE

Backlink Works Complete Backlink Buying Guide

A practical, beginner-friendly handbook for customers who want to understand backlinks, choose the correct package, prepare the right URL and keywords, and review the final backlink report confidently.

How to use this guide

This document is designed for website owners, agencies, resellers, bloggers and business teams who may not fully understand backlinks. It explains the basics first, then moves into package selection, tier structures, indexing, reporting and buyer checklists.

- Use the first chapters to understand backlinks and off-page SEO.
- Use the package comparison chapters to match backlink strength with keyword competition.
- Use the SEO audit and keyword chapters before placing an order.
- Use the report and verification chapters after delivery to understand what has been completed.

Important SEO note

Backlinks can support SEO growth, but ranking improvement depends on several factors including page quality, on-page SEO, content relevance, website authority, competition, crawl activity and search engine updates. No ethical SEO provider should promise fixed ranking positions.

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INTRODUCTION

Introduction to Backlink Works

Backlink Works provides structured backlink building services for businesses, bloggers, ecommerce websites, SEO professionals, digital agencies and resellers. The service is designed to help customers build a stronger off-page SEO foundation through contextual dofollow backlinks, tiered link structures, indexing support and transparent reporting.

Many customers know they need backlinks but do not know which package to select, which URL to promote, which keywords to provide, or why Tier 2 and Tier 3 backlinks do not point directly to the main website. This guide answers those questions in simple language.

The goal of this document is to help customers make informed buying decisions before placing an order and to reduce confusion after the backlink report is delivered.

Best use case

Read this guide before ordering backlinks. It will help you choose the correct URL, keyword list and package level based on your SEO goal.

BACKLINK BASICS

What are backlinks?

A backlink is a link from one website to another website. When another site links to your website, your website receives a backlink from that source.

Backlinks are also called inbound links, incoming links or external links. In SEO, backlinks are important because search engines may use them as trust, authority and relevance signals.

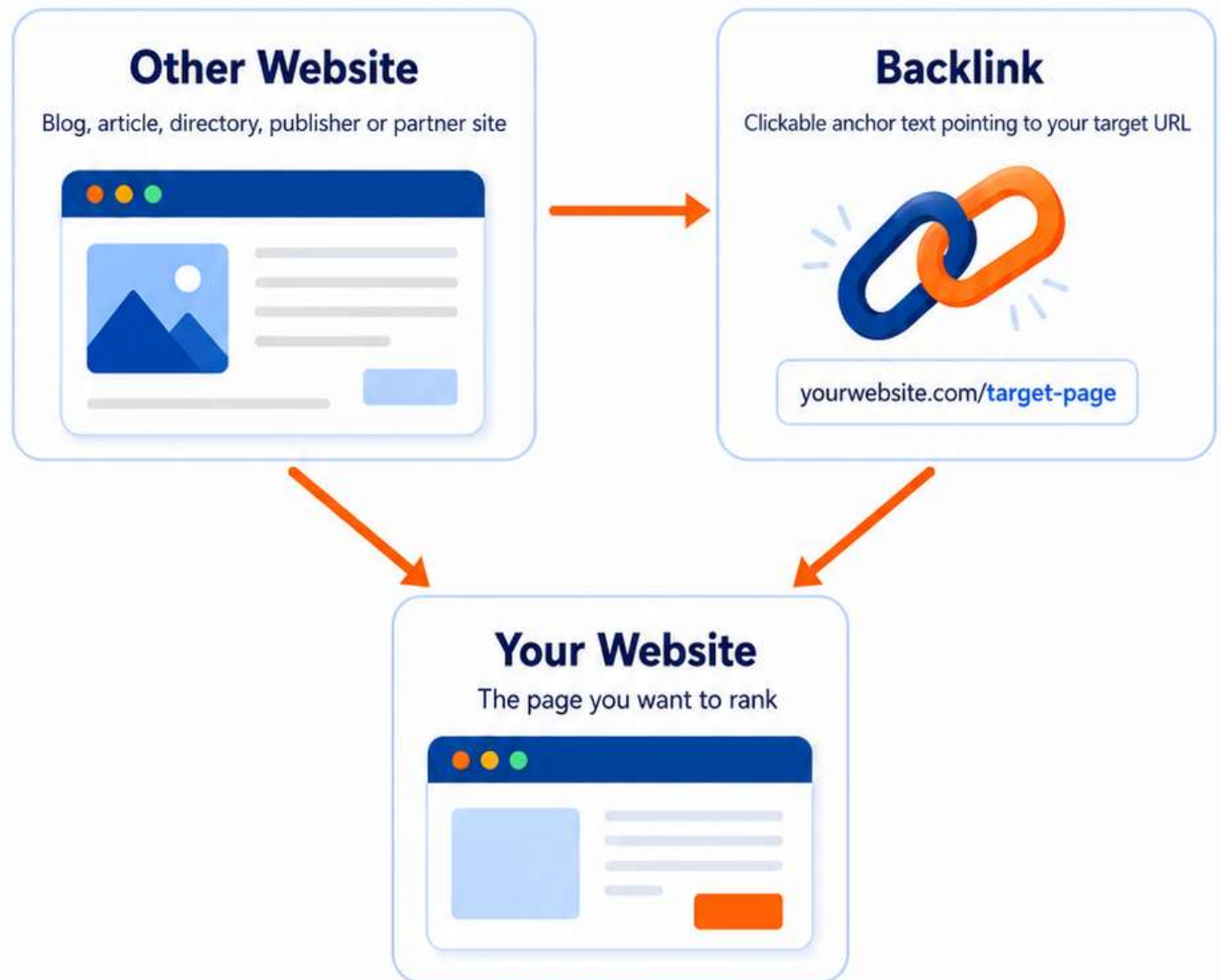
For example, if a blog article about interior design links to an interior design company website, the company has received a backlink from that blog.

Term	Meaning
Backlink	A link from another website to your website
Anchor text	The clickable text used in the backlink
Target URL	The page that receives the backlink
Referring domain	The website where the backlink is placed
Referring page	The exact page where the backlink is placed
Contextual backlink	A backlink placed naturally inside relevant article content
Dofollow backlink	A backlink that allows SEO value to be passed from the linking page to the target page
Link placement	The location where the backlink appears, such as inside article content, footer, sidebar or author bio
Off-page SEO	SEO work done outside your website, including link building



Backlinks in Simple Terms

A backlink is a link from another website to your website. It helps search engines discover, understand and evaluate your page.



T **Anchor Text**
The clickable words used in the backlink

 **Target URL**
The page that receives the backlink

 **Referring Domain**
The website where the backlink is placed

SEO VALUE

Why backlinks matter for SEO

- Backlinks help search engines discover pages across the web.
- Quality backlinks can support authority and trust signals.
- Relevant anchor text helps search engines understand the topic of the linked page.
- Contextual links inside useful content can support topical relevance.
- A stronger backlink profile can help pages compete for more difficult keywords over time.

Backlinks are not a replacement for on-page SEO

The best results usually come when backlinks are built for pages that already have useful content, good titles, proper headings, strong internal linking, mobile-friendly design and fast loading speed.

Why Backlinks Matter for **SEO**

Backlinks support off-page SEO by helping pages earn authority signals, discovery support and topical relevance over time.



Discovery

Helps search engines find pages across the web.



Authority

Supports trust and authority signals from referring domains.



Relevance

Anchor text and context help explain the page topic.



Competition

Stronger backlink profiles can compete for harder keywords.



Important Reminder

Backlinks are not a replacement for on-page SEO. They work best when your target page already has useful content, clear headings, fast loading speed and proper keyword optimisation.

BUYER EDUCATION

Why businesses buy backlinks

Natural backlink acquisition often takes a long time. It can require outreach, content creation, publisher communication, negotiation, link placement checks and ongoing follow-up.

Businesses buy backlink packages when they want a done-for-you link-building process handled by a specialist provider. This can save time and provide access to stronger backlink sources than a business may be able to secure on its own.

- To save time compared with manual outreach.
- To build backlinks from higher-authority websites.
- To support keyword visibility and off-page SEO strength.
- To receive a structured campaign with clear reporting.
- To get indexing support included with the backlink package.

Safe buying principle

The goal is not simply to buy the highest number of links. The goal is to select the right package, use relevant keywords, promote the correct URL and support the campaign with proper indexing and reporting.

BACKLINK QUALITY

What makes a backlink valuable?

Quality factor	Why it matters
Authority	Links from stronger websites can carry more SEO value than links from weak sources.
Relevance	The article and link should match the topic of the target page.
Contextual placement	A link placed naturally inside article content is usually stronger than a random footer or sidebar link.
Dofollow type	Dofollow links are preferred when the goal is to pass SEO value.
Anchor diversity	A mix of primary, related and natural anchors helps reduce over-optimisation.
Indexing support	Backlinks need crawl discovery to provide their full SEO value.

Backlink Works focus

Backlink Works packages are built around contextual dofollow backlinks, package-based tier structures, indexing support and final Excel reporting.

What Makes a Backlink Valuable?

A good backlink is not only about quantity. Authority, relevance, placement, anchor text and indexing all matter.



Authority

Stronger websites can provide stronger SEO support.



Relevance

The linking article should match the target page topic.



Contextual

Links inside article content usually look more natural.



Dofollow

Dofollow links are preferred for SEO value transfer.



Anchor Diversity

Primary and LSI anchors reduce over-optimisation risk.



Indexing Support

Backlinks need crawl discovery to provide full value.



Backlink Works Focus

Contextual dofollow backlinks, tier-based structures, DA/DR quality positioning, indexing support and final Excel reporting.

PACKAGE FEATURES

What is included in Backlink Works packages?

Feature	What customers receive
Contextual blog placements	Articles containing contextual backlinks are published across a variety of blog websites.
One target URL per package	Each package is applicable to one website or web page URL, including YouTube URLs, Google Business Profile URLs and local listing URLs where suitable.
Up to 10 keywords	A single package allows backlinks for up to 10 keywords.
100% dofollow contextual backlinks	Backlinks are created as dofollow and contextual placements.
Additional wiki and directory backlinks	Selected higher-level packages, including 3 Tier Premium, 3 Tier Ultimate and 50,000 backlinks packages, include additional backlinks from wiki-style sites and directory sites as part of the overall campaign support.
Premium indexing	Indexification and other premium systems are used as part of the indexing process.
Ultimate indexing	TierIndexer deep-level indexing support is included for multi-tier packages.
Excel report	A final Excel report lists created backlinks and campaign information after completion.

DA quality positioning

Backlink Works positions its backlink packages around high-authority placements, with backlink sources checked using Moz DA as the main quality reference. Most backlinks are created on DA50+ websites, based on availability, package structure and campaign requirements. Backlink quality metrics are checked during campaign preparation. Since DA is a third-party metric, values may change over time when Moz updates its database or scoring system.

How Multi-Level Backlinks Work

A simple explanation of Tier 1, Tier 2 and Tier 3 backlink structures.



KEY BENEFITS



Strengthens backlink authority



Supports competitive keywords



Improves tiered link flow



Helps build a stronger SEO foundation



IMPORTANT NOTE

Tier 2 and Tier 3 backlinks do not point directly to your website. They are support layers created to strengthen your main Tier 1 backlinks.



100% Dofollow



Contextual Backlinks



DA50+ Focus



Free Premium Indexing Included



Why Choose Backlink Works?

Built for customers who need structured backlink building, premium indexing support and easy-to-understand reporting.



Contextual Dofollow Links

Backlinks are placed inside relevant article content and created as dofollow placements.



DA/DR Quality Focus

Packages are positioned around high-authority placements and quality-focused sourcing.



Multi-Level Structure

Tier 2 and Tier 3 layers support the main Tier 1 backlinks for stronger campaign structure.



Indexing Included

Indexification premium indexing and TierIndexer ultimate support are included at no additional cost.



Excel Reporting

Customers receive a clear report with created URLs, anchor details and tier information where applicable.



Beginner-Friendly Guidance

This guide helps customers select the right URL, keywords and package before ordering.



Best fit for:

Business owners, agencies, bloggers, ecommerce websites and resellers who want a structured off-page SEO campaign with transparent reporting and indexing support.



MULTI-LEVEL / MULTI-TIER BACKLINKS

What are multi-level backlinks?

Multi-level backlinks are backlinks created in layers. Instead of pointing every backlink directly to your website, backlinks are arranged so that supporting links strengthen the main backlinks.

This layered method is commonly explained as Tier 1, Tier 2 and Tier 3. The structure is simple: Tier 1 links point to your website; Tier 2 links point to Tier 1; Tier 3 links point to Tier 2.

Layer	Where it links	Purpose
Tier 1	Your website / target URL	Direct backlinks that support the selected website page.
Tier 2	Tier 1 backlink URLs	Supporting links that strengthen the Tier 1 layer.
Tier 3	Tier 2 backlink URLs	Deeper support links that strengthen the Tier 2 layer.

Important customer note

Tier 2 and Tier 3 backlinks are not supposed to link directly to your website. Their job is to support the upper layers. This is why they may not appear as direct backlinks to your website in Ahrefs, Moz, SEMrush or Google Search Console.

TIER DIFFERENCES

Tier 1, Tier 2 and Tier 3 backlinks explained

Tier	Best for	Customer expectation
Tier 1	Main service pages, homepage, product pages, local landing pages and optimised blog posts.	These are direct backlinks to the target URL and are the links most customers expect to verify as direct website backlinks.
Tier 2	Medium-competition keywords, local campaigns and strengthening Tier 1 backlinks.	These usually do not show as direct backlinks to the main website because they point to Tier 1 backlink URLs.
Tier 3	Competitive campaigns, agency orders and deeper authority support.	These do not link directly to the main website. They support Tier 2 links, which support Tier 1 links.

Simple way to explain it to customers

Tier 3 supports Tier 2. Tier 2 supports Tier 1. Tier 1 supports your website.

Choose the Right Backlink Package



Package recommendations based on keyword competition and SEO goals.

1 TIER PACKAGES	2 TIER PACKAGES	3 TIER PACKAGES	50,000 BACKLINKS PACKAGE	BEST URLS TO PROMOTE
 <p>Best for: direct backlink support, starter campaigns and basic SEO growth</p> <ul style="list-style-type: none"> Direct backlinks to your website DA50+ site focus 100% dofollow links Contextual backlinks Premium Indexing included Ultimate Deep-Level Indexing included 	 <p>Best for: stronger authority support and low to medium competition keywords</p> <ul style="list-style-type: none"> Tier 1 links point to your website Tier 2 links support Tier 1 DA50+ site focus Contextual backlinks Stronger Indexing support Premium Indexing included Ultimate Deep-Level Indexing included 	 <p>Best for: competitive campaigns and stronger multi-level SEO support</p> <ul style="list-style-type: none"> Tier 1 links point to your website Tier 2 supports Tier 1 Tier 3 supports Tier 2 DA50+ site focus Contextual backlinks Premium Indexing included Ultimate Deep-Level Indexing included Additional wiki-style and directory backlinks on selected 3 Tier Premium and 3 Tier Ultimate packages 	 <p>Best for: high-volume campaigns, agencies and resellers</p> <ul style="list-style-type: none"> Large-scale backlink campaign Multi-level support structure DA50+ site focus Contextual backlinks Premium Indexing included Ultimate Deep-Level Indexing included Additional wiki-style and directory backlinks Suitable for large campaigns and resellers 	<ul style="list-style-type: none"> Homepage Service page Product page Category page Blog post <p>Choose the page that best matches the keyword and search intent.</p>

DECISION GUIDE: MATCH YOUR GOAL



LOW COMPETITION KEYWORDS

Recommended:

2 TIER PREMIUM OR 3 TIER STANDARD

Good for easier keywords and balanced authority growth.



MEDIUM COMPETITION KEYWORDS

Recommended:

2 TIER ULTIMATE OR 3 TIER ADVANCED

Ideal for stronger support and medium competition terms.



HIGH COMPETITION KEYWORDS

Recommended:

3 TIER PREMIUM OR 3 TIER ULTIMATE

Best for stronger authority and highly competitive keywords.



ALL PACKAGES INCLUDE BOTH **PREMIUM INDEXING** AND **ULTIMATE DEEP-LEVEL INDEXING**.



100% DOFOLLOW



CONTEXTUAL BACKLINKS



MULTI-LEVEL PACKAGES



PREMIUM + ULTIMATE INDEXING



BACKLINK PACKAGE TYPES

Backlink Works package types

Backlink Works packages can be understood by tier level and campaign strength. A simple package may be enough for low-competition keywords, while competitive keywords usually need stronger tier support.

The best package is not always the largest package. The right choice depends on keyword difficulty, target page quality, current website authority and SEO goal.

Package type	Structure	Best for
1 Tier	Backlinks point directly to the target URL.	Simple campaigns, basic link building and direct URL promotion.
2 Tier	Tier 2 links point to Tier 1 links.	Low to medium competition keywords and growing websites.
3 Tier	Tier 3 supports Tier 2; Tier 2 supports Tier 1.	Competitive keywords, service pages, agencies and stronger SEO campaigns.

PACKAGE SNAPSHOT

Current package structure overview

Package information note

The package structure below is provided for buyer education. Final package availability, backlink counts, pricing and delivery timelines should be checked on the live Backlink Works pricing page before placing an order.

Package	Total Backlinks	Tier 1 Backlinks	Tier 2 Backlinks	Tier 3 Backlinks	Report Time
2 Tier Standard	1,500+	300+	1,200+	-	5 working days
2 Tier Advanced	4,500+	900+	3,600+	-	5 working days
2 Tier Premium	9,000+	1,800+	7,200+	-	5 working days
2 Tier Ultimate	18,000+	3,600+	14,400+	-	5 working days
3 Tier Standard	3,200	200	600	2,400	5 working days
3 Tier Advanced	9,600	600	1,800	7,200	7 working days
3 Tier Premium #	19,200	1,200	3,600	14,400	8 working days
3 Tier Ultimate #	38,400	2,400	7,200	28,800	8 working days
1 Tier 50,000 Links #	50,000+	Direct links	-	-	8 working days

Additional backlink sources for selected packages - 3 Tier Premium, 3 Tier Ultimate and 50,000 backlinks packages include additional backlink support from wiki-style sites and directory sites. These links help add source diversity to the campaign and are included in the final report where applicable.

BUYING GUIDE

Which package should you buy?

Keyword / website situation	Recommended package direction
Brand name, very low competition or starter SEO	1 Tier Package or 2 Tier Standard
New business website with basic backlink need	1 Tier Package or 2 Tier Standard
Low competition keyword needing stronger support	2 Tier Premium or 3 Tier Standard
Local service keyword with medium competition	2 Tier Ultimate or 3 Tier Advanced
City + service keyword with active competitors	3 Tier Standard or 3 Tier Advanced
Competitive business keyword	3 Tier Premium
High-competition national keyword	3 Tier Premium or 3 Tier Ultimate
Agency or reseller campaign	3 Tier Premium, 3 Tier Ultimate or 50,000 Backlinks Package
Existing page already ranking on page 2 or 3	3 Tier Premium or 3 Tier Ultimate, depending on competition

Rule of thumb

The easier the keyword, the lighter the package can be. The more competitive the keyword, the stronger the tier support usually needs to be. For low competition keywords, 2 Tier Premium or 3 Tier Standard can provide balanced support. For medium competition keywords, 2 Tier Ultimate or 3 Tier Advanced is usually more suitable. For high competition keywords, 3 Tier Premium or 3 Tier Ultimate is recommended for stronger multi-level authority support.

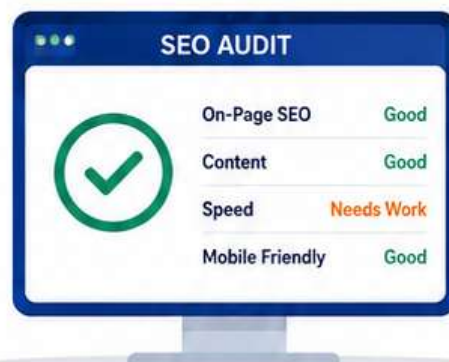
How to Prepare Before Buying Backlinks

Select the right URL, audit your page, and choose the right keywords

1. Check Your SEO Score



- ✓ Use the Free Website SEO Audit tool
- ✓ Review title, content, speed, headings and on-page SEO
- ✓ Fix important issues before starting backlink campaigns



2. Choose the Right URL



Homepage
for brand authority



Service page
for local and commercial keywords



Product page
for ecommerce keywords



Category page
for broader product groups



Blog post
for informational keywords

3. Choose the Right Keywords



- ✓ Use one main keyword
- ✓ Add related LSI keywords
- ✓ Match keywords to the target page
- ✓ Avoid unrelated keyword stuffing



Pro Tip

Backlinks work best when the target page is already properly optimised.



Free SEO Audit: backlinkworks.com/free-website-seo-audit/

Case Study: Taxi Service Website SEO Growth

Outstation taxi service campaign example showing how URL selection, keyword mapping and monthly tiered packages supported first-page visibility.



Campaign duration

6 months



Primary package

3 Tier Ultimate monthly



Keyword method

1 primary + rotating LSI keywords



Visibility outcome

Google first-page visibility +
Bing/Yahoo support

CAMPAIGN STRUCTURE USED

1



Dedicated service URLs

Each important service page was promoted separately instead of sending all links to the homepage.

2



Same primary keyword

The main keyword stayed consistent for each URL across monthly campaigns.

3



Changing LSI keyword set

Related keywords were rotated every month to keep anchors broader and more natural.

4



Indexing support included

Premium Indexification and Ultimate TierIndexer support were included with packages.



Buyer takeaway

For service businesses with multiple landing pages, consistent multi-tier backlinks, relevant keyword grouping and proper indexing support can help strengthen important URLs over time.

This case study highlights a taxi service example, but the same campaign approach can also be adapted for other service categories, product pages and similar SEO use cases.



Case Study Campaign Flow

A practical example of how the Outstation Taxi Service SEO campaign is planned, executed, indexed, reported and monitored for improved first-page visibility.



1. Audit Readiness

Check the target page using the free SEO audit tool. Fix title, heading, content and speed issues before ordering.



2. Select Package

Select a package based on keyword difficulty, page importance and competition level. (2 Tier Premium or 3 Tier Standard for low competition, 2 Tier Ultimate or 3 Tier Advanced for medium competition, 3 Tier Premium or 3 Tier Ultimate for high competition.)



3. Build Tier Structure

Tier 1 links point to the service page.
Tier 2 supports Tier 1.
Tier 3 supports Tier 2.



4. Submit Indexing

Use premium Indexification and ultimate TierIndexer support to help backlinks get discovered faster. No additional cost.



5. Deliver Report

Provide Excel report with backlink URLs, target URL, anchors, tier information and tracking details where available.



6. Monitor Results

Monitor discovery in SEO tools over time. Ranking changes depend on page quality, competition and search engine behaviour.



Important SEO Expectations



Backlink reports confirm the links created, target URLs, anchors and tier details.



SEO tool discovery may take time because every tool crawls at a different speed.



Ranking improvement depends on page quality, keyword competition, crawl activity and search engine updates.



No ethical SEO provider can guarantee fixed ranking positions or guaranteed traffic growth.



Note: This taxi service case study shows how the same strategy can be adapted for other service categories, eCommerce product pages and local business websites when the right URL, keyword group and backlink package are selected.

CASE STUDY

Taxi Service Website SEO Growth

This case study is related to an outstation taxi service client based in Bangalore. It is included to help customers understand how dedicated service pages, keyword mapping and monthly backlink packages can be planned for ranking-focused SEO campaigns.

The client domain is intentionally hidden. URLs are shown in masked format so readers can understand the page structure without revealing the website name.

Campaign overview

Campaign area	Details
Business type	Taxi service business focused mainly on outstation cabs, tempo traveller rentals, Innova rentals, mini bus hire, one-way cabs and airport taxi services.
Main SEO goal	Improve first-page visibility for high-intent local and commercial keywords related to outstation cab booking and vehicle rental services.
Campaign duration	6 months of consistent backlink support for priority service pages.
Search engines	Google first-page visibility was achieved for multiple target keyword themes; visibility also improved on Bing/Yahoo.

Campaign logic: why multiple dedicated URLs were promoted

Instead of promoting only the homepage, the campaign focused on service-specific URLs. This allowed each page to be matched with a clear primary keyword and a supporting group of related / LSI keywords.

- Money pages such as outstation cab, tempo traveller, Innova, mini bus and airport taxi pages received stronger monthly package support.
- Supporting pages such as tariff pages, “why hire us”, about taxi service and vehicle list pages received lighter but relevant tiered support.
- This approach made the backlink campaign more targeted because each URL matched a specific service intent.

URL AND KEYWORD MAPPING

Example Target Pages and Primary Keywords

The table below shows how URLs were planned. The domain is masked intentionally, but the final page path is visible so customers can understand how service pages were matched with primary keywords.

Masked target URL	Primary keyword	Package approach
https://_____/taxi-service-in-bangalore/	Taxi Service in Bangalore	3 Tier Ultimate monthly for priority campaign periods
https://_____/outstation-tempo-traveller-bangalore/	Outstation Tempo Traveller Bangalore	3 Tier Ultimate monthly
https://_____/luxury-tempo-traveller-rental-in-bangalore/	Luxury Tempo Traveller Rental Bangalore	3 Tier Ultimate monthly
https://_____/9-seater-tempo-traveller-rental-in-bangalore/	9 Seater Tempo Traveller Rental Bangalore	3 Tier Ultimate monthly
https://_____/10-seater-tempo-traveller-on-rent-in-bangalore/	10 Seater Tempo Traveller on Rent Bangalore	3 Tier Ultimate monthly
https://_____/14-seater-tempo-traveller-on-rent-in-bangalore/	14 Seater Tempo Traveller on Rent Bangalore	3 Tier Ultimate monthly
https://_____/30-seater-bus-hire-in-bangalore/	30 Seater Bus Hire in Bangalore	3 Tier Ultimate monthly
https://_____/rent-minibus-bangalore/	Rent Minibus Bangalore	3 Tier Ultimate monthly
https://_____/one-way-cab-in-bangalore/	One Way Cab in Bangalore	3 Tier Ultimate monthly
https://_____/outstation-innova-bangalore/	Outstation Innova Bangalore	3 Tier Ultimate monthly
https://_____/innova-crysta-for-rent-bangalore/	Innova Crysta for Rent Bangalore	3 Tier Ultimate monthly
https://_____/airport-taxi-bangalore/	Airport Taxi Bangalore	3 Tier Ultimate monthly

Important:

The same primary keyword could be retained for the same URL month after month, while the related / LSI keywords were changed to keep the backlink profile broader and more natural.

KEYWORD METHOD

Primary Keyword with Rotating Related / LSI Keywords

Each target URL used 1 main primary keyword and up to 9 closely related supporting keywords. The primary keyword remained the main focus for the URL, while related / LSI variations changed across monthly campaigns.

Example	Details
Masked URL	https://_____/innova-crysta-for-rent-bangalore/
Primary keyword	Innova Crysta for Rent Bangalore
Related / LSI keyword examples	innova crysta for rent; rent innova crysta; hire innova crysta for local; hire innova crysta for outstations; book innova crysta; innova crysta rental; innova crysta taxi Bangalore

Package strategy used

- High-priority money pages were promoted with 3 Tier Ultimate packages every month for 6 months.
- The same URL and primary keyword were continued across monthly campaigns where the page was important for business enquiries.
- Related / LSI keywords changed across monthly campaigns to avoid repeating only the same anchor text patterns.
- Supporting pages such as tariff pages, about/service information pages, “why hire us” pages and vehicle listing pages used a mix of 3 Tier Standard, 3 Tier Advanced and 2 Tier Ultimate packages once per month.
- All backlink packages included Premium Indexification indexing and Ultimate TierIndexer deep-level indexing support.

Result summary

Outcome	Buyer takeaway
Multiple target service pages reached first-page visibility on Google for relevant outstation taxi and vehicle rental keyword themes. Visibility also improved on Bing/Yahoo.	For service businesses, promoting dedicated pages with the right package strength is usually more sensible than sending all backlinks only to the homepage. Consistent monthly support can help important URLs build stronger authority over time.

Note: This case study highlights a taxi service example, but the same campaign approach can also be adapted for other service categories, ecommerce product pages and similar SEO use cases. Ranking results can vary depending on website quality, competition, on-page SEO, crawl activity and search engine updates.

URL SELECTION

Which website URL should you buy backlinks for?

Choosing the right URL is one of the most important steps before ordering backlinks. Sending every backlink to the homepage is not always the best decision.

The target URL should match the keyword and search intent. A service keyword should usually point to a service page. A product keyword should usually point to a product or category page. An informational keyword may be better suited to a blog post.

If a business has separate pages for different services, products, locations or categories, those dedicated pages are usually better backlink targets than the homepage because they match the search query more closely.

Simple rule

Promote the page that best answers the keyword. If the keyword is about a specific service, location, product or topic, choose the most relevant dedicated page instead of sending every backlink to the homepage.

Recommended target URL types

URL type	Best use case	Example keyword type	Suggested target URL example
Homepage	Brand authority, main business keyword, general local presence.	Backlink Works, SEO Agency India	https://example.com/
Service page	Commercial service keywords and local SEO pages.	Interior Designers in Mumbai; Taxi Service in Bangalore	/taxi-service-in-bangalore/
Product page	Specific ecommerce product terms.	Buy Leather Office Chair; Rent Innova Crysta Bangalore	/product/leather-office-chair/ or /innova-crysta-for-rent-bangalore/
Category page	Broader ecommerce, product group or service group keywords.	Office Chairs Online; Tempo Traveller Rentals	/office-chairs/ or /tempo-traveller-rental/
Blog post	Informational keywords and topical authority.	How to Choose an Interior Designer; How to Book Outstation Cabs	/blog/how-to-choose-an-interior-designer/
Google Business Profile / Local Listing	Local SEO signal support where the package allows listing URLs.	Near me keywords, Map-based local intent and branded local searches	Google Business Profile or local listing URL
YouTube URL	Video visibility support where package allows video URLs.	Video SEO or Branded video promotion	YouTube video or channel URL

Best practice for selecting a URL

- Use the homepage for brand terms, broad company searches or when the website does not have a better dedicated page.
- Use a service page when the keyword has commercial service intent, such as “outstation taxi Bangalore” or “interior designers in Chennai”.
- Use a product or category page when the keyword is about a specific product, product group or ecommerce search intent.
- Use a blog post only when the keyword is informational and the page is designed to educate rather than sell directly.
- For local SEO, Google Business Profile and local listing URLs can be used where the selected package supports those URL types.
- If multiple service pages need promotion, use separate backlink campaigns or packages for each important URL instead of combining unrelated keywords into one page.

Example: matching service URLs with keywords

Keyword theme	Better target URL choice	Why this makes sense
Outstation taxi service in Bangalore	/taxi-service-in-bangalore/ or /outstation-cabs-bangalore/	The service page directly matches the commercial taxi search intent.
Innova Crysta for rent Bangalore	/innova-crysta-for-rent-bangalore/	The page is specific to the vehicle and booking intent.
Airport taxi Bangalore	/airport-taxi-bangalore/	A dedicated airport taxi page is more relevant than the homepage.
Office chairs online	/office-chairs/	A category page is better for a broad product group keyword.
How to choose an interior designer	/blog/how-to-choose-an-interior-designer/	An informational blog post matches the educational search intent.

URLs to avoid before ordering backlinks

- Pages with very thin content, missing headings or unclear service information.
- Pages that are blocked by noindex, robots.txt or login restrictions.
- Slow, broken or non-mobile-friendly pages.
- Pages that do not match the selected keyword topic.
- Using only the homepage for every keyword when better service, product or category pages already exist.

Final URL checklist

Before placing an order, confirm that the target URL loads correctly, matches the main keyword, has useful content, includes a clear title/H1, supports the customer’s search intent and is ready to receive backlinks.

KEYWORD SELECTION

How to select proper keywords

- Choose one primary keyword that best represents the target page.
- Add related LSI keywords that naturally match the same topic.
- Use location modifiers for local SEO pages.
- Avoid adding unrelated services to one URL.
- Avoid using only exact-match anchors repeatedly.
- Match commercial keywords to service/product pages and informational keywords to blog posts.

Primary keyword	Related / LSI keyword examples
interior designers in Bangalore	home interior designers Bangalore; modular kitchen designers Bangalore; residential interior designers Bangalore; luxury interior design Bangalore
SEO services in Chennai	SEO company Chennai; local SEO Chennai; technical SEO audit Chennai; ecommerce SEO Chennai
buy office chairs online	ergonomic office chairs; office chair price; best office chair for work from home; computer chair online

Keyword order suggestion

Use the first keyword as the primary keyword. Use the remaining keywords as related or LSI keywords that support the same topic.

SEO AUDIT PREPARATION

Check SEO score before buying backlinks

Before buying backlinks, customers should check whether the target page is ready to receive backlinks. A weak page may not benefit fully from a strong backlink campaign.

The Backlink Works Free Website SEO Audit tool allows customers to enter a URL and keyword, generate a report, review priority issues and use the keyword/keyphrase suggestions while planning backlink anchors.

1. Visit backlinkworks.com/free-website-seo-audit/.
2. Enter the target website URL.
3. Enter the main keyword you want the page to rank for.
4. Review the SEO score, on-page issues and keyword/keyphrase suggestions.
5. Fix important page problems before starting a backlink campaign.
6. Use the final keyword list when placing your backlink order.

Audit area	What to check before ordering
Title tag	Does the page title include the main keyword naturally?
Meta description	Is the description clear and relevant?
H1 and headings	Does the page structure clearly explain the topic?
Content quality	Is there enough useful content for the target keyword?
Speed and mobile	Does the page load properly on mobile devices?
Internal links	Is the target page linked from other important pages?

Backlink Building Process



Backlink Process Timeline

A detailed look at how backlink campaigns move from order placement to final reporting.



Important SEO Expectations

- ✔ Reports confirm the backlinks created and campaign details.
- ✔ SEO tools may discover backlinks at different speeds.
- ✔ Ranking changes depend on page quality, competition, crawl activity and search engine updates.
- ✔ No ethical SEO provider can guarantee fixed rankings or guaranteed traffic growth.



CONTEXTUAL
BACKLINKS



HIGH DA50+
FOCUS



AHREFS +
MOZ CHECKS



PREMIUM +
DEEP-LEVEL
INDEXING



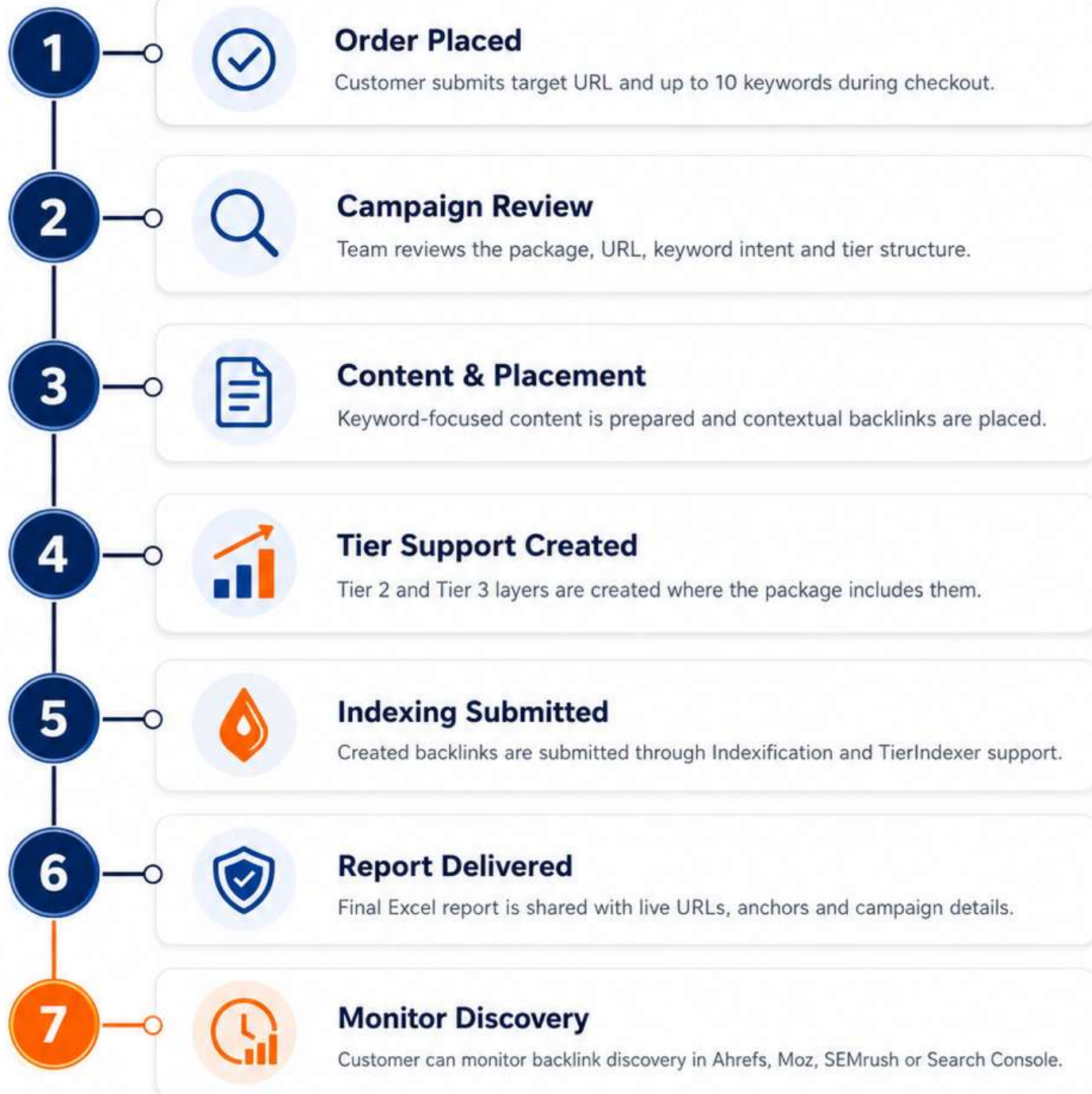
BACKLINK PROCESS

How Backlink Works creates and verifies your backlink campaign

Step	What happens
1. Order received	The order is set to processing and the campaign details are reviewed, including target URL, keywords and selected package.
2. Work starts	The link-building team prepares the backlink strategy according to the selected package, keyword intent and target page type.
3. Backlink source verification	Backlink sources are checked using quality signals from tools such as Moz and Ahrefs. The campaign focuses on high DA sites, with DA50+ positioning checked using Moz where applicable. Ahrefs may also be used to review backlink quality and authority signals.
4. Article creation	Keyword-optimised articles are prepared for placement. The content is written around the target keyword, related keywords and the selected URL topic.
5. Article posting	Articles are posted on relevant blog sites with contextual dofollow backlinks integrated naturally inside the content.
6. Link verification	Live backlinks are checked before being included in the final report. This helps confirm that the created backlinks are accessible and placed correctly.
7. Indexing submission	Created backlinks are submitted through premium indexing systems. Backlink Works includes Premium Indexification indexing and Ultimate TierIndexer deep-level indexing support with backlink packages.
8. Report created	Verified links are compiled into a detailed Excel report with backlink URLs, target URL, anchor keywords, tier information and indexing tracking details where applicable.
9. Order complete	The order is marked completed and the backlink report is sent to the customer. Customers can then monitor backlink discovery over time using SEO tools.

What to Expect After Ordering

A simple timeline showing what happens from order placement to report delivery and backlink monitoring.



Important: Backlink discovery in SEO tools can take time. Reports confirm created links; crawlers may detect them later at different speeds.



Free Premium Indexing & Transparent Reporting

Every backlink package includes premium indexing support and a final backlink report



Indexification Premium Indexing



Premium backlink indexing support



Helps search engines discover backlink URLs



Included free with backlink packages



Great for Tier 1 and standard backlink indexing



TierIndexer Ultimate Indexing



Deep-level indexing support



Supports Tier 2 and Tier 3 backlink layers



Tracking-focused workflow



Included free with backlink packages



Combined Indexing Benefit:
stronger support for multi-level backlink campaigns

What You Receive After Completion



Excel
backlink report



List of created
backlink URLs



Anchor keyword
details



Tier structure
details



Indexing tracking
information



\$20
Premium Indexing
Value Included



\$400
Ultimate Indexing
Value Included



100%
Dofollow



DA50+
Focus



Backlink discovery and indexing depend on search engine crawling, but Backlink Works includes both premium Indexification and ultimate TierIndexer support at **no additional cost**.



INDEXING SUPPORT

Free premium and ultimate indexing support

Backlink creation is only one part of the campaign. Backlinks also need search engine discovery. Indexing support helps backlink URLs get discovered, crawled and processed over time.

Backlink Works includes premium Indexification indexing support and ultimate deep-level TierIndexer support with backlink packages. This is a major value addition because customers do not need to buy separate indexing support for their backlink campaign.

Indexing system	Used for	Main benefit
Indexification Premium Indexing	Premium backlink indexing submission.	Helps search engines discover backlink URLs through structured submission and drip-feed style support.
TierIndexer Ultimate Indexing	Deep-level indexing for multi-tier backlink layers.	Supports Tier 2 and Tier 3 discovery with tracking-focused deep-level processing.
Combined indexing support	Full campaign indexing workflow.	Provides stronger indexing support across Tier 1, Tier 2 and Tier 3 structures.

Value positioning

Backlink Works includes paid Premium Indexification indexing and Ultimate TierIndexer deep-level indexing support at no additional cost with backlink packages. Together, these services provide added support for backlink discovery across Tier 1, Tier 2 and Tier 3 campaign layers.

INDEXING EXPECTATIONS

What indexing can and cannot do

Indexing support helps backlink URLs get discovered, crawled and processed by search engines and third-party SEO tools over time.

Backlink Works includes both **Premium Indexification indexing** and **Ultimate TierIndexer deep-level indexing** with backlink packages. Indexification is used as part of premium backlink indexing submission, while TierIndexer provides deeper indexing support for Tier 1, Tier 2 and Tier 3 backlink layers.

Indexing works best when backlinks are live, crawlable and placed on quality pages. However, indexing submission does not mean every backlink will instantly appear in Google, Ahrefs, Moz, SEMrush, Ubersuggest or Google Search Console.

Important expectation

Backlink Works follows a drip-feed indexing process. In many campaigns, backlink URLs are submitted gradually over a period of up to **30 days** instead of being pushed all at once. This helps create a more natural discovery pattern and supports repeated crawl discovery over time.

Final crawl discovery, indexing and backlink visibility are controlled by search engines and third-party crawlers. SEO tools may detect backlinks at different speeds because each tool uses its own crawler, database and update schedule.

What customers should understand

- Backlinks can be live in the report before they appear in SEO tools.
- Ahrefs, Moz, SEMrush, Ubersuggest, Majestic SEO and SEO PowerSuite may show different backlink numbers.
- Google Search Console may take more time to show discovered backlinks.
- Tier 2 and Tier 3 backlinks usually do not appear as direct backlinks to the customer website because they point to the upper backlink layers.
- Indexing support improves discovery chances, but no SEO provider can guarantee that every backlink will be indexed or shown instantly in every SEO tool.

Backlink Indexing Methods Used

Backlink Works includes both **Premium Indexing** and **Ultimate Indexing** with backlink packages at no additional cost.

Premium Indexing is done through **Indexification**, while Ultimate Indexing is done through **TierIndexer**. TierIndexer is especially useful for 2 Tier and 3 Tier backlinks because it supports deep-level indexing for Tier 1, Tier 2 and Tier 3 backlink layers.

REPORTING

What report will customers receive after completion?

After the backlink work is completed, customers receive a detailed Excel report. The report helps customers verify the created backlinks, review authority metrics, check indexing tracking details and understand the structure of the campaign.

The front page includes order details, website URL, package name, Premium Indexing Tracking URL and Deep-Link Indexing Tracking URL.

Depending on the selected package, the report may also include separate sheets for Tier 1 backlinks, Tier 2 backlinks, Tier 3 backlinks and additional links.

Report item	Purpose
Front Page	Order details, website URL, package name, Premium Indexing Tracking URL, Deep-Link Indexing Tracking URL and important campaign notes.
Tier 1 Links	Live Tier 1 backlink URLs created for the campaign. This sheet is included in all backlink packages.
Tier 2 Links	Supporting backlinks created to strengthen Tier 1 backlinks. This is included in 2 Tier and 3 Tier packages.
Tier 3 Links	Additional supporting backlinks created to strengthen Tier 2 backlinks. This is included in 3 Tier packages.
Additional Links	Extra wiki or directory links where applicable, mainly for selected 3 Tier Premium and 3 Tier Ultimate packages.
Ahrefs DR	Shows the Ahrefs Domain Rating of the backlink source where available.
Moz DA	Shows the Moz Domain Authority of the backlink source where available.
PA	Shows the Page Authority value where available.

White-label Excel Document Report

Reports are commonly provided in Excel format so customers can filter, sort, check backlinks, review authority details, track indexing submission and share the report as part of an agency or reseller workflow.

VERIFICATION

How to check backlinks after delivery

- After delivery, customers can open the Excel report and review the backlink URLs listed in the report. Check all the sheets in the excel document.
- Use tools such as Ahrefs, Moz, SEMrush or Google Search Console to monitor backlink discovery over time.
- Understand that SEO tools do not crawl the entire web instantly and may show links at different speeds and visibility may vary from tool to tool.
- For multi-tier packages, remember that Tier 2 and Tier 3 links support the upper layers and will usually not appear as direct backlinks to the main website because they are not designed to link directly to the website.

Customer support note

If Tier 2 or Tier 3 backlinks are not visible as direct backlinks to the customer website, this is normal. Tier 2 backlinks support Tier 1 backlinks, and Tier 3 backlinks support Tier 2 backlinks. Their purpose is to strengthen the backlink structure, not to point directly to the customer website.

COMMON MISTAKES

Common mistakes to avoid before buying backlinks

Mistake	Better approach
Buying backlinks for a weak page	Audit and improve the target page first so backlinks support a stronger SEO foundation.
Using unrelated keywords	Choose keywords that clearly match the target page topic, service, product or location.
Sending every backlink to the homepage	Use service pages, product pages, category pages or blog posts when they are more relevant to the keyword.
Expecting instant rankings	Treat backlink building as a long-term SEO investment. Ranking changes can take time and depend on many SEO factors.
Expecting Tier 2 and Tier 3 links to point directly to the website	Understand the tier structure before checking the report. Tier 2 supports Tier 1, and Tier 3 supports Tier 2.
Using only exact-match anchor text	Use a mix of primary keywords, related keywords, LSI keywords, branded anchors and natural anchor variations.
Ignoring indexing	Use the included Indexification and TierIndexer indexing support as part of the campaign, while understanding that indexing is controlled by search engines.
Not checking the final report properly	Review the Excel report, Tier 1 links, indexing tracking URLs and package-specific sheets after delivery.



FAQ

Frequently asked questions

What are backlinks?

Backlinks are links from other websites pointing to your website or target page. In SEO, backlinks may help search engines discover your pages, understand your content topic, and evaluate authority signals from other websites.

Why should I buy backlinks?

Buying backlinks can save time compared with manual outreach and content placement. A structured backlink package can help your website build an off-page SEO foundation through contextual, dofollow backlinks, tiered link support, indexing submission and final reporting.

Are Backlink Works backlinks dofollow?

Yes. Backlink Works packages are created with 100% dofollow contextual backlinks. This means the backlinks are placed inside relevant article content and are designed to support SEO value transfer.

Are the backlinks contextual?

Yes. Backlink Works backlinks are created as contextual placements. This means the backlink is placed inside article content rather than being added randomly in a footer, sidebar or unrelated section.

Contextual backlinks usually look more natural and help search engines understand the relationship between the article topic and your target page.

Are backlinks created on high-authority websites?

Backlink Works packages are positioned around high-authority backlink placements. Most backlink packages focus on DA50 or DR40 quality standards depending on the package type and available backlink database.

DA is checked using Moz-based metrics, while DR is checked using Ahrefs-based metrics where applicable. Since DA and DR are third-party metrics, values can change over time when these tools update their databases.

How many keywords can I use?

A single package allows up to 10 keywords. We recommend using one primary keyword and the remaining keywords as related or LSI keywords.

For example, if your primary keyword is “interior designers in Bangalore”, related keywords can include “home interior designers Bangalore”, “modular kitchen designers Bangalore”, “residential interior designers Bangalore” and similar keyword variations.

Why should I use related or LSI keywords?

Using related or LSI keywords helps create a more natural anchor text profile. If the same exact keyword is repeated too many times, it can look over-optimised.

A mix of primary keywords, related keywords, branded keywords and natural anchor text usually creates a safer and more balanced backlink campaign.

Which URL should I use for my backlink order?

The best URL depends on your SEO goal.

Use your homepage for brand authority or general business keywords. Use a service page for commercial service keywords. Use a product page or category page for ecommerce keywords. Use a blog post for informational keywords. Use a Google Business Profile or local listing URL where local SEO support is required and the package allows it.

The target URL should match the keyword and search intent.

Should I send all backlinks to my homepage?

Not always. Many customers send backlinks only to the homepage, but that may not be the best option for every campaign.

If your keyword is related to a specific service, product, location or blog topic, it is usually better to promote the most relevant page instead of the homepage.

For example, if your keyword is “interior designers in Bangalore”, a dedicated Bangalore interior design service page is usually more suitable than the homepage.

Will all backlinks point directly to my website?

No. This depends on the package type.

In a 1 Tier package, backlinks point directly to your website or target URL.

In a 2 Tier package, Tier 1 backlinks point to your website, while Tier 2 backlinks point to your Tier 1 backlinks.

In a 3 Tier package, Tier 1 backlinks point to your website, Tier 2 backlinks point to Tier 1 backlinks, and Tier 3 backlinks point to Tier 2 backlinks.

What is a Tier 1 backlink?

Tier 1 backlinks are the direct backlinks pointing to your website or target URL. These are the main links that customers usually check first in the report.

Tier 1 backlinks are important because they are the backlinks directly connected to your promoted page.

What is a Tier 2 backlink?

Tier 2 backlinks point to your Tier 1 backlinks. They do not point directly to your website.

Their purpose is to support and strengthen the Tier 1 backlink layer.

What is a Tier 3 backlink?

Tier 3 backlinks point to your Tier 2 backlinks. They do not point directly to your website.

Their purpose is to create deeper backlink support for the full tiered structure.

Why can I not see my website link on Tier 2 and Tier 3 backlinks?

Tier 2 and Tier 3 backlinks are not supposed to link directly to your website. Their purpose is to support the upper backlink layers.

The structure works like this:

Tier 3 backlinks point to Tier 2 backlinks.

Tier 2 backlinks point to Tier 1 backlinks.

Tier 1 backlinks point to your website.

This is why your website URL will mainly appear on Tier 1 backlinks. Tier 2 and Tier 3 backlinks support your campaign indirectly by strengthening the backlinks above them.

Why do Tier 2 and Tier 3 backlinks not show as my website backlinks in SEO tools?

SEO tools usually show backlinks that point directly to your website. Since Tier 2 and Tier 3 backlinks point to other backlink pages instead of directly pointing to your website, they may not appear as direct backlinks for your domain.

This is normal and expected in a proper multi-tier backlink structure.

Do any packages include wiki and directory backlinks?

Yes. Selected higher-level packages, including 3 Tier Premium, 3 Tier Ultimate and 50,000 backlinks packages, include additional backlink support from wiki-style sites and directory sites.

These links are added to improve source diversity and provide extra campaign support. They may be included in the final backlink report where applicable.

Do you include indexing with backlink packages?

Yes. Backlink Works includes premium Indexification indexing and ultimate TierIndexer deep-level indexing support with backlink packages.

Indexification helps with premium backlink indexing submission, while TierIndexer supports deeper tier-level indexing for Tier 2 and Tier 3 backlink layers.

Why does indexing submission take up to 30 days?

Backlink Works uses a 30-day drip-feed indexing process. Instead of submitting all backlink URLs at once, links are submitted gradually over time.

This drip-feed process helps create a more natural indexing pattern and gives backlinks repeated discovery support. It is especially useful for multi-tier backlink campaigns where Tier 1, Tier 2 and Tier 3 links may need separate crawl discovery support.

Is indexing guaranteed?

No. Indexing submission is not the same as guaranteed indexing.

Backlink Works submits backlinks through indexing systems and provides indexing support, but final discovery, crawling and indexing are controlled by search engines and third-party crawlers.

No SEO provider can honestly guarantee that every backlink will be indexed instantly or shown in every SEO tool.

Why do some backlinks take longer to index?

Backlink indexing can depend on many factors, including the crawl frequency of the referring domain, page quality, website structure, internal linking, search engine crawl priorities, commercial SEO tool crawl schedules and how quickly third-party databases update their backlink data.

Some backlinks may be discovered quickly, while others may take several days or weeks.

Why do SEO tools not show all backlinks immediately?

SEO tools do not show backlinks instantly. Each SEO tool has its own crawler, database, crawl frequency and update cycle.

The backlinks may be live and included in your report, but discovery inside third-party SEO tools depends on how frequently those tools crawl and update their backlink databases.

Why do Ahrefs, Moz, SEMrush, Ubersuggest, Majestic SEO and SEO PowerSuite show different backlink numbers?

Different SEO tools use different commercial crawlers and databases. They do not crawl the internet in the same way, at the same speed, or with the same level of coverage.

One tool may discover a backlink earlier, while another tool may detect it later. Some tools may show only a portion of backlinks, some may group links differently, and some may update backlink data less frequently.

This is normal. Backlink numbers can vary between Ahrefs, Moz, SEMrush, Ubersuggest, Majestic SEO, SEO PowerSuite, Google Search Console and other tools.

Why does Ahrefs sometimes show backlinks faster than SEMrush or Ubersuggest?

Some SEO tools crawl and refresh backlink data faster than others. Ahrefs, Majestic SEO and SEO PowerSuite may sometimes discover certain backlinks earlier, while tools such as SEMrush or Ubersuggest may take longer depending on their crawler activity and database update cycle.

This does not mean the backlinks are missing. It usually means each tool is discovering and displaying links at its own pace.

Do Google, Bing and Yandex discover backlinks at the same speed as SEO tools?

No. Search engine bots such as Googlebot, Bingbot and YandexBot crawl the web based on their own schedules, priorities and algorithms.

They may take more time to discover, crawl and process backlinks compared with some commercial SEO tools. A backlink can be live and included in your report before it appears in Google Search Console or before search engines fully process it.

Why do results vary across different SEO tools?

Results vary because each SEO tool has its own crawling system, link database, spam filters, update schedule and reporting method.

For example, one tool may count every discovered URL, while another tool may group links by domain or show only selected links. Some tools may remove links from their visible database if they cannot recrawl the page later.

This is why backlink counts, referring domains, DA, DR and other metrics may differ across tools.

Why do you calculate DA using Moz?

DA means Domain Authority, and it is a metric created by Moz. Since DA belongs to Moz's scoring system, it should be checked using Moz or Moz-based data sources.

Backlink Works uses Moz DA as a reference for DA-based quality checks.

Why do you calculate DR using Ahrefs?

DR means Domain Rating, and it is a metric created by Ahrefs. Since DR belongs to Ahrefs' scoring system, it should be checked using Ahrefs or Ahrefs-based data sources.

Backlink Works uses Ahrefs DR as a reference for DR-based quality checks where applicable.

Why do DA and DR values change over time?

DA and DR are third-party SEO metrics. They are not fixed values and can change when Moz, Ahrefs or other tools update their databases, crawl new links, lose old link data, change scoring calculations or refresh domain-level information.

A website may be DA50+ at the time of checking, but the score can increase or decrease later. This is normal because DA and DR are dynamic metrics controlled by third-party tools.

Why do some tools show a different DA or DR from the report?

SEO tools update their databases at different times. If Moz, Ahrefs or another tool refreshes its data after the report is prepared, the displayed DA or DR may change.

Also, DA from Moz and DR from Ahrefs are not the same metric. They should not be compared as identical numbers.

Are backlink sites tested before use?

Yes. Backlink Works checks backlink sources based on quality signals such as Moz DA, Ahrefs DR, page quality and package requirements. For DA-based package positioning, Moz DA is used as the main reference, while Ahrefs DR may be reviewed as an additional quality signal where applicable.

Since third-party metrics are updated regularly, DA, DR and other authority values may change after the backlink campaign is completed.

Will I receive a report after completion?

Yes. After the backlink work is completed, customers receive a detailed Excel report. The report usually includes a front page with order details, website URL, package information, Premium Indexing Tracking URL and Deep-Link Indexing Tracking URL.

Depending on the selected package, the report may also include separate sheets for Tier 1 backlinks, Tier 2 backlinks, Tier 3 backlinks and additional links such as wiki or directory links where applicable.

How should I check the backlink report?

Start by checking the Tier 1 backlinks because these are the direct backlinks pointing to your website or target URL. Then review Tier 2 and Tier 3 links as supporting backlink layers.

For 2 Tier and 3 Tier packages, remember that Tier 2 and Tier 3 backlinks will not show your website URL directly because they are designed to support the upper tiers.

Why does my backlink report show different tier levels?

Your report may include Tier 1, Tier 2 and Tier 3 backlinks depending on the package you selected.

Tier 1 backlinks point to your target URL. Tier 2 backlinks point to Tier 1 backlink URLs. Tier 3 backlinks point to Tier 2 backlink URLs.

This tier structure is created to support your backlink campaign in layers.

Can rankings be guaranteed?

No. No ethical SEO provider can guarantee fixed Google rankings.

Backlinks can support SEO, but ranking improvement depends on several factors, including on-page SEO, content quality, website authority, competition, crawl activity, user behaviour and search engine updates.

How long does it take to see SEO improvement?

SEO improvement varies from website to website. Some pages may respond faster, while others may take more time depending on keyword difficulty, current website authority, page quality, competition and backlink discovery.

Backlinks should be treated as a long-term SEO investment, not an instant ranking shortcut.

What should I do before buying backlinks?

Before ordering backlinks, check your target URL using the Backlink Works Free Website SEO Audit tool. Make sure the page has proper title tags, headings, content, internal links, page speed and keyword relevance.

Backlinks usually work better when the target page is already properly optimised.

What if my page has a low SEO score?

If your page has a low SEO score, it is better to fix important on-page issues before ordering backlinks. This may include improving the title tag, meta description, headings, content quality, page speed, mobile usability and internal linking.

A strong backlink campaign works better when the target page is already relevant and properly optimised.

What is the safest way to choose keywords?

Use one primary keyword and related LSI keywords. Avoid using only exact-match anchors repeatedly. The keyword list should match the target page topic and should not include unrelated services, unrelated products or unrelated locations.

A natural mix of primary, related, branded and generic keywords is usually better than repeating the same keyword again and again.

Can I use backlinks for Google Business Profile, YouTube or local listing URLs?

Yes, where the package allows it, backlinks can be used for Google Business Profile, YouTube URLs or local listing URLs.

This can be useful for local SEO support, video visibility support or citation/profile strengthening. The URL should still match the campaign goal and keyword intent.

Are backlinks enough for SEO growth?

Backlinks are important, but they are not the only SEO factor. For better results, backlinks should be supported by useful content, proper on-page SEO, technical SEO, internal linking, page speed, mobile usability and clear keyword targeting.

A backlink campaign works best when the website itself is ready to rank.

What happens after I place an order?

After you place an order, the campaign details are reviewed, the backlink work is prepared, content is created, backlinks are placed, tier support is created where applicable, links are submitted for indexing and a final report is prepared after completion.

The report is then shared with the customer according to the package delivery timeline.

What should I do after receiving the report?

After receiving the report, review the Tier 1 backlinks first because these are the direct backlinks to your website. Then review Tier 2 and Tier 3 backlinks as support layers.

You can also monitor backlink discovery over time using tools such as Ahrefs, Moz, SEMrush, Majestic SEO, SEO PowerSuite or Google Search Console. Remember that each tool may show different backlink numbers and discovery timelines.

FINAL CHECKLIST

Before you buy backlinks, check this list

- Have you selected the correct target URL?
- Is the target page relevant to the keyword?
- Have you checked the page using the free SEO audit tool?
- Have you fixed important on-page SEO issues?
- Have you selected one primary keyword?
- Have you added related LSI keywords?
- Have you chosen the package based on keyword competition?
- Do you understand the difference between Tier 1, Tier 2 and Tier 3?
- Do you understand that indexing and SEO tool discovery can take time?
- Do you understand that a report will be provided after completion?

Ready to order

Visit www.backlinkworks.com, run the free SEO audit, choose the package that matches your keyword difficulty, and submit the correct URL and keywords during checkout.

RESOURCES

Useful Backlink Works pages

Resource	URL
Backlink packages and pricing	https://backlinkworks.com/backlinks-pricing/
Ultimate backlink building guide	https://backlinkworks.com/ultimate-guide-to-backlink-building/
How to buy backlinks	https://backlinkworks.com/how-to-buy-backlinks/
Backlink building process	https://backlinkworks.com/backlink-building-process/
Free premium backlink indexing	https://backlinkworks.com/free-premium-backlink-indexing/
Free website SEO audit	https://backlinkworks.com/free-website-seo-audit/

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Multi-Level Packages



Premium Indexing



Transparent Excel Reports



Included with selected packages:

Indexification premium indexing
+ TierIndexer ultimate deep-level indexing support



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THANK YOU FOR READING THE GUIDE.