

THE ESSENTIAL

# GUIDE

## TO LINK BUILDING WITH INFOGRAPHICS

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How to Get High Quality Backlinks with  
Infographics (and Boost Your SEO)

 99signals



# Thank you for downloading this eBook!

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Hi there! I'm Sandeep Mallya - the author of this eBook. Thank you so much for taking the time to download this eBook. Hope you find the techniques explained here useful in your SEO & link building endeavor.

## **My Short Bio**

I'm an entrepreneur and digital marketing consultant from Bangalore, India. I founded my own digital agency, Startup Cafe Digital, in 2015 where I help SMBs leverage social media, SEO, and content marketing to grow their traffic and generate qualified leads for their business.

I started 99signals in 2016 as a side project to document all the strategies, tools, and tactics that I was using to grow my small agency. The goal was simple: to arm other solopreneurs with all the right information they needed to launch a successful business.

Since then, 99signals has grown significantly and generates [over \\$5000 in side income each month](#). The blog currently features 200+ in-depth articles, how-to guides, and hacks which reveal the secrets behind running a successful side hustle and earning extra money from blogging.

To learn more about me and my work, visit the following links:

- [About 99signals](#)
- [My Best Content: Must-Read SEO & Online Marketing Articles](#)
- [Subscribe to My Podcast](#)
- [Startup Cafe Digital: My Digital Marketing Agency](#)
- [My YouTube Channel](#)
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# Introduction

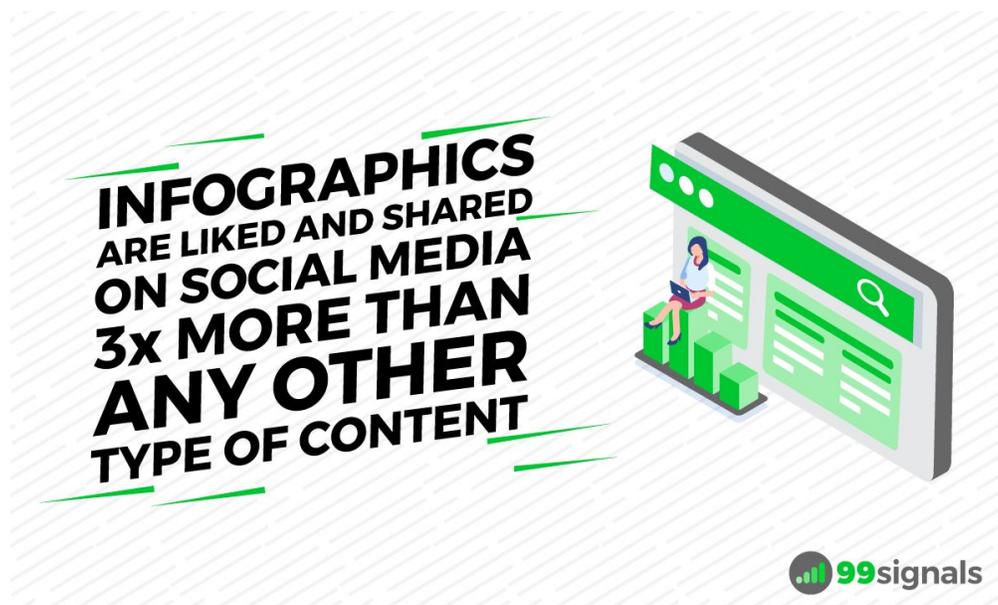
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Infographics continue to be insanely popular.

In 2012, the hashtag *#infographic* was shared **56,765 times** on Twitter. A few experts back then believed it was just a fad which would self-destruct in a couple of years.

Fast forward to today, infographics are more popular and stronger than ever.

According to [HubSpot](#), infographics are liked and shared on social media 3x more than other any other type of content.



There is a reason why this is the case.

[Eye-tracking studies](#) have shown internet readers pay close attention to information-carrying images. And according to [Search Engine Journal](#), an infographic is 30 times more likely to be read than a text article.

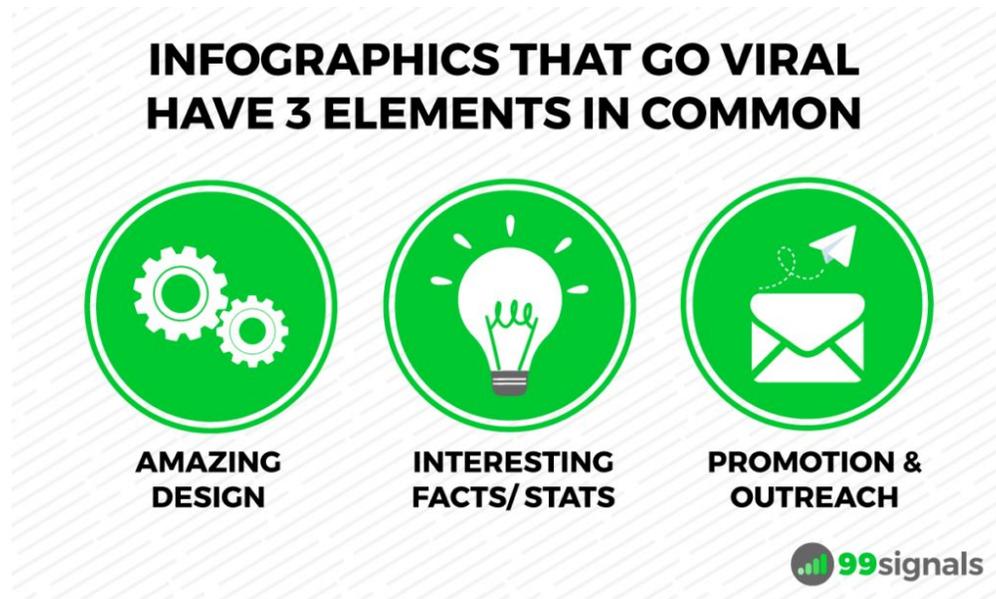
And, if you need more convincing, [check out this article by SEJ](#) which makes a compelling argument for inclusion of infographics and why they deliver great results for businesses.

Infographics are the perfect combination of visuals and text. Most infographics are visually appealing, often containing interesting information about a certain topic that readers can easily skim through.

More importantly, good infographics have the ability to make your content go viral, generate tons of [high-quality backlinks](#), and improve your site's overall SEO.

Infographics that go viral have these 3 elements in common:

- **Amazing design.** First and foremost, infographics that go viral are visually-appealing and are professionally designed.
- **Well-researched statistics.** A good infographic, in most cases, contains interesting statistics or facts on a given topic.
- **Promotion and outreach.** The above two elements are mostly useless if the infographic is not promoted well. Therefore, social media promotion and email outreach are just as important in order to make your infographic go viral.



In this guide, I'll show you how you can easily design an infographic on your own, promote that infographic effectively, and generate tons of high-quality backlinks for that infographic.

So without further ado, let's get started.

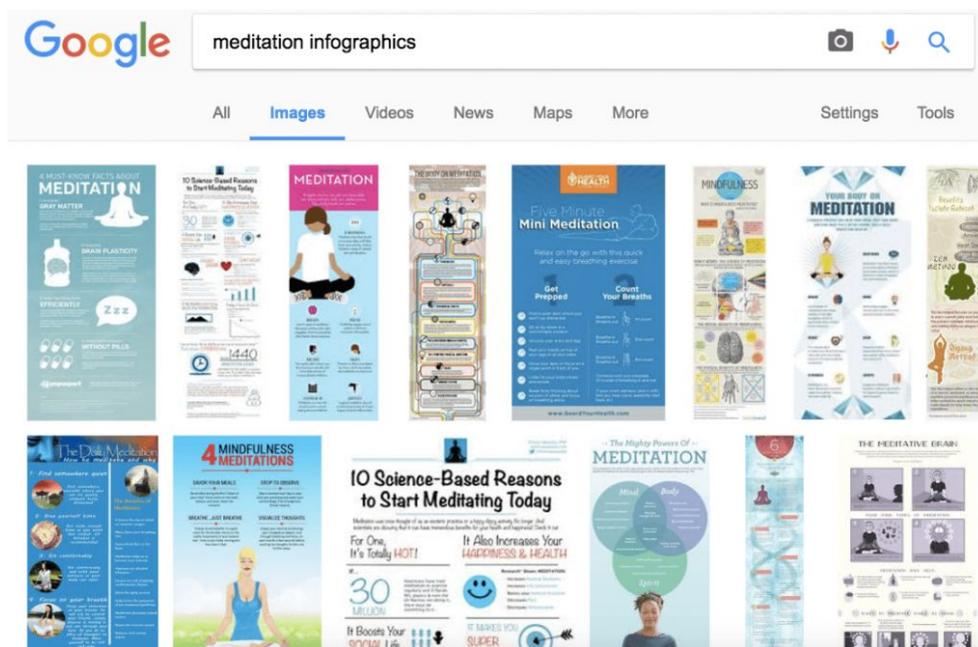
# Designing Your First Infographic

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Before finalizing on a topic for your infographic, it's important to do some [keyword research](#) and find out what topics are trending in your niche.

For instance:

If you're running a blog on meditation, then you can start by doing a Google image search on "meditation infographics" to see what kind of infographics already exist.



Or...

You could use [Buzzsumo](#) to discover some of the infographics that have gone viral on social media.

Just type in the keywords 'meditation infographic' in the search bar and check out the infographics that have gone viral in the past year. Pay special attention to 'Pinterest shares' because this is where the infographics are most popular.

meditation infographic

Filter by Date 0

- 24 Hours
- Past Week
- Past Month
- Past 6 Months
- Past Year
- Show Specific Range

Language 0 show

Country (TLD) 0 show

Filter Domains 0 show

Content Type:

- Article
- Infographics
- Guest Posts
- Giveaways
- Interviews
- Videos

Check All / Uncheck All

Filter

Reset Filters

Search

Export

Create Alert

Enter a topic or domain: big data, cnn.com, ... Advanced Search Options Save Search

Results not relevant enough? Click here to search for "meditation infographic" in the article's title only

Sort by: Total Shares Page 1 of 8

	FACEBOOK ENGAGEMENTS	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	NUMBER OF LINKS	TOTAL SHARES
Super Mind: Boost Performance with Transcendental Meditation (Infographic)	4.5K	2	24	104	0	-	4.6K
INFOGRAPHIC: 3 Meditation Practices Explained	1.9K	1	3	127	0	-	2K
10 Reasons Why Daily Meditation is so Beneficial #Infographic	4	1	1	1.9K	1	-	1.9K
10 Yoga, Meditative And Restorative Techniques Infographic To Improve Your Sleep Quality	66	45	64	1.7K	43	-	1.9K

And finally, you can use [Pinterest](#) itself to find interesting and trending infographics.

Analytics Ads

Search: infographic

Benefits Of Life Namaste Stress Info Graph... Tips Mental He... Mindfulness People Yoga Fil... The Body Articles Science Exercise Healthy Weight Lo...

All Pins Your Pins Buyable Pins People Boards

Check out the stats (total number of pins) of these infographics to gauge their popularity.

What is Meditation / Mindfulness? How do you do it? What...

56.4k

Debbie Miller Yoga

With the above three methods, you'll find tons of infographics that are engaging and popular on social media.

Open a spreadsheet and note down each of the topics you find interesting. List down at least 10 topics that you think you can design an infographic on.

Once you zero-in on a topic you can design an infographic on, it's time to start creating your own version of it.

But remember.

There's no point wasting your time creating an infographic that is not as good as the original one. Your aim here is to create an infographic that is better in every way possible - better design, better information, and more interesting.

# How to Design a Good Infographic

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Not all infographics are created equal.

If you want your infographic to go viral and get tons of [authoritative backlinks](#), you've got to spend considerable amount of time designing an infographic that is share-worthy!

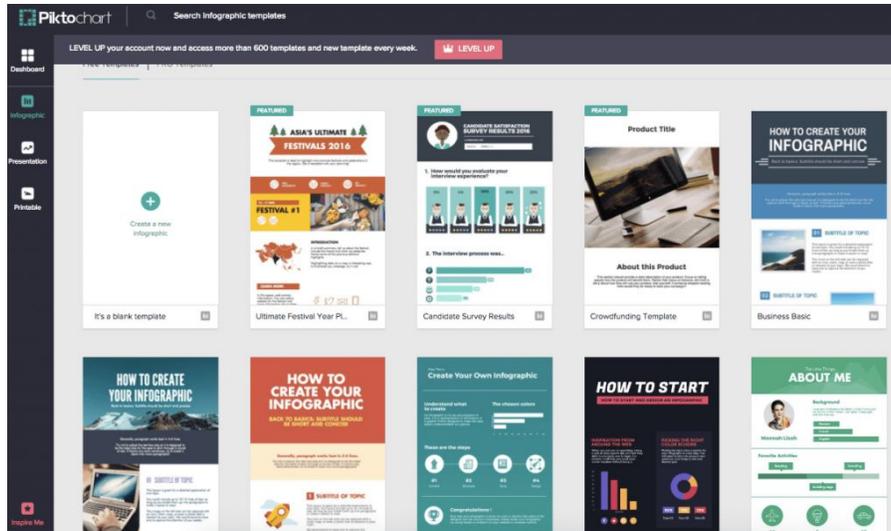
While there are several sites which can now help you design your first infographic, I recommend these 3 resources:

1. [Canva](#) - Canva has several free infographic designs to choose from and almost each one of them is professionally designed.



2. [Piktochart](#) - You can create high-quality infographics using Piktochart's easy-to-use infographic maker.

While you may have to upgrade to one of their paid plans to get access to premium infographic templates, the free plan offers a few decent templates you can start with to familiarize yourself with the tool.

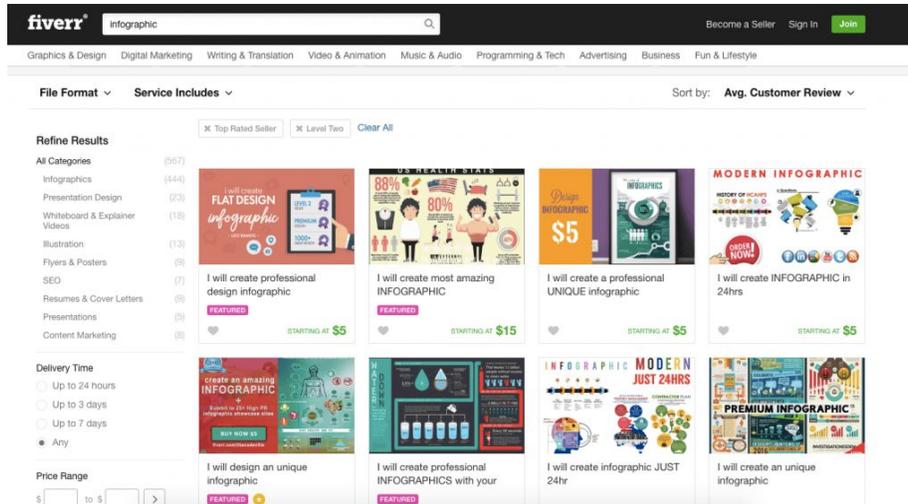


3. **Vennage Infographics** - Vennage will make you become a design wiz in a few clicks. With more than 500 professionally designed infographic templates for you to edit, Vennage is definitely an easy-to-use infographic maker you should consider.



4. **Fiverr** - Want to outsource the design of your infographic? Fiverr is your best bet!

Fiverr has many designers who can help you design a good infographic. While you can get a decent infographic designed for \$5, you may have to spend a little more to get a high-quality infographic.



If you have a bigger budget, you can hire designers from sites such as [Upwork](#), [Growth Geeks](#), or my personal favorite, [Design Pickle](#).

# Promoting Your Infographic (and Generating High-Quality Backlinks)

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Stand-alone infographics rarely perform well in search engines.

Therefore, spend some time creating good, engaging content with your infographic. This will increase the chances of your article being noticed by search engines and help you rank higher in SERPs.

You can either have the infographic at the start of the article or at the end.

Once your infographic is published, it's time to promote it.

Follow these steps below:

## Step 1. Make Your Infographic Easily Shareable with Sumo's Image Sharer Plugin

It goes without saying that your visitors should be able to share your infographic on social media easily.

I recommend you install [Image Sharer plugin by Sumo](#).

With this free [WordPress plugin](#), when someone moves their cursor over the infographic, they'll be shown social media sharing buttons, as shown in the screenshot below, making it super easy for them to share your infographic with their network.



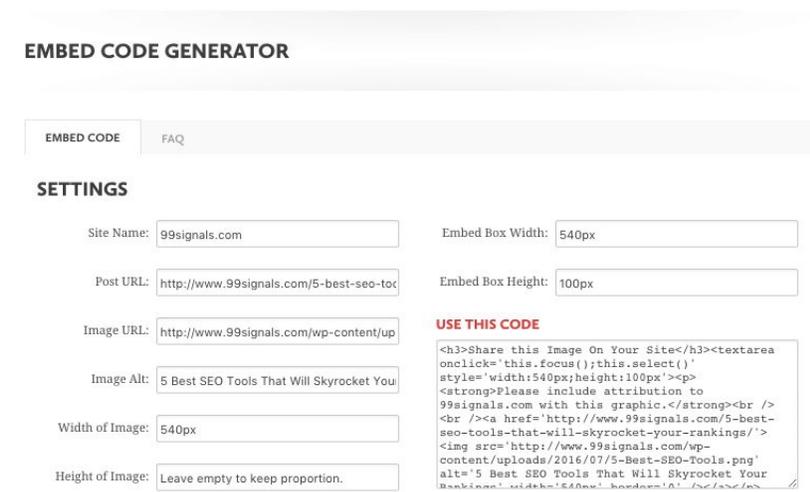
## Step 2. Generate an Embed Code for your Infographic

By generating an embed code for your infographic, you make it easier for others to share and embed your infographic onto their own site.

You can do this by using [Siege Media's Embed Code Generator](#).

But here's the best part...

Every time someone includes your infographic in their content, you get an attribution. And just like that, you get a high-quality backlink.



The screenshot shows the 'EMBED CODE GENERATOR' interface. It has a navigation bar with 'EMBED CODE' and 'FAQ'. Below is a 'SETTINGS' section with several input fields: 'Site Name' (99signals.com), 'Embed Box Width' (540px), 'Post URL' (http://www.99signals.com/5-best-seo-tox), 'Embed Box Height' (100px), 'Image URL' (http://www.99signals.com/wp-content/up), 'Image Alt' (5 Best SEO Tools That Will Skyrocket You), 'Width of Image' (540px), and 'Height of Image' (Leave empty to keep proportion.). To the right of these fields is a 'USE THIS CODE' section containing a pre-formatted HTML embed code.

```
<h3>Share this Image On Your Site</h3><textarea
onclick='this.focus();this.select()''
style='width:540px;height:100px'><p>
<strong>Please include attribution to
99signals.com with this graphic.</strong><br />
<br /><a href='http://www.99signals.com/5-best-
seo-tools-that-will-skyrocket-your-rankings/'>
<img src='http://www.99signals.com/wp-
content/uploads/2016/07/5-Best-SEO-Tools.png'
alt='5 Best SEO Tools That Will Skyrocket Your
Rankings.' width='540px' height='100px' /></pre>
```

But here's the best part...

Every time someone includes your infographic in their content, you get an attribution. And just like that, you get a high-quality backlink.

## Step 3. Submit your Infographic to Infographic Submission Sites

There are tons of [infographic submission sites](#) where you can submit your infographic for free or for a small fee. Here are just a few of the popular ones:

- [Graphs.net](#) (DA - 56)
- [Infographic Plaza](#) (DA - 37)
- [InfographicBee](#) (DA - 28)
- [Visual.ly](#) (DA - 85)
- [Cool Infographics](#) (DA - 58)
- [Infographic Journal](#) (DA - 51)

- [Submit Infographics](#) (DA – 44)
- [Only Infographic](#) (DA – 42)
- [Pure Infographics](#) (DA – 37)

Here's the [full list of 40 infographic submission sites](#) where you can promote your infographic and generate contextual backlinks.

#### Step 4. Promote Your Infographic on Reddit

Infographics are quite popular on Reddit. There is even a [subreddit dedicated to infographics](#) with 60,000+ members. You can share your infographic here and get tons of upvotes.



You can find other smaller infographic-dedicated subreddits as well. Just make sure you read the submission guidelines of each subreddit before sharing your infographic.

**Pro Tip:** Check out these [25 best marketing subreddits](#) where you can promote your infographics + other marketing content.

#### Step 5. Try the Guestographic Link Building Method

The guestographic link building method, spearheaded by Brian Dean, is one of the most popular and scalable white hat link building methods at the moment.

To learn this method fully, I'd urge you to [check out this article by Brian Dean](#).

In short, the guestographic link building method goes something like this:

- Publish a high-quality infographic
- Find other interesting sites that write on the same topic
- Send them your infographic
- Offer them unique content
- Get your contextual backlinks

You can use a tool like [Ninja Outreach](#) to find influencers in your niche. Once you have a list of people you can reach out to, send them an email using the script below:

**Subject:** New Infographic on (TOPIC)

*Hi (NAME),*

*I was checking some articles on (TOPIC) today when I came across your article: (ARTICLE TITLE).*

*Excellent stuff!*

*Actually, I just designed an infographic on (TOPIC). As someone who shares common interest about (TOPIC), I thought you might like to check it.*

*Let me know if you'd like to check it out and give your feedback.*

*Thanks, (YOUR NAME)*

When people reply to your email showing interest, you share the infographic with them and offer to write a short 150-300 word introduction if they are willing to share the infographic on their site.

And just like that, you have an authoritative, contextual backlink.

Once again, a shoutout to [Brian Dean](#) for sharing this excellent link building tactic.

## Over to You

Link building is one of the most challenging aspects of SEO.

Well-designed, informative infographics can help you get a boatload of backlinks, helping you rank high in search engine rankings. Just follow the steps outlined in this article to create and promote a killer infographic.

It's totally worth the time and effort.

# More Link Building & SEO Resources

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Thanks for downloading and reading this eBook. Hope you found it useful. If you'd like to learn more about SEO and link building, here are some of the links from our blog you should check out:

- [Link Building Strategies: 18 Proven Techniques to Get High Quality Backlinks](#)
- [14 Best Google Chrome Extensions for SEO](#)
- [Image SEO: 7 Actionable Tips to Supercharge Your Organic Traffic](#)
- [35+ Best Free SEO Tools to Instantly Boost Your Rankings](#)
- [Link Building for SEO: 8 Best Link Building Tools to Improve Rankings](#)
- [8 Best Keyword Research Tools to Boost Your SEO](#)
- [How to Speed Up Your Website \(8 Actionable Tips\)](#)
- [SEMrush vs Moz: Which is the Best SEO Tool?](#)