

Backlink

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A backlink is an external link that points back to your website. An example would be an online publication linking to your website from an article. Building backlinks to your site, known as “link building”, is often regarded as one of the most important ranking considerations along with content creation and technical SEO.

Used in

- [Statistics API](#)
- [Campaign Management API](#)

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