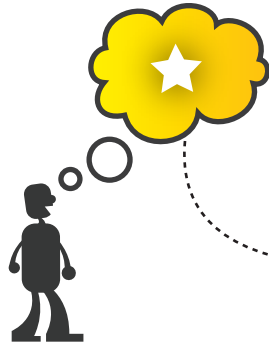


# The Power of Link Baiting



**1** Link baiting starts with creating content that is highly entertaining or remarkable.

**2** The content is published on the web and gains popularity.

**3** A successful link bait can increase inbound links, traffic, and brand awareness.

