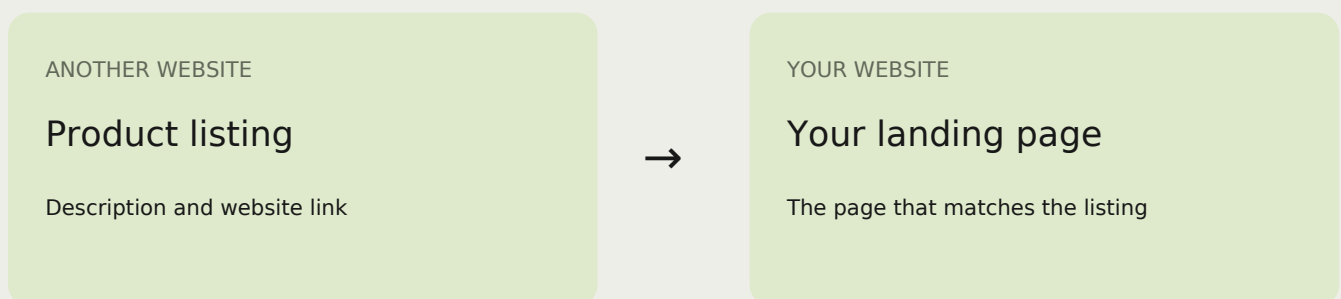


01 / THE CONCEPT

A backlink is a link from another website to yours.

When a directory publishes a listing for AI Community Manager and links to our website, that link is a backlink. The Spanish term is retroenlace.



A link can bring an interested person to your website. Google also uses links to discover pages and understand their context. A backlink alone does not guarantee traffic, indexing or better rankings.

Look at the whole listing

The description, category, audience and destination page help someone understand what you offer. A useful listing gives the link context.

This guide covers choosing directories, preparing public details and tracking submissions. It includes a reusable listing template and a tracker.

Check the fit before submitting.

Relevance

The site relates to startups, software, AI or the market your product serves.

Audience

Someone searching that site could be interested in what you offer.

Public listing

You can open published profiles and see clear descriptions and links.

Price and terms

The free plan, paid extras and renewals are explained.

Privacy and destination

You know which details become public and where your listing links.

Check how the link is marked

A nofollow link can still bring visitors. Paid links should be marked sponsored or nofollow. Do not choose a site only because it promises a “dofollow” link.

Pause for guaranteed rankings, mandatory link exchanges, hidden costs or requests for access to your social accounts. Google includes low-quality directory links among spam examples when created mainly to manipulate rankings.

Prepare your listing. Protect your access.

Information you can use

Business name and official website; approved description; category and market; logo and screenshots without customer data; public social profiles; a contact email you agree to publish.

Information to protect

Passwords, access codes, tokens, API keys, customer data, identity documents, private addresses or phone numbers, and access to social accounts or analytics tools.

Use a dedicated email address

If you manage the domain, you can create an alias such as `backlinks@ai-communitymanager.com`. Enable two-factor authentication and use a different password for each directory. Keep passwords in a password manager, not in the tracker.

When a form asks for more

Pause and check whether the field is necessary. Look for an option to use public business details or continue without the field. Read what will be published before submitting.

Use the same approved business information across submissions. Check the directory's requirements each time.

Your listing and submission tracker.

Example listing for AI Community Manager

Name: AI Community Manager

English website: <https://ai-communitymanager.com/en>

Spanish website: <https://ai-communitymanager.com/es>

Categories: AI, software, social media and marketing

Description: A self hosted AI operator for Instagram, TikTok and LinkedIn. It finds relevant conversations and prepares interactions under the rules your team sets.

A tracker you can reuse

Directory	Fit / cost	Date / status	Public URL / notes

Also record referral visits, useful inquiries and changes you need to make. Store passwords separately in your password manager.

Submit, then review the outcome.

1. Choose five relevant directories.
2. Read the rules and prepare approved listing details.
3. Review the name, categories, description and link.
4. Record the date, cost, status and public profile URL.
5. Open the published link and track referral visits or inquiries.

Keep the link text natural

Use the brand name or a phrase that describes the destination. Avoid forced keyword repetition. A third-party authority score can help compare sites, but it does not replace checking the audience, quality and terms.

Common questions

Does every backlink improve SEO? No. Context, quality and usefulness matter. Is a nofollow link wasted? Not necessarily; it can still bring visitors. Should you submit everywhere? Start with a few relevant sites and review their results.

Sources and further reading

Wikipedia: introductory Spanish reference

Google Search Central: link best practices

Google Search: spam policies

Sources originally reviewed on October 6, 2026. The linked Wikipedia article includes a missing-references notice and is used only to introduce the term. SEO recommendations rely on official Google documentation. Check each directory's current requirements.