

On-Page and Technical SEO are objective. There is only much you can do.

# THE ULTIMATE CHEATSHEET FOR LINK BUILDING

Here is a quick, 360 guide to creating a Link Building Strategy and launching campaigns.

**START HERE**

Link Building and Content Creation are what you can control to boost rankings.

## WEBSITE AUTHORITY

The below metrics measure website authority. Moz has the most popular one.

**Moz**

**DA**  
Domain Authority

**Ahref**

**DR**  
Domain Rating

**SEMRush**

**AS**  
Authority Score

## 1. LINK AUDIT

Use any of the top SEO tools, or one you prefer to find out the following..

### LINK CATEGORY

Categorize links with do-follow, authority, relevance, and type of links as shown below..

- Automated Links
- Stat Links
- Natural Links
- Spam/Toxic Links

## ANCHOR TEXT RATIO

Sort anchor texts categories, and compare with ideal anchor text ratio

**50%**  
Branded & Naked

**35%**  
Partial Match

**05%**  
Generic

**10%**  
Exact Match

## TOXIC LINKS

Filter out the links from link category, create a CSV, and upload on Google Search Console to disavow them.

## BROKEN LINKS

You have the target page and target keyword already, only requires 301 redirects.

## LINK VELOCITY

Check the total number of do-follow natural links in the past three months, and divide it by 3.

### IDEAL BACKLINK

An ideal backlink will have higher domain authority, in contextual relevance, with the right anchor text, and do-follow attribute.

## 2. LINK PLAN

Use any of the top SEO tools or one you prefer to find out these.

### HOW MANY LINKS TO CREATE?

Increase your calculated link velocity of natural links by 10-15%

### WHAT METRICS TO LOOK AT?

Target links with higher website authority, or competitor authority

### WHAT PAGES TO TARGET?

- 1 Pages ranking on first and second page.
- 2 Pages with zero or fewer backlinks
- 3 Pages that target the commercial keywords

### WHAT KEYWORDS TO TARGET?

- 1 Keywords with highest relevance
- 2 Keywords your competitors rank for
- 2 Keywords you want to build authority on

## LINK SPREAD

How linked pages should be proportioned.

**60%**  
Informative

**20%**  
Services

**20%**  
Home

## 3. CREATE LINKS

### BASIC

You add links on other platforms

**Expertise:** Beginner

**Identification:** No follow links

**Impact:** Low

**Characteristics:**

- Easy to gain
- Doesn't pass the link juice
- Creates a natural backlink profile

- Social Media Profile
- Forum Link Building
- Directories
- Emails
- Wikipedia Updates
- Online Giveaways
- Campaign Microsite
- Submit Creatives To Online Platforms
- Submit Videos To External Websites
- RSS Feeds
- Free Resources
- Crowdfunding

### REQUEST

You ask for linking your website

**Expertise:** Intermediate

**Identification:** Follow links

**Impact:** High

**Characteristics:**

- A little difficult to gain
- Passes the link juice
- Requires necessary communication skills

- Guest Blogging
- Broken Links (404 Errors)
- Creative submission sites
- Influencer Links
- Collaboration Campaigns
- Skyscraper Technique
- Top List Articles
- Podcast Guesting
- Links Exchanges
- Ego Baiting
- Unlinked Mentions
- Brand Comparisons
- Review/ Unboxing
- Discount and Deals

### REWARD

Content so good they can't ignore you

**Expertise:** Advanced

**Identification:** Follow links

**Impact:** Higher

**Characteristics:**

- Difficult to gain
- Passes the link juice
- Creates an authoritative voice

- Manuals/Guides
- Research Results and Polls
- Updates and News
- Listicles
- Green Content Mentions
- Infographic
- Case Studies

**OUTREACH**  
Do an email outreach once opportunities are identified

### TOP 5 INTERNAL LINKING TIPS

- 1 Create deep links with max 3 links to homepage
- 2 Create content clusters around authoritative keywords/pages
- 3 Create at least 5 internal links to every page
- 4 Create sitewide navigation through header and footer
- 5 Follow the link spread as given above

### IDEAL LINK BUILDING PROFILE

- 1 Blend of do-follow & no-follow links
- 2 Diverse Anchor text ratio with 50% branded keywords
- 3 Most backlinks should be from higher DA websites
- 4 Most backlinks should be from relevant niches
- 5 Backlinks from unique domains rather than one
- 6 Link spread should be 3:1:1 (check above)
- 7 New referring domains > lost referring domains

**NEED HELP WITH CONTENT STRATEGY?**

FEEL FREE TO CONTACT US!



WWW.LINKBUILDINGHQ.COM