

Broken Link Building Checklist

Turn competitor link losses into your ranking gains.

Based on [Broken Link Building Strategies Turning Competitor Link Losses Into Your Gains](#) by Casey's SEO

1. Opportunity Identification

Systematically find broken links on relevant websites.

- Audit competitor backlink profiles for broken outbound links.
- Identify broken links on industry-relevant websites.
- Prioritize opportunities based on linking site's domain authority and trust metrics.
- Assess relevance of the linking site to your industry and target keywords.
- Evaluate the traffic potential of the linking page.
- Determine the likelihood of successful outreach based on site characteristics.
- Identify links that previously benefited competitors.

2. Content Creation

Develop superior replacement content for identified broken links.

- Analyze the original broken resource using archived versions.
- Identify gaps and improvement opportunities in the original content.
- Create more extensive, updated, and valuable replacement content.
- Ensure replacement content perfectly aligns with the linking context.
- Optimize replacement content for user experience and search engines.
- Develop content formats beyond simple blog posts (e.g., guides, tools, databases).

3. Outreach and Relationship Building

Engage website owners with personalized and value-driven communication.

- Craft personalized outreach messages, avoiding generic templates.
- Clearly identify the broken link and its location on the recipient's site.
- Explain how the broken link negatively impacts their site.
- Introduce your replacement content with a clear value proposition.
- Provide easy next steps for the recipient to take action.
- Implement a professional follow-up sequence.
- Lead outreach with helpfulness and a problem-solving approach.

4. Performance Monitoring and Optimization

Track progress and refine your strategy based on data.

- Monitor outreach response rates.

- Track link acquisition success rates.
- Measure the average domain authority of acquired links.
- Record the time from outreach to link acquisition.
- Analyze improvements in organic search rankings for target keywords.
- Track increases in referral traffic from acquired links.
- Monitor overall domain authority and trust metric improvements.
- Observe changes in competitive ranking positions.

5. Addressing Common Challenges

Implement solutions for typical obstacles in broken link building.

- Combat low response rates with deep research and personalized messaging.
- Achieve scalability through systematic processes and custom tools.
- Overcome content creation bottlenecks with efficient systems and planning.
- Ensure quality over quantity in link acquisition efforts.
- Focus on relationship-centric outreach for better results.

6. Strategic Best Practices

Apply key principles for maximum impact.

- Prioritize relevance over authority when identifying opportunities.
- Create evergreen replacement content that offers lasting value.
- Build systematic follow-up processes for outreach.
- Document and analyze all outreach and acquisition efforts.
- Leverage AI-driven tools for opportunity discovery.
- Diversify content formats for broader appeal.

7. Measuring Success

Identify and track key performance indicators for campaign effectiveness.

- Track immediate metrics like outreach response and acquisition rates.
- Monitor long-term impact metrics such as ranking and traffic improvements.
- Measure relationship and process metrics like ongoing relationships and efficiency.
- Analyze competitive intelligence gained from competitor link losses.
- Evaluate the value of inherited link equity and referral traffic.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ SEO Analytics and Reporting: What Colorado Businesses Should Track – Casey's SEO

<https://caseysseo.com/seo-analytics-and-reporting-what-colorado-businesses-should-track/>

■ Google Maps Optimization Colorado Springs

<https://caseysseo.com/colorado-springs-google-maps-optimization/>

■ Find Your Local Results

<https://caseysseo.com/>

■ About Casey's SEO

<https://caseysseo.com/about/>

■ Contact Casey's SEO

<https://caseysseo.com/contact/>

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Capitalize on web decay by fixing broken links and inheriting competitor link authority.