

Link Reclamation Checklist

Recover lost backlinks and unlinked brand mentions to boost SEO.

Based on [Link Reclamation Strategies Recovering Lost Backlinks And Unlinked Brand Mentions](#) by Casey's SEO

1. Brand Mention Discovery

Identify all instances where your brand is mentioned online without a backlink.

- Use advanced, AI-powered tools to find brand mentions.
- Monitor news articles and press coverage for mentions.
- Track mentions in industry publications and blogs.
- Scan social media discussions and shares for brand mentions.
- Check directory listings and business profiles for unlinked mentions.
- Analyze competitor backlinks for potential mention opportunities.
- Monitor variations of your brand name and related terms.

2. Opportunity Assessment

Evaluate the SEO value and potential of each unlinked mention.

- Assess the authority and reliability of the mentioning website.
- Determine the relevance of the website to your industry.
- Evaluate the potential for referral traffic from the mention.
- Estimate the likelihood of successful link placement.
- Consider how the opportunity aligns with your overall SEO goals.

3. Personalized Outreach

Craft and send targeted messages to publishers to request a backlink.

- Reference the specific content where your brand was mentioned.
- Clearly explain how adding a link benefits their audience.
- Use a professional, relationship-focused approach.
- Provide easy-to-implement link suggestions.
- Implement a follow-up sequence for non-responders.
- Aim for response rates above 35% through personalization.

4. Lost Backlink Recovery

Identify and work to restore backlinks that have disappeared.

- Continuously monitor your existing backlink profile.
- Quickly identify any lost links.
- Contact publishers directly to request link restoration.

- Investigate and resolve any technical issues causing lost links.
- Request content updates that may include re-adding the link.
- Suggest alternative linking spots within the same domain if necessary.
- Implement redirects when appropriate for broken links.

5. Monitoring and Measurement

Track the effectiveness of your link reclamation efforts and results.

- Set up continuous monitoring for new brand mentions.
- Track response rates from outreach campaigns.
- Monitor conversion percentages of mentions to backlinks.
- Measure the authority of acquired backlinks.
- Track referral traffic generated from earned links.
- Monitor improvements in your search rankings.
- Analyze overall increases in online brand visibility.

6. Addressing Challenges

Implement strategies to overcome common obstacles in link reclamation.

- Prioritize relationship building with publishers.
- Provide clear value to publishers for adding links.
- Use multi-channel monitoring to catch all mentions.
- Focus outreach on high-value opportunities.
- Ensure rapid response to time-sensitive mentions.

7. Ethical and Compliant Practices

Ensure all link reclamation activities adhere to SEO best practices and guidelines.

- Focus on earning editorial links that provide genuine user value.
- Avoid manipulative or deceptive linking practices.
- Maintain transparency in all communications with publishers.
- Follow FTC disclosure requirements when applicable.
- Comply with privacy rules like GDPR and CCPA.
- Ensure links are relevant and naturally placed.

8. Integration with SEO Strategy

Incorporate link reclamation into your broader SEO and digital marketing efforts.

- Align link reclamation goals with overall business objectives.
- Connect earned links to local SEO and Google Maps optimization.
- Use link reclamation to support brand awareness campaigns.
- Leverage earned links to drive qualified traffic.
- Ensure link acquisition supports keyword ranking improvements.

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/>

■ Backlink Gap Analysis: Finding High-Authority Link Opportunities Your Competitors Miss – Casey's SEO

<https://caseysseo.com/backlink-gap-analysis-finding-high-authority-link-opportunities-your-competitors-miss/>

■ 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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Convert unlinked brand mentions into valuable backlinks for improved SEO.