

Linkable Asset Creation Checklist

Build high-quality backlinks through valuable content.

Based on [Content Marketing For Link Building Creating Linkable Assets That Drive 2026 Seo Success](#) by Casey's SEO

1. Understand Linkable Asset Value

Ensure your content provides unique value that others will want to reference.

- Identify what motivates websites to link to content.
- Ensure content supports arguments with credible data.
- Create resources that save readers time with thorough information.
- Offer tools or calculators that add functionality.
- Provide exclusive insights or perspectives not available elsewhere.
- Focus on creating genuinely useful resources, not just SEO content.

2. Develop Original Research & Studies

Leverage unique data to establish authority and attract citations.

- Conduct surveys or analyze industry data to answer pressing questions.
- Develop case studies showcasing unique findings.
- Create specific, local data that can attract regional and national attention.
- Ensure research provides information unavailable elsewhere.
- Position your business as a go-to authority through unique data.

3. Create In-Depth Resource Guides

Become a go-to resource by covering topics comprehensively.

- Identify topics that require extensive, detailed information.
- Compile information to answer every potential question on a topic.
- Ensure guides are more than a surface-level overview.
- Make guides bookmarkable and referenceable for other creators.
- Save other content creators time and effort in their research.

4. Build Interactive Tools & Calculators

Add functionality that encourages links and user engagement.

- Develop ROI calculators or assessment quizzes.
- Create comparison tools relevant to your industry.
- Design interactive guides that offer immediate value.
- Ensure tools are discoverable through search and social sharing.
- Build tools that can attract ongoing links over time.

5. Design Visual Data & Infographics

Make complex information accessible and shareable.

- Translate complex data into charts and visualizations.
- Create infographics that tell a story with data.
- Make abstract concepts concrete and memorable.
- Ensure visual content is easy to consume and share.
- Provide ready-made visual content for other creators to embed.

6. Strategize Content Creation

Plan content with link acquisition and business goals in mind.

- Analyze your industry to find content gaps.
- Identify prime link opportunities.
- Study top-ranking content and trending topics.
- Examine competitors' most referenced content.
- Develop content that fills identified gaps and plays to your strengths.
- Create content that attracts links and converts visitors.

7. Execute Strategic Outreach & Promotion

Ensure your valuable content gets noticed by the right audience.

- Implement targeted outreach campaigns to relevant websites.
- Conduct personalized outreach to industry influencers.
- Connect with journalists looking for expert sources.
- Activate digital PR opportunities.
- Build genuine relationships with industry influencers and journalists.
- Focus on providing value in outreach, not just asking for links.

8. Measure Success & Adapt

Track meaningful metrics beyond just link count.

- Monitor domain authority and relevance of linking websites.
- Track organic traffic increases to linked content.
- Measure keyword ranking improvements.
- Analyze referral traffic from acquired links.
- Observe brand mention increases across the web.
- Focus on the enduring impact of linkable assets over time.
- Adapt tactics to new technologies and evolving search behaviors.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

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

■ E A T Guidelines Comparison Building Expertise Authority And Trust Across Search Platforms – Casey's SEO

<https://caseysseo.com/e-a-t-guidelines-comparison-building-expertise-authority-and-trust-across-search-platforms/>

■ Find Your Local Results

<https://caseysseo.com/>

■ Colorado Springs Local SEO Company

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

■ About Casey's SEO

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

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Create valuable content that naturally earns backlinks and boosts your SEO authority.