

Link Velocity Optimization Checklist

Scale your backlink acquisition without triggering penalties.

Based on [Link Velocity Optimization How To Scale Backlink Acquisition Without Triggering Penalties](#)
by Casey's SEO

1. Understand Your Baseline Link Velocity

Before scaling, establish your current normal link acquisition rate.

- Analyze your backlink profile for the past 6 months.
- Determine your average monthly backlink acquisition rate.
- Identify any past spikes or drops in links and correlate with ranking changes.
- Note the types of sites that have naturally linked to you.
- Research 3-5 competitors' link acquisition patterns.
- Establish a healthy baseline range for your niche (e.g., 5-20 for SMBs, 100+ for national sites).

2. Implement the Staircase Method for Scaling

Gradually increase your link velocity in natural-looking steps.

- For months 1-2, focus on foundational links (directories, associations, suppliers).
- Aim for 20-30% above your baseline in months 1-2.
- For months 3-4, create link-attracting content (surveys, guides, reports, infographics).
- Target 50-75% above your baseline in months 3-4.
- For months 5-6, engage in strategic outreach (guest posts, HARO, collaborations).
- Aim to double your original baseline by month 6, achieved gradually.

3. Prioritize Quality Over Quantity

Ensure new backlinks are valuable and relevant.

- Evaluate the relevance of linking websites to your niche.
- Assess the authority and trustworthiness of linking domains.
- Avoid acquiring links from spammy or low-quality sites.
- Ensure links come from diverse sources and not just one type.
- Focus on earning links through valuable content and outreach.

4. Avoid Common Link Velocity Mistakes

Steer clear of patterns that can trigger penalties.

- Do not attempt massive link acquisition in a short period (avoid the 'weekend warrior' approach).
- Do not ignore the diversity of your backlink profile.
- Avoid sudden, unexplained seasonal spikes in link acquisition.
- Do not buy large packages of links from questionable sources.

- Prevent unnatural linking patterns that appear manufactured.

5. Monitor Your Progress and Adjust

Continuously track your link building and site performance.

- Regularly monitor your backlink acquisition rate.
- Track your keyword rankings for changes.
- Check Google Search Console for any unnatural link warnings.
- Monitor your domain authority and competitor rankings.
- Analyze traffic trends to identify recovery or drops.
- Be prepared to adjust your strategy based on monitoring data.

6. Recovering from Past Mistakes

Take steps to rectify unnatural link profiles.

- Identify all unnatural or low-quality links acquired.
- Disavow toxic backlinks using Google's Disavow Tool if necessary.
- Focus on building high-quality, natural links to dilute the impact of bad ones.
- Be patient and consistent with recovery efforts (can take months).

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/>

■ Google Maps Optimization Colorado Springs

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

■ Why Colorado Springs Service Pages Outperform Blog Posts

<https://caseysseo.com/colorado-springs-service-pages/>

■ Contact Casey's SEO

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

■ Find Your Local Results

<https://caseysseo.com/>

■ About Casey's SEO

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

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Build authority steadily and naturally to avoid Google penalties.