

Linkable Asset Creation Checklist

Build high-quality content that naturally earns backlinks and boosts SEO.

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 genuine value that other websites will want to reference.

- Identify what motivates other websites to link to your content.
- Determine if your content supports arguments with credible data.
- Assess if your content saves readers time by providing thorough information.
- Evaluate if your content offers tools or calculators that add functionality.
- Check if your content presents information in an accessible format.
- Confirm if your content provides exclusive insights or perspectives.

2. Develop Original Research & Data

Create unique information that positions your business as an authority.

- Identify pressing industry questions your business can answer.
- Plan and conduct original surveys or data analysis.
- Compile and analyze relevant case studies.
- Ensure the data is exclusive and not readily available elsewhere.
- Prepare the research findings for clear presentation.
- Consider local data for regional relevance and broader appeal.

3. Create In-Depth Resource Guides

Build comprehensive guides that become go-to resources for users and creators.

- Select a topic that requires extensive coverage.
- Outline all potential questions a user might have on the topic.
- Research and gather information to answer every question thoroughly.
- Structure the guide logically for easy navigation.
- Ensure the guide is more detailed than existing resources.
- Add unique insights or expert opinions to the guide.

4. Build Interactive Tools & Calculators

Develop functional assets that provide immediate value and encourage links.

- Brainstorm tools relevant to your audience's needs.
- Design a user-friendly interface for the tool.
- Develop the core functionality of the calculator or tool.

- Test the tool for accuracy and usability.
- Ensure the tool offers clear value to the end-user.
- Plan for ongoing maintenance and updates.

5. Design Visual Data & Infographics

Translate complex information into easily digestible and shareable visual content.

- Identify data or concepts suitable for visualization.
- Choose an appropriate visual format (infographic, chart, etc.).
- Design the visuals for clarity and aesthetic appeal.
- Ensure the visuals tell a compelling story with the data.
- Optimize visuals for web and social sharing.
- Include clear branding and a link back to your site.

6. Strategic Content Planning

Align content creation with link building and business objectives.

- Analyze your industry for content gaps and link opportunities.
- Study top-ranking content and competitor link strategies.
- Identify trending topics relevant to your niche.
- Determine unique angles or data sources competitors cannot replicate.
- Develop content that fills identified gaps and leverages your expertise.
- Ensure content is optimized for both user value and search engines.

7. Targeted Outreach & Promotion

Actively promote your linkable assets to relevant audiences.

- Identify relevant websites, journalists, and influencers.
- Develop personalized outreach messages.
- Focus outreach on the value your content provides to their audience.
- Engage in digital PR to connect with media outlets.
- Build genuine relationships with industry contacts.
- Track the success of your outreach campaigns.

8. Measure Success & Adapt

Track key metrics to evaluate the impact of your linkable assets.

- Monitor the domain authority and relevance of linking websites.
- Track increases in organic traffic to your content and site.
- Measure improvements in keyword rankings.
- Analyze referral traffic from acquired links.
- Observe increases in brand mentions and social engagement.
- Assess the long-term link acquisition and traffic generation.

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/>

■ About Casey's SEO

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

■ Contact Casey's SEO

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

■ Colorado Springs Local SEO Company

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

Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920

719-639-8238 | caseysseo.com

Create valuable content that earns authority and drives SEO success.