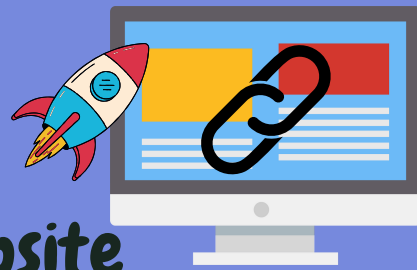


LINK-BUILDING CHECKLIST

To Drive Traffic to Your Website



Link building has undoubtedly become one of the cornerstones of SEO. You need to increase your visibility to reach high rankings on SERPs. Link-building is one of the main elements of high rankings. Here is the [Link-Building Checklist](#) for better results in SEO.

Basic Strategies for Link-Building

1 Start by Downloading a Sheet

In order to follow your building strategies closely, you should start by downloading a checklist. You may then modify and revise it to your convenience. You can create yourself or you can find templates on the internet for free.

2 Chase Link Building Opportunities

The outcome of your link-building campaigns will depend on how well and how much you seize every potential opportunity on your way.

3 Stay Cautious about Your Sources

You must choose links that are relevant to your business, reliable, and high-authority.

4 Clean Up Your Backlink Portfolio Regularly

You should clean the useless, incomplete, ineffective links.

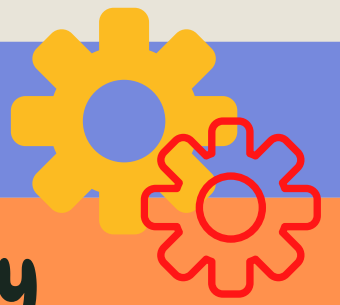
5 Create the Right Content for Your Links

You should clean the useless, incomplete, ineffective links.

90 LINK-BUILDING STRATEGIES



Technical Link-Building



1. Use Competitor's Strategy

After you analyze your competitors, also you can analyze their strategies. It is okay to imitate your competitor's strategies.

2. Anchor Text

Anchor text, a clickable link of a word on a website, must be relevant to the page it sends.

3. Find Broken Links

With this strategy, you can find broken links and use their links on your website.

4. Use Extensions

There are a lot of extensions for link-building to make your job easier.

5. HTML Index

Your website and webpages must be indexed for your site to be found by search engine bots and for your links to work.

6. RSS Feed

It is a dataflow that makes it easy to follow websites with blogs. Providing links will be an action you do for your readers.

7. CSS/HTML5 Index

The more organized your website's codes are, the more easily search engine bots will find and examine your website.

8. Link Baiting

It is a content method that attracts people's attention, and wants to share it voluntarily. You can get backlinks organically, as Google suggested, with this method.

9.TYNT

It is tool that automatically puts your link under the content because someone uses your content without your permission.

10.Set up 301 Redirects

301 redirects that permanent redirects you make on your site. You can easily reach visitors to different links with redirects between pages.

11.Robots.txt

It is a text file that tells search engine bots which pages they can and cannot access. If you closed the robot.txt file of the web page from which you got links. Still, search engine bots can index the webpage with these links.

12.Dofollow Link

The backlinks you get from reliable and authoritative websites are marked with this tag so that Google is notified that you are referencing the linked site.

13.Nofollow Link

Untrusted websites are marked with this tag. Therefore, even if search engine bots visit this link, it has no effect.



Link-Building with Content

14.Create Blog Post

You will get most of the backlinks thanks to your blogs, and you can add internal links to your blog.

15.Promote Your Content

When you create content, you should promote it. People can find your content on many different platforms and share it.

16.Create High-quality and Long Blogs

You need to answer the people's questions in detail. Moreover, your content should be worth sharing.

17.Writing about trend-topics

Recent topics will be remarkable for people, and these types of content tend to be searched by people.

18. Create Evergreen Content

Evergreen content always means fresh topics. People can search for these topics for years.

19. Make Lists like “Best of”

All listed articles promise readers an easy and fast reading experience. Therefore it helps your link-building by attracting more readers.

20. Create “How to” Blogs

Many people find answers to their questions thanks to Google featured snippets, and these questions' type is “how to” most of the time.

21. Find Topics from People's Questions

If you can give valuable answers to people, they will tend to share your blog posts, and you will get backlinks in this way.

22. Use Quora

Quora is a social website based on questions and answers. You can find new topics for your blog that might interest people.

23. Write About Myths

Many people have right-known wrongs. The correct answers will be attractive to them

24. Be Authority on Specific Topics

If you focus on specific topics, you may be the first website that comes to mind on this subject. Being authority brings many backlinks.

25. Follow the Updates

You should catch the updates so that you can write about them.

26. Case Study

Helpful articles tend to be referenced for the other blogs so that case studies might help link-building.

27. Create Viral Content

It will increase your website's traffic because people love viral content since social media is widespread, and this type of content should be shared to be viral.

28. Write News Articles

It is similar to the following updates.

29. Book Blog

You can choose a book relevant to your website and examine it. You can share your book blog with the writer.

30. Add Slide

You can create slides, and you can share them on websites for slides.

31. Use HARO

HARO (Help A Reporter Out) is an online platform for getting feedback. You can share your blog and get feedback from people—two birds with one stone.

32. Use Digg

Digg is a website for sharing new stories. It helps for interesting topics that people may like.

33. Tool Collections

It is valuable content for people, and you can send your article to the tool owner.

34. Use Call-to-Action Quotes

Writing call-to-action quotes will give a fillip to the readers for sharing.

35. Repromote Your Blog

You must repromote your blogs, especially for your backlinks. Your website should be up-to-date with high traffic.

36. Create Beneficial Graph or Data

The websites may want to use your graphs or reports. Then, they have to give backlinks.

37. Convert Your Content to Different Formats

Every type of content can be used on different platforms. It means backlinks from many websites.

38.Press Release

Giving information about updates makes your content valuable and it will increase brand visibility.

39.Translate Your Content into Second Language

To build links worldwide, you should create content in other languages.

40.Guest Blogger

Famous bloggers will come with their readers. You can invite a blogger or be a guest blogger on other websites. It is an impactful way for backlinks.

41.Write Articles to Be Used as A Source

When you create helpful content, people may use them as a source.

42.Add Internal Links

Link-building does not mean just backlinks. Also, you need internal links. You can give links to your other blog posts or your services.

43.Indexing Your Content

When you publish your blog post, you have to index it on Google for visibility.

44.Add Infographics

Infographics are very beneficial for increasing traffic and promoting your blog posts. You can share them on visual-based social media platforms like Pinterest.

45.Outbound Link

You should be careful when choosing a website for an external link. Their authority must be high.

46.Add Value Links

You should be selective when you add internal or external links to your website. They need to serve the readers.

47.Add Relevant Links

On-page links should be relevant to your content.

48. Choose High-Authority Websites

You need to analyze the websites in terms of domain age and authority of the websites. You must choose high-authority websites.

49. Don't Add More Than 3 Links to Your Article

Adding more than three links in an average article will be too much.

Link-Building with Social Media



50. Use Instagram

If you want to share the story, add an image and your blog post's link, or you can share a post with a link. Don't forget to write your website's link on the bio.

51. Use Facebook

You can share your Instagram and Facebook posts in sync. You must add your links to the posts.

52. Use Twitter

When searching on Google, you can see tweets on SERP. It is a simple way for link-building with high visibility.

53. Use Forums

You can answer questions or add a topic to the forums. It will provide to create your community. Moreover, you can find your target audience.

54. Create Pinterest Board

You can use your infographics or graphs on Pinterest by adding your website's link.

55. E-mail List

After you make any update on your website, send it to the mailing list you created. You can add a button to your website to join the list.

56. E-mail Signature

You can add your website link to your stable personal information at the bottom of the e-mails you send.

57. Do Surveys

You can do surveys on social media or on your website if you want to research. Therefore, you can have special data.

58. Make Coupon Codes/Giveaway

You can provide that people share posts or links, tag people, and comment.

59. Podcasts

You can build website authority thanks to podcasts. You can share your podcast with social media platforms or websites for podcasting, and you will get backlinks.

60. Social Bookmarking

You can get index and backlinks by sharing your website's content on social bookmarking sites with keywords and URLs.

61. Create YouTube Videos

YouTube is the most popular video-sharing platform, so you should convert your blogs to videos. You should add relevant links to your posts.

62. Wikipedia Posts

You can write articles on Wikipedia like guest blogging and add links to your articles.

63. Video Links

There are many video websites. Adding video links on the page will help earn links.

Networking for Link-Building

64. Communicate with the Other Bloggers

You should stay in touch with other bloggers who write about similar topics to your website.

65. Guest Post

Inviting other bloggers to your website is possible, and it is free. On the other hand, you can pay to publish your article for promotion on other websites.

66.Add Comments to the Other Blogs

You can add comments to the other blogs if there are similar blog posts like yours. It must be relevant.

67.Create Profiles on the Other Websites

After you create a membership on the other websites, you can add your website link to your bio.

68.Write Product Reviews

Companies may give backlinks to your product reviews for their promotion when you send them your blog post. If you have products, you may want product reviews from other bloggers.

69.Introduce Yourself to The Famous Bloggers

Having famous bloggers around you will help you develop continuously in the network.

70.Request Website Review

Other bloggers may give you feedback, and you can get backlinks.

71.Be a Speaker at the Event

When you are a speaker at the event, you can have a chance to introduce your website.

72.Be a Host of a Webinar

You can organize a webinar that is online and affordable. It is an excellent chance to meet other bloggers.

73.Be a Sponsor for Events

It is the best way to make your company's name known.

74.Participate in a Blog Community

You can share your blogs with other bloggers in a blog community.

75.Communicate with your Entourage

You share your posts on social media, so why can't you share them with your friends too? They can find networks for you, or they can promote themselves.

76. Attend the Events Where Digital Marketers Come

it will be beneficial to attend a seminar where digital marketers come and meet them and promote your website.

77. Work with an Agency

You can just pay and build links with a professional agency.

78. Communicate with Influencers

Most social media users follow influencers and their effects more than you can imagine. Sending a link to a strong influencer is an efficient strategy.

79. Send E-mails for the Backlink

If you find a high-authority website and you want to get backlinks, you can send e-mails to it.

80. If You Don't Get a Response, Politely Repeat The Process

Even though you send an e-mail, not getting a response is expected. Kindly try your luck again.

81. Offer Corrections to Other Blogs

If you find some mistakes, such as grammatical errors, in other blogs, you can offer corrections and get backlinks for them.

82. Offer to Update Other Blogs

Some blog posts may not be up-to-date. You can contact blog owners to update their old posts.

83. Create your Community

You can design a website where people can create a membership and share their comments.

84. Domain Authority

Domain authority means your website's relevance to a specific industry. A website with more links has more authority than a website with fewer links.

85. Page Authority

Do you know how your page ranking on search engines? If you don't, you should learn your PA by Moz. You can see specific web page performance on your website.

86. Website Traffic

When you have high traffic on your website, it will be valuable for backlinks. If you want to increase your preferability, your website's traffic is an essential element.

87. Use Tools for Analyzing

Many valuable tools for analyzing your website performance include Google Search Console, SEMRush, Ahrefs, Google PageSpeed Insights, etc. Moreover, there are link checkers such as Broken Link Checker.

88. Find your Best Links

You add many links to your blog posts, and you can analyze the best links for your website at the end. For example, you can examine the heat map to understand which link readers are most likely to click on.

89. Website Speed

People leave websites if they can not access them in 5 seconds. Thus, you need to know your website speed to be selected from other websites.

90. Update Your Strategy According to the Results

If there are some problems in your analysis reports, you should solve them immediately not to lose backlinks.

Timeline



Link-building tips are one thing. Applying them in a timely fashion is another. You will need to monitor specific components at certain intervals, and these tend to be different from one another. Here's an overview of the timeline that you may adopt:

Weekly Monitoring

- Conduct internal, and competitor backlink audits.
- Browse link opportunities. This is something to be done almost weekly since the link-building market is growing.
- Choose the most appropriate outreach method depending on the prospect's profile (e.g., email).
- Think about new topics and start building content accordingly. Indeed, posting regularly is a must.
- Submit your content to your target/host website and wait for feedback.

Monthly Monitoring

- Keep remaining in touch via social media or email. It's always a good idea to "check-in" and reminds of your existence to your prospects.
- Verify mentions. Google Alerts is one way to do it.
- Consider content syndication as a possible bonus. If you find the right publishers, this can become a new way to revive and even "immortalize" your content.
- Check reviews and testimonials.

Quarterly Monitoring

- Spot any irrelevant or outdated websites.
- Select your top competitors and examine their backlink sources.