THE LINK BUILDING CHECKLIST

If you want to build high quality links that increase your rankings and search traffic, please make sure the links you build pass this checklist.

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Receive a **free personalized backlink report** identifying niche-specific websites for your business.

DO I WANT A LINK FROM THIS SITE?

The first thing to decide is if you want a link from this site. Ideally, we want links from high quality, relevant sites that Google trusts.

☑ **Does It Look Like A Spammy Site?**

Use the power of observation to decide if this is a spammy site. Casino links on the homepage? Avoid!

☑ **Is The Site Categorically Relevant?**

Look at the site and the categories of content they publish. Is it relevant to your niche? It should be!

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☑ What Type of Content Do They Publish?

Take a look at some of the recently published articles. Does it feel like a genuine site or is it a guest post farm?

☑ Is There A Write For Us Page?

Check if there is a "Write For Us" page in the header, sidebar or footer. We want to avoid sites that have this page.

☑ Is There Current Organic Search Traffic?

If Google is currently trusting a site with organic search traffic, we can trust that site to link to us. We look for 500 visitors per month minimum.

☑ Does The Site Have The Authority You Need?

You should have an idea of how many links you need and how strong they need to be based on the current search results.

IS THIS A HIGH QUALITY LINK?

Once you have a link, you need to check it's a high quality link that is helping you – even if it passes all of the previous checks.

☑ ## Is The Content Relevant & Well Written?

The content should be relevant to your target keyword and well written by a native speaker of your target language.

☑ ## Is The Content Formatted Well?

The content should be readable and formatted well with headers, bullet points, block quotes or a table of contents for example.

☑ Is There An Image?

Good content includes images that illustrate the point. Make sure there's at least 1 image in the article.

☑ Are There Contextual Internal Links To Other Pages?

You should make sure that there is at least 1 contextual internal link to other pages on the site.

☑ Are There Contextual External Links To Other Sites?

Check if the site is on our blacklist which includes known PBNs, guest post farms, resold sites and other sites that don't meet our standards.

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☑ **Is There An Author Box / Guest Post Labelling?**

Scroll to the bottom of the placement and look if there is an author box. If there is, make sure there is nothing that labels it as a guest post or sponsored placement.

☑ **Is The Content Unique?**

Use a tool like QueText (our choice) or Copyscape to make sure the content is unique and hasn't been taken from somewhere else.

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TECHNICAL REVIEW

☑ **Is Your Link NoFollow?**

Right click on your link and inspect it. Has it been marked with a rel="nofollow" tag? If it has, it's not passing any link juice.

☑ **Is Your Link Marked As UGC Or Sponsored?**

Whilst inspecting your link, check if there is a rel="ugc" or rel="sponsored" tag or similar applied. If there is, that is bad news.

☑ **Does The Placement Page Have A Meta NoIndex Tag?**

View the source code of the page and search for noindex to see if the placement page has a meta noindex tag.

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☑ Does The Placement Page Have A Meta NoFollow Tag?

View the source code of the page and search for nofollow to see if the placement page has a meta noindex tag.

☑ Does Robots.Txt Exclude The Placement Page?

Open the sites robots.txt file by going tdomain.com/robots.txt and check if there are any rules excluding the placement page.

☑ Check The X-Robots-Tag In The HTTP Header

HTTP headers aren't visible to the naked eye so you should use this tool to make sure the X-Robots-Tag has not been set to noindex, nofollow or unavailable_after.

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ORPHAN REVIEW

☑ **Can You Navigate To The Linking Page From The Home Page?**

You should be able to navigate to the page your link is on from the homepage. If you can't the placement is worthless because it has been orphaned. You can use Screaming Frog to check for this easily.

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We run remarkably successful search engine optimisation (SEO) and paid search (PPC) campaigns using a unique blend of data, technology & creativity.

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NEED HELP WITH LINK BUILDING?

Connect with us!

Repost **if you find it useful.**

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