

LINK BUILDING FOR SEO CHECKLIST



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Generate leads that convert

Want to improve your search engine rankings, get more traffic, increase your brand awareness and build powerful connections? Link building can help you do that - and with this checklist, you can make sure you're taking all the necessary steps to creating an awesome link building strategy for SEO!

1 CONTENT

- Are you creating awesome content that others websites would want to link to?
- Are you providing value with your blog and website content?



2 NATURAL/ORGANIC LINKS

- Are you getting natural/organic links?
- Do you know why you are getting these links?

3 GUEST BLOGGING

- Are you looking for guest blogging opportunities?
- Do you have a list of blogs that you can approach about guest blogging?
- Are you linking to your website in your guest posts?

4 INFOGRAPHICS

- Are you creating infographics?
- Are you making it easy for others to embed your infographics?
- Are you submitting your infographics to infographics directories?



5 BLOGGER & INFLUENCER OUTREACH

- Are you connecting with other bloggers and influencers?
- Are you building mutually beneficial relationships?

6 COMPETITIVE RESEARCH

- Are you monitoring your competitors' backlinks?
- Are you looking for great link building opportunities when researching the competition?



7 RESOURCE PAGES

- Are you looking for opportunities to include your links on relevant resource pages?
- Are you contacting webmasters about adding your link to a resource page?

8 BROKEN LINKS

- Are you looking for broken links on relevant websites?
- Are you contacting webmasters to suggest new links?

