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Objective:

The main objective of this **Link Building Checklist Guide** is to help SEO professionals improve their content syndication campaigns through strategic link building. As we all know, links are one of the main ranking factors for [Google guidelines](#).

These guidelines have been developed to be the definitive source for the best practices on a range of digital marketing topics and aim to explain the best practices for successfully implementing established link building techniques across organizations of all sizes –from micro-businesses to enterprises.

In particular, the reports are developed to aid the following people:

1. **Link Builders**: People who are involved in SEO and are trying to improve the search engine ranking of their project.
2. **Digital Marketing Professionals:** Individuals in digital marketing teams who are actively involved in improving results from digital marketing activities.
3. **Specialists:** Those involved with specific digital channels, such as search engine marketing (SEM), who need to understand more about integration with other digital marketing activities.
4. **Managers of Digital Marketing:** Those in a team responsible for planning and controlling digital marketing.

Key features of our guide:

1. **Comprehensive:** Covers all aspects needed for success in one place as well as referencing other in-depth sources across different platforms.
2. **Accessible:** Content is segmented to help readers navigate and assimilate relevant content.
3. **In-depth:** Topics are covered in sufficient depth to successfully implement suggestions.
4. **Practical:** Technique implementation is explained and provides key success factors that can be applied straightaway.
5. **Cutting-edge:** The latest best practice advice is incorporated and potential areas of focus for the future are highlighted.

Before proceeding to the link building checklist, you have to understand that link building is a science and you need to put every element in the right place during the link building process to make a healthy link profile.

There are number of factors the search engines take into account when measuring the strength of the backlinks when deciding your website's organic ranking. These include:

- The number of links that point to your site
- The quality of the site where backlinks to your site are available
- The link profile of the site linking back to yours
- The anchor text of the links
- The link profile of your web page
- The link profile of your entire site

This is why it's very important to follow certain rules when link building on your website.

Link Building Checklist:

We have provided 7 steps to help you build quality links for your website in order to receive higher organic ranking and to avoid any link penalty:

1. Brand Understanding

Before starting any SEO activity, you need to do proper analysis of the website or brand. Without having full brand knowledge, you'll inevitably waste your time doing SEO activities. When you're mainly involved in link building for an SEO project, you should have knowledge of the Brand's services/products, which will allow you to select industry relevant websites to carry out your quality and effective link building strategy.

**Here are 5 things you need to understand before starting any link building campaign:**

- What does the Brand offer?
- What targeted keyword(s) is the Brand trying to optimize, and are their

respective target URLs available on the website?
- Who is your target audience?
- Who is the competition?
- What conversion rate do you want?

A clear understanding of the website/Brand will help you select the right third-party resource and relevant keywords and URLs. Similarly, knowing what your competitors are doing will help you as well.

2. Resource Selection
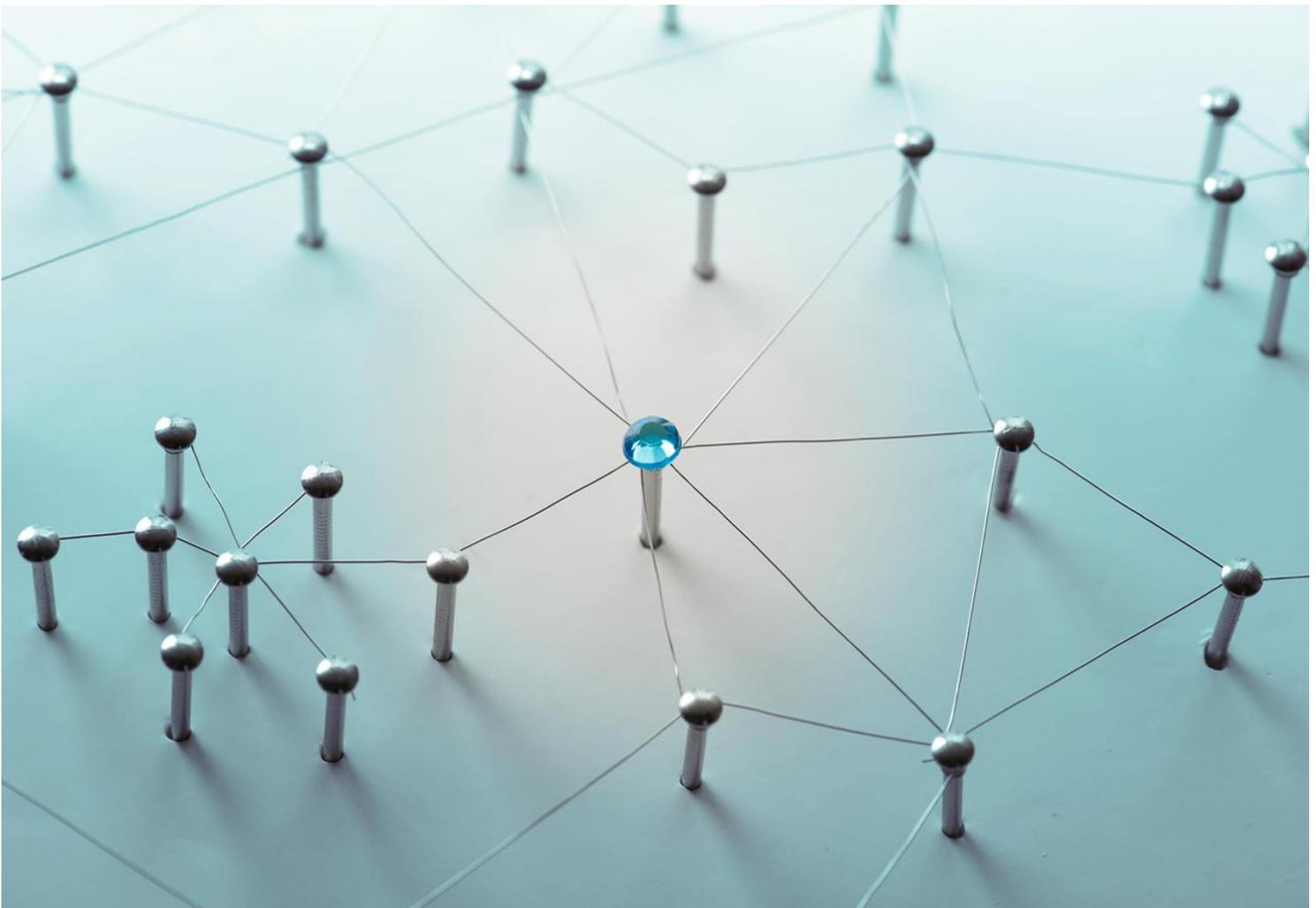
This is the very first step of the link building campaign, and by following this checklist you will be able to get quality and industry relevant resources:

- **Relevancy of the Site:** Relevancy is the primary thing that link building strategist need to consider before selecting any resource. Relevance has

now become the new PageRank of Google.

- **Domain Authority of the Site:** Find resources with higher domain authority. A link from a big name site will have a MUCH bigger impact than a link from a no-name blogger. You can find the domain authority of any website with [MOZ](#).

- **Spam score:** Find resources that have very low spam scores. Websites with high spam scores are more likely to be penalized by Google. You can also find the spam score of a website on MOZ.

Once you have finished the resource gathering, you can make a list of all the websites and their details.

3. Link Anchor Text Creation

Anchor text is the clickable text section of a link and Google uses it to

understand the page's theme. It's always suggested to keep Google and other major search engines informed on what is available on the page.

For example, let's say that you get a link to your site with the anchor text: "digital marketing agency NYC". Google sees the anchor text and understands that the page/URL with the anchor text: "digital marketing agency NYC" must be a digital marketing agency based in NYC.

Of course, like anything in SEO, keyword-rich anchor text has been abused. As such, building a lot of exact-match anchor text links is considered spammy.

In order to create a "natural" anchor text profile, you need to maintain a healthy or balanced anchor text distribution:

- **Branded Anchor Text:** Branded anchors are any anchors that use your Brand name in it. These are the safest to use for link building (e.g., Aumcore when we are linking back to our website's Home Page).

- **Keyword Rich Anchor Text:** As the name suggests, a keyword rich anchor text is very helpful in informing Google and other major search engines what the page's theme is. For example, "Mobile SEO" is a keyword rich anchor text. If a website receives keyword rich anchor text-based links from relevant third-party websites, the chances of the website ranking higher on organic searches increases. You need to be very careful though, as accessing keyword rich anchor links in a short period of time could be harmful and may lead to site penalties.

- **Generic Anchor Text:** Generic anchors are normal anchor texts, like "click here" or "go here." For example, in the sentence, 'Click here to get more details,' click here is the generic anchor that tells nothing about the content available on the page by itself. You need to read the surrounding content to understand what would be available on the page. Google and other search engines have now started using artificial intelligence (AI) to understand a page's content instead of just matching the keyword with the content. The text around your link also gives clues as to what your page is about. Such generic links are also important to keep your anchor text link profile neutral or balanced.

- **Brand + Keyword Anchor Text:** Using Brand and keyword anchors is another safe and effective method for building a strong anchor profile.

This is basically a combination of your Brand name and your choice of keywords. For instance, "SEO services by Aumcore" is an example of a **brand + keyword anchor**.

- **Naked Anchor Text**: These are anchors that link back to a site by simply using the URL. For example, http://www.aumcore.com/, www.aumcore.com, aumcore.com are all examples of naked anchor links.

Apart from the anchor text creation, link Co-Citations are also very useful in creating links.

Link Co-Citations: Co-citations are the words and phrases that appear around your link, and Google uses co-citations as "baby anchor text". These links appear in the form of text and are not clickable.

4. Placement of Link

A link's position on a page is important, and this is why content marketing strategists or link builders should not to place links on the footer or sidebars. The bottom line is, always try to place links (if it is in your control) in the content body (editorial links), and if possible, above the fold.

No matter where your link appears on a page, you should always ask yourself, "Was this link editorially placed?" In other words, did someone link to you because they thought your site is awesome and helpful? If so, that's an editorial link. Google prefers editorially-placed links because they are there to add value to the content.

5. Link Attributes

There are two link attributes that are popular among webmasters, and these are "Nofollow" and "Dofollow".

Nofollow: rel="nofollow" is a tag added to a link that tells search engines: "Don't count this link as an endorsement."

Example of a "Nofollow" Link:

Aumcore

If you consistently create awareness and engage with people, nofollow links may give you a lot more than domain authority.

Dofollow: When it comes to SEO, you want to get normal, "dofollow" links whenever possible.

Example of a "Dofollow" Link:

Aumcore

Dofollow backlinks provide more exposure and provide long term SEO benefits. That's why it's always suggested to build more "Dofollow" links.

Now that you can size up a link's quality, it's time to start building them.

6. During Link building, Always Avoid

- Unnatural, paid or spammy Links
- Too many "Exact Match" anchor text links in a short period of time
- Not enough semantic keywords
- Not enough branded or junk anchor text links
- Link bait and switches
- A lot of backlinks in a short period of time
- Not checking the linked sites regularly can be bad because sites usually update their content and the link may be lost during an update
- Getting backlinks from pages that spiders can't crawl (pages where "Noindex" tags have been placed)

7. Backlink Monitoring
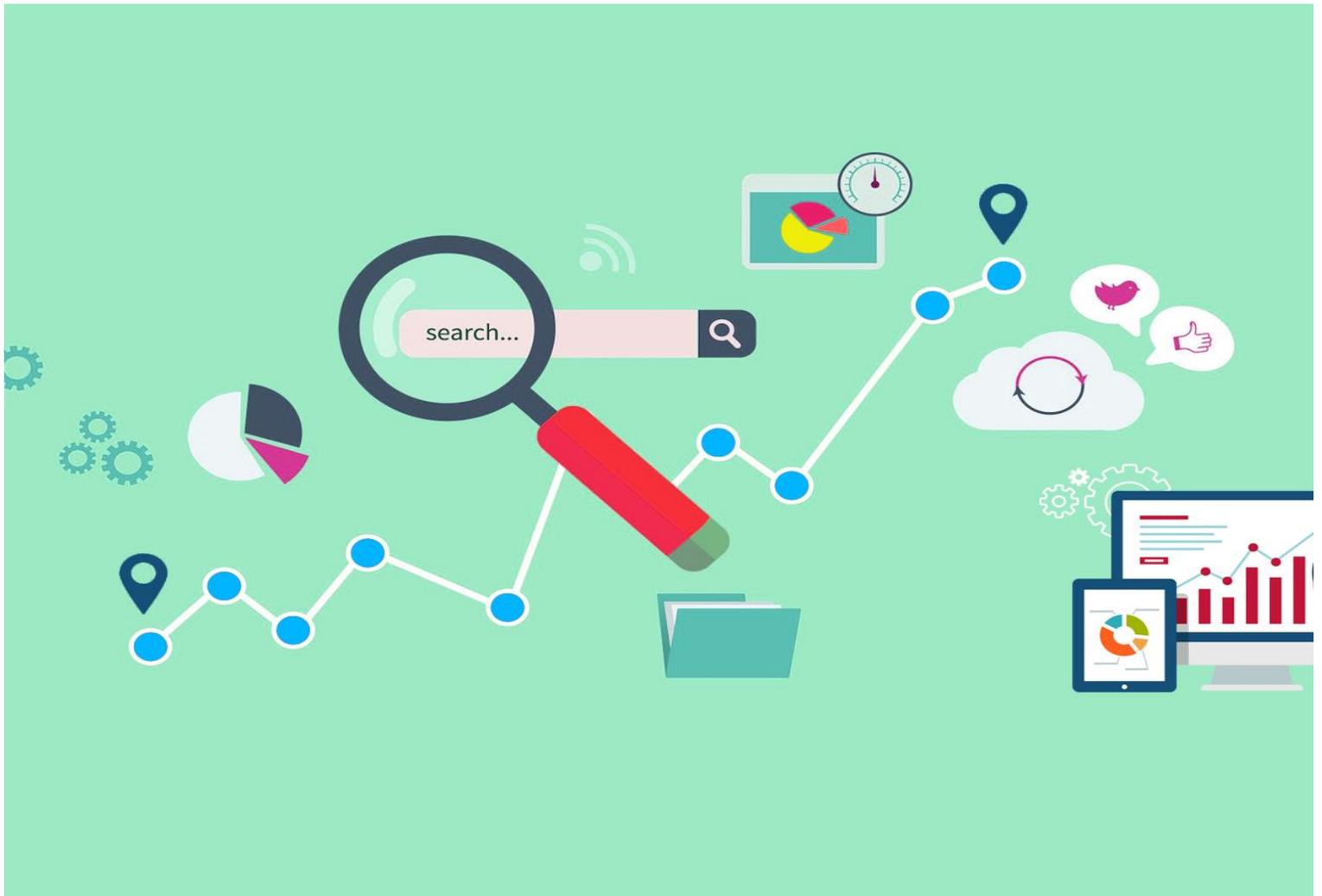
A backlink building process can be really hard and time and resource consuming,

so it's very important to monitor backlinks to make sure you're on the safer side.

- Analyze all your backlinks using the **Google Webmasters Tool**, **Moz**, or other available tools.
- Reach to the owner of the site and ask them to put your link back if it was removed.
- Validate all your published articles, blogs, and guest blog posts on monthly basis to monitor the backlinks.
- If your site's links somehow got placed on irrelevant or spammy sites, remove them with the help of Google search console. Place a Disavow backlink request if you notice that your site's links are available on irrelevant sites so that Google does not consider them when ranking your website.

Note: We also have to understand that search engine algorithms change frequently because Google and other search engines want to serve high quality results. Therefore, the weight they give to links now could change without warning in the future. Because of this it's recommended to always keep a strict eye on Google's link algorithms.

What to Do Next

Finally, re-read 1-7 checklists and implement them! After all, what's the point of reading a link building checklist guide if you're not going to do anything about it? Until then, feel free to drop a comment and let us know what you liked!

Let us Help You Grow Your Business

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