

White Hat Link Building - Action Guide

Step #1 - The Starting Point for all SEO

- 1) Set-up a G-mail account for your client

Step #2 - Perform a Client and Site Analysis and Determine Client Pages to Target With Linking Efforts

- 2) Ask your client which pages they want to promote and record them
- 3) Classify these pages as either Product related or Content related or as this will be used later to help determine which type of site/blog is required to target for the link
- 4) Use Google Web-masters Tool to find pages on the client site with large impressions (and low clicks) and ensure they are considered for linking as well by adding them to your list
- 5) Where there are pages that are not included in the client's listing but have a good impressions profile classify the page as content or product and add this to your list
- 6) Next, for each of the pages you've recorded above you'll need to use [SEM Rush](#) to create the appropriate Keywords for your client's page ranking. You will look for a page ranking in Google around spots 6-35 as these are low hanging fruit and since Google already likes them is easy to push forward with links to these pages
 - a. Go to www.semrush.com
 - b. Use the drop-down box on the right of the search bar to first select the Google country site you are going to be using
 - c. Enter the client site into the search bar and click 'search'
 - d. Click 'positions' under Organic Research on left hand side
 - e. Scroll Down and Click 'export' to pull the data into a CSV file
 - f. Open CSV Field and Add Filters to the top row
 - g. Filter by position and remove anything under a 7
 - h. Filter by search volume – remove anything under 400 (the smaller the site the smaller you will set this number)
 - i. Filter search volume by descending and position by ascending
 - j. This leaves you with the top ranking keywords with the most search volume
 - k. Take these and add the keywords and landing page URL to a workbook
 - l. Expand the keyword sections by adding a couple relevant and short phrases with the keyword in it that can be used to rank
 - m. Record the keyword and short keyword phrases for use later

7) Use Majestic SEO to check each of the pages you recorded above for issues and to obtain the anchor text for the current links

- a. Go to www.majestic.com
- b. Put each page from the list you created above into the search bar one at a time and click the magnifying glass to search. Remember to ensure the radio button 'Use Fresh Index' is clicked
- c. Look at the quality and number of links to each page to ensure there are no issues (ensure trust flow is not zero) and look at the back-links and ensure no major issues (where the back-links always come from very non reputable sites)
- d. Go to the Anchor Text Pie Chart look at the anchor text to ensure the page isn't over optimized (should have some naked URL's and name of the website/business as the main anchor text in the bar graphs)
- e. If all is well with the pages you will be targeting, continue with them to the next step

8) Using direction from the client and information obtained above for each page, rank the Client Target Pages in order of importance starting with one and counting upwards (1, 2, 3...). You will put the most focus on getting links for your higher ranked pages

Step #3 - Finding APPROPRIATE Content Writers (Class A, B & C)

You'll need to find content writers that are appropriate for the perceived value of the site the link is being placed with. The better the link opportunity, the better the content must be.

The basic information you need to know for content writers is as follows (with more detailed instructions to follow); Content creators (freelance writers are best as content services are not generally of any quality)

- a. Get a new set of writers for each client
- b. Get someone who knows that niche/business etc...
- c. Go to Upwork, FB job board postings (in social groups), find writers from the industry leading websites (lower quality writers generally on Upwork)
- d. 3 tiers – low quality blog \$15-\$35 article, quality blogs \$35-\$75/article, top quality blog articles from \$70-\$150
- e. Need a content writer for each level (A, B, & C). You rate each writer so you don't use expensive content on a lower value site/blog
- f. Ask for samples of writing and ask for samples on live websites

9) Use the following letters/job postings for each site in order to attract the appropriate content writers for each level of opportunity rating (i.e. A – Best, B – Moderate, C – Low Level)



CLASS B/C Content Writers - Go to www.upwork.com

Upwork Job Call

Title: [Insert Client's Niche Here] Expert required for ongoing blogging/article writing engagement

We have a client in the [Insert Client's Niche Here] niche who requires 1-2 blog posts per week.

These blog posts will be between 650-1200 words, depending on the post and client requirements.

You MUST have in depth knowledge of [insert industry terms] OR be able to write about it highly intelligently In your

proposal to us please provide

- Writing Samples ([niche] related only)
- Rate per word/article
- How many articles you could write per week

Other Requirements

- Applicant must have command of the English language
- Must have knowledge of Microsoft Word or other word processing/article building software
- Must be able to write using proper language/sentence structure

Thanks,
[your name]

CLASS A/B Content Writers – Go to <https://www.facebook.com/groups/copyjobs/>

Facebook Group Job Call

Hi all,

I'm looking to hire someone who has a good working knowledge of [insert client's niche here] for an ongoing client engagement of mine.

We need someone who can write 1-2 blog posts per week around 650-1200 words each.

If interested please send a brief email to [insert email address] with:

- Writing Samples
- Rates (per word or article)
- Links to any live guest posts you have

Thanks,
[your name]

CLASS A/B Content Writers - Contact the top blogs in the industry and see if they do any freelance writing

The easy way to find this is to try your keyword + blogs in Google. Also, you can search the niche + blogs in Google to get further results. Try as much as possible to find some local blogs as well as these can be highly relevant sites for you.

You can also look for articles that are relevant with lots of shares and likes. These are generally credible sources of content writing.

In order to approach the person to see if they do any freelance work you can send a note to the blogger that says the following;

Blog Request Job Call

Hi [insert name of blogger],

I came across your article(s) regarding [insert subject] on [site name] and thoroughly enjoyed it.

I am in the market for talented writers like you for this exact subject matter. Do you do any freelance writing at all?

If so, I'd love to hear from you.

Thanks,
[your name]

10) As you obtain a list of 1-2 content writers of each caliber (A, B & C) put them into a list for yourself. You'll need to ensure you have the following recorded;

- a. Rating (A, B, & C)
- b. Name
- c. Contact Email Address
- d. Rate (per word or per article)

Step #4 - Link Opportunities

Now that you have completed the initial set-up of your system it is time to go out and determine where your link opportunities are. For this you can gather a long list of opportunities. This task is highly benefited by outsourcing to a low cost VA or employee as the work can be time consuming and tedious. Some of your options are as follows;

Link Prospecting – This is a bit of a manual process but you will use Google and Bing to find the following;

- a. **Link Roundup Opportunities**
- b. **Link Reclamation** – Sign up for [mention.com](https://www.mention.com) (paid) and send a pitch to those who have any unlinked mention of your client on their site
- c. **Guest Posting Opportunities**
 - i. Google your Keywords & your niches with the words "write for us" in quotes ahead of the key word or niche
 - ii. Go into google and look for local blogs using your keywords and niches
 - iii. Go to Facebook and look for relevant groups, join the groups, create a profile (you can begin to interact with the group after this)
- d. **Sponsored Posting Opportunities**
- e. **Resource Page Links**
- f. **Social Media Page Posting Opportunities**
- g. **Find local bloggers in the relevant field** (so you can later pitch them on a sponsored post. If you are successful at that you can then pitch them on a guest posting opportunity)
- h. **Find 50+ DA niche relevant blogs that accept comments** (you'll begin to post 2-3 comments per week to become known for your content)
- i. **Find quality forums relevant to the client's niche** - You will join with client's Gmail address, create a forum profile for them and leave 1-2 comments per week on a relevant thread
- j. **Broken Link Building** - Broken link building is a link building tactic where a marketer contacts a webmaster who has a broken link on his/her site and recommends one or more alternatives that include his/her target site
 - i. **Keyword Based** - The method involves searching Google for keywords relevant to your site's interests, finding resource pages that link to content related to your keywords, extracting all the links from those resource pages, finding missing pages among those links, and finally qualifying those opportunities
 - ii. You'll need to select a Keyword that relates to your client's niche that is categorically relevant AND generally broad
 - iii. Into Google and Bing you can type: `intitle:[insert keyword you're looking for]" inurl:"links"` but know that you'll have to manually click on each result from Google to find a 404 error

iv. For a paid program that does it all you can go to www.brokenlinkbuilding.com and use the tool by typing in your keywords. You'll get back a list of the 404 results (the GOLD!)
- Use this information to contact the linking domains and replace the content they were trying to link to with your own

v. Alternatively you can go to www.brokenlinkindex.com to find the 404 results but you'll have to manually take the URLs to www.majestic.com and record the number of backlinks to the broken page. Keep only the pages with a good number of backlinks

- For those that are good you will go to the Wayback Machine (<https://archive.org/web/>) to ensure the content on that page was relevant to your content

- If it is you will use the Majestic to help contact the linking domains where you will try to replace the content they were linking to with your own

11) Now that you have a list of potential opportunities for your links (broken link building) and or to do guest posts, sponsored posts or to be a part of a link roundup or resource page you need to organize them in a workbook

12) Once the workbook is complete it is time to rank the opportunities (A, B, C) where 'A' opportunities are the best and most relevant opportunities and 'C' are still relevant but aren't as good as the rest

13) Now that everything is ranked you need to focus on the A's followed by the B's and C's and contact the sites, bloggers, etc. and send a pitch to them. Remember that you are trying to add value to them. Also remember whether you are approaching them for a content or product link as you need to ensure you are pitching the correct type of blogger/site

Remember: You (or your VA) will need to send out many pitches for each type of opportunity you are going to target. Don't get discouraged with rejections or non-responses. There are plenty of opportunities out there.

Check out Examples of the different link pitch e-mails at www.seocheatguides.com

- 14) Assess the feedback you receive and either discard the opportunity or set them aside to be re-approached
- 15) Where you have received the go ahead work with the person on the other end to ensure you meet their content requirement
- 16) Depending where you have ranked this opportunity, match the ranking of the opportunity with the same ranking for level of content you need from your content creator (i.e. use only A content for an A opportunity, a B for a B and so on). If you are unsure what level to peg them at ALWAYS go one level up in your content offering. You can't go wrong by giving a little too much but will never get another opportunity if you've not given good enough content to them
- 17) When you have posted and a link has gone live on a site ensure you check it once per week and ensure there are no issues with the link
- 18) Set up a schedule Repeat this process on at least a rolling 3-6 month basis

The most important thing to remember is to add value and keep trying!