

# Complete SEO Link Building Checklist

Action these 9 strategies to get high DA backlinks to outrank competitors this year.

<b>Website URL:</b> .....
<b>DA:</b> .....
<b>Date:</b> ..... <b>Name:</b> .....

## 1. Use Links Management

Get high DA backlinks in a couple of minutes of [Links Managment](#).

- Sign up on the platform.
- Find out how many backlinks you need to outrank your competitor with the cost calculator.
- Use the Automatic SEO Tool to set up automated link building.
- Enrich your link profile with Article Backlinks to rank higher.

**Tool:** [Links Managment](#).

## 2. Leverage Adsy

Explore [Adsy](#) to find thousands of guest post opportunities to build high-quality backlinks.

- Sign up on the platform.
- Filter to find relevant guest post opportunities.

- Determine the number of contextual links you need.
- Create a campaign for each of the opportunities.
- Enrich your link profile with Article Backlinks to rank higher.

**Tool:** [Adsy](#)

### 3. Explore SEOeStore

Use [SEOeStore](#) to build an effective link pyramid and automate your link-building campaigns.

- Sign up on the platform.
- Create a backlink order to get high DA tier 1 backlinks.
- Set up a link pyramid campaign to promote your tier 1 and 2 backlinks.
- Use the PR services to get over 200 DA70+ backlinks in a swoop.
- Order human-quality content to generate contextual backlinks.

**Tool:** [SEOeStore](#)

### 4. Publish original content

Publish original research and articles to earn backlinks organically from several websites.

- Publish articles compiling relevant statistics on popular topics.
- Survey your audience for research ideas.
- Interview industry experts.
- Email vetted lists of industry experts for quotes on a subject matter.
- Create engaging articles around the quotes.

**Tool:** [Collect Chat](#)

## 5. Use SEO PowerSuite Link Assistant

Identify low-cost link-building opportunities with SEO Powersuite Link Assistant.

- Download and install the software.
- Identify link opportunities.
- Find contact address.
- Set up automated personalized outreach emails.
- Audit your competitors' links profile.
- Monitor changes in search engine algorithms and adjust strategies.

**Tool:** [SEO PowerSuite Link Assistant](#)

## 6. Copy Your Competitors

Learn and copy your competitors to up your link-building games.

- Identify your top competitors.
- Analyze their backlink profiles.
- Identify quality backlinks from authoritative websites.
- Analyze their anchor texts. Note variations and patterns.
- Assess link types - guest posts, infographics, case studies, e.t.c.
- Evaluate the type of content that attracts backlinks.
- Determine link acquisition methods - guest posts, content syndication.
- Analyse social signals to see competitors get links from social media.
- Identify link gap (opportunities where competitors get backlinks but you don't)

- Create outreach strategies
- Complement with Adsy, SEOeStore, Links Management.
- Set parameters for monitoring and tracking results.

**Tool:** [Semrush](#)

## 7. Build NAP Citations

Use our library of curated over 200 business directories to build NAP citations and boost your local search visibility and brand awareness.

- Download our NAP citation library.
- Identify options that are relevant to your business.
- List your business on these directories.
- Ensure consistency with your Google Business Profile.
- Encourage customer reviews on the directories.
- Monitor competitors' citations.

**Tool:** [SEB NAP Citation Library](#)

## 8. Publish Infographics

Submit infographics to get backlinks from infographics lovers.

- Create infographics on trending topics.
- Convert top blog posts to infographics.
- Use Sumo's Image Sharer plugin to make your infographic shareable.
- Generate embed code for the infographic.
- Embed infographic in the blog posts.
- Distribute on infographic submission sites.
  - [Graphs.net](#) (DA – 55)

- [Infographic Plaza](#) (DA – 32)
- [InfographicBee](#) (DA – 27)
- [Visual.ly](#) (DA – 78)
- [Cool Infographic](#) ( DA – 60)
- [Infographic Journal](#) (DA – 55)

## 9. Leverage the broken link building strategy

Build quality backlinks using the broken link-building strategy.

- Identify target authoritative websites with broken links.
- Use the underlisted tools to find broken links.
- Analyze broken links to ensure they are relevant to your content.
- Use [wayback machine](#) to see the content the broken backlink links to.
- Create replacement content that offers more value than the content of the broken link.
- Identify the email contacts of the website owner with the broken link.
- Create a personalized outreach email (Clearly explain that you've found a broken link and suggest yours as replacement content)

**Tool:** [Semrush](#) & [Check My Links \(Chrome Extensions\)](#)

