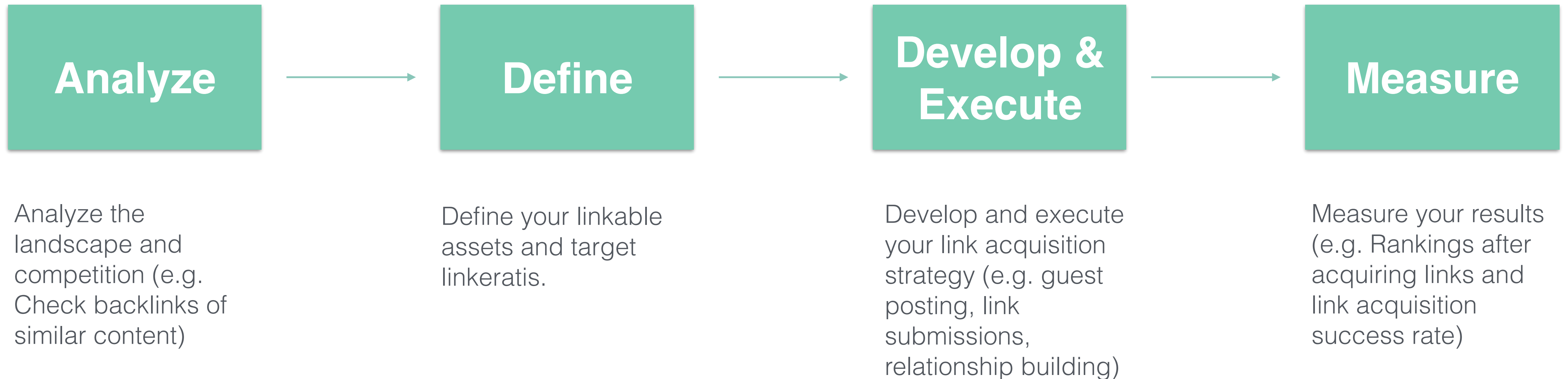


Equinet Academy

LINK BUILDING WORKBOOK

A 4-Step Link Building Methodology

A 4-Step Link Building Process



1

Analyze



Analyzing the link acquisition
landscape

Analyze

Before you go about asking for links, the first step is to analyze the landscape and ask yourself these questions:

What kind of links are my competitors getting?

1

Who would link to me?

2

Analyze the link landscape

The two questions can be partially answered through examining the backlinks of your competitors.

There are tools available such as:

- Ahrefs
- Moz
- Semrush
- SEO Spyglass
- Majestic

Step 1: Google your target keywords and note down the top 5 search results.	
Step 2: Put your competitors' URLs into a backlink checker tool.	
Step 3: Analyze the types of links your competitors have acquired and assess the possibility of acquiring those links yourself.	

List down any other types of links you've discovered either through a backlink checker tool or just brainstorming ideas:

2

Define



Defining your linkable assets
and target linkeratis

Define

Now it's time to define our linkable assets and target linkeratis (a term coined by Rand Fishkin to describe folks who are targets of linkbait).

There are three main things you need to define before executing any link building technique:

- 1 What are your objectives (how many links do you intend to earn)?
- 2 What are your linkable assets (your content, products, how-to guides, resource pages)?
- 3 Who are your target linkeratis (people who will link to you)?

What are your objectives?

Your objectives shouldn't just be limited to earning links. They should also aim to drive brand awareness, build relationships, and increase your social presence.

1

What are your linkable assets?

Before you decide whether a piece of content, resource, or product is link-worthy (something people will not hesitate to link to), put yourself in the shoes of people who might link to you. Ask yourself these questions:

- Would you link to your own piece of linkable asset and why? (Would you link to that case study you've just written?)
- Would it provide any value to the target audience?
- Is it contextually relevant?
- Is it self promotional by any nature?

Linkable assets can include:

- Quality blogposts (How-to guides, list posts, glossaries, roundups, opinions, etc.)
- Case studies, whitepapers, ebooks
- Custom photography
- Interesting videos
- Service pages (if the product is unique and solid)
- Profile pages of highly influential professionals, thought leaders, CEOs
- Discount coupons, promotional codes, freebies
- Free tools, software
- Free templates (photoshop templates, website templates, presentation slides, etc.)
- Contests and giveaways
- Events
- Resource pages
- And more...

2

What are your target linkeratis?

Your target linkeratis are people who might link to you. They range from bloggers, forum users, to content creators and resource editors.

3

3

Develop & Execute

Develop and execute your link acquisition strategy

Develop & Execute

Once we have defined our linkable assets and target linkeratis, we can start developing and executing a link acquisition strategy.

The first rule of thumb would be to put yourself into the shoes of your linkeratis. Ask yourself:

Would you link to your own piece of linkable asset?	
Would you link to that case study you've just written and why?	
Would it provide any value to your target audience?	

Develop

What link building techniques are available based on your linkable assets and target linkeratis? Some link building strategies include: Creating evergreen content, Guest posting, Relationship building, Directory/resource submission, and more outlined [here](#).

Execute

Now it's time to execute your plan.

How would you go about acquiring your links (e.g. reaching out to your target linkeratis, submitting a resource for consideration)?

4

Measure



Measuring your results

Measure

Basically you want to measure these two metrics:

1. Your rankings after acquiring the links.

Monitor your rankings after acquiring the links through a tool like Firefox Rank Checker or Moz Rank Tracker. Note that it takes 10 weeks on average to see one rank jump.

2. Your link acquisition success rate in terms of percentage.

If you sent out link requests to 10 linkers and received 1 link, it's a 10% conversion rate, which is pretty decent. But if you're sending 100 guest post requests and only getting 1 or 2 replies, you may need to refine your pitch.