

Link Building Checklist

By NIGCWorld.com

Task	Description	Tips
Goals	Define what you want to achieve (e.g., traffic, authority).	Be specific and measurable in your goal-setting.
Competitors	Research competitors' backlink profiles to find opportunities.	Use a popular link building tool (mentioned below).
Quality Content	Create valuable and shareable content (blogs, infographics, videos).	Focus on solving problems or providing unique value.
Guest Blogging	Write articles for other blogs in your niche and include backlinks to your site.	Find blogs with good domain authority and relevance.
Resource Pages	Find resource pages that list valuable links and request your content be included.	Write your outreach emails to highlight your value.
Broken Link Building	Identify broken links on other websites and request to replace with your links.	Use a broken link checker from the link building tools mentioned below.

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Social Media Outreach	Promote your content on social media platforms to gain visibility and potential backlinks.	Engage with influencers in your niche for better reach.
Relationships	Connect with industry influencers and bloggers to create collaboration opportunities.	Attend industry events and participate in online forums.
Directories	List your website in niche-relevant online directories.	Focus on high-quality directories; avoid spammy ones.
Forums	Engage in discussions on relevant forums and include your link when appropriate.	Ensure your contributions are valuable and non-promotional.
Infographics	Design infographics, encouraging shares and backlinks.	Make them visually appealing and include an embed code.
Surveys or Research	Share original research or surveys that others can reference.	Promote your findings through press releases and social media.
Testimonials	Provide testimonials for products/services and request a link in return.	Choose products/services you genuinely use and trust.
Monitor Backlinks	Regularly check your backlink profile to see	Use tools like Google Search Console and Ahrefs for tracking.

Task	Description	Tips
	what's working and where to improve.	

This link-building checklist provides a structured approach. It ensures that you cover essential tasks, establish clear descriptions, and offer helpful tips for each task. You can improve the checklist as needed.

To improve your skills, check out these books and tools:

| [Best link building books](#)

| [Best link building tools](#)