

Backlink building action plan

Goal: To build brand authority using thought leadership content which others (bloggers, Journalists..) want to cite, outreach them and collaborate.

Asset creation & publishing

Task 1: **Identify the keywords** using strategies below for backlink building and filter the high link-equity with low structural search competition, and links-per-visit ratio

- Keyword brainstorming
- Competitors backlink profiles
- Competitors link intersection
- Anchor text analysis

Team: Digital Marketing

Task 2: **cluster those keywords** into categories. Work on developing them in collaboration with respective specialist team the keywords relate to.

- First hand data like research papers, white papers, surveys..
- Insights (Eg: *State of Web Conversion Rates* or *Average Cost Per Click Trends Across 15 Industries*)
- guides (Eg: service specific glossary linked to services pages)
- Templates (Eg: niche specific, custom dashboards)
- Tools (Eg: Free Headline Analyzer, Schema Markup Generator, Colour Palette Picker, Roi calculator, page speed, AI agents for a niche work flows)

Team: Digital marketing, Content Development and software development

Task 3: **Publish the proprietary** data on blog and resource pages, link the guides to respective pages, embed the tools and templates in the relevant web/service pages.

Team: Digital marketing

Out reaching

Task: Make a list of websites, blogs/directories to reach out to the respective webmasters from strategies given below and request them to link our specific pages and content.

- unlinked brand mentions
- Broken link
- replicate competitors backlinks

Team: Digital marketing

Collaborations

Task: Find and collaborate with industry related entities to offer the following ideas

- Guest posting (Eg: offer free tools, embed the tools with a built-in attribution link),
- PR & HARO (Eg: pitch for podcasts and as a resource in connectively,
- Reviewing SaaS and service providers (Eg: case study or high-quality quote)

Team: Digital marketing & marketing head/founder