

FREE INSTRUCTIONAL GUIDE

The **Page 1** Playbook

The exact process we use to move client websites from page 2 of Google to page 1.

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10,000+ links · 200+ clients · Ten years of finding out what actually moves a page

*If you have pages sitting at **position 11 to 20**, this guide shows you what we do about it. Same process, same order, same thresholds.*

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INTRODUCTION

Why this guide exists

Almost everything written about link building is written by people who sell links. I sell links too. The difference is that this guide will tell you when not to buy them.

That is not a marketing angle. It is the actual shape of the work. In ten years of doing this for clients, the campaigns that failed almost never failed because the links were bad. They failed because links were the wrong intervention. The page was thin, the site was cannibalizing itself, the keyword was three sizes too big for the budget, or the answer was an internal link that would have cost nothing. Nobody checked, because everyone in the transaction had an incentive not to.

So before this guide teaches you how to get links, it teaches you how to find out whether you need them. Chapter 3 contains a table with a row that says **stop, do not buy links**. I would ask you to trust the rest of the book roughly in proportion to how rare that sentence is in this industry.

The second reason this guide exists is page 2 itself. It is the most fixable problem in SEO and the least worked on. A page at position 14 has already won the argument about relevance. Google has read it, understood it, and shortlisted it. What it lacks is trust, and trust is the one ranking input you can go out and get deliberately. Most site owners never do. They write more content instead, which is the expensive way to avoid the actual problem.

Everything in these ten chapters is the process we run on paid client work. The same Ahrefs filters, the same DR 30 and 1,000-traffic vetting floor, the same two-or-three-links-per-page allocation, the same 45-day clock. Where the honest answer is a range, you get the range. Where the honest answer is that it depends on the niche, it says so and tells you what it depends on.

Why give the process away. Because the people who read this and do it themselves were never going to hire us, and I would rather they do it properly. And the people who read it and decide they want it done for them will know exactly what they are buying, which makes them the best clients we have. Either outcome is fine with me.

Read chapter 1, then do the ten-minute exercise at the end of it before you read anything else. This book works much better with your own numbers in front of you.

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Before you start

This is a working guide, not a manifesto. Every chapter ends with a box called **Do this now**. If you only do the boxes, you will still get most of the value.

You need one tool to follow along properly: Ahrefs. Google Search Console works for parts of chapter 2 and is free. I have marked which steps need which.

A word on what this guide will not do. It will not tell you that SEO is fast, that you can skip the boring parts, or that links fix everything. Links are a supporting act. They amplify work you have already done. If the underlying page is bad, more links make a bad page slightly more visible, and that is all.

I would rather you know that on page 3 than find out in month five.

THE PREMISE

01

Why Page 2 Is the Best Place to Be Stuck

Most people looking at their rankings feel bad about page 2. They should feel the opposite.

A page ranking at position 14 has already cleared the hard part. Google has crawled it, indexed it, understood what it is about, and decided it is a legitimate answer to that query. It beat everything on pages 3, 4, 5 and beyond. The relevance question is settled.

What is not settled is trust.

That is the whole gap. Google has a shortlist of maybe fifty pages that could reasonably answer a query, and the top ten are chosen partly on which of them other people vouch for. Your page is on the shortlist. It just has fewer people vouching for it than the ten above it.

This matters because it changes what you should spend money on. A brand new page needs content, indexation, internal links, time to settle, and then authority. A page at position 14 needs authority. That is one problem instead of five, and it is the cheapest of the five to solve.

The three bands, and why only one of them is worth your budget

Where the page ranks	What it needs	Should you spend here
Position 1 to 10	Nothing urgent. It is already winning	No. Do not build links to pages that are already on page 1
Position 11 to 20	Authority. Usually two or three links	Yes. This is the band
Position 21+ or unranked	Content, structure, time, then authority	Not yet. Links here are money burned early

Page 1 • positions 1 to 10 Already winning. Do not build links here.	LEAVE ALONE
Page 2 • positions 11 to 20 Relevance settled. Authority missing. Usually two or three links.	THIS IS THE BAND
Position 21+ or unranked Needs content, structure and time first. Links here are money burned early.	NOT YET

Figure 1.1 • Where a link budget belongs. Only the middle band pays back quickly.

I want to be honest about the middle row, because it is the entire premise of this guide and it is worth stating its limits. Two or three links will not move every page 2 ranking. It moves a good share of them, enough that testing across a batch of pages is a sensible use of a small budget. It is not a guarantee, and anyone who tells you it is a guarantee is selling you something.

The reason I like this band so much is not that it always works. It is that when it does not work, you find out cheaply and quickly.

Why brand new content is the expensive mistake

The most common way to waste a link budget is to build links to something Google has not evaluated yet.

If a client is starting from near zero, I write the target pages first and then wait about a month to see where those pages land once they are indexed. Not because waiting is virtuous, but because the ranking data tells you which pages are worth backing. Before that data exists you are guessing, and links bought on a guess are gone.

Links amplify content that already has some traction. That is the mechanism. There is nothing to amplify on a page Google has not placed yet.

The self-diagnosis, in about ten minutes

You do not need a strategy session to find out whether this guide applies to you. You need one report.

Open Ahrefs, put in your domain, open the **Organic Keywords** report, and filter Position to **11 to 20**.

Look at the number of results.

What you see	What it means
Zero or a handful	You have a content problem before you have a link problem. Chapter 4 is your chapter. The rest can wait
A few dozen	Good. You have a real shortlist. Chapter 2 will narrow it
Hundreds or thousands	Very good, and slightly dangerous. The temptation is to do all of them. Chapter 2 exists to stop you

That third row is the situation I see most often on sites that have been publishing for a few years without much link building. The pages are there. Nobody has ever pointed authority at them.

DO THIS NOW

1. Open Ahrefs, Site Explorer, your domain, **Organic Keywords** report.
2. Set the **Position** filter to **11 to 20**. Nothing else yet.
3. Write down how many results you get. That number is your opportunity pool.
4. If the number is zero, skip to chapter 4. Come back here when you have pages ranking.

No Ahrefs? Google Search Console, Performance report, add the **Average position** column, sort by position, look for rows between 11 and 20 with real impressions. It is rougher, but it tells you whether you have a pool.

STEP 1

02

Find Your Breakthrough Pages

Having a pool of page 2 rankings is not the same as having a plan. Most of that pool is not worth touching. This chapter is the filter.

The exact report, with the exact filters

This is the process I use, in the order I use it.

1. **Ahrefs, Site Explorer.** Enter the client's domain.
2. Open the **Organic Keywords** report.
3. Set **Volume** to a minimum of **500**.
4. Set **Position** to the range **11 to 20**.
5. Show results.
6. **Inspect every remaining page manually.** This step is not optional and it is not automatable.

Site Explorer › yourdomain.com › Organic Keywords

Volume: ≥ 500

Position: 11 to 20

← the only two filters you need

	VOLUME	KD	POSITION
best crm for small business	2,400	●	12
email deliverability guide	1,900	●	14
cold outreach templates	880	●	17
b2b lead generation tools	5,100	●	19

Then inspect every remaining page manually. That step is not optional.

Figure 2.1 · The exact report setup. Green difficulty dots and volume above 1,000 get priority.



Figure 2.2 · The live filter bar, set exactly as this chapter describes: country locked, Position 11 to 20, Volume from 500.

Two things about the filters.

The volume floor of 500 is there to stop you optimizing your way to a first place ranking that nobody searches for. Position 1 for a term with 40 searches a month is a nice screenshot and almost nothing else. If your niche is genuinely small you can lower this, but lower it knowingly, not by accident.

The position range is 11 to 20 rather than 11 to 30 because the further down you go, the less true the premise gets. At position 28, two links are usually not enough, and you are back to the expensive problem.

What to look for when you inspect

When the list comes back, prioritize in this order:

Signal	Why it matters
Green keyword difficulty	Low competition. Fewer links needed to move it
Volume above 1,000	The payoff is worth the placement cost
The page already gets some traffic	Proof it is a real ranking and not a phantom position on a query nobody clicks
The content is genuinely good	You have to pitch this page to a stranger later. Chapter 6 is much harder if the page is thin

That third row is the one people skip. I look for pages ranking on page 2 **that already have some traffic**. Position alone is not the qualifier. A page sitting at 13 with zero traffic is telling you something about the query, not about the page.

The second kind of opportunity

There is a second pattern worth knowing, and it is not on the page 2 list at all.

Take a keyword with real volume that you do not rank for. Look at who does rank for it. If the pages in the top ten have weak metrics, low URL Rating, thin content, little authority, then that keyword is winnable with better content and a small number of links.

The rough bar I use is to check whether the ranking pages top out around a very low URL Rating, something like URL Rating 5. In a more competitive niche you might scale that up to 20 or so. The judgment is relative to the niche, not absolute.

Both patterns do the same job. They produce fast, credible results early, which buys you the patience to do the slower work later.

Which pages get priority when you cannot do all of them

Money pages, meaning your commercial and comparison pages, are harder and more expensive to build links to. People will link to a useful guide. They are much less keen to link to your pricing page.

So my default is to build to informational and blog pages first, get momentum, and only then negotiate placements pointing at commercial pages once a relationship with a site exists.

If your page 2 list is all commercial pages, budget more per link and expect a lower reply rate. That is not a reason to avoid it. It is a reason to plan for it.

The honest exit sign

Sometimes the answer is that the site is not ready.

The clearest version of this is a site whose rankings are dominated by low-competition, automatically generated pages. Thousands of near-identical listing pages, no coherent content strategy, no obvious page you would want to promote. When I see that, my advice is not to start outreach. It is to go back and restructure the site first, because there is nothing here I could honestly pitch to another publisher.

If you look at your page 2 list and cannot find a single page you would be comfortable emailing a stranger about, that is your answer for this quarter.

DO THIS NOW

1. Run the filter set: Site Explorer, Organic Keywords, **Volume 500+**, **Position 11 to 20**.
2. Export it. Open it in a sheet.
3. Add four columns: keyword difficulty color, monthly volume, current page traffic, and a yes/no on "would I be comfortable emailing a stranger about this page."
4. Sort by difficulty ascending, then volume descending.
5. **Take the top 5 to 10 rows. That is your target list. Delete the rest for now.** You can come back to it. Working the whole pool at once is how budgets disappear.

Measure the Gap

You now have a short list of pages. The next question is how far behind they actually are, because the answer determines whether two links will do it or whether you are looking at something much larger.

The comparison that matters

Take one target page. Search its main keyword in an incognito window, in the right country. Write down the top five results.

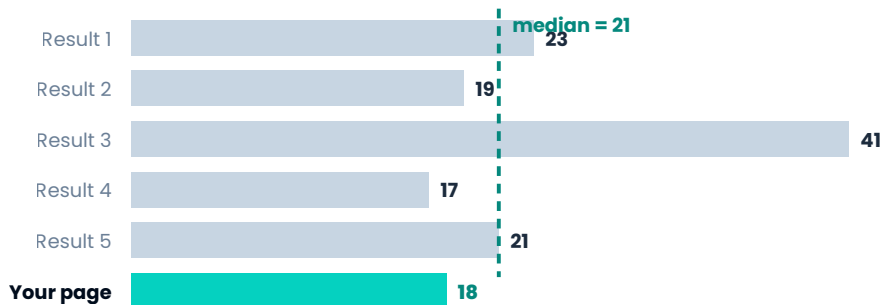
For each of those five, and for your own page, collect four numbers.

What to collect	Where to get it	Why
Referring domains to that specific URL	Ahrefs Site Explorer, paste the exact URL, set mode to URL rather than Prefix or Domain	This is the number that actually competes. Site-wide totals are misleading
Domain Rating of the site	Same report	Context. A weak page on a strong site behaves differently than a weak page on a weak site
Content depth and format	Open the page and look at it	If the top five are all calculators and yours is an essay, links are not your problem
Publication or update date	On the page	A five-year-old top result is a softer target than one updated last month

Six rows in a sheet. That is the gap analysis.

How to read it

Referring domains to the exact URL (URL mode, not domain)



Gap = 21 - 18 = 3 referring domains → the sweet spot row.

Two or three links is a reasonable bet. Beat the median, not the outlier at 41.

Figure 3.1 · A finished gap analysis. Six numbers, one decision.

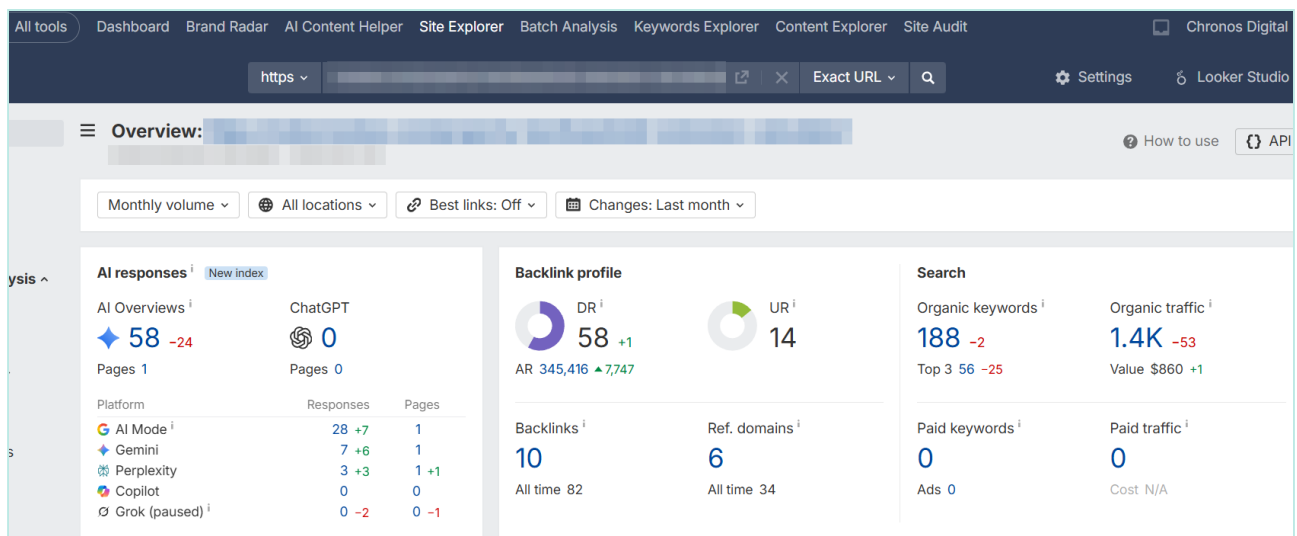


Figure 3.2 · A real page 2 target in Exact URL mode (client domain hidden). Six referring domains and ten backlinks to the exact page, on a DR 58 site. Those are the numbers you carry into the gap sheet, not the site-wide totals.

The useful output is the difference between your referring domain count and the **median** of the top five, not the maximum. One outlier with 400 links does not set the bar. The middle of the pack does, because you do not need to beat the leader to reach page 1, you need to pass the weakest of the ten.

Your gap against the top five median	What it usually means
You are within 1 to 3 referring domains	This is the sweet spot. Two or three links is a reasonable bet
You are 4 to 10 behind	Doable, but budget for the full amount and give it longer
You are 20 or more behind	Links alone are not the answer here. Go back to chapter 2 and pick a different page
You are ahead on links and still on page 2	Stop. Do not buy links. Read chapter 4 carefully. Something else is wrong

That last row is the most valuable one in the table, and it is the one nobody checks. If you already have more referring domains than the pages beating you, then authority is not your bottleneck and more of it will not help.

The domain-level version

There is a coarser version of this that I run on sales calls, and it is useful for a sanity check on the whole site rather than one page.

Pull your total referring domains. Pull your two or three closest competitors. If you have around 30 worthwhile links and a competitor has 560 referring domains, no individual page fix changes that picture. That is a program, not a project.

I also pull the competitor's **DR history** and **traffic history** charts in Ahrefs and put them side by side. The shape tells you something the totals do not. What you usually find is a long flat stretch followed by a jump, which is what real SEO looks like from the outside. One competitor I looked at went from about 1,000 to about 9,000 monthly traffic inside roughly six months, but only after a much longer stretch of building. Another took about four years to reach a similar number.

People see the jump and want the jump. The jump comes after the flat part.

Quality, not just count

Raw referring domain counts flatter bad profiles. When I audit a client's backlinks, I filter to links that clear **DR 30 and 1,000 monthly organic traffic** and count only those.

The results are often uncomfortable. It is common to find that a profile of several hundred backlinks contains only a few dozen that clear the bar, and that the rest is low-authority volume that does not move rankings but still has to be monitored. On a site recovering from an update, that volume is a risk to manage rather than an asset to count.

Run your own profile through that filter before you conclude you are ahead of anyone.

DO THIS NOW

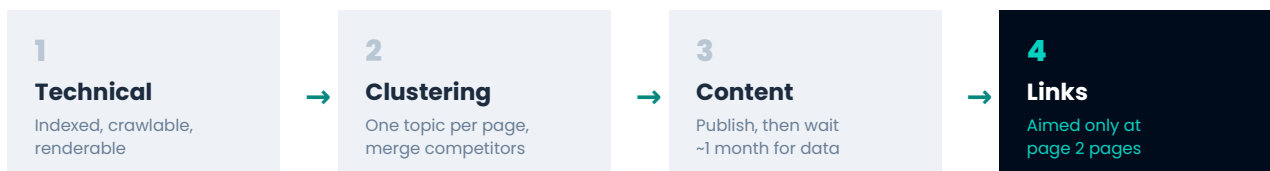
1. Pick your single best target page from chapter 2.
2. Search its keyword incognito, in your target country. List the top five URLs.
3. In Ahrefs Site Explorer, check each one in **URL mode** and record referring domains and DR. Do the same for your page.
4. Calculate the **median** referring domains of the top five. Subtract yours.
5. Look up your gap in the table above and act on that row. If you are ahead on links and still stuck, do not buy anything. Go to chapter 4.
6. Repeat for each page on your short list. It takes about ten minutes per page once you have the sheet set up.

Fix What Links Can't Fix

There is an order to this work, and getting it wrong is expensive. Links go last. Not because they matter least, but because everything before them changes whether they work at all.

The order

- 1. Technical.** The site has to be indexed and crawlable. If Google cannot render or read your pages, backlinks are the last thing you need. The homepage carries the most authority on most sites, and the internal links flowing out from it lose their effect if the rest of the site cannot be parsed properly.
- 2. Keyword research, done as clustering.** Group related keywords into one topic per article rather than writing one page per keyword. Merge or consolidate pages that are competing with each other.
- 3. Content.** Write the pages. Then wait about a month to see where they land once indexed.
- 4. Links.** Only now, and aimed at page 2.



Exception: a page already ranking at 11 to 20 does not get rewritten. Fix the things around it.

Figure 4.1 · The order of operations. Links go last because everything before them changes whether they work.

One important exception for page 2 pages

Here is something that sounds contradictory and is not.

For a page already ranking at position 11 to 20, I deprioritize on-page tweaking. That page is working. Google has evaluated it, understood it, and placed it near the top. Rewriting it introduces risk for very little upside, and you can lose the ranking you were trying to improve.

So "fix what links cannot fix" does not mean rewrite your page 2 pages. It means fix the things around them.

Fix this	Leave this alone
Indexation and crawl problems	The body copy of a page ranking at 13
Cannibalization between pages	The title tag that got you to 13
Missing internal links to the target page	The URL structure of a ranking page
Format mismatch against the SERP	Anything that is currently working

Cannibalization, the version you can act on

Two pages competing for the same term will both underperform. The triage is simple enough to run from a sheet.

Page state	Action
No links, no traffic, no keywords	Merge it into the stronger page
Has links but is not ranking	Redirect it to the page you want to rank
Ranking and getting traffic	Leave it alone

One frequent cause worth checking specifically is a tag or category page outranking the article you actually want to rank. The usual fix is to no-index the cannibalizing tag page. I would check the impact before applying that across a whole site though, because it can be a bit tricky and it is easy to no-index something that was quietly earning traffic.

Internal links, the cheapest fix in this guide

This is the fix with the best ratio of effort to result that I know of.

Run Ahrefs Site Explorer's **Internal Links** report on your own site. On one audit this analyzed over 45,000 pages and surfaced 34 high-traffic pages with **zero internal links pointing at them**. Adding internal links to those pages produced a 28 percent traffic increase within three weeks.

No outreach. No placement fees. No waiting for an editor.

Before you spend a cent on external links, check whether your own site is linking to the page you are trying to promote. Surprisingly often, it is not.

Format, decided by the SERP and not by a rule

I get asked whether pages should be short or long, and there are two confident camps with opposite answers. Both are wrong in the abstract.

The answer is specific to what is ranking for that exact keyword right now. Click the keyword. Look at what the top three to five results are actually doing. Match that pattern.

I looked at this once for a client on a home plans keyword, and the top results were nearly text-free, just image grids with filters. Every piece of general advice about comprehensive long-form content was irrelevant to that query.

Treat the answer as temporary. The next update can favor a different pattern and you may have to redo those pages to be what Google likes then.

DO THIS NOW

1. Search `site:yourdomain.com` plus your target page's exact URL in Google. If it does not appear, stop everything and fix indexation first.
2. Run Ahrefs Site Explorer, **Internal Links** report. Find pages with zero or very few internal links. Add links to your target pages from relevant existing content. Do this before buying anything.
3. Search your target keyword with `site:yourdomain.com` in front of it. If two of your pages come back, run the cannibalization triage table above.
4. Open the live SERP for your target keyword. Write one sentence describing the format of the top three results. If your page is a different format, that is your real problem.
5. **Do not rewrite a page that is already ranking at 11 to 20.**

Build Your Target List

Now you need sites that might link to you. This chapter is the longest one, because vetting is where most of the money gets wasted and most of the risk sits.

Finding candidates

The tool for this is Ahrefs **Content Explorer**, and the filter setup matters more than the search term.

1. Search your keyword or entity.
2. **One page per domain: on.** Stops one site flooding your results.
3. **Exclude subdomains: on.**
4. **Homepages:** exclude them when you are not hunting guest posts, include them when you are.
5. **Word count: minimum around 300.** I keep this low deliberately. Higher floors like 500 or 1,000 are not that accurate as a quality signal, and manual inspection later does a better job.
6. **Domain Rating: roughly 30 to 75.** The upper bound is not a mistake. Very high DR sites go through a different route, usually a relationship rather than a pitch.
7. **Language:** match your campaign.
8. Optional: a "content updated after" cutoff when freshness matters.
9. **Scope: "in title" by default.** If a topic is in the title it is almost certainly in the content. Switch to "everywhere" only when results are too thin.
10. Export. If your plan caps the export below the result count, split the DR range in half and export each half separately.

Pick broad search terms, not precise ones

This is where people overthink and get zero results.

Go broad. Use high-volume, short keyword phrases. "Dog training" rather than "dog training for pit bulls near me," which returns nothing. The logic is that if an article covers a topic, the site around it very likely covers the broader topic too, so you do not need the narrowest possible phrase to find relevant sites.

You will filter poor fits out during manual review anyway. So the search should optimize for candidate volume, not precision.

When even a moderately broad search comes up short, broaden to the closest parent category that keeps your subject central. I once wanted sites about cleaning driveways, which was too narrow, so I

broadened to pressure washing generally, covering houses, cars and decks, while still requiring pressure washing to be the main subject of a paragraph rather than a passing mention.

A second source worth ten minutes

Search [your niche] "write for us" in Google, then use **Tools, Time Range, Past Week**.

This surfaces pages that were just published or updated. They have not been found by every other SEO yet, and they are less likely to have started charging. Lower DR is acceptable on these because the site is relevant and authority compounds over time.

Three more sources most people skip

The sites already linking to whoever outranks you. Your chapter 3 gap sheet lists the top five URLs for every target keyword. Run each of those URLs through Ahrefs Site Explorer and open its **Backlinks** report. Every site on that list has already proven it links to content exactly like yours, on exactly your topic. You still vet them like anything else, but relevance is pre-qualified, which is the hardest part of prospecting done for you. This is the highest-yield source on this page and it costs nothing extra, because you built the URL list in chapter 3.

Mentions of you that never became links. Search your brand name in quotes, minus your own site: "YourBrand" -site:yourdomain.com. Articles and directories that mention you without linking are the cheapest links that exist. The email is two sentences, and conversion is high because the hard part, being mentioned at all, has already happened.

People who already owe you goodwill. Every tool, supplier and partner you work with. Ask whether they have a Partners, Clients or Trusted By page, and offer a short testimonial in exchange for the link. It is a small win, but a partner link can go live in a day, and an early live link is what keeps you motivated to send the week 3 emails.

One measured expectation before you start counting prospects. Average reply rates for link outreach sit around 4 to 5 percent. Focused, personalized batches to small lists of genuinely relevant sites do several times better than mass blasts, which is the entire reason this guide keeps telling you to send ten emails and not a hundred.

The eyeball test, before you open a single tool

Sort every candidate into three buckets: **Good, Not Good, Not Sure**. Defer the Not Sures for a second pass. The buckets exist so that you do not spend twenty minutes agonizing over one borderline site.

Signals a site is real:

- A custom logo and homepage design rather than a stock template
- An About Us page and a Contact Us page
- Active social media accounts
- Content that is coherently about one niche or a few related ones
- It reads like an actual person or publisher is behind it

Signals to walk away:

- A homepage spanning many unrelated niches at once. Business, health and payday loans on the same page
- A homepage that dumps straight into guest post after guest post across five or more unrelated categories
- Article titles that are obvious placement bait, like best paid loans on a site about something else entirely
- A generic "Advertise With Us" page and no other identity
- No custom branding at all
- Dozens of low-quality foreign-language or casino links visible on the page

One caveat, and it is worth internalizing. Sites that invested in a custom design, a persona, an About page and even awards are trying to look legitimate, and some of them are still guest post mills underneath. I will still use them when the metrics hold up, but I know what I am looking at. A site with no coherent niche and no About page is the clearest tell there is.

The metrics bar

Metric	Floor
Domain Rating	30
Monthly organic traffic	1,000

That pairing is the general rule for any link I sell. It moves by niche, and it should. Crypto sites I want at DR 60 and 10,000 traffic. Some local niches sensibly run lower. But if you want one bar to start from, that is the bar.

Note what the bar is not. It is not DR alone. Buying on DR without looking at real traffic is the single most common way people end up with links that do nothing.

Reading the traffic graph rather than the traffic number



Floors before the graph even matters: DR 30 · 1,000 monthly organic traffic

Figure 5.1 · The graph lies less than the number. Always view one to two years.

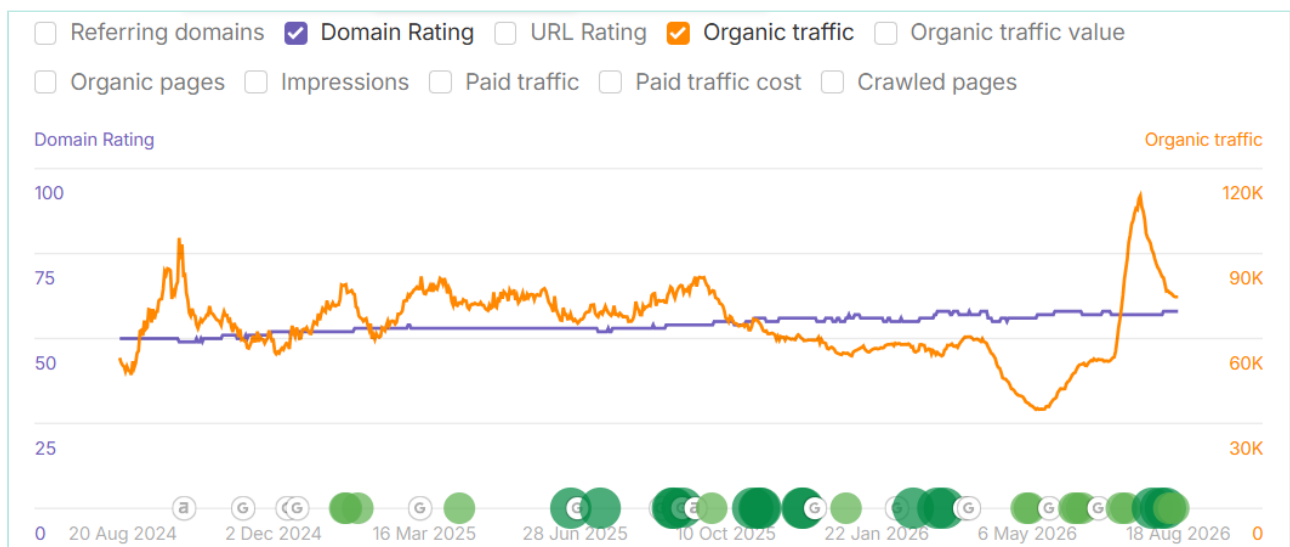


Figure 5.2 · A real two-year view, Domain Rating against organic traffic. Real graphs wobble, dip and recover. What disqualifies a site is the cliff that never comes back, not imperfection.

The number lies more often than the graph does.

Check	What good looks like	What to reject
Look-back window	Always view 1 to 2 years minimum	A sharp two-month drop that stays down. That is a penalty signal
Trend shape	Stable or growing	A drop of 60 to 80 percent inside two months that never recovers
History length	12 months or more of data	Near-zero traffic that suddenly spikes, with under a year of history. Reject
Keyword count against traffic	The two roughly track each other	A big mismatch. That is bought or gamed traffic
Top page concentration	Homepage around 50 percent is normal	One internal page carrying 80 to 100 percent of all site traffic
Keyword quality	Real topical terms	More than half the keyword profile made of junk or celebrity terms
Traffic by country	Matches the site's stated audience	Traffic dominated by a country unrelated to the content

The rest of the checklist

- Check the site has natural **incoming** backlinks, not just outbound links it sells
- Reject sites that say they accept every niche. They tend to be both off-topic and overpriced
- Require a relevant blog post within the last six months
- Confirm the site actually gives external dofollow links rather than an internal-only links page
- Verify the blog's on-site name matches what is being sold to you
- Check for active social accounts
- Treat politically controversial publications as a risk decision, not an automatic yes
- Run a PBN smell test: all-commercial homepage posts, a pure blogroll layout, no sign of real readers
- Look for exact-match commercial anchors in the site's outbound links, and for existing payday loan or casino links, as contamination signals
- A page needs **500 words minimum** to count as real informational content

Two things that are not rejection reasons

A **"write for us" page on its own is not a reason to reject a site.** I went through a period of over-rejecting good sites on this basis. Normal editorial breadth is not the same thing as a topic salad, and plenty of legitimate publishers accept contributions.

Equally, a site does not have to be exclusively about your niche. What I care about is whether the section your link sits in is genuinely relevant.

The one question that settles borderline cases

Would you be proud to show this link to the client, or to your boss, or to whoever is paying?

If you hesitate, it is a no. That test has been more reliable for me than any metric.

DO THIS NOW

1. Set up Content Explorer with the ten filters above. Search one broad term related to your target page.
2. Export the results. Aim for 50 to 100 candidates for your first batch.
3. **Eyeball pass first.** Open each site, spend under 60 seconds, sort into Good / Not Good / Not Sure. Do not open Ahrefs yet.
4. For the Good pile only, check **DR 30+ and 1,000+ monthly traffic**, and view the traffic graph on a 2-year window.
5. Run the traffic forensics table. Reject anything that fails a row.
6. Expect most of what you started with to be gone by the end. That is the process working, not failing.

Outreach That Gets Placed

You have a vetted list. Now you have to ask, and most people ask badly.

Find the right person first

The order matters, because the wrong inbox costs you the whole opportunity.

1. **A "Write for Us," "Contribute," "Guest Post," or "Sponsor / Advertise" page.** These are the strongest signal. The site is telling you it accepts outside content, and it usually lists a direct email. Treat an Advertise page as high value, it means they will at least talk about terms.
2. **Contact Us or About Us.**
3. **The site's Facebook page,** About section. Emails are listed there more often than you would expect.
4. **YouTube About tab.**
5. **Hunter** as a parallel check. When it returns several people, pick the most senior or most content-relevant role.

Aim for two or three distinct emails per site. One or two is fine if that is all that exists.

Two hard rules. If the contact page says outright that they do not accept guest posts or pitches, **skip the site**. Do not email anyway. And prefer a named editor over a general content or marketing address, and either over a generic inbox.

Record where each email came from, source 1, source 2, source 3, so you can trace it later.

The pitch, block by block

1	Subject Short and specific
2	Greeting Their name, or honestly generic
3	Why you are writing A specific reference to their actual article, linked
4	Why your page earns a spot Updated when, covers what. Two or three concrete things
5	The ask, plainly Would you be open to adding a link to our guide on Y in your article on Z
6	What they get Only if it is real. Cut hollow offers entirely
7	Follow-up plan Days 3, 6, 10, 14, 20. Every touch leads with value

Banned: em dashes, attachments, and “Did you have a chance to think about it?”

Figure 6.1 · The seven-block insertion pitch. Block 3 is the one that must not be reusable on any other site.

This is the structure I use for asking a site to add a link to an existing article.

Block	What goes in it
1. Subject line	Short and specific. Longer subject lines are not automatically worse, so do not mangle a clear one just to shorten it
2. Greeting	Their name if you have it. Generic if you do not. Never a fake placeholder
3. Why you are writing	A specific reference to their actual article, linked. “I saw your article on X mentions Y”
4. Why your page is worth adding	How recently it was updated, plus two or three concrete things it covers. This is what separates a pitch from a link drop
5. The ask	Plainly. Would you be open to adding a link to our guide on Y in your article about Z
6. What they get	Only if you have something real. See below
7. Follow-up	See the cadence below

Here is roughly how the ask itself sounds when I say it out loud:

“Hey, this is Aleks from [site]. Would you be open to adding our article about different types of retirement communities to your article about what kinds of retirement exist?”

Not clever. Specific, and easy to say yes to.

On the value exchange

After I ask for something, I like to offer something back. The options I actually use:

- Sharing their site on social media
- A link from a separate guest post
- A small gift
- A link from a different DR 70 site, deliberately not the client's own site, so it does not become a reciprocal link pair

The important rule is conditional. If the site has no social presence you can verify, **cut the social offer entirely** rather than including a hollow one. An offer the recipient can tell is generic is worse than no offer.

If you are pitching a guest post rather than an insertion

Slightly different structure, and one part of it is a small trick that works.

1. A light joke to open, so it does not read like a form letter
2. Who you are, briefly, personalized to their site
3. Two or three suggested article topics, adjusted per site
4. Social proof, previous placements. If you have none yet, use good content already on your own site
5. **A fourth topic, left as a wildcard**

That fourth one is deliberate. If they do not like the first three, curiosity about what the fourth is keeps the conversation alive, and it buys you time to work out a topic that actually fits their site.

The scripts, written out

The blocks above are the anatomy. Here are the emails themselves, from our internal script library. Personalize every bracketed part, and keep the length: emails between roughly 50 and 125 words get measurably more replies than longer ones. Two more findings worth building into your setup. A personalized subject line lifts replies by about 30 percent, and sending from a custom domain rather than a free Gmail address roughly doubles them. Turn open tracking off, tracking pixels get emails flagged.

Link insertion:

Subject: Small addition to strengthen [their article title]

Hi [name], your [article] helps [audience]. There is a spot after [section] where a supporting resource could genuinely help readers: [your URL]. It covers [one or two concrete things].

Here is a suggested sentence, feel free to edit:

"[A natural sentence with your link as the anchor.]"

Thanks for the excellent piece.

Guest post pitch:

Subject: 3 topic ideas for [site]: [topic]

Hi [name], loved your post on [specific article]. Could I contribute a practical piece for your readers? Three ideas:

1) [Idea A], [one-line takeaway] 2) [Idea B], [one-line takeaway] 3) [Idea C], [one-line takeaway]

Quick bio: [one line]. Examples of my writing: [one or two links].

Happy to follow your guidelines. Thanks for considering.

Remember the wildcard rule from earlier in this chapter: hold a fourth topic back. If none of the three land, curiosity about the fourth keeps the thread alive.

Unlinked mention:

Subject: Quick fix to help your readers

Hi [name], thanks for mentioning [brand] in [article]. Would you mind linking the brand name to [URL] so readers can find us?

Appreciate it either way.

Follow-up nudge, day 3 to 6:

Subject: Quick nudge + assets attached

Hi [name], quick check-in. Happy to provide a 60-word blurb, alt text, or a resized image to make adding the resource painless.

Really appreciate your consideration.

Notice what the follow-up does. It does not ask whether they thought about it. It removes work from their side. That is the difference between a nudge and a pester.

Cadence

The pattern below is our internal cold email standard. It was built for selling services rather than for asking for placements, so treat it as a shape rather than a promise. I do not have a reliable published reply rate for placement outreach specifically, and I would rather say that than invent one.

Day	Touch
1	Intro, hook and the ask
3	Follow-up 1
6	Follow-up 2, handle the obvious objection
10	Follow-up 3, new angle
14	Follow-up 4, pattern interrupt, light humor
20	Breakup email, leave something useful behind

Rules that hold regardless:

- Body under about 120 words
- Soft call to action
- Never attach a file
- Every follow-up leads with something of value. **"Did you have a chance to think about it?" is banned.** It adds nothing and it reads as pestering
- Keep everything in one thread per contact rather than starting new ones
- Write it yourself. AI-written follow-ups are recognizable, and the people you are emailing spend all day online

When they reply with a price

Many will. Site owners increasingly quote a placement fee in the first reply, and knowing the market keeps you from overpaying and from walking away from a fair deal.

What you are quoted	How to read it
\$50 or less	Almost always a site that sells to everyone. Around 85 percent of guest posting sites are classified as low quality, and this price band is where they live. A cheap link from one is not a saving, it is \$50 spent on nothing
Roughly \$150 to \$350	The normal range for a solid, vetted niche site with real traffic. This is where most placements worth having land
\$700 to \$1,000	The going rate for a premium guest post on a strong publication. Worth it only for sites that clear chapter 5 with room to spare
\$3,000 and up	Top-tier editorial. At this level you are buying brand presence as much as rankings, and it should come with serious real traffic

Three negotiation rules. Never agree to a price before the site has passed the chapter 5 vetting, price is not evidence of quality in either direction. Confirm the fee includes a dofollow link in the article body, because a footer or author-bio link is worth a fraction of a contextual one. And if a site fails vetting, walk away regardless of how reasonable the number sounds. The expensive mistake is not paying too much for a good link, it is paying anything for a bad one.

The em dash rule

No em dashes. Anywhere. Use a comma or restructure the sentence.

This is not a style preference. To anyone paying even a little attention in 2026, an em dash in a cold email is a tell that a machine wrote it, and the moment a publisher thinks that, your email is worth nothing. Same goes for the rest of it. Write like a person who wants one specific thing from one specific site.

DO THIS NOW

1. Take your ten best vetted sites.
 2. For each, find contacts in the priority order above. Log the source next to each email.
 3. Write one email using the seven blocks. **Read block 3 back and ask whether it could have been sent to any other site.** If it could, rewrite it.
 4. Strip every em dash. Check twice.
 5. Send ten. Not a hundred. You want to learn what your reply rate is on this niche before you scale anything.
 6. Diary the follow-ups on days 3, 6, 10, 14 and 20 before you close the tab.
-

Point Authority at the Right Pages

You have replies coming in. Now the question is where the links point, what they say, and what you check before anything goes live.

Two or three links per page, spread across pages

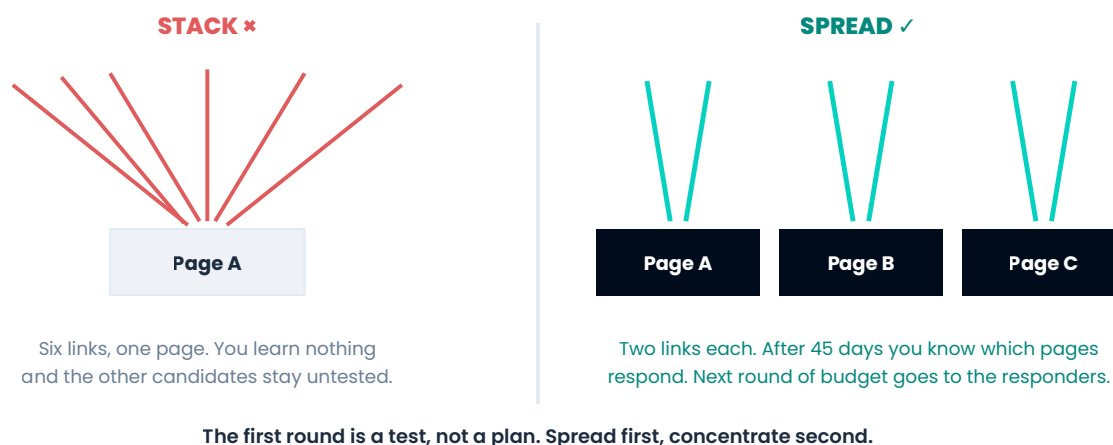


Figure 7.1 · The allocation decision most people get wrong in the same direction.

This is the single most important allocation decision in the guide, and it is the one most people get wrong in the same direction.

Do not stack ten or twenty links on one page. Build around **two or three links per page**, spread across a batch of your page 2 candidates. Then watch for a few weeks and see which pages respond and which do not.

The reason is that you are running a test, not executing a plan. You do not know in advance which of your page 2 pages is one link away from breaking through and which one is stuck for a reason you have not spotted. Spreading the first round tells you. Then you put the next round of budget behind the pages that moved.

I will say plainly that this is my opinion rather than a law. Some people prefer to concentrate. But if you are working with a limited budget and imperfect information, spreading first and concentrating second is how you find out where the money works.

Worked example at a small budget. At roughly \$1,000 a month, which is around three or four links, I would target **two pages a month with two links each**, review after about three months, then repeat and adjust.

Pace

Keep the volume in a range that is normal for your niche. You cannot do three links one month, nothing for four months, then forty. The pattern itself is a signal, separate from the links.

Anchor text, and why I think people overrate it

Here is the honest version, which is not what most anchor text guides say.

Anchor text is not the important lever. What matters far more is that a topically relevant page links to you at all. A link from a genuinely relevant page tends to move rankings across the board, in my experience by something like five positions. An exact-match commercial anchor might add a couple more positions on top of that. It is a modifier, not the mechanism.

Google deliberately discounts heavy reliance on exact-match anchors, because they are the easiest thing in the world to manipulate. And their text comprehension has improved enough over the years that they can work out what a page is about without you spelling it out in the anchor.

So my default, and I use the word default deliberately:

Link target	Anchor approach
Homepage	Skew branded. Your brand name is what a real citation looks like
Inner and service pages	A spread of keyword variations. Not one repeated exact phrase
Everything	Avoid concentrating a single exact-match phrase across many links

Three things that are not negotiable:

- **No anchor text in an article title.** Ever
- **Anchor length varies by publisher and must be tracked per site.** Some cap at two words, some at five with no single-word anchors, some reject location-based anchors outright
- **Do not stack exact-match anchors on the same three or four pages.** If you find yourself doing that, redirect around four links a month toward a new keyword for a couple of months while keeping one link a month going to each original target

One more piece of context that is useful when someone tells you they have 200 links to a page. Google consolidates multiple links from the same page. Five links from one page to the same target count as roughly one link. Volume from a single source is not what it looks like on a report.

A worked anchor plan

Rules are easier to follow when you can see them applied. Here is one month at the small-budget pace from above, six links across three page 2 target pages, anchors chosen by the defaults in this chapter.

Link	Target page	Anchor
1	/guide/types-of-retirement-communities	"types of retirement communities"
2	/guide/types-of-retirement-communities	"this guide to what the options look like"
3	/ (homepage)	your brand name
4	/services/senior-relocation	"relocation support for retirees"
5	/services/senior-relocation	naked URL
6	/guide/assisted-living-costs	"what assisted living actually costs"

Notice what the plan avoids. No anchor repeats. The homepage link is branded. The commercial page gets one descriptive variation and one naked URL rather than two keyword anchors. No single exact phrase appears twice anywhere.

At the whole-profile level, the split we plan against is roughly 30 to 40 percent branded, 10 to 15 percent naked URL, 20 to 30 percent partial match, 10 to 15 percent generic, and exact-match commercial anchors kept under 10 percent. You do not need to hit these numbers precisely. You need to not be the profile where one commercial phrase is 30 percent of everything.

Two practical habits that keep the profile natural. First, when you agree a placement, give the editor two or three anchor options and say to use whichever reads most naturally in their paragraph. Editors appreciate it, and the result is a more natural spread than dictating exact text ever produces. Second, audit yourself occasionally: Ahrefs Site Explorer, your domain, the **Anchors** report in the left menu. If any single anchor other than your brand name is above 10 to 15 percent of your profile, dilute it, branded and generic anchors on the next placements until it settles.

Quality control before anything goes live

This is a checklist, and every item on it exists because skipping it caused a real problem at some point.

Check	Why
Does this domain already link to you	Check your own backlink profile first. Placing a second link on a domain you already have is money for very little gain. Skipping this check once caused a genuine billing dispute for us
Is there already a link or mention on that exact page	Same reason, smaller scale
One link per domain	Unless the first one demonstrably drove revenue you can trace
Enough unique domains for your targets	Three target URLs means nine unique donor domains. One primary plus two backups per target
Where in the article does the link sit	A link buried in a footer or an author bio is not what you paid for
Does the surrounding paragraph make sense	If the sentence was obviously bolted on, the placement is weak and a future editor will strip it
Is it dofollow	Check. Do not assume

On the last point, a rough target for a natural-looking profile overall is around 70 percent dofollow to 30 percent nofollow. Nofollow links are not worthless and a profile of 100 percent dofollow looks stranger than one with a mix.

Plan for things falling through

Placements fail. Editors go quiet, sites change policy, articles get pulled.

Expect roughly **50 percent fallout**. Sending twenty target sites typically produces about ten live links. So if you need ten, line up twenty. If a placement has not moved in two or three weeks, swap it rather than continuing to chase it.

This gets worse around major holidays, when editors are unavailable. We have seen the live rate drop to about 30 percent during a holiday period.

DO THIS NOW

1. Allocate **two to three links per page** across your short list. Write the allocation down before any replies tempt you to change it.
 2. For each agreed placement, run the QC table above **before** you confirm. Especially the first row
 3. Set anchors: branded for homepage, varied for inner pages, and check the publisher's own anchor length rule
 4. Line up twice as many opportunities as links you need
 5. Record the date each link goes live. **Not the date you paid, the date it went live.** Chapter 8 depends on this
-

STEP 7

08

Track, Wait, Troubleshoot

Most people either check rankings daily and panic, or set it up and forget it. Neither works.

The timeline, honestly

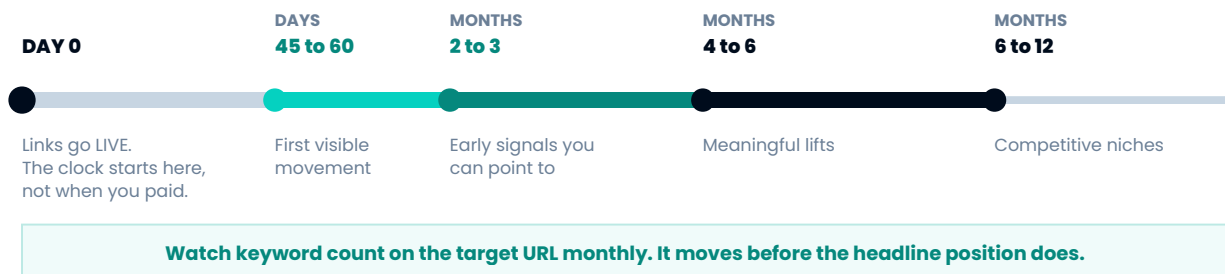


Figure 8.1 · The honest timeline. Even a perfect link takes 30 to 40 days to show up at all.

I will give you the range rather than a single number, because a single number here would be a lie.

Stage	Realistic window
Links delivered, nothing visible yet	30 to 45 days after they go live
First visible movement	45 to 60 days
Early signals you can point to	2 to 3 months
Meaningful lifts	4 to 6 months
Competitive niches	6 to 12 months

And the rule that makes the whole table usable: **count from delivery, not from the calendar month.** Your clock starts when links go live, not when you paid, not when the month turned over. This one habit prevents most of the disappointment I see.

Even if every link went live tomorrow, it takes 30 to 40 days before you see a trickle. That is not slow service. That is how the index works.

For context on the longer end, I once had a prospect who wanted to overtake an established competitor within six months. I pulled that competitor's own history. They had worked for about two years with very little traffic growth, plateaued, and only broke out in roughly the final four months, after banking about a year of content and links that had not shown up in rankings yet. The jump was real. It just was not the whole story.

What to actually measure

Rankings bounce. Traffic is seasonal. The metric I lean on, especially when I do not have access to a client's analytics, is **the number of keywords the target page ranks for in Ahrefs**.

A page gaining topical authority starts picking up related terms before it wins the main one. Rising keyword count on the target URL is an early signal that something is working, often visible before the headline position moves.

Check it monthly. Not daily.

Before you conclude anything is wrong

Ranking data is not real-time, and acting on stale data wastes a lot of energy.

In the Ahrefs Organic Keywords report, use the position status filter: **new, lost, improved, declined, no change**. "Lost" means gone from the results entirely, which is different from having moved. And the last-updated timestamp on a given keyword can lag by days, so a keyword showing as lost may just be a stale row.

When something looks alarming, check the live SERP yourself, from the right country, using a VPN if you need to. I have had clients convinced their rankings vanished when the ranking was sitting there the whole time. I have literally had to search it in front of them to show it.

When a page does not move

Work through these in order. Stop at the first one that explains it.

1. Confirm the data is real. Position status filter, check the last-updated date, verify on the live SERP from the correct country. A surprising share of emergencies end here.

2. Check for an algorithmic hit. Did the decline start around a known core or spam update? A one-time drop tied to an update is a different problem from a slow ongoing slide.

3. Read the test, not the failure. This is the important one, and it is why we spread links across pages instead of stacking them. If you put two links on each of five pages and two pages moved, you have not failed. You have learned which pages respond, which is exactly what the round was for. Move the next budget to the responders.

4. Check cannibalization. Has another page of yours, often a tag or category page, started outranking the target for that term? Run the triage table from chapter 4.

5. Check anchor saturation. If several exact-match anchors have landed on the same three or four pages, redirect roughly four links a month toward a new keyword for a couple of months while keeping one link a month on each original.

6. Re-check whether it was ever a valid target. Was the page thin? Was it an auto-generated page with no real content behind it? If so, links were the wrong intervention and no quantity of them will fix it.

7. Consider that the keyword is simply too hard. You do not reach the tenth floor without passing floors one through nine. Jumping straight to the hardest term in your market reads as unnatural, and the arithmetic is brutal. At roughly \$150 a link, a keyword with a difficulty score in the high eighties can need something like 500 links. That is not a link campaign, that is a business plan.

A note on the sequence above: steps 1, 2 and 4 come from how I diagnose a general traffic decline, and I have arranged them here into a troubleshooting order for this specific situation. Step 3 is the one I would actually start from.

DO THIS NOW

1. Put a monthly reminder in your calendar, dated **45 days after your first link went live**.
Not sooner
2. On that date, record for each target page: current position, number of keywords the URL ranks for, and organic traffic
3. Compare against the same three numbers from before the links landed. **If you did not record a baseline, do it now for the pages you have not touched yet**
4. If nothing moved, run the seven steps above in order and stop at the first one that explains it
5. Move next month's budget to the pages that responded

Proof This Works

A few real campaigns. I have kept these to the ones where I can state the numbers accurately, and I have left out anything where our own internal records disagree with each other, because a case study with a number I cannot stand behind is worth less than no case study.

FluidFreeRide: six links, page 2 to top five

An electric scooter retailer with a collection page stuck on pages 2 and 3 for "heavy rider scooters." A commercially valuable term for them, and close enough to break through.

We built **six targeted backlinks** to that collection page. Not to the homepage, not spread across the site. To the page that was stuck.

It moved from pages 2 and 3 into the **top five**, and the page settled at around **1,248 visitors a month**.

Six links. This is the clearest example I have of why volume is not the point.

A health site in a YMYL niche: 30 links, three times the traffic

Health is one of the hardest categories to rank in, because Google applies more scrutiny where bad information can hurt people.

30 links over eight months. Traffic went from **5,500 to 14,700 a month**, roughly tripling, against competitors operating at WebMD scale.

Worth noting the shape of it. Eight months, not eight weeks.

A jigsaw puzzle retailer: 40 links, 200 percent

40 links. Organic visits reached **2,336 a month**, an increase of over **200 percent**.

A US online school: the patient version

200-plus links over ten months. Traffic from **7,700 to 14,000 a month**, about 80 percent growth.

I include this one because it is the honest counterweight to FluidFreeRide. Sometimes it is six links and four months. Sometimes it is 200 links and most of a year. The difference is competition and starting position, and you can estimate which one you are in by doing the gap analysis in chapter 3 before you start.

A fencing company: ten links, one keyword, and stability

Ten links. Traffic stabilized at around **500 a month** for one keyword.

Not a dramatic number. I include it deliberately, because most real campaigns look more like this one than like the headline ones, and I would rather you calibrate against it.

A UK law firm

A long-running client in a competitive legal market, working across a wide set of practice areas, using a mix of earned editorial placements and guest posts to compete against local firms that had been established online for longer.

I am not putting numbers on this one. We have several internal versions of its results that do not agree with each other, and until I have personally reconciled them against the original data I am not going to publish any of them. That is a slightly awkward thing to admit in a marketing document. It is also the only thing to do, given that the rest of this chapter is asking you to trust the numbers.

One internal fix worth more than most link campaigns

On one site, Ahrefs Site Explorer's **Internal Links** report covered over **45,000 pages** and found **34 high-traffic pages with no internal links pointing at them at all.**

Adding internal links produced a **28 percent traffic increase in three weeks.** No outreach, no placement costs.

Check this before you spend anything.

For scale

LinkingUp has delivered over **10,000 links** for **200-plus clients** across **more than ten years.** The patterns in this guide are what is left after all of that.

DO THIS NOW

1. Find the case above that most resembles your situation. Match on competition level and starting position, not on the size of the result
2. Use its link count and its timeline as your planning assumption, not the most impressive number in the chapter
3. Write down the number of links and the number of months you are committing to before you start. Revisit it at the halfway point rather than every week

When to Stop DIY-ing

Everything in this guide is doable on your own. I have tried to write it so that it actually is, including the thresholds we use internally and the parts where the answer is that it depends.

There are a few points where doing it yourself stops making sense, and I would rather name them than pretend otherwise.

When vetting becomes the bottleneck. Most sites you look at will not pass. If you are spending more hours qualifying prospects than doing anything else, the economics have flipped. This is the most common wall.

When you need placements you cannot get by asking. The high-authority tier does not come from a pitch to a public inbox. It comes from relationships with specific editors, built over years, and it fails more often than it lands even then. There is no version of this guide that gets you those next quarter.

When the timeline outruns your patience. Look again at the table in chapter 8. If your business needs traffic inside six weeks, SEO is the wrong instrument and paid search is the right one. I tell prospects this on calls and lose some of them because of it.

When the gap analysis says it is a program, not a project. If you are 20 or more referring domains behind on every target page, you are looking at sustained work over quarters.

When you already know what to do and cannot do the volume. This is the good problem. If chapters 2 and 3 gave you a clear list and the constraint is hours rather than knowledge, that is a capacity question.

If you want a second opinion on your own list

If you have worked through this guide and want someone to look at what you found, I do a 45-minute call. You bring your page 2 list and your gap numbers. I will tell you which of them I would actually back and which I would not, and where I think the ceiling is.

If the answer is that you should carry on doing it yourself, I will say that too. It happens fairly often, and it is a better outcome for both of us than selling you something you do not need.

Book a 45-minute strategy call

No preparation needed beyond the two things above. If you have not done the exercises yet, do chapter 2 first. The call is much more useful when there is a real list in front of us.

DO THIS NOW

1. Look at your list from chapter 2 and your gap numbers from chapter 3
 2. Decide honestly which of the five walls above you are closest to, if any
 3. If none of them, start chapter 5 this week. You do not need help, you need a first batch of ten emails
 4. If one of them, **book the call** and bring your numbers
-

REFERENCE

The whole thing on one page

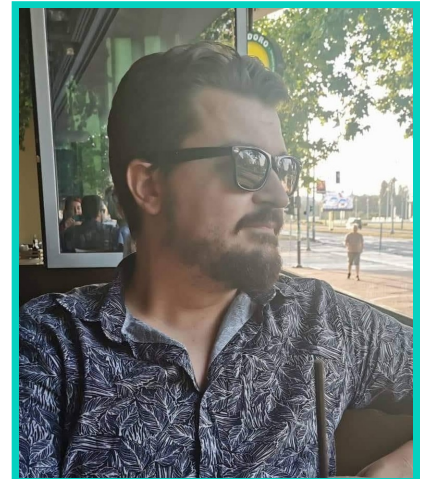
Step	What you do	Where
1	Ahrefs Organic Keywords, Volume 500+, Position 11 to 20. Take the top 5 to 10	Ch 2
2	Compare referring domains against the median of the top five. Act on the gap	Ch 3
3	Fix indexation, cannibalization and internal links. Do not rewrite ranking pages	Ch 4
4	Content Explorer with the ten filters. Eyeball test, then DR 30 and 1,000 traffic, then the traffic graph	Ch 5
5	Find the right contact. Seven-block email. Send ten, not a hundred	Ch 6
6	Two to three links per page, spread across pages. Branded to home, varied to inner. QC before live	Ch 7
7	Wait 45 days from the date links went live. Track keyword count. Move budget to responders	Ch 8

ABOUT THE AUTHOR

Who wrote this

I am Aleksandar Ljubinkovic, the founder of LinkingUp, an editorial link building agency in Belgrade, Serbia.

I started doing SEO at seventeen, ranking affiliate sites and World of Warcraft guides from forum threads, back when you could still rank things by accident. Then an algorithm update took most of my affiliate income away in the space of a few weeks, and that turned out to be the most useful thing that ever happened to my career. It taught me the difference between rankings you rent and rankings you own, and it made me obsessive about the one input that keeps compounding after you stop paying for it, which is real links from real sites.



LinkingUp came out of that. Over the past ten years we have delivered more than 10,000 links for over 200 clients, from bootstrapped stores to companies like Babbel and Wooclap, and for the agencies who quietly resell our work under their own brand. Every site we place on is vetted by hand against the checklist you read in chapter 5. The thresholds in this book are not simplified for public consumption. They are the ones we use.

The process you have just read is the whole method. There is no advanced version behind a paywall. The only thing we sell is the time, the relationships and the volume to run it at scale, for people who would rather not do it themselves.

10,000+

LINKS DELIVERED

200+

CLIENTS SERVED

10+

YEARS IN SEO



Editorial links, vetted by hand.

linkingup.io

Worked through the guide and want a second opinion on your list?

Book a 45-minute strategy call → calendly.com/aleksandarljubinkovic/45min