

Free Link Building Checklist

Your Complete Guide to SEO Link Building for Beginners

Print this checklist and track your progress as you build quality backlinks

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Quick Start: First 5 Steps

- ☐ Set up Google Alerts for brand name and industry keywords
- ☐ Identify 10 resource pages in your niche
- ☐ Find 3 broken links on relevant websites
- ☐ List 5 potential guest posting opportunities
- ☐ Check local business directories for accuracy

Research Phase

- ☐ Search for “keyword + resources” variations
- ☐ Evaluate page quality and relevance
- ☐ Check if page is regularly updated
- ☐ Verify outbound links are active
- ☐ Find best content match from your site

Outreach Phase

- ☐ Locate contact information
- ☐ Craft personalized email
- ☐ Suggest specific category for placement
- ☐ Send follow-up after 7-10 days

Subject: Suggestion for your [Topic] Resources Page

Hi [Name],

I was browsing your excellent resources page on [Topic] and noticed you have a comprehensive collection of tools for [Audience].

I recently published an in-depth guide on [Your Content Topic] that provides [Brief Description of Value]. I believe it would be a valuable addition to your resources page.

You can view it here: [Link to Your Content]

If you find it helpful, would you consider adding it to your page? I’m happy to suggest where it might fit best.

Thanks for curating such a helpful resource for the community!

Best regards,
[Your Name]
[Your Website]

Strategy 2: Broken Link Building

Discovery Phase

- ☐ Find websites with resource pages
- ☐ Use “Check My Links” browser extension
- ☐ Identify broken 404 links
- ☐ Check Wayback Machine for original content
- ☐ Match with relevant content from your site

Outreach Phase

- ☐ Find webmaster contact details
- ☐ Note exact location of broken link
- ☐ Send helpful replacement suggestion
- ☐ Provide direct URL to your content

Subject: Found a broken link on your [Page Name] page

Hi [Name],

I was reading your excellent article on [Topic] and found it very helpful. However, I noticed one of the resources you linked to seems to be broken:

[URL of Broken Link]

The link appears to be about [Original Content Topic], but it’s no longer available.

I actually have a comprehensive resource on this same topic that might make a good replacement: [Your Content URL]

It covers [Brief Description of Your Content] and would be a valuable resource for your readers.

Thanks for all the great content you’re putting out!

Best regards,
[Your Name]
[Your Website]

Strategy 3: Guest Posting

Opportunity Research

- ☐ Search "keyword + write for us"
- ☐ Evaluate website authority and relevance
- ☐ Review existing guest posts
- ☐ Analyze content style and topics
- ☐ Check for guest posting guidelines

Pitching Process

- ☐ Develop 3 unique article ideas
- ☐ Craft personalized pitch email
- ☐ Include writing samples/portfolio
- ☐ Follow up if no response

Content Creation

- ☐ Write high-quality, original content
- ☐ Include 2-3 internal links to host site
- ☐ Add 1 contextual link to your site
- ☐ Create compelling author bio
- ☐ Promote published guest post



Strategy 4: Skyscraper Technique

Content Analysis

- ☐ Find popular content in your niche
- ☐ Analyze why it attracts links
- ☐ Identify improvement opportunities
- ☐ Research what competitors miss

Content Creation

- ☐ Create superior, comprehensive content
- ☐ Add unique data or research
- ☐ Improve design and formatting
- ☐ Include more examples and case studies

Outreach Campaign

- ☐ Find who links to original content
- ☐ Prioritize relevant, authoritative sites
- ☐ Send personalized outreach emails
- ☐ Highlight improvements in your content



Strategy 5: HARO & Expert Roundups

Platform Setup

- ☐ Sign up for HARO (Help a Reporter Out)
- ☐ Create Qwoted profile
- ☐ Set Google Alerts for “expert roundup”
- ☐ Follow industry journalists on social media

Response Strategy

- ☐ Check HARO emails 3x daily
- ☐ Respond within first 2 hours
- ☐ Provide concise, valuable insights
- ☐ Include credentials and website URL
- ☐ Create template responses for common topics

Strategy 6: Local Citations

Google Business Profile

- ☐ Claim or verify GBP listing
- ☐ Complete all business information
- ☐ Add photos and videos
- ☐ Set accurate business hours
- ☐ Select relevant categories

Directory Submissions

- ☐ Research industry-specific directories
- ☐ Find local business directories
- ☐ Create consistent NAP format
- ☐ Submit to 10-20 quality directories
- ☐ Track submissions in spreadsheet

Strategy 7: Unlinked Mentions

Monitoring Setup

- ☐ Set Google Alerts for brand name
- ☐ Monitor website URL mentions
- ☐ Track product name mentions
- ☐ Search "brand name" -site:yourwebsite.com

Conversion Process

- ☐ Evaluate mention relevance
- ☐ Find contact information
- ☐ Send polite request for link
- ☐ Provide exact URL and anchor text
- ☐ Follow up after 1 week if needed

Link Building Tracking Sheet

Date	Strategy	Target Website	Contact Person	Status	Result	Notes

Monthly Goals Tracker

Month	Links Acquired	Resource Pages	Guest Posts	Broken Links	HARO Mentions	Local Citations	Unlinked Mentions

Link Quality Assessment

Before pursuing a link, ask these questions:

- ☐ Is the website relevant to my niche?
- ☐ Does the site have real traffic?
- ☐ Is the content high-quality and regularly updated?
- ☐ Will the link look natural to visitors?
- ☐ Does the site have good engagement (comments, shares)?
- ☐ Is the site indexed by Google?
- ☐ Are there too many outbound links already?
- ☐ Is the link placement contextual?

Strategy Ideas:

Contacts to Follow Up:

Content Ideas for Link Building:

Quick Reference: Best Practices

- ☐ Always personalize outreach emails
- ☐ Focus on quality over quantity
- ☐ Build relationships, not just links
- ☐ Provide value before asking for anything
- ☐ Be patient and persistent
- ☐ Track everything in a spreadsheet
- ☐ Follow up politely
- ☐ Celebrate small wins