

LINKING STRATEGY CHECKLIST

- Descriptive anchor text for external links (e.g. article from Harvard Business Review)
- Keyword anchor text for internal links (e.g. SEO content writing services)
- Do-follow links for first mention of a company or first link to that page
- No-follow links for repeated mentions or repeat links within one page
- Links to other relevant content on your site (e.g. similar blogs, case studies, etc.)
- Acquire backlinks from valuable sources (not a priority is budget/resource is low)
- Relevant anchor text (no "click here" or "read more")
- Cut down internal links to the slug only (e.g. /blog/writing-tips-for-SMBs)

KEYWORDS

Use this space to note the target keyword(s) for this page
