

# Link Building Checklist

25 checks in four groups. Quality over volume.

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## Prospecting

- ☐ Export competitor backlink profiles from Ahrefs or Majestic
  - ☐ Filter to sites in your niche that already link to similar content
  - ☐ Check each prospect has real traffic, not just a high DR with no visitors
  - ☐ Find the right contact, a name and email, not a generic contact form
  - ☐ Aim for 30 to 50 qualified prospects per campaign, not hundreds of unqualified ones
  - ☐ Record every prospect in the outreach tracker before sending anything

## Qualification

- ☐ The site is actively maintained, last post within the current year
- ☐ The site has real organic traffic, check in Ahrefs or Semrush
- ☐ The linking page is relevant to your topic, not a generic link dump
- ☐ The site is not a PBN, link farm or paid link directory
- ☐ The contact email is real, not a dead address or a form that goes nowhere
- ☐ The site does not charge for links, if it does, walk away

## Outreach

- ☐ Email is under 100 words, short enough to read in a phone preview
- ☐ Name the specific page you want a link on and explain why it fits
  - ☐ Do not use "I love your work" or any generic flattery
  - ☐ Include a direct link to the content you are suggesting
- ☐ Send from a real email address with your name, not noreply@
- ☐ One follow-up after 5 business days, then stop
- ☐ Log every email sent and every response in the tracker

## Link quality and monitoring

- ☐ Confirm the link is dofollow, not nofollow or ugc
- ☐ Check the anchor text is descriptive and natural
- ☐ Verify the link is on a relevant page, not buried
- ☐ Check the link quarterly to confirm it still works
- ☐ Track acquisition rate (links earned / outreach)
- ☐ Review which prospect types produce the best results

Free checklist from  
alstonantony.com. For the  
interactive version with  
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