

Non-Incentivized Link Building in 2019

Lessons learned from running 50 campaigns and
earning 600 Links

Agenda:

Intro:

- Me
- What came back on the questionnaire?
 - 80%: intermediate to expert, 20%: novices
 - Two clusters of questions around:
 - How do you do broken link / skyscraper | what are your goto methods
 - How can you automate and delegate link-building
- What are broken link & skyscraper campaigns?
- Tweaks to maximize # Links Acquired
- Suggestions for Delegation and Automation

Intro to Broken Link & Skyscraper

Both Broken Link and Skyscraper campaigns start with a strong piece of content, and outreach to websites to ask them to link to the content.

Essentially 3 Phases:

- Selecting the Campaign Topic
- Developing the Content
- Outreach

Increasing the Number of Links Acq.

LB is a numbers game

Links Acquired = # Outreach Attempts x Conversion Rate

This gives you at least two angles to improve # Links Acquired:

- Increase the # of outreach attempts
- Increase the Conversion rate

Increasing Outreach Attempts

1. Choose campaigns that let you pursue the largest number of links
 - Broken Link campaigns: go after entire domains that have expired
 - Skyscraper campaigns: choose topics where competitors have acquired lots and lots of links
2. “Stack” campaigns: broken link outreach first, then skyscraper outreach
3. Be relentless in your outreach:
 - Use Hunter, BUT
 - i. also hire VAs to research contact opportunities
 - ii. Use Contact Us forms when you can find email addresses
 - iii. Get a VA to track down new email addresses / contact us forms when an email bounces
 - iv. If you don't get a reply from an email address, find a new email address to use

How to Find Skyscraper Topics

- Enter *your* website in Ahrefs
- Select “Competing Domains”, and create a list of the top 10 websites
- Take the first website, and enter it into Ahrefs. Select “Pages => Best by links”
- Sort from largest to smallest by “Referring Domains”
- Find an article that received lots (hundreds) of links (not a homepage)
- Enter the primary keywords of that article into Google, and scrape the top ~20 results using the Chrome extension named Linkclump
- Enter those 20 results in Ahrefs’ “Batch analysis” and sum the Dofollow Referring Domains



Potential Skyscraper Campaigns - StreetSmartKitchen.com



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1	Keyword	Sum of links
2	the best salt	1005
3	the best vanilla extract	454
4	what is sous vide	1712
5	collagen rich foods	451
6		

For Broken Link Campaigns

Expired Websites = Largest # of Outreach Attempts. But, no public tools that allow you to find them at scale.

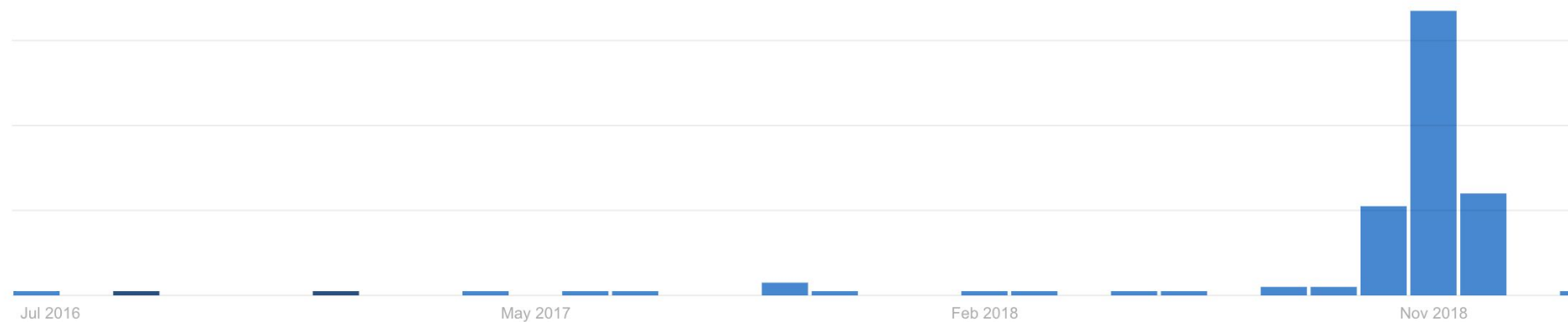
So, find individual broken links, create a drop-in replacement and do broken link outreach. Then, “stack” a skyscraper campaign on top.

Ex: <http://www.roofingcompare.com/green-roofing.html>

A couple of tools that may help:

- Ahrefs.com’s “Content explorer”
- BrokenLinkBuilding.com

Pages over time ?



Improving your Conversion Rate

Broken link campaigns convert about 2x the conversion rate of Skyscraper campaigns. (Our current numbers are 1.74% vs .8%)

Outreach many times. People need to be reminded.

- Stage 0: 41.8%
- Stage 1: 22.4%
- Stage 2: 19.4%
- Stage 3: 16.4%

Our experience with “branded” emails does not suggest that they offer a higher conversion rate than non-branded emails. But, we haven’t split-tested this.

Automation and Delegation

Each of the three “phases” of these campaigns have time-consuming parts that can be outsourced or automated:

Campaign Discovery:

- Get VAs to do the data collection for the Potential Skyscraper Campaigns spreadsheet

Content Creation:

- Many delegation possibilities here, from writing to editing and image selection.
- There are also tools such as [SurferSEO.com](https://www.surferseo.com) that should help with Skyscraper article briefs

Automation and Delegation cont.

Outreach Research Phase:

(the phase where you figure out how to contact each website)

You can use VAs for every step of this process:

- Pulling data from Hunter
- Searching for contact information by hand

Automation and Delegation cont.

Outreach Phase:

We use Gmass, which is a Chrome mail merge extension that sits on top of Gmail.

Our outreach emails are very similar to each other. All of our auto-reply followups are almost identical.

Hire a VA to respond to outreach. Give them an SOP that lists how they should respond to the 7 more common responses, and then have them assign other responses to you.

Delegating Project Management

This is a critical area to either automate or delegate. Each of our campaigns has 25+ individual steps, and it's easy to let one or more days lag between those steps, which makes campaigns take much longer than they need to.

Please reach out if:

- What I said didn't make sense, and you want me to explain it
- You get stumped at some stage and you want feedback
- You've heard of a scalable non-incentivized link-building technique that you don't think I've heard of, and you want to test it on your site

Resources

- Chris Brooks, cbrooks@CornerstoneLinks.com
- AuthorityHacker Pro has some great courses on Broken Link and Skyscraper link-buildings
- <https://ahrefs.com/broken-link-checker>
- <https://ahrefs.com/blog/broken-link-building/>
- <https://backlinko.com/skyscraper-technique>
- Tools:
 - Ahrefs.com
 - Gmass.co
 - Hunter.io
 - Linkclump Chrome extension