



## Off-Page Core SEO Guide — Compact (formatted for 11pt body text)

Audience: site owners, content teams, and SEOs who need a concise, actionable off-page playbook to start earning high-quality external signals while avoiding risky shortcuts.

Quick TL;DR checklist

- Prioritize contextual, in-content editorial links on relevant sites.
- Aim for a balanced backlink mix by site size (use Backlinks-by-Size targets).
- Use varied, natural anchor text; minimize exact-match anchors.
- Track every placement (URL, anchor, placement type, indexed Y/N, referral sessions).
- Point all single-link social bios to your canonical /connect hub (do not use Linktree).
- Start slow with link velocity and ramp up gradually while monitoring referrals and rankings.
- For buying links, buy a small pilot first and require live URLs and screenshots.

### 1. One-line goal

Acquire contextual, relevant links that send editorial signals and referral traffic while maintaining a natural, risk-averse profile.

### 2. Key definitions

Contextual / editorial link: an in-body link within relevant content.

- Guest post: authored content published on another site with an author attribution.
- Citation / profile: directory or profile listing with a link.
- Niche edit / resource link: placement within an existing post or resource page.
- Tiering: Tier 1 = direct links to money pages; Tier 2 = links to supporting content that feeds Tier 1.

### 3. Link quality checklist — what to evaluate before buying or pursuing a link

- Topical relevance between linking page and target page.
- Placement: in-content > resource list > sidebar/footer > profile.
- Page indexing and organic traffic.
- Anchor in an editorial sentence; natural surrounding text.
- Clean outbound profile on linking site (no spammy sitewide links).
- Permanent placement (not temporary or sitewide widget).
- Reasonable referral traffic or evidence of reader engagement.
- No templated article structures repeated across many pages.

### 4. Recommended backlink mix & targets by site size

Use these as starter monthly targets. Prioritize quality over raw counts.

- **Small site (new / <1k sessions/mo) — Monthly target: 1–3 links**
  - 40% citations/profiles & social bios
  - 40% small editorial/contextual links
  - 20% 1 guest post or niche edit
- **Medium site (1k–10k sessions/mo) — Monthly target: 3–7 links**
  - 50% contextual editorial links (small to mid blogs)
  - 25% guest posts on mid-tier sites
  - 15% citations/profiles/local
  - 10% PR/mentions or newsletters
- **Large site (10k–100k sessions/mo) — Monthly target: 8–20 links**
  - 60% high-quality contextual editorial links
  - 20% guest posts / thought leadership
  - 10% PR & newsletter mentions
  - 10% resource / partnership links

### Notes

- For competitive niches increase the proportion of high-authority placements and PR.
- Adjust absolute numbers to your budget and niche; always prefer a single high-quality link to many low-value links.

## 5. Compact anchor text table (recommended rotation)

Anchor type   % of new links
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Branded   35–55%
Naked URL   5–15%
Generic (click here, read more)   5–15%
Partial match   10–20%
Exact match   0–5%
Long-tail / natural sentence   remainder

### Suggested example for 20 links:

- Branded: 8–10
- Naked URL: 1–3
- Generic: 1–3
- Partial match: 2–4
- Exact match: 0–1
- Long-tail: 2–3

## 6. Placement types — pros & cons

- In-content editorial: highest value for relevance and referrals.
- Guest post: controllable but quality varies by host.
- Resource page / listicle: long-term value if relevant.
- PR / newsletter: high exposure; links may be nofollow but drive traffic.
- Citation/profile: low direct ranking power but useful for local/brand signals.
- Footer/sidebar/sitewide: low value; avoid bulk purchases that create footprints.

## 7. Cross-linked BIO strategy (author/brand hub)

- Do not use Linktree or similar third-party “link-in-bio” services. Host a single /connect hub on your domain and point all single-link profiles to it. This preserves traffic, link equity, tracking, and author signals.
- Platforms that allow multiple links (YouTube, About.me) may list additional direct resource links, but /connect should remain the canonical hub.
- Standardize every author bio: 18–25 word bio, headshot, canonical name, and a single link to /connect. Include Person schema on author pages and sameAs links to primary profiles.
- Short bio example: I test SEO tactics and publish practical playbooks — free guides: <https://www.chrisdaniel.com/connect>

## **8. Outreach & campaign basics**

- Pre-outreach: build a prioritized prospect list with target URL, contact, DR/traffic estimate, and suggested anchor.
- Pitch: personalized 2–3 sentence intro, clear value to their audience, single suggested contribution or paragraph.
- Follow-up: 1–2 polite follow-ups spaced 3–7 days apart. Stop after 2–3 attempts.
- Tracking: record prospect name, outreach dates, placement URL, anchor, price (if any), screenshot, indexation status.
- Templates: personalize heavily; reference recent content and a clear benefit for their readers.

## **9. Link velocity & naturalism**

- New sites: start with 1–3 links/month.
- Increase acquisition gradually; avoid month-over-month spikes greater than ~50% during the early growth phase.
- Coordinate link building with content publishing and social sharing to create natural signals.
- Avoid rapid purchases of low-quality sitewide or footer links.

## **10. Tracking, KPIs & reporting**

Track per placement:

- Date placed, source URL, anchor used, link type, indexed Y/N, referral sessions, notes/contact.

Key KPIs:

- Referral traffic to linked pages.
- Impressions and position changes for target keywords (GSC).
- Organic sessions and conversions on linked pages.
- Link indexation rate.

## **11. Small campaign workflows (copy-ready)**

A. Quick test campaign (1–3 links)

1. Choose 1 money page + 1 supporting page.
2. Build a prospect list of 15–25 relevant sites.
3. Send personalized pitch to 10–15 prospects.
4. Secure 1–2 placements; log details and monitor for 4–8 weeks.

## B. Monthly campaign (6–15 links)

1. Audit target pages and map content clusters.
2. Prepare content assets (guest drafts, data snippets).
3. Use tools to scale prospecting but keep outreach personal.
4. Acquire a mix of guest posts, contextual placements, and citations.
5. Review performance monthly and iterate.

## 12. Vendor Top Picks (starter list)

Use these as quick options to test. Purchase small pilots first and require live placement URLs and screenshots.

- **Premium** (Typical price range: \$500 – \$5,000+ per placement)
  - The Hoth — curated editorial placements and scaled campaigns / Example DR45+ link for \$250 // PR Write & Distribute for \$150 (500w & 3 links) DA 10-90
  - Authority Builders — manual outreach and editorial placements / Example: 1 DR40 Article for \$250
- **Mid-tier** (Typical price range: \$100 – \$700 per placement)
  - FatJoe — guest posting and blogger outreach / Example: \$141 for 1 DR30+ Link
  - GuestPost.com — marketplace for vetted guest placements / Example: 10 DR 45+ Links for \$1970
- **Budget** (Typical price range: \$20 – \$150 per placement)
  - Budget vendors should be vetted for live sample URLs, editorial placements (in-content), and replacement policies. We will research and list specific vetted budget vendors with sample placements and contact notes in the Vendor Directory. Typical use: low-cost contextual placements and niche guest posts for non-priority pages. Do not buy bulk network/sitewide packages.
- **PR / HARO** (Typical price range: Free – \$2,000+ for paid placements)
  - HARO — journalist queries and occasional press mentions
  - Local/regional PR firms — targeted press and newsletter outreach
- **Tools / Outreach** (Typical price range: \$49 – \$999+/month)
  - BuzzStream — outreach CRM and prospecting / 0-\$400/m (\$99/m starter).
  - Ahrefs — prospecting, link metrics, and competitive intel / Examples \$130-450/month
- **Citation / Local** (Typical price range: \$10 – \$200 per citation or monthly package)
  - Moz Local — citation management & cleanup
  - Whitespark — manual citation building for local focus

## What each category covers — quick guide

- **Contextual editorial backlinks:** in-content links inside articles on relevant sites. (Most valuable for SEO; vendors: Premium, Mid-tier, selected Budget vendors.)
  - **Guest posts / bylines:** authored pieces placed on other sites with an author attribution. (Good control over content; common in Mid-tier & Premium services.)
  - **PR / Newsletter placements:** mentions or features in newsletters, press, and podcasts. (High exposure; often paid or earned; see PR list.)
  - **Citation / Profile listings:** business directories, profile pages, and NAP listings. (Used for local/brand signals; low direct ranking power.)
  - **Outreach Tools:** software to find email addresses, manage outreach, and track replies. (Use these when scaling manual outreach.)
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## Vetting note (budget vendors)

### 13. For budget vendors

We will only recommend ones that can show 3–5 live in-content sample URLs, a replacement policy, and evidence the placements are not sitewide widgets or templated articles. We will not recommend bulk cheap networks or generic freelancer marketplaces as default.

### 14. Vendor vetting checklist — what to ask before you buy

- Can you provide 3–5 live sample URLs of current placements?
- Are placements permanent and in-content? Are they dofollow?
- What is the typical turnaround time?
- Do you provide screenshots and the final placement URL?
- What anchor control / rotation options are available?
- What is your replacement or refund policy for dropped links?
- How do you source placements — outreach, owned relationships, or private networks?
- Can you provide references or case studies in my niche?

### 15. Risk management & disavow

- Avoid vendors that cannot show live examples.
- Attempt removal first for spammy placements, then disavow only if removal fails.
- Keep periodic snapshots (quarterly) of your link inventory and screenshots.

## 16. Priority actions (if you only have time for five things)

1. Map pages that need links and define intent for each.
2. Build a 20-site prospect list for your top money page.
3. Acquire one high-quality editorial link this month.
4. Add internal links from authoritative pages to your target page.
5. Log every placement and review referral traffic & indexation weekly.

## 17. Outreach subject line & 1-sentence pitch (copy-ready)

Subject: Quick add for your [post title] readers

Pitch: Hi [Name] — I enjoyed your post on [topic]. I wrote a short, data-backed paragraph on [benefit] that would add value to your readers — would you be open to a guest contribution or inserting this paragraph with a source link?

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We've put together this free list of bloggers and marketing influencers by finding top performing blog posts and locating the author, the authors website, and their email address. If you'd like to add yourself to this list, or request to remove your information, please get in touch with us through our contact page.

<https://guestpost.com/resources/list-bloggers-influencers>



**CHRIS DANIEL**  
PROVING MY WORTH  
BY INCREASING YOURS

With a Network administration background, this former Insurance Claims Adjuster has a knack for investigations mixed with a touch of dark and self-deprecating humor. Chris shares insights on social media strategies, insurance claims, investing and others. He blends technical know-how with real-world experience. Learn more about him & his projects at [About page](#).

  
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The profile card features a circular portrait of Chris Daniel, a man with a beard and grey hair, wearing a blue shirt. The background is a gradient of orange and yellow. The text is in a clean, sans-serif font.

Get the [Vendor Directory](#) — vetted vendors, pricing ranges, and contact notes.