



## Recommended backlink mix & targets by size

Below are practical baseline targets you can use in the Vendor Directory and Core Off-Page guide. These focus on quality, diversity, and a sustainable acquisition pace (not a raw “more-is-better” count). Use these as starting goals — adjust by niche, competition level, and available budget.

### Site-size definitions

- Small — new or local/personal site (0–6 months, low traffic)
- Medium — growing site / small business (6–24 months, some traction)
- Large — established site / competitive niche (24+ months, decent traffic & authority)

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### Small site (baseline / initial build)

- Initial (first 3 months): 5–10 links total
  - 1 Contextual editorial backlink (relevant blog/niche article)
  - 1 Guest post (own authored piece on a niche site)
  - 1 PR/press mention or HARO placement (if feasible)
  - 1–2 Directory / citation listings (local/niche directories)
  - 1 Social profile / cross-linked bio (your cross-linked BIO strategy)
  - 0–2 Web2.0 or resource page links (medium quality)
- Ongoing (monthly): 1–3 new links/month (focus: 1 contextual + 1 social/profile or citation)

### Medium site (baseline / scale)

- Initial (first 3 months): 15–30 links total
  - 3–5 Contextual editorial backlinks (high relevance)
  - 4–6 Guest posts (higher-quality placements)
  - 2–4 PR/press mentions or HARO responses
  - 3–6 Directory / citation cleanup + niche directories

- 2 Social profile / cross-linked bios + at least 1 profile on a platform with high visibility
- 1–3 Niche edits/resource page links
- 1–2 Tool/outreach platform placements or influencer mentions
- Ongoing (monthly): 3–7 new links/month (1–3 contextual, 1 guest or PR, rest citations/profiles)

### **Large site (baseline / competitive)**

- Initial (first 3 months): 40–100+ links (quality + volume for competitive niches)
  - 10–20 Contextual editorial backlinks (campaign-driven)
  - 8–15 Guest posts (topically relevant high-DR sites)
  - 5–10 PR placements (major outlets, newsletters)
  - 5–10 Niche edits/resource links
  - 5–10 Citations & profile links (broad coverage)
  - 3–8 Influencer mentions / collaborative content
  - 2–5 EDU/GOV or highly authoritative placements (if possible)
- Ongoing (monthly): 8–20+ new links/month (keep high quality; prioritize relevance)

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### **Link type priorities (quality order)**

1. Contextual editorial backlinks (high relevance, in-body links)
  2. Guest posts on niche/high-authority sites
  3. PR / earned mentions (news, newsletters, HARO)
  4. Niche edits & resource pages (relevant, vetted)
  5. Directory / citation (local & niche; correct NAP)
  6. Social profiles / cross-linked bios (branding & indexing helpers)
  7. Web2.0, image/video embeds, influencer mentions
  8. Forum/comment links — low value; use sparingly and naturally
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## Anchor text & ratio (recommended)

Anchor text examples & recommended ratios

Anchor type	Example	When to use	%
Branded (banded)	Chris Daniel	Most backlinks; brand signal	50-70%
Naked URL	chrisdaniel.com/connect	Direct references; directories	5-10%
Generic	click here / read more	CTAs, natural editorial links	10-25%
Partial match	Chris Daniel SEO guide	Contextual links inside content	5-15%
Exact match	image SEO guide	Very targeted & rare, high quality only	0-5%
URL-only (short)	chrisdaniel.com/connect	Newsletters, resources	5-10%
Brand + keyword	Chris Daniel & image SEO guide	Bylines, guest posts	5-10%
Long-tail / descriptive	How to optimize images for Google	Deep content links	0-10%
LSI / semantic	best way to compress images	Use freely inside long-form text	N/A
Image alt text	alt="Image SEO guide"	For linked images; descriptive only	N/A

Branded, Chris Daniel, Most backlinks; brand signal, "50–70%"

Naked URL, chrisdaniel.com/connect, Directories / references, "5–10%"

Generic, click here / read more, CTAs / editorial, "10–25%"

Partial match, Chris Daniel SEO guide, Contextual content, "5–15%"

Exact match, image SEO guide, High-quality targeted links, "0–5%"

URL-only, chrisdaniel.com/connect, Newsletters / resources, "5–10%"

Brand + keyword, Chris Daniel — image SEO guide, Bylines / guest posts, "5–10%"

Long-tail, How to optimize images for Google, Deep content, "0–10%"

LSI, best way to compress images, Natural language usage, N/A

Image alt text, alt="Image SEO guide", Linked images, N/A

## How to reduce table height (Word / Google Docs / HTML)


- Font & spacing:
    - Use a compact font size (9–10 pt for body table text).
    - Set line spacing to Single and Paragraph spacing Before/After = 0 pt.
  - Cell padding / margins:
    1. Word: Table → Table Properties → Options → set cell margins to ~0.04"–0.08" (1–2 mm). Uncheck "Automatically resize to fit contents."
    2. Google Docs: Table → Table properties → Cell padding → set to 2–4 px (or the smallest value available).
    3. HTML/CSS (for export): use small padding (4px) and line-height: 1.  
`table { border-collapse: collapse; font-size: 10px; }`  
`th, td { padding: 4px 6px; line-height: 1; vertical-align: middle; }`
  - Row height:
    - Avoid multi-line cells; keep content to one short sentence or comma-separated keywords.
    - If available, set a minimum row height (Word) and leave it small (e.g., 10–12 pt).
  - Header row:
    - Use bold but not a larger font; reduce header padding a little more than body rows.
  - Page/column layout:
    - Use narrower page margins or a two-column layout so the table can be wider and shorter.
  - Visual tweaks:
    - Remove extra borders or use light dividers to give a compact visual appearance.
    - Consider splitting the long "Notes" column into a small footnote or legend to save vertical space.
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## Quality thresholds & velocity

- Aim for relevance > domain authority metric (DR/DA) appropriate to competition:
    - Small sites: prioritize relevance even if DR 20–40
    - Medium sites: target DR 30–60
    - Large sites: target DR 50+
  - Acquisition velocity: ramp slowly. Sudden spikes in low-quality backlinks look unnatural.
    - Small: max ~3 links/month after initial baseline
    - Medium: max ~7–10 links/month
    - Large: max ~20 links/month (but higher-quality only)
  - Diversify referring domains (many links from one site lowers value). Aim for mostly unique domains.
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## Practical notes & safeguards


- Relevance beats raw DR for topical rankings — choose sites in your niche.
- Prioritize editorial/contextual links over profile-only or mass directory links.
- Keep documentation: source URLs, contact, date acquired, anchor used — include in Vendor Directory CSV.
- Avoid obvious PBNs, automated networks, or cheap mass link packages that promise hundreds of links quickly.
- For e-commerce/product pages: increase contextual & review-type links aimed directly at product pages (small/medium sites may need slightly higher volume).



**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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Get the [Vendor Directory](#) — live URLs, price ranges, placement types and vetted vendor notes (PDF + CSV).