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PROVING MY WORTH
BY INCREASING YOURS

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Vendor Directory

Audience: SEOs, content/marketing managers, and site owners who need a vetted starting list of vendor types, starter vendors, price ranges, placement types, vetting notes, and how-to guidance for buying or running outreach campaigns.

Short intro

This Vendor Directory gives a practical, categorized starting list of vendors and tools you can use to execute the backlink and outreach targets in the preceding guides. It's a working list — use the vetting checklist below before committing budget.

How to use this directory

1. Pick vendors from the category that matches your goal (Premium for high-impact editorial, Budget for low-cost diversity, Tools for scaling).
2. Vet each vendor using the "What to ask vendors" checklist below.
3. Start small (1–3 placements) to test quality, then scale once you confirm real placement value and indexing.
4. Track every placement in a link log (date, URL, anchor, placement screenshot, indexed Y/N, referral sessions).

Categories & Starter Vendor Picks

Premium — High-impact editorial & PR

Typical price range: $500 – $5,000+ per placement or monthly retainers
 Placement types: Editorial in-body, industry press, exclusive guest posts, paid newsletter features, EDU/GOV outreach
 Reliability notes: High vetting required; longer lead times; best for money pages and flagship content

Top picks (starter)

- The Hoth — curated placements & white-label services — priority: top-pick
- Authority Builders — manual outreach & editorial placements — priority: recommended
- Page One Power — bespoke outreach & link building — priority: recommended
- Siege Media / high-end content agencies — content + placement capabilities — priority: watch
- Industry PR / niche PR agencies (local or vertical specialists) — priority: watch

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Mid-tier — Scalable guest posting & outreach

Typical price range: $100 – $700 per placement; packages $500–$3k
Placement types: Guest posts, niche editorial, sponsored content, resource-list inclusions
Reliability notes: Good throughput; quality varies by target lists — vet sample URLs

Top picks (starter)

- FatJoe — guest posts & blogger outreach — priority: top-pick
- GuestPost.com (marketplace for guest placements) — priority: recommended
- Niche outreach agencies / freelance outreach managers — priority: recommended
- OutreachMama (or similar mid-tier outreach outfits) — priority: watch

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Budget — Low-cost placements & profile/citation builders

Typical price range: $10 – $80 per placement or per profile
Placement types: Directories, profile links, web2.0, micro guest posts, low-tier placements
Reliability notes: Highly variable; use sparingly for anchor diversity or non-core pages

Top picks (starter)

- Fiverr / Upwork (vetted sellers for citations/web2.0) — priority: recommended (vet samples)
- Budget guest post marketplaces — priority: watch
- Manual Web2.0 & micro-blog platforms (build yourself to control quality) — priority: recommended
- Citation micro-services for NAP consistency — priority: watch

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PR / Newsletter / HARO — earned & distribution

Typical price range: Free (HARO) – $2,000+ (paid newsletter / PR campaigns)
Placement types: Press mentions, sponsor or paid newsletter features, HARO responses, trade

press contributed pieces
Reliability notes: High impact for brand and traffic; newsletter placements may convert well even if links are nofollow

Top picks (starter)

- HARO (Help a Reporter Out) — priority: top-pick
- Local/regional PR firms — priority: recommended
- Paid newsletter placements (industry newsletters) — priority: recommended
- Niche trade press & vertical newsletters — priority: watch

Tools / Outreach Platforms — prospecting & scale

Typical price range: $49 – $999+/month
Placement types: Outreach CRM, link prospecting, email sequences, link monitoring, metrics & reporting
Reliability notes: Essential for scale & hygiene; use reputable tools to avoid footprint issues

Top picks (starter)

- BuzzStream — outreach CRM / prospecting — priority: top-pick
- Pitchbox — outreach automation for agencies — priority: recommended
- Hunter.io — email discovery — priority: recommended
- Ahrefs / SEMrush — prospecting & competitive intel — priority: recommended
- Mailshake / Lemlist — outreach sequences — priority: watch

Citation / Profile Services — local & consistency

Typical price range: $10 – $200 per citation or monthly packages
Placement types: Local citations, directory listings, business profiles, NAP cleanup
Reliability notes: Low direct ranking power but important for local/brand trust and consistency

Top picks (starter)

- Moz Local / Yext / BrightLocal — citation management & cleanup — priority: top-pick
- Whitespark — local citation building — priority: recommended
- Manual niche directories (industry-specific) — priority: recommended
- Marketplace local listing bundles (vet carefully) — priority: watch

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Compact Vendor Table

category	vendor_name	service_type	typical_price_range	placement_types	reliability_notes	best_for	priority	notes
Premium	The Hoth	Curated link placements	$500-$5000+	Editorial in-body/guest/newsletter	High vetting; longer lead times	Flagship pages	top-pick	
Premium	Authority Builders	Manual outreach	$1000+ per campaign	Editorial contextual links	Manual outreach; good quality	reputable placements	recommended	
Premium	Page One Power	Bespoke outreach	$1000+ per campaign	Editorial & guest posts	Custom link campaigns	recommended		
Premium	Siege Media	Content + promotion	$2000+ per project	Content-driven editorial links	High-quality content production	watch		
Mid-tier	FatJoe	Guest posting & outreach	$100-$700	Guest posts/contextual	Good throughput; vet targets	Scaling campaigns	top-pick	
Mid-tier	GuestPost.com	Marketplace guest posts	$150-$600	Guest placements	Platform quality varies; vet samples	recommended		
Mid-tier	OutreachMama	Outreach service	$300-$1200	Guest posts & editorial placements	Varies by target list	scaling mid-tier outreach	watch	
Budget	Fiverr (vetted sellers)	Micro placements	$10-$80	Web2.0/profile/low-tier guest	Very variable; vet samples	Anchor diversity	recommended	
Budget	Budget guest marketplaces	Low-cost guest posts	$20-$150	Low-tier guest posts/directories	High variance; quick scale	watch		
Budget	Manual Web2.0 builds	DIY	$0-$50 per asset	Web2.0/microblogs	Control quality; labor-intensive	Anchor diversity	recommended	
PR	HARO	Journalist queries	Free	Press mentions/HARO responses	Free; competitive & time-sensitive	PR mentions	top-pick	
PR	Local PR firms	PR outreach	$500-$3000+	Press & local media	Good for regional exposure	local PR	recommended	
PR	Paid newsletter placements	Newsletter features	$200-$2000+	Newsletter slots; referral traffic	High referral potential	recommended		
Tool	BuzzStream	Outreach CRM	$99-$699/month	Prospecting & outreach automation	Good for organized outreach	Scale outreach	top-pick	
Tool	Pitchbox	Outreach automation	$500-$2000+/month	Automated outreach & reporting	Enterprise features; costlier	recommended		
Tool	Hunter.io	Email discovery	$49-$199/month	Email finding	Useful for outreach lists	recommended		
Tool	Ahrefs	SEO & prospecting	$99-$399/month	Prospecting & metrics	Prospecting + link metrics	recommended		
Citation	Moz Local	Citation management	$20-$200/month	Local citations/profile listings	Strong for NAP consistency	Local SEO	top-pick	
Citation	Whitespark	Local citations	$100-$800/project	Manual citation building	Good for local focus	recommended		
Citation	Manual niche directories	DIY	$0-$200	Industry directories	Manual vetting required	recommended		

What to ask / vendor vetting checklist

- Can you provide 3–5 live sample URLs of current placements for the exact service (not screenshots)?
- Are placements permanent, dofollow, and in-content? If not dofollow, what is the expected value?
- What is the typical turnaround time from order to live placement?
- Do you provide screenshots and final placement URL + date of placement?
- What anchor control / rotation options are available?
- What is your refund/replacement policy if a link drops within X days? (ask for at least 30–90 day warranty)
- Are placements indexed at time of sample? Can you show evidence of referral traffic?
- How do you source placements — outreach, owned networks, or private networks? (avoid PBN/network footprints)
- Can you share references or case studies for similar niches?

Pricing & contract best practices

- Start with a pilot (1–3 placements) before signing larger packages.
- Use milestone payments for ongoing retainers.
- Require final URLs + screenshots by delivery.
- Include a replacement policy clause for dropped links within 60–90 days.
- Avoid long-term rolling contracts without opt-out notices and performance KPIs.

Tracking & integration

- Required tracking fields per placement: order date, placement URL, anchor text, placement type, sample screenshot, indexed (Y/N), referral sessions (GA), notes/contact.
- Use a single CSV/Google Sheet to store placements and take quarterly snapshots for rollback/disavow needs.

How to choose vendor by site size & link needs

- Small sites (new): prioritize relevance & citations; use Budget + Mid-tier carefully. Start with 1–2 Mid-tier or Premium pilot placements.

- Medium sites: mix Mid-tier and selective Premium placements; use Tools to scale outreach and track indexation.
- Large / competitive: prioritize Premium & PR, use Tools & mid-tier to scale, keep rigorous vendor vetting and documentation.

Common vendor red flags

- Vendor cannot provide live sample URLs.
- Placements come from sites with templated outbound links or identical article structures.
- Extremely cheap bulk packages promising hundreds of links in days.
- No replacement/refund policy and opaque sourcing.
- Heavy use of sitewide/footer links in samples.

Short note on indexing & link validation

- Ask vendors to build placements on indexed pages (use URL inspection in GSC to request indexing if needed).
- Use Ahrefs/Google Search Console/Manual checks to confirm indexation and referral traffic.
- If a link drops, request replacement; after failed replacements, log and consider removal/disavow if manipulative.

Small "how to use" sheet

- Column headers for embedded table: Vendor / Service / Price Range / Typical Placement / Use Case / Vetting Flag
- Suggest including this small table as a one-page visual inside the PDF for quick scanning.

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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 **Chris's Personal SEO Strategy** — voice, cross-linked bios, author box templates, and "raw & authentic" branding tactics.