

2024 LINK BUILDING AGENCY CHECKLIST

What should I expect from a good link-building agency?

ABOUT THE AGENCY



Specialized in Link-Building

While going with a general SEO agency may seem like good bang for your buck, they often don't have the time or skillset to focus on strategic link-building. This means you'll end up with a couple of backlinks every few months – or lots of links to random sites that have little to do with your brand.



Specialized In Your Industry

There are lots of agencies out there that serve everyone – meaning they're too spread out to build the relationships needed to get links from influential and relevant sites in your vertical.



Strict Client Criteria

Be wary if an agency doesn't have strict requirements to work together. You'll find they're more worried about getting paying clients through the door than helping you see long-term traffic and ranking growth.



Proven, Data-Driven Methodology

Your agency should have a strategic process that goes beyond sending out a bunch of emails that say, "hey, I noticed this link was broken". When evaluating, ask them to go through their step-by-step process for getting high-quality links.



Proven Results

Before you sign up, check for case studies and testimonials from similar-sized companies or those in the same niche. Some agencies may not be able to share case studies publicly due to client privacy but will be willing to discuss them during a call.



Full Transparency

The best link-building agencies are open about their process, philosophy, and what they can and can't do. This also extends to reporting – make sure your agency has a dashboard you can always access.

2024 LINK BUILDING AGENCY CHECKLIST

LINK BUILDING STRATEGY



Highly Relevant Links

The backlinks you get should be relevant to your business, your audience, and the content piece they link to. Your reader's experience should be natural and leave them feeling like they've gotten the answer to the question that drove them to your content.



Good Relationships with Top Editors

Top link-building agencies don't just build links – they build relationships. Your agency should have established connections with some of the top publications in your industry (e.g. well-known, high-authority sites like Hubspot).



Continuous Competitor Analysis

A strategic and in-depth look at your competitors allows you to learn what's working (or not). Rather than a one-and-done task, agencies should always be looking at competitors and the overall market to give you real-time feedback on what strategy / content will yield the best links.



Fresh Outreach

Many link-building services rely on dusty rolodexes. Your agency should be regularly reaching out to new publications and willing to establish new relationships to secure the right links.



Quality, Not Quantity

Premium link-building agencies focus on the quality of each and every link – not delivering the most links possible.



Link Guarantee

If your agency won't offer a guarantee to replace missing or broken links, you should probably wonder why.