



A Guide to Finding and Filling the Gaps in Your Link Strategy

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Why Perform a Link Gap Analysis?

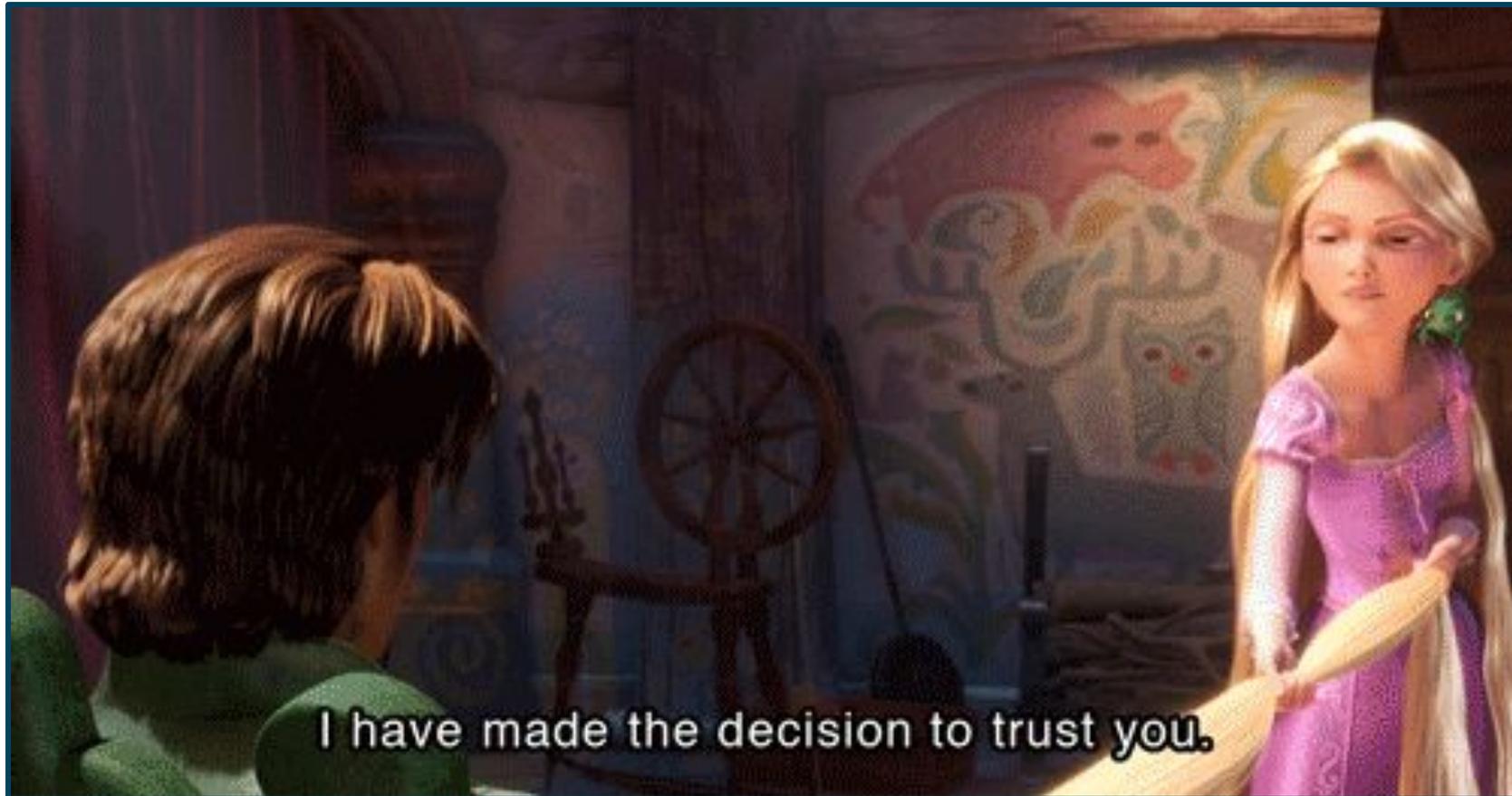
Your backlink portfolio matters

“[John] Mueller says a single link from a relevant source can send a stronger signal to Google about how it should treat that page.”



Quality of Links > Quantity of Links

When you build black hat links...



**You need content that's *deserving* of
the links you're building.**

(We call this link-worthy content.)

So if your competitors have *better* backlinks...

That's signaling to Google they have better content and sometimes, more authority, as well.

Performing a link-gap analysis can help you identify prime opportunities to close this quality gap.

Performing the Backlink Analysis

A Step-by-Step Guide

Identify brands building great links

- ❑ Your primary competitors
- ❑ Brands in your general space that have content programs you admire
- ❑ Sites that are ranking for terms you're hoping to rank for





Moz Pro

Campaigns

Local Market Analytics **BETA**

Keyword Research ▶

Link Research ▼

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[Spam Score](#)

Link Intersect

[Link Tracking Lists](#) 1

Start here!



Link Intersect

(Let's pretend we're Chewy...)

Find out which sites link to your competitors, but not to you.

Discover link opportunities for this URL:

✕

69,996 of 70,000 queries available until 05/09

By showing that link to any combination of the following URLs:

A ✕

B ✕

<input type="checkbox"/> Root Domain	DA ⁱ	Spam Score _i	Sites that intersect	Top referring page
<input type="checkbox"/> sites.google.com	97	--	A B	
<input type="checkbox"/> cnn.com	96	1%	A B	
<input type="checkbox"/> dailymotion.com	95	1%	A B	
<input type="checkbox"/> time.com	94	1%	A B	
<input type="checkbox"/> estadao.com.br	94	1%	A B	
<input type="checkbox"/> smh.com.au	93	1%	A B	

There's a Guinea Pig Suit of Armor on eBay

Do you treat your guinea pig like royalty? Protect it with a suit of armor!

By Olivia B. Waxman | June 18, 2013

f Share

👍 Like 0

🐦 Tweet

📄 Share

📌 Save

🕒 Read Later



It was a bit heavy on him. He did *very* little other than pose for photos [and then] doze off. The helmet and armor must have reminded him of a blanket (one of his favorite things).

This suit of armor is just the latest in wacky pet costumes, from hand-knit sweaters for turtles to punk rock attire for dogs.

MORE: [Do We Love Our Dogs More than People?](#)

Link to a PetSmart product
(that is sadly defunct...)

 Export CSV is your friend!

Remove all the backlinks that aren't from publications and then analyze the potential of what's left.

AdAge

Health.com

 **Nasdaq**

**Better Homes
& Gardens**

GLAMOUR

FORTUNE

TNW
THE NEXT WEB

engadget

There's a lot to be learned from this exercise

Like...

- ❏ How are these pet websites getting links from technology websites?
- ❏ What *type* of content is earning them these links? Product pages? Press releases?



Whistle adds Android support to its wearable activity tracker for dogs

Whistle today announced a significant win on the distribution side after getting its device into **PetSmart's** retail stores across the US and Canada.



Takeaway:

Tech products are of interest; check your inventory for more innovative items. Also consider similar angles, e.g.: “How much are pet owners willing to pay to keep their pets in good shape?”



Creating Link-Worthy Content

Company Update

Petco offering a free upgrade to artificial-free pet food with May 18-19 trade-in events

VS.

Data Journalism

5 unexpected health benefits of owning a dog

If your competitors aren't investing in data journalism, this is a **huge opportunity** for your brand.

Link-gap analyses help find where you're lacking

So you still need to research the publication and the vertical to fully understand what content will perform well.

This is where the following come in:

- ❑ Question research
- ❑ Keyword research
- ❑ Persona analysis
- ❑ Etc.

Coming up with the right ideas

- ❑ What did the brand create to get that link?
- ❑ Can you do whatever they did better?
- ❑ What type of content performs well on the target site? (BuzzSumo is great for this.)
- ❑ Which writers publish regularly who you can start building a connection with?
- ❑ What *specific* niches do those writers cover?

MORE: Do We Love Our Dogs More than People?

(MORE: Millions on Pet Halloween Costumes? Why We Spend More and More on Pets)

Both of these articles were referenced in the one we reviewed earlier; these are GREAT clues as to what the publisher is interested in in your niche!

Tip! Start with the low-hanging fruit first.

- ❑ Do you already have content that would interest this publisher?
- ❑ Do you have internal data the writer would find interesting?
- ❑ Is the writer on Twitter and open to receiving pitches?





All this for a leaf of bread?

quality backlinks?

YES! Here's why.

Quality content will never be penalized.

You're likely to get more than one piece of media coverage when you have newsworthy content.

You're more likely to build relationships with writers.

Pitching Link-Worthy Content

**Creating the right content is only
half the battle.**



#Amplify

#PrimeDayDeals

Reviews

Best Products

How-To

News

Shop

Newsletters

Find produ

PCMag editors select and review products [independently](#). We may earn affiliate commissions from buying links, which help support our testing. [Learn mor](#)

Home > News > The Why Axis

Small Businesses Are More Vulnerable to Security

A survey by Nulab has revealed that small businesses are more vulnerable to security than bigger companies.

FAST COMPANY

TECH WORK LIFE CREATIVITY IMPACT AUDIO VIDEO

M P A S S Sign up for our daily email. Enter your email address

The benefit for employers is that people who work from home tend to be more productive and happier, according to a new study by Porch, a website that matches homeowners with home service professionals.

COSMOPOLITAN style beauty sex politi

But, according to a recent survey done by Superdrug Online Doctor, couples who use pet names are generally happier and have stronger relationships than those who don't.

Here's the process



**Build a pitch
list**



**Pitch for exclusive
coverage**



**Pitch for all other
coverage**



**Collect and report
on the results**

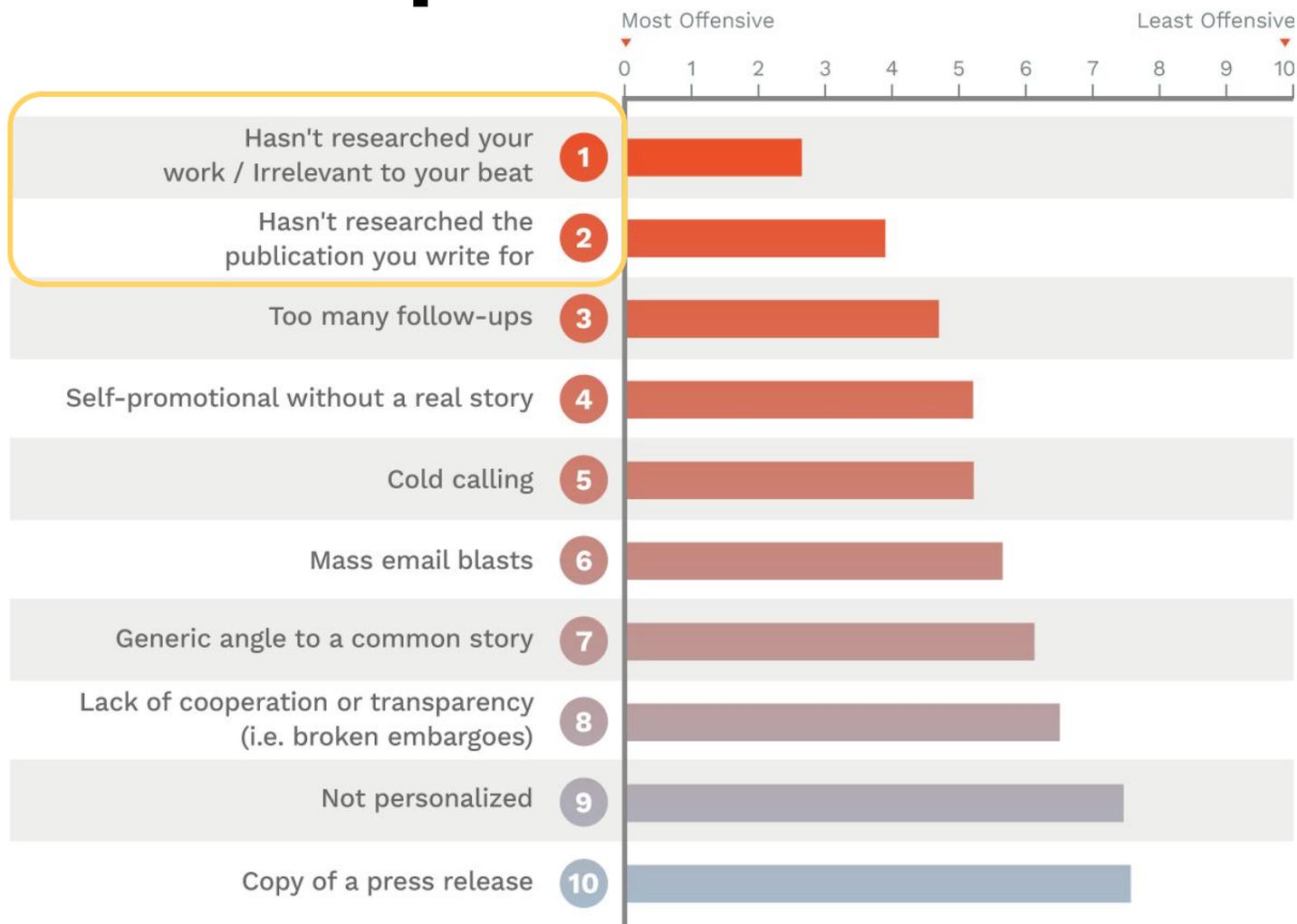
Pitching the right people

You've already done some research! Which writers did you have in mind when you created the content?

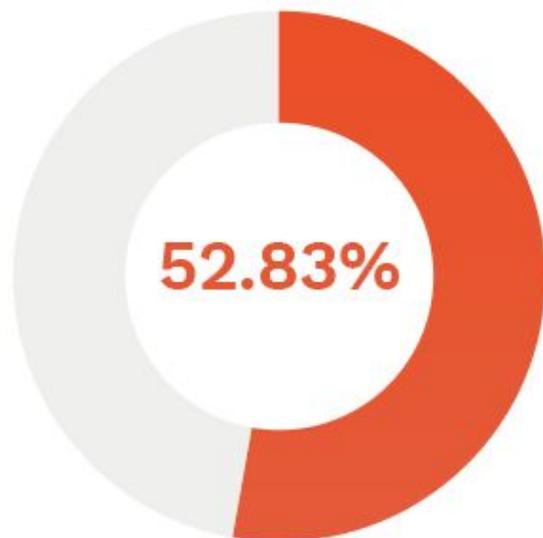
Who else would this content be a good fit for? What is their *specific* beat? How often do they publish?

Take your time on this step

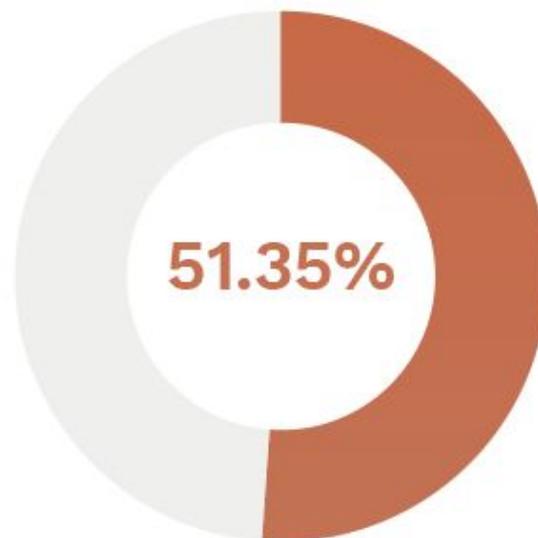
Journalists' biggest pet peeve when receiving pitches.



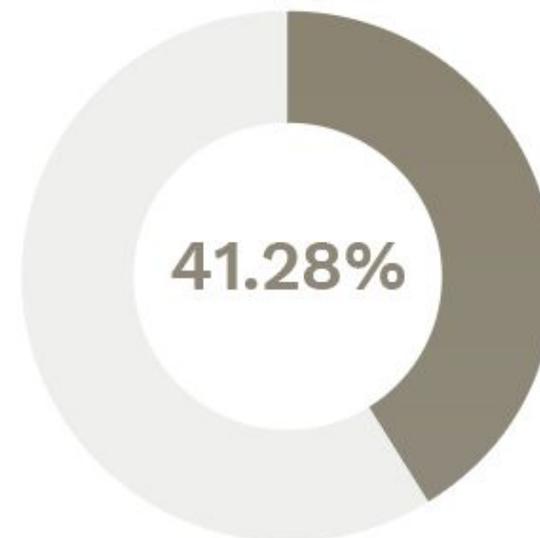
Personalize your email



▲
A reference to a previous collaboration between the sender and you or another editor

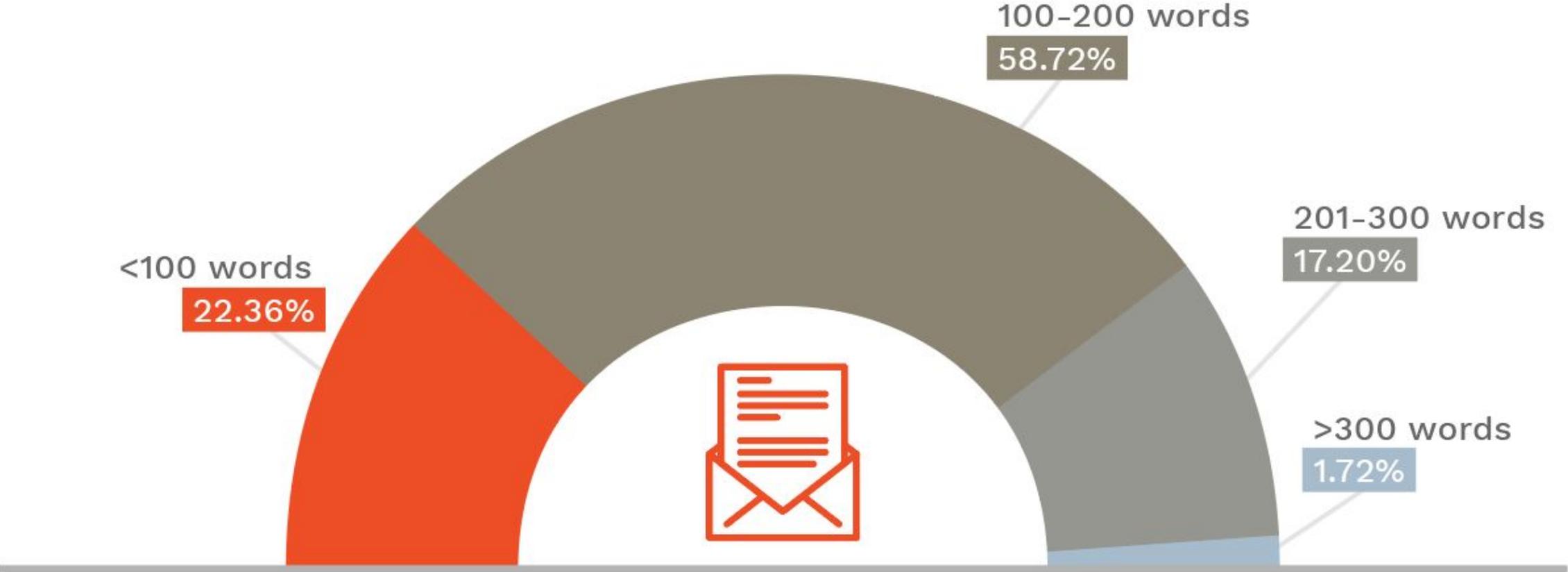


▲
A reaction to an article you wrote recently



▲
A thoughtful connection to something in your bio or personal info

And keep it short!



Celebrate that link juice



But really, it's not just about the links. It's about the excellent content you've created and the value you've provided as a result. Well done!



Thank You!