

Link Building Cheat Sheet

12 Best Practices for SaaS marketers



1. Scope out the competition. Reverse engineer competitor's backlinks.
2. Leverage the broken Link building opportunities
3. Stay active on community sites. Keep answering relevant questions on Reddit, Quora, and the likes.
4. Connect with web directories. Try using a search like
 - *[your city, state] businesses inurl:directory*
5. Guest Blog for High Domain authority websites. Use the following search queries to find opportunities
 - *[your niche] + write for us (e.g., saas + write for us)*
 - *[your niche] + guest post*
 - *[your niche] + contribute*
 - *[your niche] + guest author*
6. Partner with relevant guest bloggers in exchange for some incentive
7. Get backlinks from resources pages. Use the following queries to find relevant resources pages
 - *[your niche] inurl:resources*
 - *[your niche] inurl:roundup*
 - *[your niche] "best resources"*
 - *[your niche] "useful resources"*
 - *[your niche] intitle:links*
 - *[your niche] "helpful links"*
8. Get featured on popular podcasts.
9. Reach out to writer/editor/site owner with content improvements
10. Get listed on the alternative posts. Curate a list of
 - *Best Alternatives To [Niche Leader] and reach out to them with your product brief.*
11. Invite content creators and product reviews. You can find such reviewers by typing:
 - *[your competitor] + review" or "[competitor 1] vs. [competitor 2]*
12. Bring diversity in your anchor texts. Using long-tail, LSI keywords in your anchor text variations. Here are some ways to find
 - *LSI keyword generator tools*
 - *Anchor text generator tools*

