



SEARCH
BIRMINGHAM

(30 MINS)

JACK

VIVIAN

ADVANCED BACKLINK ANALYSIS



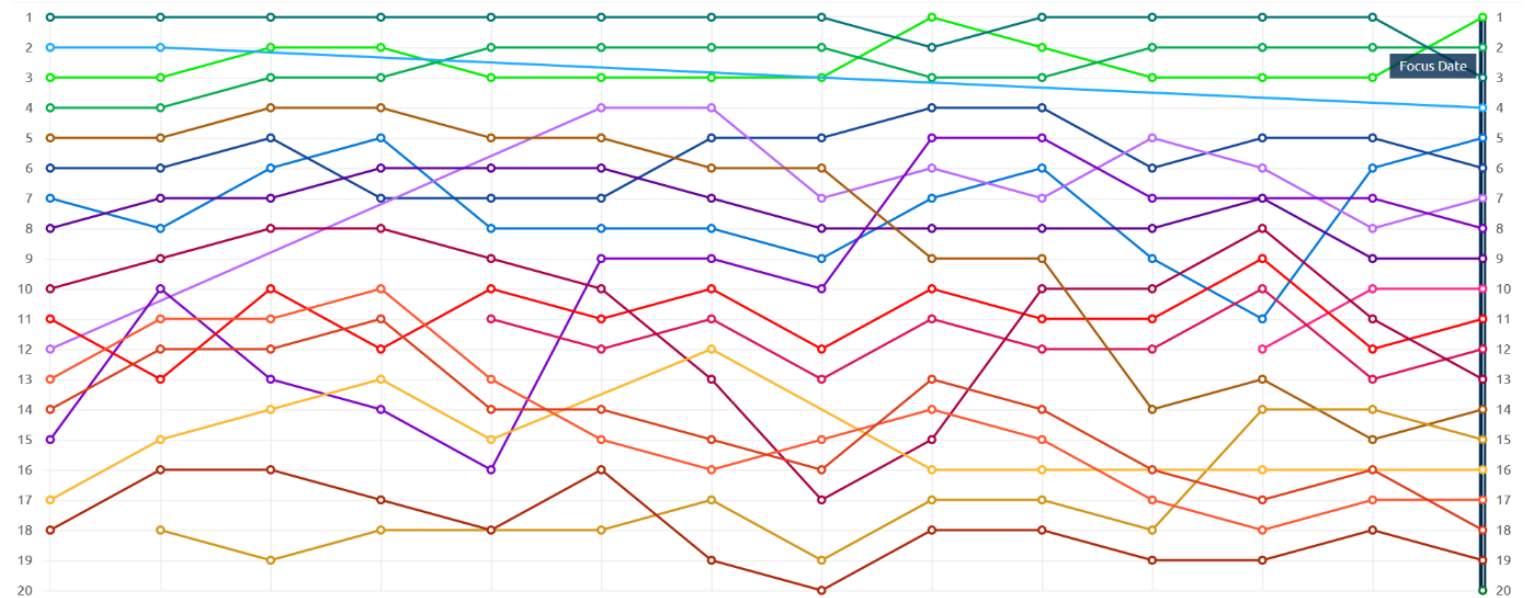
About me



Introduction

- Competition Analysis – Can you actually compete in this niche?
- Backlink Building Strategy – How to implement what I've learnt
- Who am I and why would you listen to me?

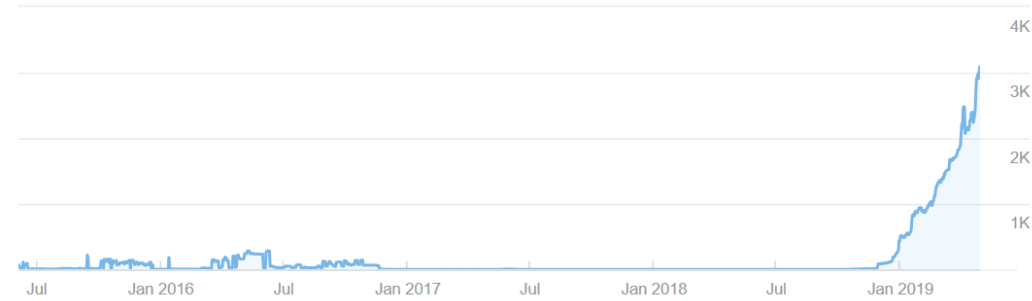
SERPS Are Chaotic



Some Campaign Results

Organic traffic ⁱ 3,108 /month

All time | One year | Last 30 days



Organic traffic ⁱ 62,534 /month

All time | One year | Last 30 days



Organic traffic ⁱ 5,858 /month

All time | One year | Last 30 days



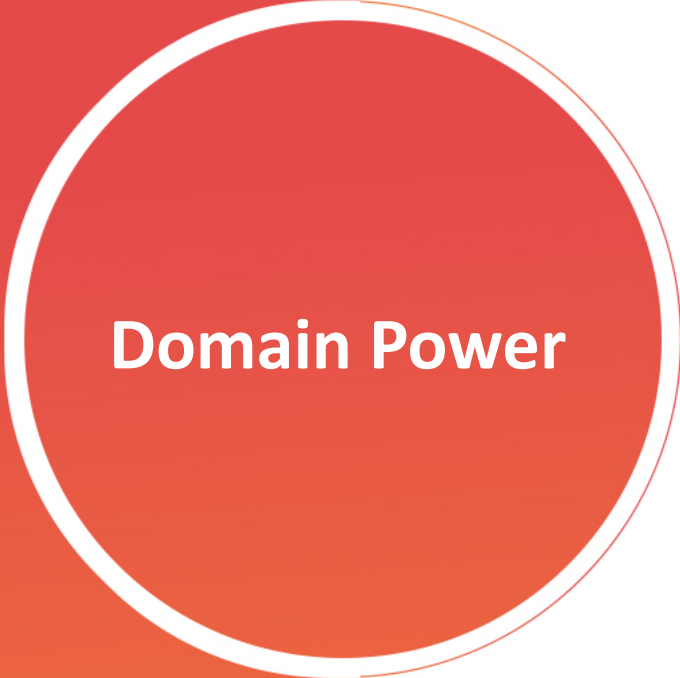
Competition Analysis

Can I actually rank for this keyword?

- Domain Power
- Domain Relevance
- Backlink Power
- Backlink Relevance

Domain Power

- Entry level of power to enter a SERP
 - Outliers do exist
- How much power is enough?



Domain Power

Gear Hungry | Essential Men's Gear & Gifts

gearhungry.com

How to use

Ahrefs Rank ⁱ 108,726	UR ⁱ 17 DR ⁱ 69	Backlinks ⁱ 76.1K Recent 125K Historical 589K	Referring domains ⁱ 3.09K Recent 3.8K Historical 7.88K	Organic keywords ⁱ 1.2M +23K PPC 0	Organic traffic ⁱ 1.8M +9K	Traffic value ⁱ \$1.5M PPC \$0
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POWERED BY DFY

	N	O	P	Q	R	S	T	U	V	W	X	Y
DR	0-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Total	
Amount	1132	171	296	293	262	189	137	87	32	9	2608	

	A	B	C	D	E	F	G	H	I	J	K	L
1	DR	0-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	Total
2	https://www.gearhungry.com/	1132	171	296	293	262	189	137	87	32	9	2608
3	https://hiconsumption.com/	3738	521	585	477	333	291	236	213	117	24	6535
4	https://thewirecutter.com/	12422	1916	1960	1474	1161	1051	956	1159	564	104	22767

Page Power

SERP overview for "best outdoor tv antenna" ?

 Image pack  Top stories  People also ask  Featured snippet  Site links  Thumbnails							
Search result	AR	DR	UR	Backlinks	Domains	Traffic	Keywords
1 ▶ Featured snippet							
2 ▶ People also ask							
3 How to Choose the Best HDTV Antenna - Crutchfield https://www.crutchfield.com/ISEO-rgbtcspd/learn/learningcenter/home/antenna.html ▼	22K	77	13	3	2	17,177	6,289
4 10 Best Outdoor TV Antenna in 2019 [Buying Guide] – Gear Hungry https://www.gearhungry.com/best-outdoor-tv-antenna/ ▼ ▶ 3 Site links	109K	69	23	55	20	8,197	4,378
5 15 Best Outdoor Antennas of 2019 Snap Goods https://snapgoods.com/best-outdoor-antennas/ ▼ ▶ 3 Site links	1.1M	43	13	6	5	9,533	5,552
6 The 10 Best Outdoor TV Antennas in 2019 [4K, UHD] by Omnicore https://www.omnicoreagency.com/best-outdoor-tv-antennas/ ▼	16K	78	21	28	16	9,025	3,092
7 Best Outdoor Antenna: Amazon.com https://www.amazon.com/slp/best-outdoor-antenna/9gy3edpeudb97z4 ▼	22	95	15	0	0	3,232	250
8 ▶ Top stories							
9 9 Best Outdoor TV Antennas, Attic Antennas, and More — 2019 http://nymag.com/strategist/article/best-outdoor-tv-antennas.html ▼	1.2K	90	27	133	37	6,898	7,807
10 The 10 Best Outdoor HDTV Antennas (Update for 2019 ... https://antennajunkies.com/best-outdoor-hdtv-antennas/ ▼	27M	5	12	7	6	3,399	1,845

Domain Relevance

- Topic dilution
- What percentage of the total site?

Domain Relevance

Search results ⁱ		AR ⁱ	DR ⁱ	UR ⁱ	Backlinks ⁱ	Domains ⁱ
1	▶ 1 featured snippet					
2	Best Trail Camera Reviews 2019 - Compare Top Game Cameras ... https://www.trailcampro.com/collections/trail-camera-reviews ▼ ▶ 4 site links	1.2M	41	29	238	51
3	▶ 4 related questions					
4	Best Trail Camera Reviews – Wildlife Photography & Hunting Equipment https://www.besttrailcamerareviews.org/ ▼ ▶ 4 site links	12M	14	28	140	49
5	10 The Best Trail Camera of 2019 [Buying Guide] – Gear Hungry https://www.gearhungry.com/best-trail-camera-review/ ▼ ▶ 3 site links	109K	69	19	24	11



site:trailcampro.com

 All  Images  News <

About 1,530 results (0.29 seconds)

site:trailcampro.com intitle:trail camera

 All  Shopping  Images  Videos

About 920 results (0.50 seconds)

GEARHUNGRY

site:gearhungry.com

 All  Images  News

About 3,980 results (0.31 seconds)

site:gearhungry.com intitle:trail camera

 All  Shopping  Images  Videos

About 3 results (0.24 seconds)

Domain Relevance In Action

Search result	AR	DR	UR	Backlinks	Domains
1 ▶ Featured snippet					
2 The best gaming chair 2019: Comfy gaming chairs and racing seats ... https://www.pcgamer.com/best-gaming-chairs/ ▼	7.3K	82	38	409	141
3 Best Gaming Chairs 2019: Top Computer Chairs for PC Gamers - IGN https://www.ign.com/articles/the-best-gaming-chairs ▼	2.1K	88	27	93	46
4 Best gaming chairs 2019 TechRadar https://www.techradar.com/news/best-pc-gaming-chair-5-best-chairs-to-game-in-comfort ▼	1.6K	89	37	581	168
5 25 Best PC Gaming Chairs (Updated August 2019) High Ground ... https://www.highgroundgaming.com/best-pc-gaming-chairs/ ▼ ▶ 3 Site links	3.1M	32	27	154	41
6 Our 10 Best Gaming Chairs of 2019: Gaming Chair Reviews By Experts https://www.wepc.com/reviews/best-gaming-chairs/ ▼	180K	63	21	14	13
7 The best gaming chairs in 2019 GamesRadar+ https://www.gamesradar.com/best-gaming-chair/ ▼	11K	80	24	56	23
8 19 Best Gaming Chairs in 2019 [Buying Guide] - Gear Hungry https://www.gearhungry.com/best-gaming-chairs/ ▼	110K	69	19	18	13
Search result	AR	DR	UR	Backlinks	Domains
1 ▶ Featured snippet					
2 ▶ People also ask					
3 How to Choose the Best HDTV Antenna - Crutchfield https://www.crutchfield.com/ISEO-rgbtcspd/learn/learningcenter/home/antenna.html ▼	22K	77	13	3	2
4 10 Best Outdoor TV Antenna in 2019 [Buying Guide] – Gear Hungry https://www.gearhungry.com/best-outdoor-tv-antenna/ ▼ ▶ 3 Site links	110K	69	23	55	20
5 15 Best Outdoor Antennas of 2019 Snap Goods https://snapgoods.com/best-outdoor-antennas/ ▼ ▶ 3 Site links	1.1M	43	13	6	5
6 The 10 Best Outdoor TV Antennas in 2019 [4K, UHD] by Omnicore https://www.omnicoreagency.com/best-outdoor-tv-antennas/ ▼	15K	78	21	28	16
7 Best Outdoor Antenna: Amazon.com https://www.amazon.com/slp/best-outdoor-antenna/9gy3edpeudb97z4 ▼	22	95	15	0	0
8 The 10 Best Outdoor HDTV Antennas (Update for 2019 ... https://antennajunkies.com/best-outdoor-hdtv-antennas/ ▼	27M	5	12	7	6
9 9 Best Outdoor TV Antennas, Attic Antennas, and More — 2019 http://nymag.com/strategist/article/best-outdoor-tv-antennas.html ▼	1.2K	90	27	133	37
10 The 7 Best Outdoor TV Antennas in 2019 - MakeUseOf https://www.makeuseof.com/tag/best-outdoor-tv-antenna/ ▼	3.0K	86	22	38	14

Search result	AR	DR	UR	Backlinks	Domains
1 ▶ Featured snippet					
2 ▶ People also ask					
3 9 Best Walking Shoes for Men in 2019 [Buying Guide] – Gear Hungry https://www.gearhungry.com/best-walking-shoes-for-men/ ▼ ▶ 3 Site links	110K	69	24	4,075	30
4 7 Best Walking Shoes for Men Who Like to Walk in Comfort [2019] https://www.baldingbeards.com/best-walking-shoes/ ▼ ▶ 3 Site links	905K	46	11	3	2
5 Amazon Best Sellers: Best Men's Walking Shoes - Amazon.com https://www.amazon.com/Best-Sellers-Mens-Walking-Shoes/zgbs/fashion/679303011 ▼ ▶ 2 Site links	22	95	18	7	5
6 Best Walking Shoes for Men and Women Reviewed in 2019 ... https://runnerclick.com/top-10-best-best-walking-shoes-reviewed/ ▼	136K	66	31	4,137	75
7 The Best Men's Walking Shoes of 2019 • Gear Patrol https://gearpatrol.com/2019/06/17/the-best-mens-walking-shoes-of-2019/ ▼	15K	78	16	131	3
8 Best Walking Shoes For Men - 2019 Reviews https://bestwalkingshoereviews.com/best-walking-shoes-for-men/ ▼	6.7M	24	12	2	2
9 5 Best Walking Shoes for Men (Our 2018-2019 Review) https://www.developgoodhabits.com/best-walking-shoes-for-men/ ▼	70K	71	21	38	16
10 The 8 Best Walking Shoes for Men of 2019 - Verywell Fit https://www.verywellfit.com/best-walking-shoes-for-men-4582132 ▼	6.3K	83	13	0	0

Backlink Relevance

RSOS

1. Domain
2. URL
3. Title
4. H1
5. Meta description
6. Content

@OMG Machines

High Authority / Low Authority
Domain Relevance / URL Relevance / ~~No Relevance~~

@Grindstone

URL
RELEVANCE

LOW AUTHORITY

LAUR

HIGH AUTHORITY

HAUR

DOMAIN
RELEVANCE

LADR

HADR



Backlink Relevance Walk Through

Backlinks ⁱ

[How to use](#)
[Group similar ⁱ](#)
[One link per domain ⁱ](#)
[All](#)
[⚙️](#)
[Link type ▾](#)
[Platform ▾](#)
[Language ▾](#)
[Traffic ▾](#)
[Keyword](#)
[X Include ▾](#)
[Any target ▾](#)
[Live ⁱ](#)
[Recent ⁱ](#)
[Historical ⁱ](#)

75,842 backlinks

[Referring page ⁱ](#)
[DR ⁱ](#)
[UR ⁱ](#)
[Referring domains ⁱ](#)
[Linked domains ⁱ](#)
[Ext. ⁱ](#)
[Traffic ⁱ](#)
[Kw. ⁱ](#)
[The Good Men Project - The Conversation No One Else Is Having](#)

78

78

2,120

16

18

4,809

1,020

[goodmenproject.com/](#)
[EN](#) [WORDPRESS](#)
[The GPS Tracker for Cars \(Review & Buying Guide\) in 2019](#)

66

57

1,323

10

39

11,779

5,392

[www.carbibles.com/best-car-gps-tracker/](#)
[Any](#)
[All](#)
☒ URLs of referring pages

☒ Titles of referring pages

☐ URLs of backlinks

☐ Anchors

☐ Surrounding texts

[Apply](#)
[Cancel](#)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	URL	DR	Authority	Relevance	Combined			HADR	HAUR	LADR	LAUR	HANR	LANR	
2			High Authority	Domain Relevant	High Authority Domain Relevant			1	1	1	1	1	1	
3			High Authority	URL Relevant	High Authority URL Relevant									
4			High Authority	No Relevance	High Authority No Relevance			Key						
5			Low Authority	Domain Relevant	Low Authority Domain Relevant			HADR	DR60+ domain relevant					
6			Low Authority	URL Relevant	Low Authority URL Relevant			HAUR	DR60+ URL relevant					
7			Low Authority	No Relevance	Low Authority No Relevance			LADR	DR30+ domain relevant					
8								LAUR	DR30+ URL relevant					
9								HANR	DR60+ no relevance					
10								LANR	DR30+ no relevance					
11									^ change these numbers as you see fit some people used DR20+ / DR50+ etc.					
12														

Other factors

- On-page
- Content
- Anchors?

Building an effective link campaign

How the hell do I apply what you just said?

- Backlinks
- Anchor Text Selection
- Link Velocity

Backlinks

- Domain Hierarchy / RSOS
- Juice the root
- Don't focus all efforts on the money pages



- Link Loss
- Tiered link building
- Always look at competitors movement (SERPWoo)

Anchor Text Selection

- Don't matter like they used to thanks to hummingbird
- Why create risk
- Start very safely
- No magic ratio
- If you're stuck it might be due to anchor text selection
- What do you do if you are stuck?



Link Velocity

- Depends on the size of the site
- Look at the current backlink profile
- Amount of traffic
- Do Follow vs No Follow
- Stay consistent

Creating An Effective Link Building Campaign

Acknowledgements

- Gary Wilson
- Grindstone
- Colby Wren
- Daniel Cuttridge
- Andrew Gaugler

Any Questions