

SAAS LINK BUILDING CHECKLIST

Every tactic, tool, and ROI metric from the full guide — condensed into one page you can pin above your desk. Built on a 420-site study: 0.67 correlation between referring domains and organic traffic.

1 4-WEEK ROLLOUT

WEEK 1

Audit existing backlinks and unclaimed brand mentions.

WEEK 2

Build one linkable asset — a tool, template, or data study.

WEEK 3

Send personalized outreach to 10 genuinely relevant sites.

WEEK 4

Measure referring-domain growth and iterate on what worked.

2 8 STRATEGIES, RANKED BY EFFORT & IMPACT

STRATEGY	EFFORT	IMPACT	BEST FOR
01 Data-Driven Original Research	HIGH	HIGH	Established brands building authority
02 Free Tools, Templates & Calculators	MEDIUM	HIGH	Early-stage startups needing quick wins
03 Guest Posting on Niche Blogs	MEDIUM	MEDIUM	Relationships & referral traffic
04 Broken Link Building at Scale	HIGH	MEDIUM	Links from resource pages
05 Unlinked Brand Mentions	LOW	MEDIUM	Quick wins for established brands
06 Co-Marketing & Joint Research	HIGH	HIGH	Expanding reach through partnerships
07 HARO & Expert Quote Services	LOW	LOW	Quick, low-authority links
08 Repurposing Content into Visual Assets	MEDIUM	MEDIUM	Earning links from visual content

3 MEASURE WHAT MATTERS



- **Organic traffic** to the specific pages you've built links to.
- **Assisted conversions** — the linked page's role before a demo or signup.
- **Attributed revenue** from referral traffic that converts. Tag guest-post links with UTM parameters.
- **ROI** — cost of link building vs. pipeline and closed-won revenue influenced.

Skip Domain Rating and raw backlink counts — third-party metrics Google doesn't use and can't tie to revenue.

4 STAY PENALTY-SAFE

- ✓ Ask: "Would I want this link if Google didn't exist?" If yes, it's safe.
- ✓ Prioritize pages with 1,000+ monthly organic visits over high-DR, low-traffic domains.
- ✓ One relevant, high-traffic link beats 100 directory links — SpamBrain 3.0 evaluates patterns, not counts.
- ✓ Earn through genuine value: data, tools, and relationships — never buy or farm links.

5 TOOLKIT BY CATEGORY

BACKLINK RESEARCH

Ahrefs, Semrush

OUTREACH & CRM

BuzzStream, Pitchbox

EMAIL FINDING

Hunter.io, Snov.io

MONITORING

Search Console, Google Alerts

VISUAL ASSETS

Canva, Datawrapper