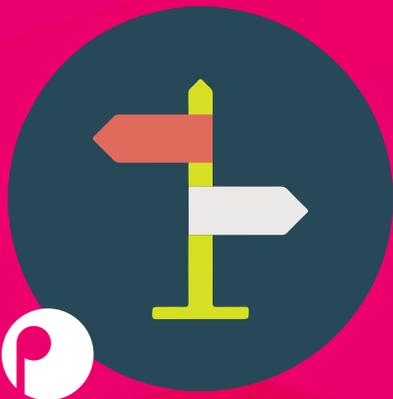


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PROCESS GUIDES

Requirements For Campaign Success



Link building campaigns are complex and nuanced. Tactics and strategies vary depending on the specific project. But there are three basic requirements that are essential to the success of any link building campaign: **a useful product or service, content, and collaboration.**

a useful

PRODUCT



Genuinely Useful Product or Service:

Link building isn't magic. The number one criterion for being link-worthy is having a useful product or service to offer.

We can easily leverage assets like a strong unique selling point (USP) or respected brand name for a more effective campaign. However, even the most obscure products and services can be link-worthy if they provide value to an audience.

CONTENT



Content:

For a sustainable, successful campaign, you need to have some form of quality content on your site.

Types of content that can be linkable assets:

**Unique Research | Engaging Images | Well-designed Infographics
How-to Articles | Industry News | Entertaining Games/Quizzes
Helpful Tools | Engaging Videos | High-profile Interviews
Humorous Content | Educational Webinars**

A simple blog can often be enough – as long as you're creating content that's designed to provide value to your target audience. That value can come in the form of information, entertainment, or education.

A common mistake many businesses make is focusing solely on product pages (or other converting pages). Other site owners don't want to link to your product pages; they want to link to interesting content that will offer value to their visitors.

Through sound internal linking, it's possible to direct the flow of equity to your converting pages. However, you need compelling content to acquire great links.



COLLABORATION

Collaboration:

Solid link campaigns require a willingness to collaborate with your SEO team and integrate the campaign with other marketing initiatives.

Link building should never be a siloed strategy, performed in a vacuum from the rest of online marketing. Link acquisition often becomes exponentially more effective when integrated with other marketing efforts, such as:

Content Marketing | Public Relations
Email Marketing | Paid Search | Social Media

Without collaboration and communication, it becomes difficult to keep pace with overall marketing goals and initiatives. We miss important opportunities to leverage assets and initiatives if we don't know they exist.

A willingness to work together with us is essential in order to execute a successful link campaign.