

PAGE
ONE
POWER

PROCESS GUIDES

Content Link Strategy



CONTENT AND EXPERIENCE FUELS OUR LINK CAMPAIGNS

Page One Power employs established, professional writers with a wide range of interests. These in-house writers work to create meaningful content across the web, continuously building relationships with blog owners, publishers, and media sites.

Our Project Managers oversee the work of these writers, ensuring the overall strategy, range, and growth of our relationships.

Due to these beliefs and goals, our content strategy relies upon your site having **a page worth citing** in a post or article. An informational, educational, or overall resource page that provides value to your target audience.

Therefore clients must have **linkable assets worth referencing** and promoting to earn links. We are capable of helping clients create these onsite linkable assets as well.



LINK VALUE: THREEFOLD

We believe deeply that the value of a link is tied to the value it creates for humans. We want any link we create to be valuable threefold:

LINKS NEED TO BE
VALUABLE IN

3
WAYS

1
one

Humans

Clicking the link takes them to a useful page.

2
two

The Site Linking

The link provides their audience with a better experience.

3
three

Your Site Being Linked

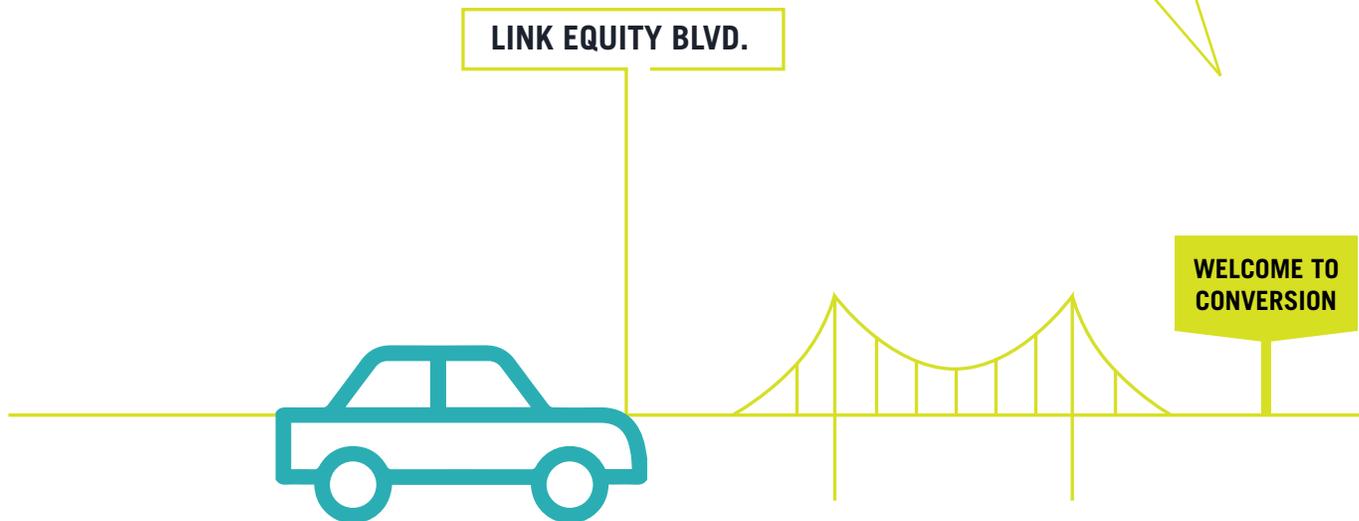
Google's algorithm greatly values editorial links, the link taps into a relevant audience, and forms a connection with a relevant site.

FUNNELING LINK EQUITY AND CONVERSIONS

We understand that converting pages are critical to your business. We don't build links just to build links: **our goal is always to improve your traffic, leads, and conversions.**

Our content strategy includes optimizing your linkable assets to direct traffic and link equity to your converting pages. We will scrutinize and consult on internal link structure to ensure your site is optimized and directing link equity to your most valuable pages.

Links to top of the funnel content directly influence qualified, organic traffic to converting pages.



PAGE ONE POWER'S CONTENT STRATEGY

1
one

Website Assessment

Identify and inventory potential onsite linkable assets.

2
two

Content Ideation

Brainstorm topic ideas and generate topic list related to target pages, linkable assets, and audience.

3
three

Niche Research

Find potential blogs, publications, and opportunities relevant to the linkable asset.

4
four

Outreach

Send strategic pitches to corresponding sites, tailored to individual editorial processes.

5
five

Craft Content

Upon acceptance of a pitch, create content which includes a natural link (relevant within context of the post, with natural anchor text) to client site, and submit for internal editorial review (quality check and optimization). After internal review, submit finished post to prospective site and editor for approval.

6
six

Review Live Post

Evaluate published URL to ensure link is functional, unaltered, and monitor for engagement.

7
seven

Analyze Campaign

Assess anchor text distribution, brand influence, link diversity, and continue to grow expertise and authority within niche to expand further link opportunities.