



QUALITY CHECK PROCESS

Quality Checking Process

To ensure the links we build for you are of high quality and will actually make the difference for your rankings, we put them through an extensive quality checking process. We check the prospecting website on the following points:

Niche Relevance

Making sure the website/page is niche relevant to yours is the most important criterion to check. Yes, even more, important than DR or anything. Why? Because a super niche-relevant backlink will always perform better than a high DR link. So this is the first criterion to check.

Backlink Profile

We analyze the backlink profile of the website. We do not place links on websites with only low-quality links. Extensive links from bad websites (adult or gambling etc) or websites with a lot of foreign anchors text links.

Domain Rating(DR)

This is a metric developed by Ahrefs and gives you a quick overview of the backlink profile a website has. Typically we will not build links on websites with a DR lower than 25. We only do this when the website is exactly matching your niche.

Traffic

We only acquire links from active websites that get search engine traffic themselves. So we won't build links on websites with less than 750 visitors a month. Also, we like to see the traffic increase. This means they are working on their website, so the quality of your backlink will go up.

No Penalties

The website shouldn't have had any Google penalties. Why? Because if they had they probably did something wrong in the eyes of Google and this could happen again. In our vision, if a website didn't have a penalty for two years, it cleaned up its act, and is good to get a link from.

No Bad Links

Typically the website shouldn't link out to gambling, adult, or viagra websites. But this also depends on the size and age of the link. If a DR70+ website with over a million visitors a month has one or two gambling outbound links, it is fine to get a link from them.

Outbound Links

We want to keep the number of outbound links on the page to a minimum. Having a high number on this dilutes the link juice. A few high-authority websites are fine, but not too many.

Internal Links

Check if the website is properly using internal links. This will ensure the page you get a link from, have link juice flowing into them from other parts of the domain. This will make your backlink more powerful.

We will insist on this when we do outreach, or check in the case of niche edits. If they can't promise this, we won't build a link there.

Content

We manually check the website content on formatting, the use of images and videos and if the content is grammatically correct(Grammarly) and of high quality.