



# When to Build Links

Website: \_\_\_\_\_

- Pages Are Indexed
  - Wait until 80–100% of target pages are indexed
  - Confirm indexing via Google Search Console before link outreach
- High-Quality Content
  - At least 10+ helpful, original, well-structured content pieces
  - Include data, tools, or guides people want to reference
- Solid On-Page SEO
  - Pass Core Web Vitals and mobile-friendliness tests
  - Use optimized titles, meta tags, and avoid duplicate content
- Identified Keywords
  - Have a keyword list mapped to content and pages
  - Choose keywords with clear intent and low competition
- Competitor Research
  - Competing with top-ranking sites or high-authority domains
  - Organic growth too slow for business goals or timelines
- Have a Linking Plan
  - Documented plan with goals, anchor text, and outreach steps
  - Know which pages to promote and how to measure success

