

Backlink Quality Checklist

18 points to ensure you get high quality links.



MuscleRankings.com

18 Point Backlink Quality Check

To ensure you receive high-quality niche edit placements, we make sure that all the links we build pass the following checks.

Website Review

1. **Does the website look spammy?**

Some websites have a spammy feel to them. Excessive use of ads, and popups. Loads of external footer links. We don't build links on them.

2. **Does the domain have the appropriate authority DR / DA?**

Domain needs to have the authority DR/DA you ordered.

3. **Does the website have several high authority incoming links?**

If the website has a lot of low authority incoming links and only one high authority one, we won't build links on this website. If the website loses that high authority link the DR/DA drops dramatically and this devalues your link placement

4. **Does the website have incoming links from "bad" websites?**

We won't build links on websites that have an excessively high amount of incoming links from casino or adult websites.

5. **Does the website have foreign language incoming links?**

Has the website an unnaturally high amount of links from foreign languages site, or high amount of anchors with Chinese / Russian text? We won't build links on this website.

6. **Does the website have at least 500 organic traffic?**

We only build links on real websites, these websites have at least 500 organic traffic a month.

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7. **Does the traffic match the country of the target website?**

If the website has almost no traffic from the country you try to rank your target website in. We won't build links on it.

8. **Does the website have unnatural ranking keywords?**

Websites try to artificially improve their organic traffic reach by trying to rank for not natural keywords. Example "Disney login".

9. **Are the website and the blog post indexed?**

We manually check if the domain and blogpost are indexed in Google.

10. **Are the outbound links of the domain going to appropriate websites?**

If the website links out to a lot of casino or adult websites, we won't build links on this domain.

11. **No, posts/categories are labeled as guest post.**

Websites that openly shows that they have guest posts are probably pretty link farmed.

Content Review

12. **Is the content categorically relevant?**

Is the content categorically relevant to the niche of the target website?

13. **Are there at least 1000 words of content on the page?**

You want your niche edit on a link with at least 1000 words of content.

14. **Is the content of high quality?**

The content is well written and has images or videos and uses bullet points, paragraphs etc.

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15. **Contextual internal links to other pages?**

Ensure the post has in-content links to internal other pages. You need at least one, to ensure the page blends in.

16. **Contextual external links to other websites?**

To make your backlink blend in more, the page also needs external links to other websites. Preferable high authority websites.

17. **Contextual internal incoming links from other pages?**

The blogpost should have incoming links from other pages than the homepage of the website.

18. **Not too many outgoing links?**

When the blog post has an excessive amount of outgoing links, we don't build links on it.