

Best Checklist To Filter Any Site For Backlinks



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2-steps filtering process

- Domain filtering
- Page filtering

Domain filter checklist

Domain Filter Checklist

Is domain topically relevant?

Is DR >> 30+?

Is traffic dynamic positive or stagnant for the past 6 months?

Does the domain get major traffic from your target market?

Page filter checklist

Page Filter Checklist

Does referring page have contextual relevance to the target page?

Does the page get major traffic from your target market?

Do pages link to our competitors?

-If not, good opportunity

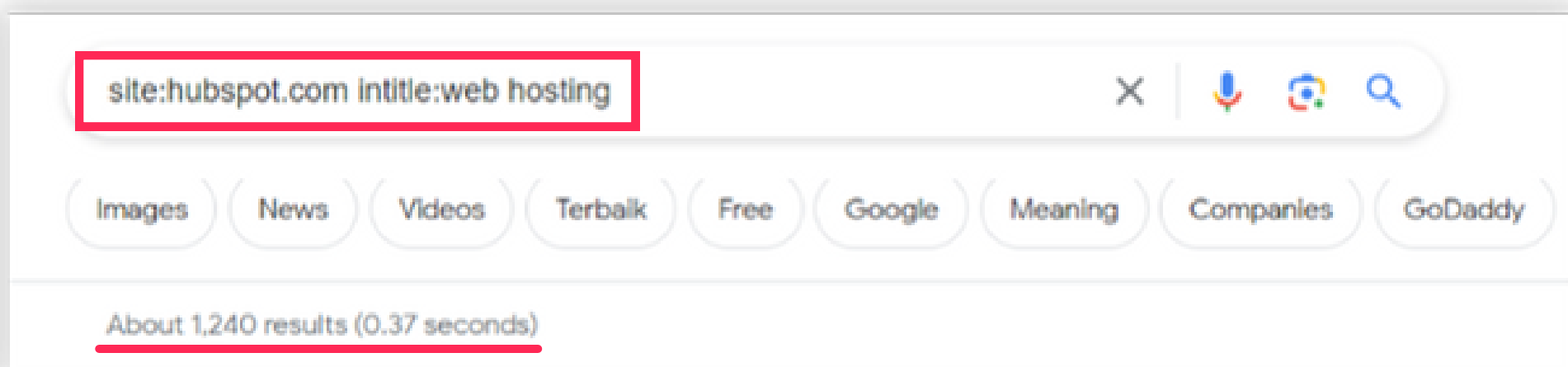
-If yes, can you place a link above the competitor?

Let's start with an **example**

We're **cloudways.com**

- **Our service:** web hosting services
- **Target market:** USA
- **Referring Domain:** [hubspot.com](https://www.hubspot.com)

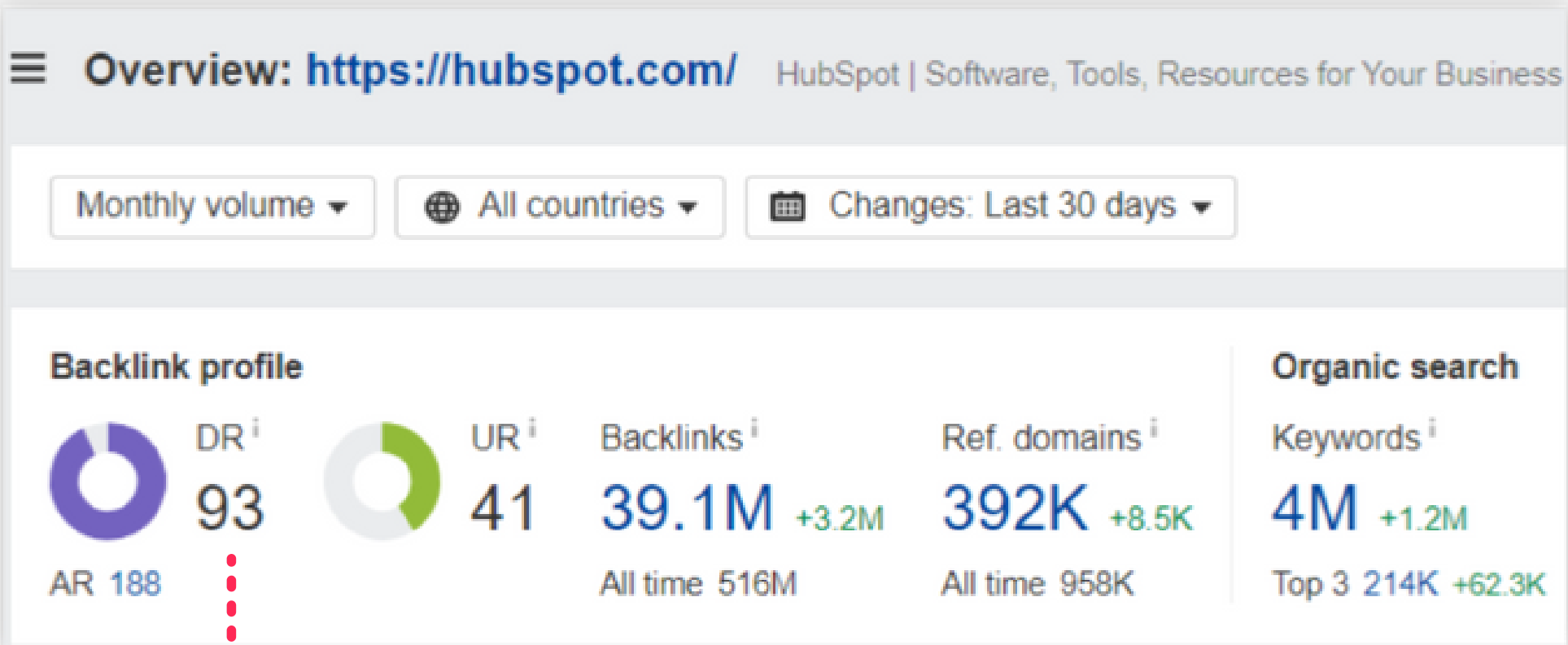
a. **Domain filter:** Is domain topically relevant?



Use **site** and **intitle** operator to determine topical relevance. Hubspot has **1240 pages** related to **web hosting**.

Topical relevance 

b. Domain filter: Is DR >> 30+?



30+ DR

DR >> 30+ ✓

c. **Domain filter:** Stagnant traffic dynamic (6 months)



Stagnant traffic dynamic 

d. **Domain filter:** Domain major traffic from target market?

Traffic by country

Organic 186

Paid 36

Country	Traffic	Share	Keywords
United States	8.9M +2M	33.5%	2.6M +864.4K
India	4.8M +1.2M	18.1%	995.5K +265.9K
United Kingdom	2.2M +777.4K	8.3%	407K +141.2K
Philippines	1.6M +521.7K	6.0%	334.5K +97.5K
Canada	1.3M +449.9K	4.7%	358.7K +169.3K

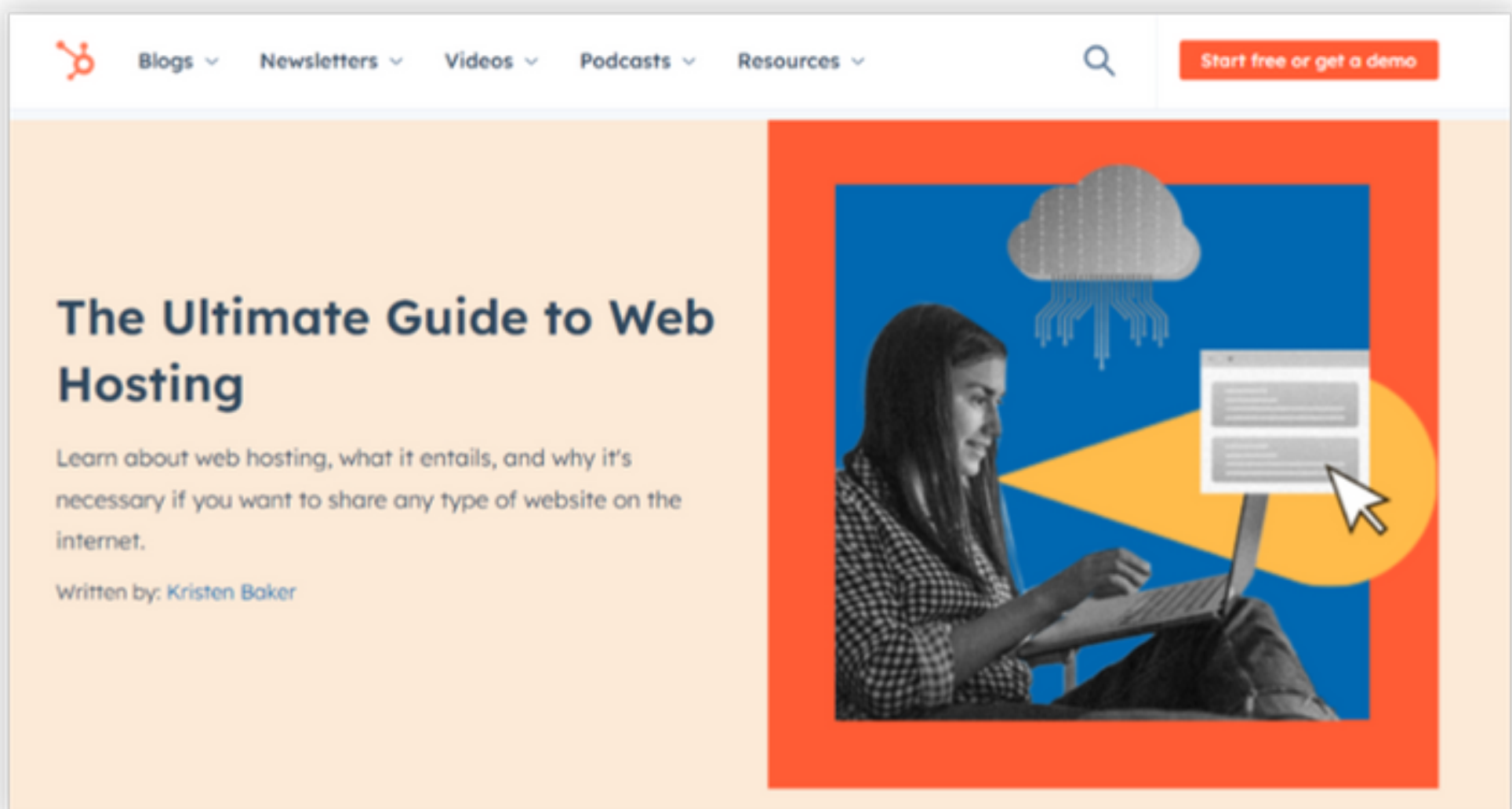
<

>

Compare top 5 on chart

Domain major traffic from target 

e. **Page filter:** Is referring page contextually relevant?



The page talks about **web hosting**. Super relevant to **our services**.

Contextually relevant page ✓

f. **Page filter:** Page major traffic from target market?

Traffic by country		Organic 78		Paid 0	
Country	Traffic		Share	Keywords	
United States	500	+225	49.7%	1.8K	+626
India	139	-144	13.8%	578	+208
United Kingdom	122	+95	12.1%	380	+198
Canada	77	+59	7.6%	321	+210
Philippines	61	+39	6.1%	123	+82
< > Compare top 5 on chart					

Page major traffic from target 

g. Page filter: Does the page link to competitors?

If not, it's a good opportunity. Outreach and have the link placed.

If yes, can you place a link above the competitor?

backlink opportunity

competitor's link

Note: Some web hosting service require you to obtain a domain name before choosing your hosting your plan. Determine if you'll purchase your domain via a domain registrar prior to picking your hosting service, or if you'll purchase one from the hosting service you choose to work with (assuming they offer that option). You might also want to consider your URL structure, like whether you want a subdomain or subfolder.

Place the link above competitor 

The **checklist** looks like

Domain Filter Checklist	Status
Is domain topically relevant?	☒
Is DR >> 30+?	☒
Is traffic dynamic positive or stagnant for the past 6 months?	☒
Does the domain get major traffic from your target market?	☒
Page Filter Checklist	Status
Does referring page have contextual relevance to the target page?	☒
Does the page get major traffic from your target market?	☒
Do pages link to our competitors?	☒
-If not, good opportunity	☐
-If yes, can you place a link above the competitor?	☒

Benefits of the checklist

- **Referral traffic** from targeted area
- **Higher authority** for the particular region
- Link from “almost” **algo-agnostic** domains

Feel free to reject even **90+ DR sites** if they don't meet these criteria.

The **final** result

link placed

Note: Some **web hosting services** require you to obtain a **domain name** *before* choosing your hosting your plan. Determine if you'll purchase your domain via a **domain registrar** prior to picking your hosting service, or if you'll purchase one from the hosting service you choose to work with (assuming they offer that option). You might also want to consider your URL structure, like whether you want a **subdomain** or subfolder.



Was that helpful?

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