

Backlink / Off-Page Strategy

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Plans an off-page/link-building strategy — tactics, target sources, outreach angles and a cadence — focused on relevant, ethical links (no spammy schemes). Use it to build authority. For on-site work use the SEO Strategy Builder.

Purpose of this tool & output

Plan ethical link-building for authority

How the output is used

Use it to plan ethical link-building for authority — a backlink strategy that builds domain trust without penalties.

Important cautions

Prioritise relevance and quality; avoid paid-link schemes that breach guidelines.

Companion documents

- SEO Strategy Builder
- Keyword Research Plan
- Content Calendar Builder
- SEO Blog Post Writer
- On-Page SEO Audit
- Technical SEO Audit

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.