

6

Link Building
Strategies that
B2Bs are Missing...

SWIPE



1

Competitor Banklinks

Reverse Engineer
Competitor Backlinks and see
where they get their domain
authority.

Tools I use for this:

SEMrush

Ahrefs

Majestic

KEEP SWIPING

2

Unlinked Brand Mentions

When other websites refer your business

- ask them to provide a link.

Tools I use to find missing brand links:

Ahrefs

BuzzSumo

KEEP SWIPING

3

Guest Posts on Niche Blogs

Partner with other websites that are similar in your niche.

How I do this:

Find other B2B SEO agencies.
Google Sites for "Guest Blogging".
Network with B2Bs on LinkedIn.

KEEP SWIPING

4

Ego Bait Content

Stroke people's and/or business' egos acknowledging how awesome they are.

How I do this:

1. Create content on the top 5 "X" at "_____".
2. Tell the top 5.
3. Watch them share your content.

KEEP SWIPING

5

B2B User Reivews

Pick a review platform and try to get more reviews than your competitors.

B2B Review Sites:

1. G2
2. Capterra
3. Trust Radius
4. Clutch

KEEP SWIPING 

6

Be a Podcast Guest

Reach out to B2B Podcasts and ask for guest spots.

Want to talk B2B Marketing or Sales

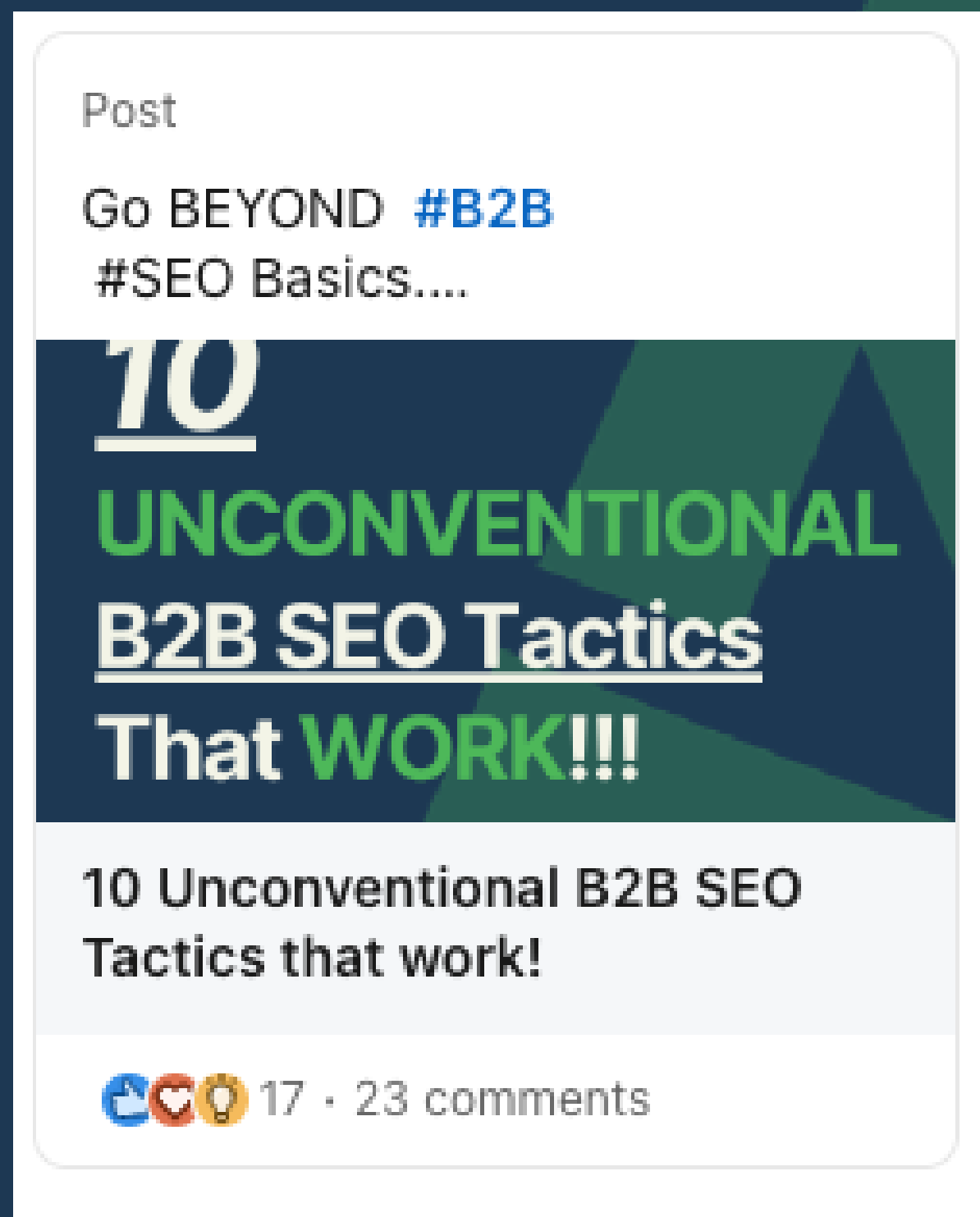
WHILE Drinking Beer?

Ask me about the

Brands and Brews Marketing Podcast. 🍺

KEEP SWIPING

See my previous post...



KEEP SWIPING

link in comments...

Don't REPLACE the B2B SEO Basics...

1. **ICP**
2. **Keyword Research**
3. **Top of Funnel Content Topics**
4. **Optimize Products/Services**
5. **Thought Leadership Blog**
6. **Build Back Links**
7. **Technical SEO**

KEEP SWIPING



COMING SOON!

- **Less Obvious B2B SEO Content Strategies**

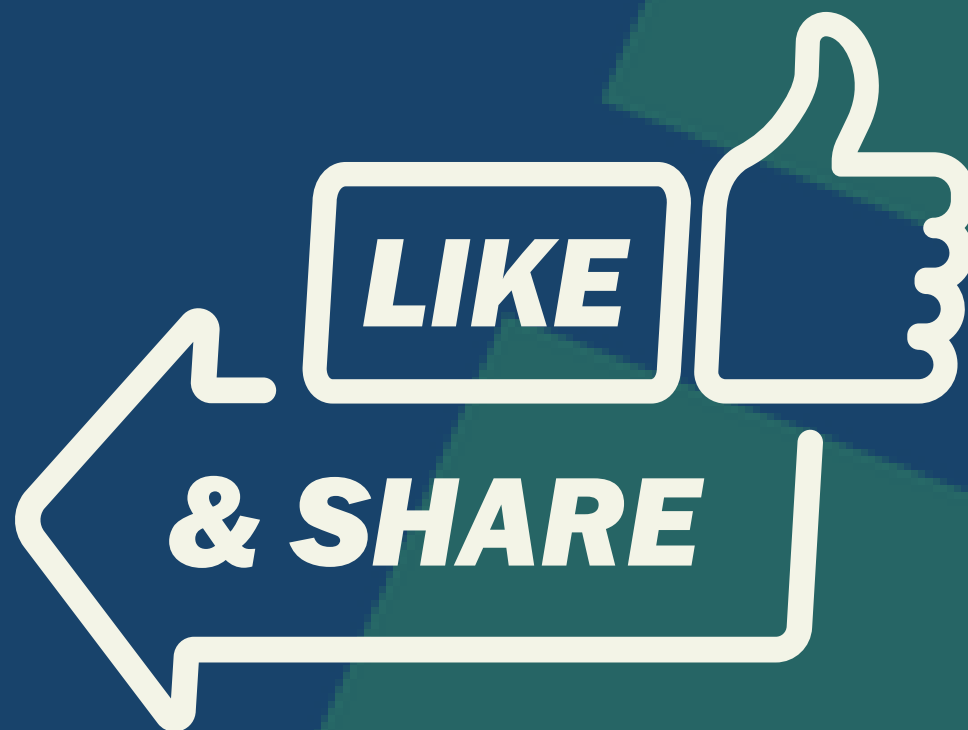


KEEP SWIPING

More SEO DIY Tips!

Go to:

<https://www.thespearpoint.com/blog>



ONE MORE

Is this helpful?

**What would you
add?**

Questions?

COMMENT BELOW