

JON ROGNERUD

The 51 Best Link Research Tools



Jon Rognerud
Author Entrepreneur Magazine



THE
HUFFINGTON
POST

BUSINESS
INSIDER



USA
TODAY

amazon
The New York Times

“When You Build Quality Links, You Get Top Rankings & Better Traffic!”

– Jon Rognerud

www.jonrognerud.com

Copyright © 2017. All Rights Reserved.



51 Best Link Research Tools

(www.jonrognerud.com)



Website: _____

1	Majestic link building SEO tools	www.majestic.com
2	Ahrefs link building dashboards	www.ahrefs.com
3	Citation Labs link prospector	https://linkprospector.citationlabs.com
4	Ontolo prospecting, research and link building	https://ontolo.com/
5	Buzzstream relationship building and links	http://www.buzzstream.com/link-building
6	CognitiveSEO backlink analysis	https://cognitiveseo.com/backlinkanalysis
7	Followerwonk influencer targeting via social	https://moz.com/followerwonk
8	Open Site Explorer for link building opportunities	https://moz.com/researchtools/ose
9	Raven link building, research and reporting	https://raventools.com/seo-tools
10	Serpstat backlink analysis	https://serpstat.com/backlink/index
11	LinkResearchTools enterprise link platform	http://www.linkresearchtools.com
12	Linkdex enterprise linking	https://www.linkdex.com/en-us/features/link-data
13	Kerboo enterprise diagnosis and promotion	https://kerboo.com
14	Check My Links chrome plugin	https://www.google.com/search?q=checkmylinks
15	Broken Link Checker free online version	http://www.brokenlinkcheck.com
16	URL profiler link and content auditing (desktop)	http://urlprofiler.com
17	Ninja Outreach influencer outreach and links	https://ninjaoutreach.com
18	BuzzSumo competitive content performance, links	http://buzzsumo.com
19	Toutapp outreach and relationship building	https://toutapp.com (Now a marketo brand)



51 Best Link Research Tools

(www.jonrognerud.com)



20	Outreach influencer & relationship building	https://outreach.io
21	Group High blogger and influencer intelligence	http://www.grouphigh.com
22	Scrapebox backlink checker and power tools	http://www.scrapebox.com
23	Broken link builder and link prospecting	http://brokenlinkbuilding.com
24	Local link building and maps improvement	https://whitespark.ca
25	Local citations, reviews and testimonials	https://www.getfivestars.com
26	Build relationships with journalists and bloggers	https://muckrack.com
27	Influencer outreach and content marketing	http://pitchbox.com
28	Link Assistant link building (desktop)	https://www.link-assistant.com
29	SEO Spyglass backlink audits and checking	https://www.seopowersuite.com/seo-spyglass
30	SEO Quake browser add-on for SEO link metrics	https://www.seoque.com
31	SEMRush research and link dashboards	https://www.semrush.com
32	Site history checking for content, links, progress	https://web.archive.org
33	Advanced link management	http://www.advancedlinkmanager.com
34	Advanced web ranking and tracking	https://www.advancedwebranking.com
35	Webmaster tools from Google	https://www.google.com/webmasters
36	Solo SEO link search tool	https://www.soloseo.com/tools/linkSearch.html
37	Authority Labs ranking tool	https://authoritylabs.com
38	Micro site masters SERP tracking tool	http://www.micrositemasters.com
39	SEO site checkup and analysis	https://seositecheckup.com
40	Help a reporter out for valuable media coverage	https://www.helpareporter.com



51 Best Link Research Tools

(www.jonrognerud.com)



41	Authority Spy influencer outreach (desktop)	https://authoritiespy.com
42	Xenu link checker and spider (desktop)	http://home.snafu.de/tilman/xenulink.html
43	Screaming frog crawler for onsite metrics	https://www.screamingfrog.co.uk/seo-spider
44	Web tools for link details and on-page factors	https://chrispederick.com/work/web-developer
45	SEO excel tools for on-page and off-page factors	http://seotoolsforexcel.com
46	Disavow tracking and update of URLs	http://www.disdit.com
47	Bad backlinks tracking and removal	https://www.rmoov.com
48	Google advanced operators	www.googleguide.com
49	Bing webmaster tools	https://www.bing.com/toolbox/webmaster
50	Google analytics	https://www.google.com/analytics
51	Traackr influencer marketing and relationships	http://www.traackr.com

How do you use these tools to build an authority backlinks strategy?

I'm glad you asked! Since you registered for this tools guide, we'll be sending you training videos and more instruction to help you create smarter link building and promotional strategies.

It's not the amount of strategies. It's about creating the RIGHT ones.

In the next section, you'll learn more about how to approach your link building framework and to develop a repeatable strategy for your business.

It's high-level, but will help you to understand the importance of PROCESS and FOLLOW-UP.

Link building can be quite overwhelming. Start simple with a goal-based plan.

Always begin by answering the 5 W's... "why, what, where, who, when".



51 Best Link Research Tools

(www.jonrognerud.com)



Important Disclaimer:

It bears repeating...It's **not** the about cute tools or the amount of flashy glitter! Use the tools to support your strategy.

And a reminder: It's never a straight path.

The dynamics of the Internet, your competition, your markets and the ever-changing Google algorithm makes all this an exciting, ongoing endeavor.

The Link Building Process “Cheat-Sheet”

The steps 1 thru 5 outlined below is a great framework for link building.

Answer this question: “what is my #1 near term goal that will meet revenue objectives as it pertains to search engines?”

Make sure you have data and/or experts on hand to help you answer this question and you can begin to formulate a plan for your business.

For example...

If your goal is to grow traffic by 10,000 new qualified visitors in the first 60 days, make sure to have a CLEAR understanding of your marketplace, your analytics, content opportunities, keywords and link profiles before you start.

How much of this is “hope” versus “provable data” to support this goal?



51 Best Link Research Tools

(www.jonrognerud.com)



1. Research & Competitive Analysis

Begin by researching your competitive landscape & create a detailed content audit for linkable assets on your website.

Many of the tools above can help with this. Try it!

You can use Google Analytics to see how much traffic your top content is getting. You can also look at the Google Search Console to find out where keywords are ranked. Start tracking these as you continue working.

Compare and contrast...

Compare the data points between the two platforms, and develop a matrix that shows the current wins, and what “page 2” opportunities you can easily build out. Yes, you most likely have many keywords and pages that are ranked on the 2nd page of Google. That's a goldmine for you.

It may be as simple as adding more content to pages that are already working and tweaking your on-page SEO factors (Title, Meta, H1's, etc.)

Working in this context means “converting”. Traffic alone is no good, it must meet your goals for growth.



51 Best Link Research Tools

(www.jonrognerud.com)



2. Discovery & Relevancy

Find and match up relevant publishing partners for your audience and market (*curate + add your own lists*).

Use your network, partners and Google search operators to find opportunities for guest blogging, forum posting (no spam) and more.

The outreach tools on the list can also be used, but not until you have developed content assets and an outreach strategy that gives value to your target audience.

Another link search tool (free)...

When using Google operators, you can shortcut the process by visiting <https://www.soloseo.com/tools/linkSearch.html> and quickly see pre-made links to search functionality for any keyword that you specify.

You'll notice Google, Bing and Yahoo searches across "add/submit", "directories", "Blogs & Forums" and more.

Don't make this too complex. Again, tools help (a lot) – but match it up with your goals and objectives.

What are 10 things that customers, clients or patients ask you on a regular basis that you can create content for?



51 Best Link Research Tools

(www.jonrognerud.com)



3. Ideation & Targeting

Content ideation and quality targeting from the pool of verified partners.

This represents a big opportunity for your business.

If you have content already in place (even years old), you can diversify this content by not only offering blog posts and articles, but in-depth guides, workbooks, whitepapers, videos, webinars, podcasts, for example.

Look at the competition and develop a worksheet with the top 10 best articles. You can then consider 10x'ing that content to a new level of quality that the industry and influencers will take note of (and share) – and you'll get more backlinks.

Start simple...

A blog post done well (either on your site or externally) that answers what your market wants, i.e. 'is looking for' will go a long way to get links and drive traffic to your page in question.

Content and links are the foundations to SEO traffic, and over time it will garner high conversions for your business, and as compared against your spend.



51 Best Link Research Tools

(www.jonrognerud.com)



4. Creative Assets

Creation of new content, expansion of high converting existing content and diversity in presentation media.

Think about the most valuable content and what type of media that market consumes it in. Video is very popular and useful, but so are podcasts.

Blogging has not gone out of style by any means, and you can combine these.

For example, you could take a blog post that is valuable (as per analytics) to you and your readers, and turn it into a PDF e-book, with a follow-up email campaign for sections within it – that explains specific points in more detail.

Email marketing is still the highest converting channel for anything digital.

You can easily develop more click throughs to your website from existing content.

Here's an example...

Review pages inside the Google Search Console, and sort them by Click Through Rate. Then, simply filter down to see any posts that have less than 3% CTR, and update the META description for those pages to create a more compelling call to action. Consider adding markup code to make them stand out as well.



51 Best Link Research Tools

(www.jonrognerud.com)



5. Dashboards & KPI's

Daily check-ins + weekly dashboard reporting to track activity (*daily link monitoring and analytics KPI tracking*).

Run link alerts (think Google Alerts) and monitor action via Analytics and 3rd party tools. Ahrefs.com can easily be used for this, for example.

Create dashboards in Google Analytics. Get started by importing data configurations from the Google Analytics Gallery and saving them to yours.

BONUS: Register your FREE seat to my next **SEO Webinar:**
 <http://bit.ly/seotrafficwebinar>

“Looking For More SEO Training?”

We have **in-depth SEO training** available for the 51 back-link tools and more!

Requests: contact@jonrognerud.com

JON ROGNERUD