COBANNER.

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Link Building Vendor Checklist

Questions to ask, and red flags to watch for, before you buy backlinks.

Ask the vendor

- [ ] Where will the links be placed? Can I see examples?
- [ ] Do you use PBNs or your own network of sites?
- [ ] How do you choose and vet sites?
- [ ] Is the work manual or automated?
- [ ] Will I receive a report with every URL?
- [ ] Are links dofollow, nofollow or a mix?
- [ ] How long does delivery take?
- [ ] What happens if a link is removed?

Good signs

- [ ] Links sit inside relevant editorial content
- [ ] Sites have real traffic and a real audience
- [ ] Anchor text is varied and natural
- [ ] Links are delivered gradually
- [ ] A clear report is provided
- [ ] Honest about results, no guarantees

Red flags

- [ ] Guaranteed rankings or positions
- [ ] Hundreds of links for a very low price
- [ ] Links on unrelated or spammy sites
- [ ] Only exact-match keyword anchors
- [ ] No examples or no report
- [ ] Private blog networks

Check each link

- [ ] Page is indexed in search
- [ ] Topic relates to your page
- [ ] Link is inside the main text
- [ ] Few other outbound links on the page
- [ ] Site looks real and maintained
- [ ] Authority score is only a guide, not a goal

After delivery

- [ ] Record all links in a spreadsheet
- [ ] Track referring domains and rankings
- [ ] Watch organic traffic to linked pages
- [ ] Re-check links after 30 and 90 days
- [ ] Keep improving your own content

No one can guarantee rankings. Safe link building is gradual, relevant and editorial. CoBanner offers a white hat contextual link building service with manual placement and a report: cobanner.com/buy/link-building-seo-backlinks/