Four steps for building links in any industry
Who am I?

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6 years experience in digital PR across in-house and agency
Link building is hard
Today’s agenda

1. Finding where your consumers hang out online
2. Prioritising relevancy over quantity
3. Utilising your clients USPs
4. Creating the right content for your industry
Step one: Know where your consumers are online
The end goal for most businesses is more customers. So you should be tailoring your content to be relevant to the sites your customers hang out on.
Find high performing content in your industry

Use tools such as **BuzzSumo** and **ahrefs** to discover the best performing content for your campaign keywords.

*Top articles for the keyword ‘upskilling’*
See if the readers of these publications fit your consumer demographics

Use SimilarWeb to discover the main age groups and gender splits of readers for different sites and also the key top topics that they cover.

*Key demographics for HBR*
25% of readers are aged 25 - 44

60% women

Top topics:
- House and garden
- Shopping
- fashion
30% of readers are aged 25 - 44

60% men

Top topics:
Fashion
Video games
Computers
Step two: Relevancy over quantity
“… you could go off and create millions of links across millions of websites if you wanted to, and we could just ignore them all.”

- John Mueller
Keyword research

Work with your SEO team and use keyword research to fuel your ideation
Client collaboration

Get your client involved with ideation, no one knows the brand better.
Internal Links

Remember if you can't naturally link to internal pages on the campaign page, it's not relevant enough.
Step three: Utilise your clients USPs
Product

Expertise

Data
Step four: Create content that works in your industry
Link building can be more difficult depending on what industry you’re in.
Which of the following industries do you think are the hardest to build links in?

Here, we were aiming to get some insights into which industries are the hardest for agencies to build links for. The top answer is the same as it was in 2021, with healthcare or pharmaceuticals taking 31% of the votes from agencies and freelancers. Respondents could select up to three industries.

- Healthcare or pharmaceuticals: 31%
- Accountancy, banking or finance: 25%
- Law: 21%
- Gaming: 18%
There isn't one size fits all when it comes to link building formats

**What techniques do you use for link building?**

Asked to all respondents, this question seeks to get an understanding of the most popular ways that agencies, freelancers and in-house teams build links.

Similar to 2021, content marketing was by far the most popular answer, with 68% of respondents saying that they used content as a way to build links. The next two most popular techniques were competitor analysis (54%) and guest posting (47%).
Through internal research and a survey I can reveal the top link building methods across four differing industries.
Industries vs the best performing formats

Healthcare -> Reactive
Finance -> Newsjacking
Gaming -> Static data
Automotive -> Hero campaigns
Industries vs the best performing formats

Healthcare

Reactive

9) Summary: Mental health pros: your favorite items for a self-care toolkit

Enquiry summary
Looking for a healthcare expert to speak about Covid and brain damage.

Arunima Nikhil Writer & Content Strategist... @journoaruni... · Sep 16
I would like to interview surgeons, doctors, healthcare researchers, healthcare economists from any place in the world who are willing to share their views on translational healthcare research in developing countries. #johnorequest
Industries vs the best performing formats

Finance

Newsjacking

What next week’s ‘mini Budget’ will mean for your money

BuzzSumo

Google Alerts

#JournoRequest #PRRequest (use these for a RT)
Industries vs the best performing formats

Lewis Capaldi hit song Before You Go is the most iconic song of the decade so far, according to research
Industries vs the best performing formats

Automotive

Hero campaigns

DRIVE-THRU CAPITALS OF AMERICA

Over the last year, more people than ever have been turning to drive-thru facilities as a safer way to enjoy some much-needed entertainment. But as the world begins to open up again, our love of drive-thru convenience is expected to continue. We have analyzed some of America’s biggest cities for drive-thru restaurants, drive-in cinemas, gas stations, and annual traffic delays to reveal the country’s top drive-thru capitals.

Explore
Thank you!

YOU'RE DOING AMAZING, SWEETIE.