

# Annual study of LB, PR and media

2024





## WHAT YOU WILL FIND

The intention of our analysis is to present an updated overview of link building, PR, and content in media and blogs in the Spanish-speaking market for the year 2024.

This report is based on **data obtained from more than 9,100 publications** made by Growwer users throughout this year 2024.

# INDEX OF THE STUDY



01

Date of the Analysis  
FROM DECEMBER 2023 TO DECEMBER 2024



## SAMPLE OF THE ANALYSIS

**800** ACTIVE CLIENTS

With new publications in 2024

**7018** AVAILABLE MEDIA

Newspapers worldwide

**26727** AVAILABLE BLOGS

Blogs or Websites worldwide

**9113** PUBLICATIONS MADE

New publications in 2024

**648** CONTENT INSERTIONS

Links and text added to already published posts

**2909** MEDIA WITH SALES

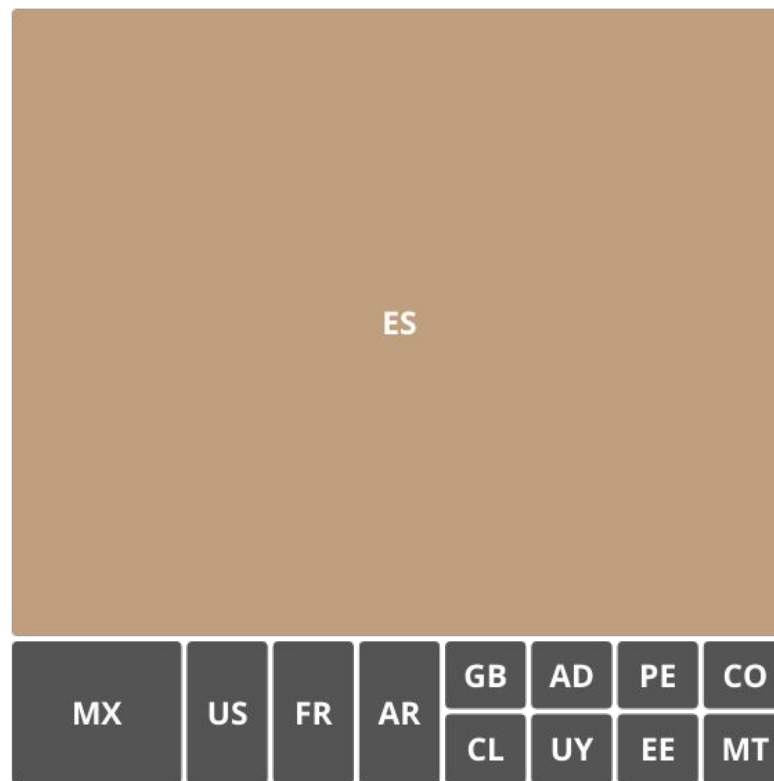
Media that have sold publications in 2024

# STUDY LINK BUILDING, PR AND MEDIA 2024



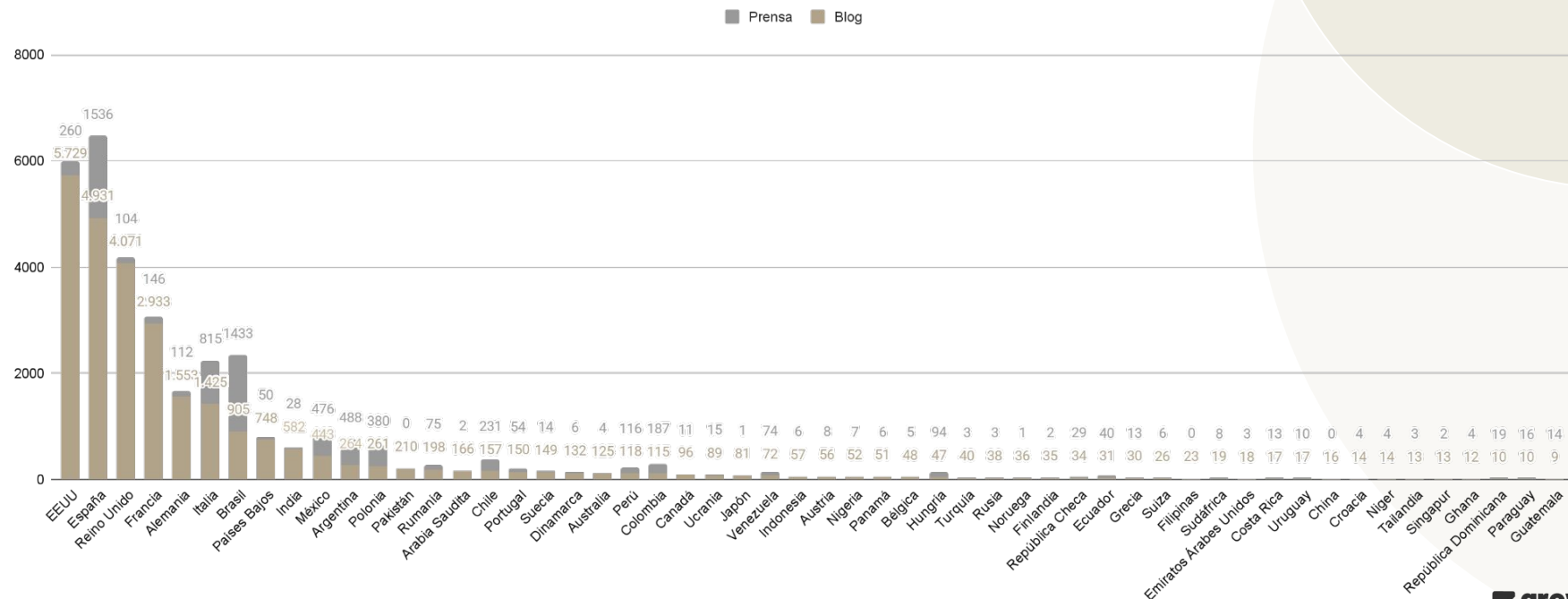
# GEOGRAPHICAL DISTRIBUTION OF **BUYERS**

The purchasing users of publications are distributed among various countries, with **Spain being the main market, followed by Mexico, the United States, France, Argentina, the United Kingdom, and Chile.**



# GEOGRAPHICAL DISTRIBUTION OF MEDIA AND BLOGS

The media and blogs are located in the countries indicated in the graph, highlighting the **United States, Spain, the United Kingdom, France, Germany, Italy, Brazil, the Netherlands, India, Mexico, and Argentina** as the countries with the highest number of media outlets.



# AVERAGE PRICE OF **SPANISH-SPEAKING MEDIA**

Depending on the traffic that a medium generates, it will have one price or another. We have extracted the average prices by traffic ranges.

GLOBAL AVERAGE PRICE

**183,02€**

More than 200,000 traffic

**455.01€**

Between 75,001 and 200,000 traffic

**302.21€**

Between 20,001 and 75,000 traffic

**220.65€**

Up to 20,000 traffic

**81.33€**

20 000

75 000

200 000



# BUYER TYPOLOGY

What are the user profiles that turn to Growwer for their link building or online reputation management?

Growwer is a Link Building tool that stands out for being efficient and simplifying the process, helping to achieve goals effectively, which is reflected in the diversity of users who utilize its services.

The result shows us that **the vast majority of clients are agencies**, but it is worth noting that the use of Growwer by **companies and independent professionals** is quite significant.

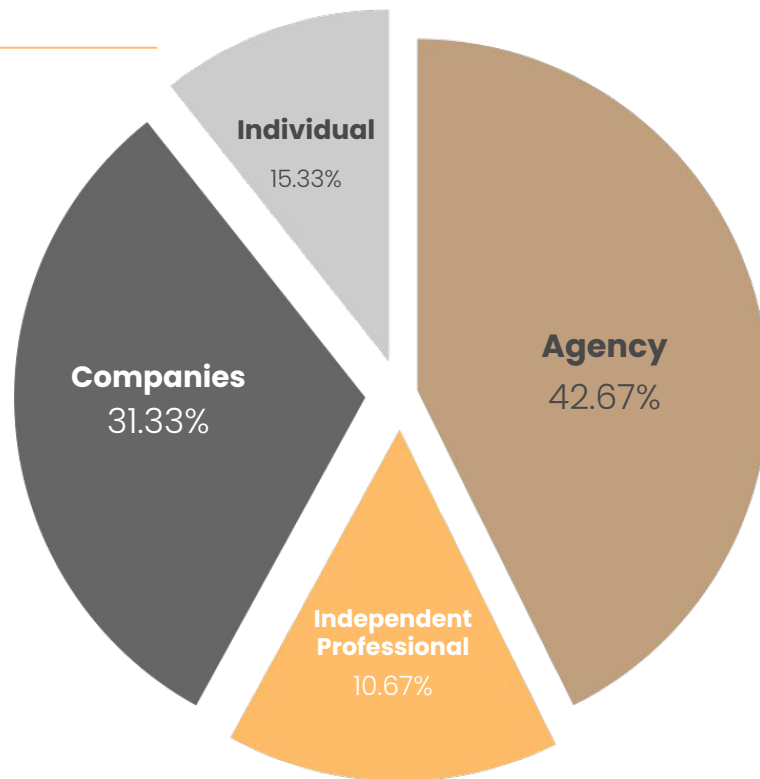
**Regarding 2023**, the agency buyer of Growwer has grown compared to other types:

Companies: - 22%

Agency: + 27%

Individual: - 4%

Independent Professional: - 2%



# 1 837,66€

AVERAGE ANNUAL INVESTMENT PER BUYER  
USER

# 10.5

AVERAGE ANNUAL PUBLICATIONS PER  
BUYER USER

## CONSUMPTION BY USERS

---

What investment and how many actions are carried out per year?

Often, the question arises about the **appropriate budget** to allocate to link building, public relations tactics, or online reputation. To provide a useful guide in this regard, we share below a series of average statistics obtained from Growwer users.

This data not only offers a **clear view of the average spending** in these areas but also serves as a **reference for planning and optimizing link building and public relations strategies** more effectively.

# AVERAGE TICKET AMOUNT

How much do users spend on average per publication?

We have categorized spending on publications into four ticket levels based on the cost per publication:

Average ticket for **spending less than €50** | Average ticket for **spending between €50 and €100** | Average ticket for **spending between €100 and €300** | Average ticket for **spending over €300** | Overall average ticket, representing the **general average spending**.

AVERAGE SPENDING PER  
PUBLICATION  
GENERAL OF ALL USERS

174.86€

AVERAGE PURCHASE  
WITH A TICKET BETWEEN  
€50 AND €100

31.28€

AVERAGE PURCHASE OF  
USERS WITH A TICKET  
UNDER €50

73.76€

188.03€

AVERAGE PURCHASE WITH  
A TICKET BETWEEN €100  
AND €300

AVERAGE PURCHASE WITH A  
TICKET OVER €300

466.84€

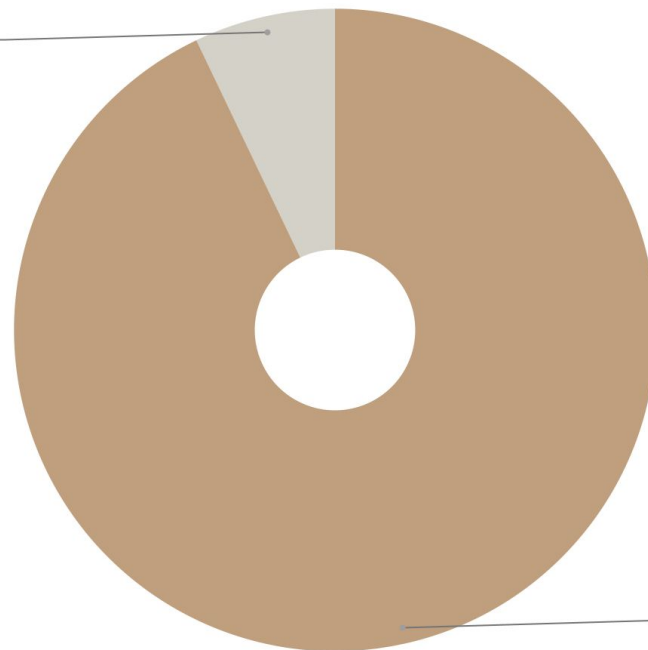
# INSERTION **VS** NEW ARTICLE

What is the users' preference: to create new publications or to insert links in existing publications?

During the study period, a total of **9,113 publications** were made. Of these, **92.9% (8,465)** were new publications, while **7.1% (648)** were link insertions.

Regarding 2023, we have detected a growth of 3.34% in New Articles vs Insertions.

Inserción  
7,1%



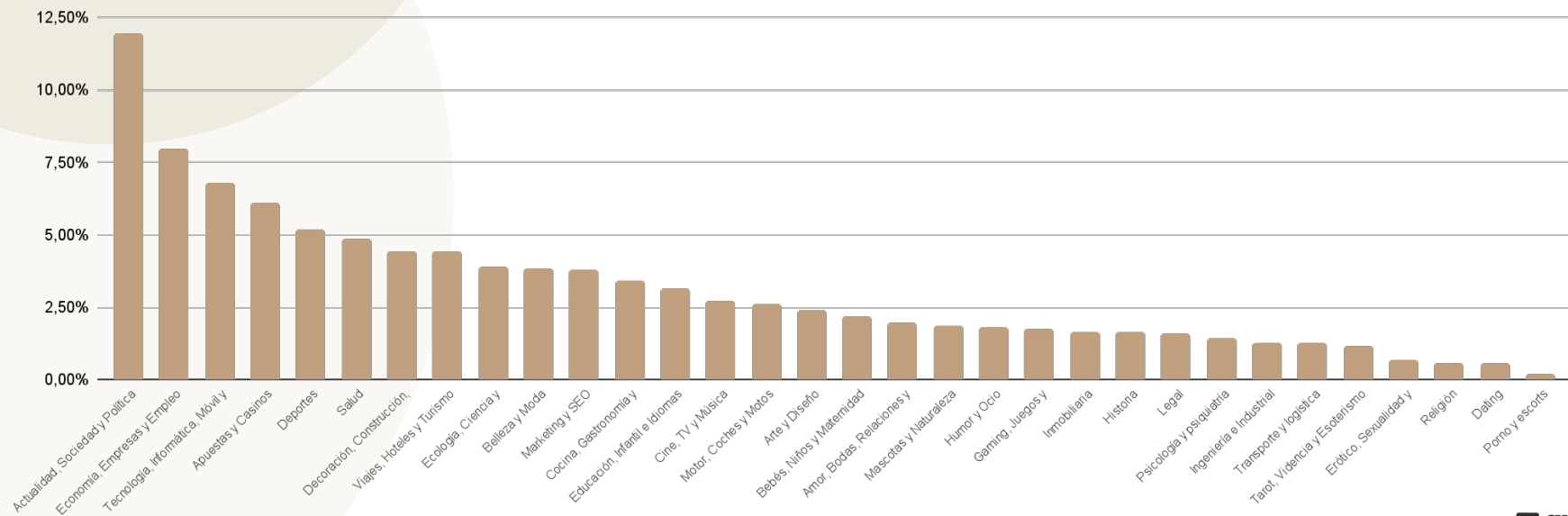
Nuevo Artículo  
92,9%

2023 Data:  
Insertion: 10.1%  
New Article: 89.9%

# MOST IN-DEMAND SECTORS

What are the sectors that make the most use of Growwer's services?

This chart reveals which **sectors have the highest demand** for sponsored posts through our tool. It provides a concise view of current trends in content marketing and helps identify the areas of greatest activity in link building and online reputation.

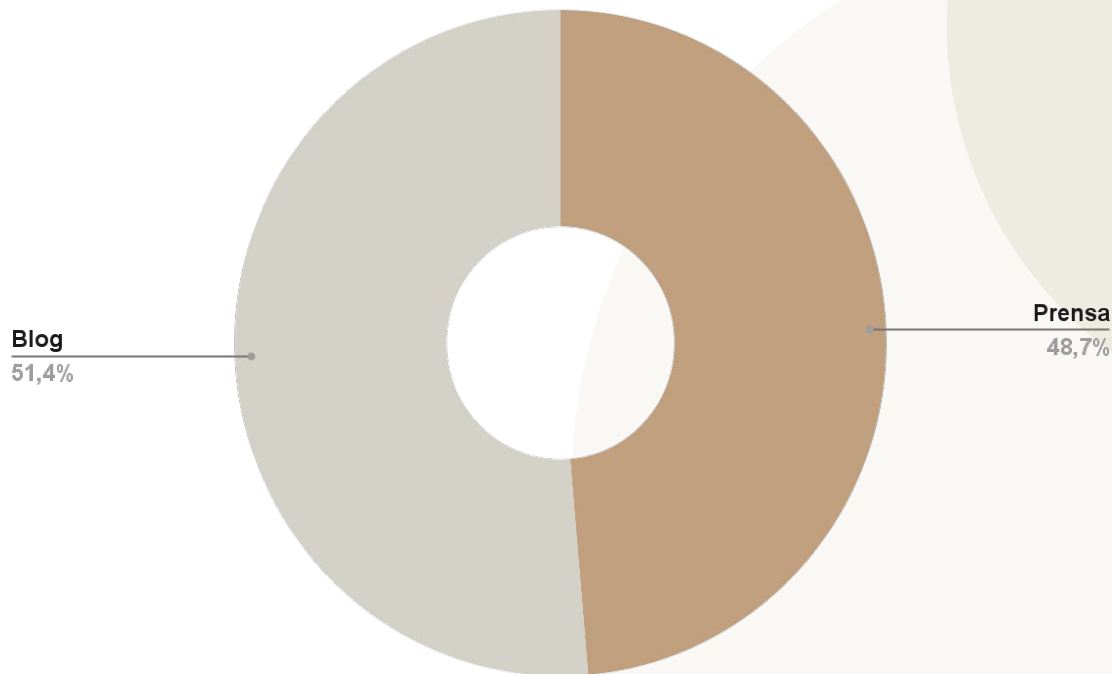


# TYPOLOGY OF SELLER WEBSITES

## What type of sites generate the most sales?

Websites that produce publications are mainly classified into two categories: Press and Blogs. According to our analysis, **blogs have a slight advantage** over media in terms of purchase demand.

There are no significant changes compared to last year. Only a small growth in press publications over blogs.



Data 2023:  
Blog: 52.3%  
Press: 47.7%

# TYPE OF LINKS

What type of links are the most demanded, DoFollow or NoFollow?

It is no secret that dofollow links contribute to the transfer of authority to the linked pages. This feature is widely recognized, and it turns out that **only about 1.28% of users prefer to use posts that do not involve this transfer of authority.**

Compared to previous years, the figures are practically the same.

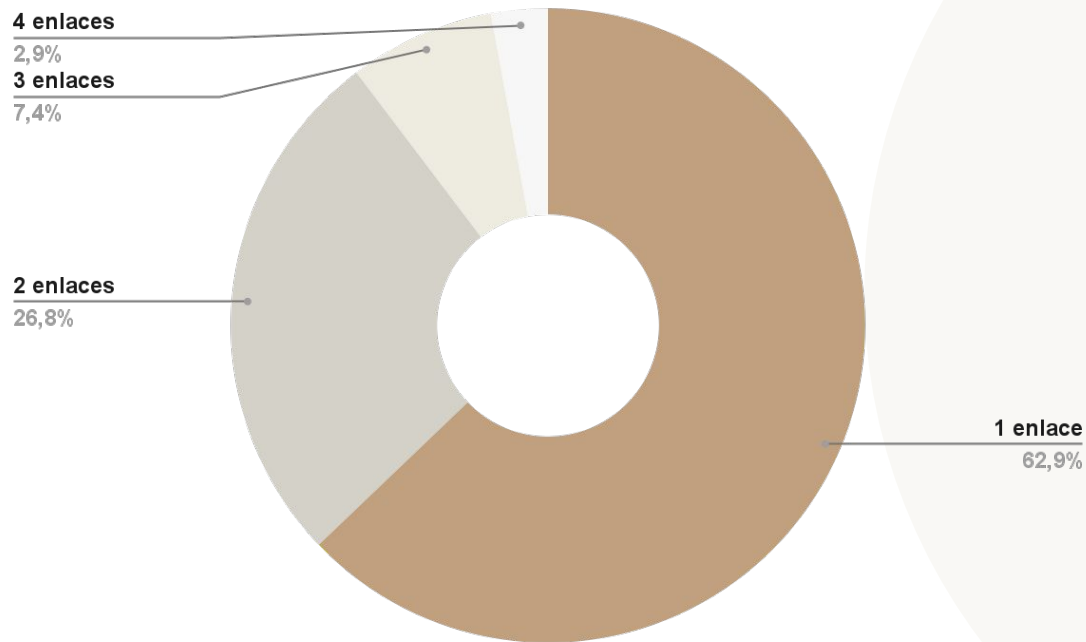
DO FOLLOW

98,72%

NO FOLLOW

1,28%

# NUMBER OF LINKS



AVERAGE LINKS PER PUBLICATION

# 1,50

**How many links are added on average per publication?**

Is it better to diversify the references in a publication, using different sources, or to focus the relevance of the article on a single link? Here we present the results of this analysis **for 1, 2, 3, or 4 links per publication.**

Data 2023:

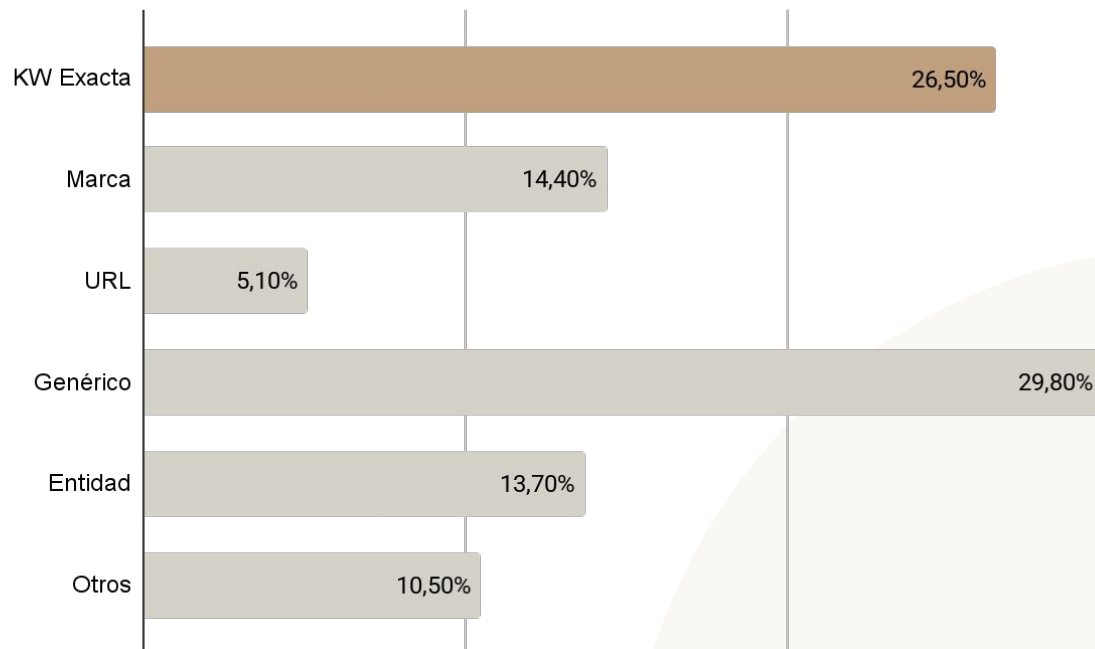
1 link: 67.2%

2 links: 22.9%

3 links: 9.9%



# ANCHOR TEXTS



## What type of anchor text is used in publications?

Anchor texts are key for Google to better understand the website to which those links direct, but it is also known that excessive use of exact keywords can be counterproductive in the SEO strategy. How were anchor texts used in 2024? We show you in this graph.

The exact keyword has decreased by 37.73%. At the same time, the use of generic anchors increased by 25.02% compared to 2023.

### 2023 Data:

Exact KW: 64.23%

Brand: 18%

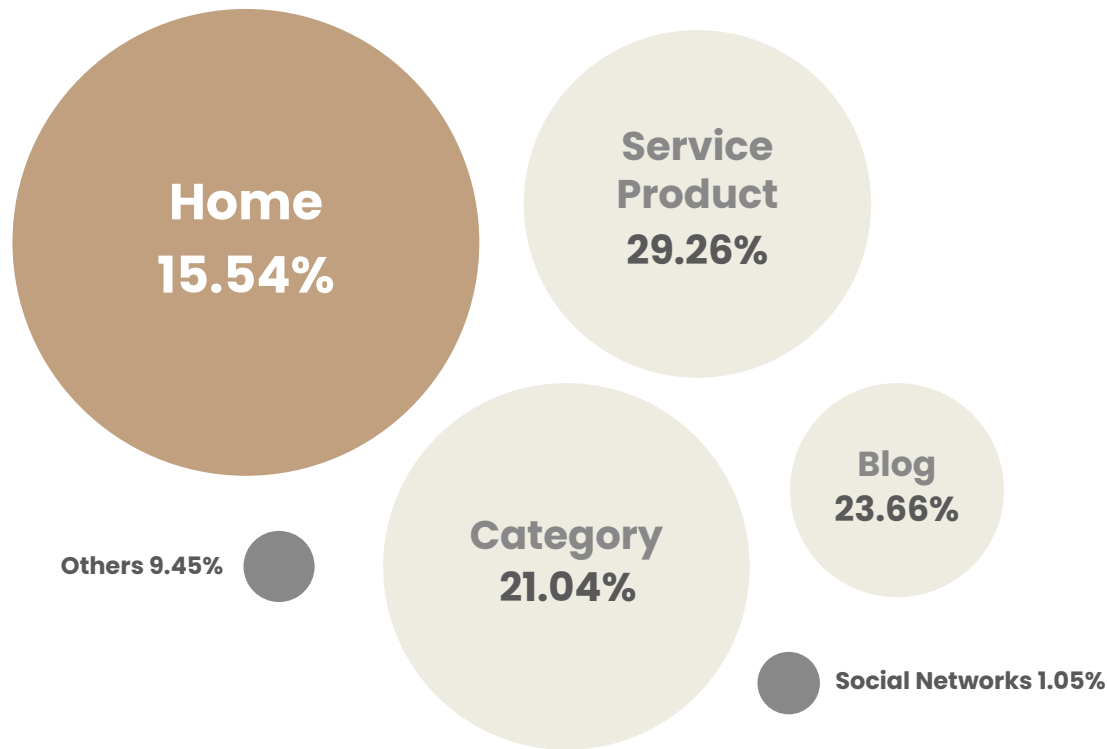
URL: 10.50%

Generic: 4.78%

Others: 1%

Entity: 1.49%

# LINK DESTINATION



## Which parts of the web do the generated links mainly go to?

Choosing the **destination page for a link** is a **fundamental element** in the link building strategy. Below, we show which pages have been the most promoted on average during 2024.

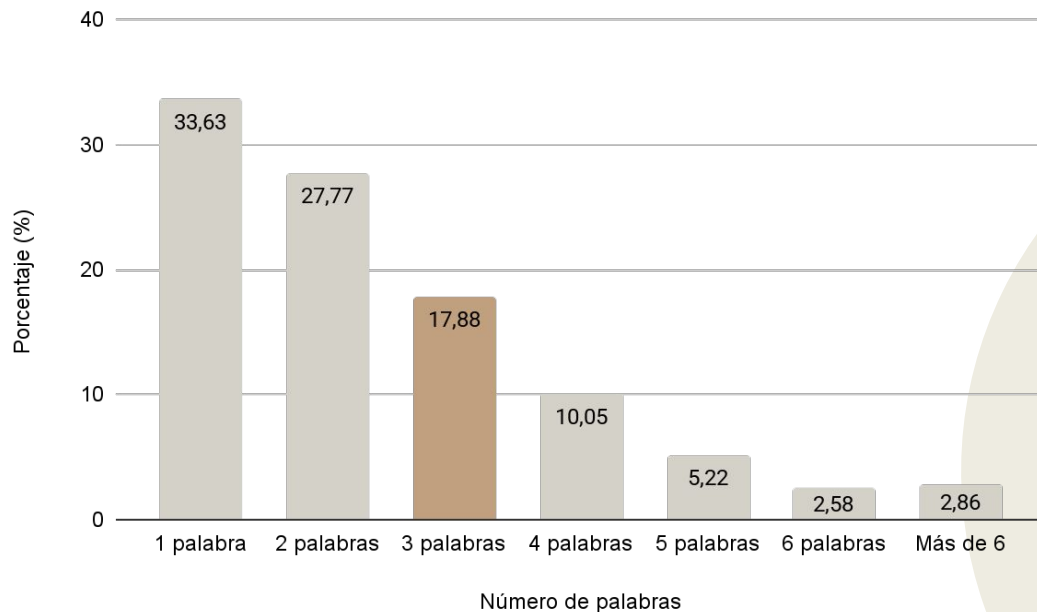
Home pages, category sections, products...

The comparison with 2023 indicates that specific products or services are increasing as a target, as well as the informational part of the blog. There is a pronounced decrease in links to the home page.

### 2023 Data:

Home: 35.85%  
Service: 20.43%  
Blog: 12.12%  
Category: 27.27%  
Social Media: 3.03%  
Others: 1.30%

# LENGTH OF ANCHOR TEXT



How many words should an anchor text have to be natural? What is the best anchor text for a link?

Long Tails, middle, head? Here we show you the **average length of anchor text** for all publications made in 2024.

Compared to 2023, the most relevant aspect is the growth of anchors with 1 and 2 words, as well as the decrease of anchors with 3 words.

## 2023 Data:

1 Word: 13.96%  
2 Words: 24.03%  
3 Words: 24.26%  
4 Words: 18.6%  
5 Words: 10.2%  
6 Words: 4.7%  
+6 Words: 4.26%

# LENGTH OF TEXTS

## What is the average word volume of publications?

Depending on the country, some markets tend to produce content of greater or lesser length. Below is an **analysis of the average length of content by country**.

Data 2023:

General: 758.87

English: 873.11

Portuguese: 701.85

Spanish: 756.49

Italian: 730.47

French: 665.74

Catalan: 682.63



# TRAFFIC OBTAINED FROM PUBLICATIONS

How many publications have obtained qualified traffic?

Publications that manage to attract qualified organic traffic result in a greater number of potential customers, increase web traffic, and provide naturalness to the links. Therefore, for us, this metric is of great relevance.

As every year, **we have analyzed via AHREFS 3 reference websites** to have greater context for this data, taking into account the total group of links, compared to those that generate at least 1 visit.

# 36.1%

FROM THE PUBLICATIONS HAVE OBTAINED  
QUALIFIED TRAFFIC

**3.93%**  
PC Components

**11.71%**  
Media Markt

**12.05%**  
Casa del Libro

# TRAFFIC OBTAINED FROM MANAGED SERVICE PUBLICATIONS

How many publications have obtained qualified traffic in Growwer's managed service?

The managed service is offered to accounts **with a monthly spend of over €500 per project**, and is carried out by specialized link building professionals from Growwer, who handle the campaigns in a personalized manner. According to the data, in these cases, the metrics experience a significant improvement.

42.7%

FROM THE PUBLICATIONS OF THE MANAGED SERVICE  
HAVE OBTAINED QUALIFIED TRAFFIC

3.93%

PC Components

11.71%

Media Markt

12.05%

Casa del Libro

## CONCLUSIONS OF THE STUDY



# STUDY CONCLUSIONS

## 3.1 Buying Users

**The predominance of Spain** in this study continues to clearly reflect the influence of the product's operational base. This highlights not only the adaptability and adoption of SEO practices in Spain but also how the geographical location of a digital tool can impact its distribution and acceptance. In turn, the established presence in Spain continues to favor **visibility and trust in the tool within Spanish-speaking markets**, creating a domino effect that drives its adoption in countries in the region, such as Mexico, Argentina, and Colombia.

In addition to the relevance of Spain, **several countries such as Italy, France, and the United States have shown a notable presence**, suggesting an expansion of the tool beyond the Spanish-speaking market, driven by its effectiveness and ease of integration into various SEO strategies.



# STUDY CONCLUSIONS

## 3.2 Selling users: press and blogs

The geographical distribution of media and blogs follows a clear trend, with the **United States and Spain standing out as the countries with the highest presence** of both types of platforms. Although blogs continue to outnumber traditional press media in almost all regions, press media remains highly demanded, especially in countries like **Spain, Brazil, and Italy**, reflecting the perception of greater authority and relevance that these media still hold in link building strategies.

In business terms, the growing number of blogs compared to press media shows a preference for diversification in content platforms. However, the strength of the demand for traditional press media in key countries indicates that **the mix of both channels remains essential to achieve long-term SEO goals.**

On the other hand, there is notable potential in emerging markets such as Mexico, Colombia, and Argentina, where the supply of press media and blogs remains significant.

# STUDY CONCLUSIONS

## 3.3 Buying habits

The average annual spending per user **has experienced a significant increase**, reaching €1,837.66, which reflects a stronger commitment to link acquisition and a more sustained focus on quality. This increase in investment demonstrates greater maturity in the link building strategy, with users recognizing the importance of maintaining a high level of authority in their campaigns over time.

The **average of 10.5 annual purchases** per user suggests a more consistent and meticulous approach to link building, with a higher acquisition rate but still with a careful selection of publications. This reinforces the idea that users **prefer to make quality purchases rather than opting for a higher volume of less relevant publications**.

With an **average spending per publication of €174.86**, the trend towards investing in higher value links is maintained, underscoring a preference for quality over quantity. This pattern reflects an even deeper understanding of how high authority links directly impact the long-term effectiveness of SEO and digital marketing strategies.

# STUDY CONCLUSIONS

## 3.4 Most in-demand sectors

The most in-demand sectors this year reflect notable changes compared to last year, with a shift towards topics of general interest. **Current Affairs, Society, and Politics lead with 11.95%**, suggesting an increase in the purchase of links in general media, displacing Decoration, Construction, Home, and DIY, which has fallen to 4.45%.

The sector of **Economy, Companies, and Employment** maintains its relevance, consolidating as the **second most in-demand (7.97%)**, while Technology, Computing, Mobile, and Apps grows slightly to 6.78%, reflecting continued investment in digital innovation.

Sectors such as **Betting and Casinos (6.11%) and Sports (5.20%) gain ground**, displacing others like "Health," which, although still relevant, drops to 4.89%.

The thematic diversification is evident with the growth of categories such as Ecology and Science (3.90%) and the sustained interest in sectors like Marketing and SEO (3.78%) and Cooking and Gastronomy (3.44%).

These data **show a trend towards greater segmentation, choosing more themed and related media**, with strategies aimed at more specific and varied audiences.

# STUDY CONCLUSIONS

## 3.5 Use of links

The predominance of DoFollow links remains virtually unchanged, with a slight decrease from 98.94% to 98.72%, reaffirming that **the transfer of authority continues to be a fundamental pillar** in link building strategies. This data consolidates the preference for maximizing direct SEO impact over other possible considerations.

Regarding destination pages, **a significant change in priorities is observed**. The homepage, which led with 35.85% the previous year, has drastically fallen to 15.54%, suggesting a shift towards more segmented strategies. Service or product pages have climbed to take the top spot with 29.26%, indicating **a focus on areas with greater conversion potential**.

Content has also gained prominence: blog pages now represent 23.66%, compared to 12.12% last year, reflecting a growing interest in positioning specialized content that reinforces **E-E-A-T** (experience, expertise, authority, and trust). Categories, although slightly decreased to 21.04%, remain key destinations for concentrating thematic traffic.

These changes demonstrate an evolution towards more refined strategies, **aimed at both optimization and direct conversion**.

# STUDY CONCLUSIONS

## 3.6 Use of anchor text

The distribution of anchor texts shows a significant change compared to the previous year, highlighting a more balanced diversification in their use. **Exact keywords, which previously led with 64.23%, have notably decreased to 26.50%**, suggesting greater caution against potential algorithmic penalties and a shift towards less aggressive strategies. Generic anchors have taken the lead with 29.80%, indicating a growing preference for more natural and less optimized terms.

**The use of brand and URL anchors has also decreased**, from 18% to 14.40% and from 10.50% to 5.10%, respectively, although they remain relevant for building credibility and reinforcing brand identity. In contrast, entity anchors show a notable growth, increasing from 1.49% to 13.70%. This increase **reflects a more sophisticated approach to link building**, aligned with the consolidation of entities to enhance recognition and semantic association.

Lastly, the "Others" category also experiences a considerable increase, from 1% to 10.50%, evidencing greater experimentation with varied anchor texts, perhaps in an effort to mitigate risks and adapt to constantly evolving algorithms. **The need for a diversified link building strategy that combines precision, naturalness, and flexibility is reaffirmed.**

# STUDY CONCLUSIONS

## 3.7 Content

This year, **the average is 791.11 words.**

We noticed an increase in the length of content overall, which could indicate greater care in publications by buyers, trying to provide real value and address real search intents.

These data suggest that the ideal length of publications can vary significantly depending on the language and the market.

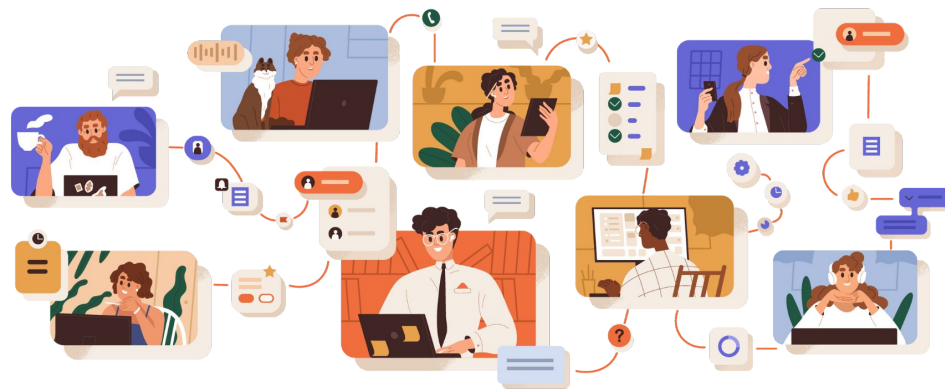
# STUDY CONCLUSIONS

## 3.8 Publications with traffic

In this analysis, it is observed that **36.1% of the publications generated qualified traffic**, a metric that reinforces the importance of having content that not only focuses on positioning but also manages to attract interested and potentially convertible visitors. This data underscores the relevance of a link building strategy aimed at capturing real traffic, which can generate tangible value for both the brand and the end user.

When evaluating the performance of the **publications managed through Growwer's managed service**, the figure **rises to 42.7%**, highlighting the effectiveness of a specialized and personalized approach. This increase demonstrates that, with an expert link building strategy, publications and strategies not only gain visibility but can also play a crucial role in generating qualified traffic and, therefore, in converting that traffic into direct business. Thus, the idea is reinforced that link building should go beyond simple positioning, seeking a real impact that responds to authentic search intentions and adds value to the user.

## RECOMMENDATIONS AND OPINIONS FROM THE EXPERTS





# Crystal Carter

Head of SEO Communications, Wix

## How do you imagine artificial intelligence will change the way Wix helps its users optimize their websites for SEO in 2025?

Across both our Wix and Wix Studio CMS's, we have been actively integrating AI for years. In 2024 we launched 25 AI assistants improving SEO, website building, content management and creation for over 250M users.

We have deep integrations with AI-powered tools from OpenAI, Google, Vimeo, Meta, as well as our own custom tools. In 2025, we plan to build on these efforts to drive even more innovation.

Later this year and into early 2025, we intend to launch several new AI products designed to change how merchants manage their businesses, redefine how our users engage with their customers, and further streamline the content creation process by eliminating obstacles. Making SEO more available to more users via AI will be core to these efforts.





## Erik Sarissky

Head of International Marketing & Product Localization, Ahrefs

### **What are the most common mistakes that Ahrefs users make when analyzing their backlinks or link profile?**

Focusing only on quantity and not on quality:

Many users concentrate on obtaining a large number of backlinks without evaluating the quality of the referring domains.

Focusing too much on DR:

Although it is our metric and has its value, it is not the same one used by Google. It serves as an estimate. No metric from SEO tools is 100% accurate.

Only comparing themselves to large competitors:

Trying to replicate strategies from industry giants, instead of focusing on competitors of similar size and resources.

# Aleyda Solis

International SEO Consultant & Founder, Oraiinti

**If you had to predict how international SEO will evolve with the integration of AI by the end of 2025, what trends do you expect to solidify?**

So far, AI has allowed for the streamlining of many international SEO activities, from studying search behavior in different markets, localizing and optimizing content at scale, implementing hreflang and internal linking between versions, etc. I hope that by the end of this year, this will be taken to the next level with the development of AI agents focused on automating multi-task processes.



## Daria Miroshnichenko

SEO Manager Fotocasa & Habitaclia

**How do you manage the creation of SEO content on such a large site without compromising the quality and relevance of the information, and what role will AI play in 2025?**

On a website with millions of URLs, managing the creation of SEO content without compromising quality and relevance requires a strategic approach.

We ensure that all content is designed to meet the user intents of users searching on Google.

This involves creating new specific pages and optimizing the content within the grids.

We work at scale (pSEO), avoiding treating each page in isolation.

For example, if we identify frequent searches like “3-bedroom house rental” and we don’t have a relevant URL, we conduct a test or MVP: we launch these pages in 30-40 locations, evaluate the results, and measure the KPIs to ensure that the content adds value. If it works, we extend it to more locations.

This process ensures that we only implement what truly meets user needs.

AI helps us in this approach.

It allows us to save resources, maintain quality, and optimize large sections of the website in a scalable way. Thanks to AI, we have been able to carry out optimizations of thousands of URLs that would have previously required a lot of manual work and time.



# Béatrice Roulleau

SEO Manager of Factorial

**What are the main SEO challenges you face in a human resources SaaS like Factorial, especially in a market like the French one?**

Doing SEO in the HR SaaS sector is not an easy task, especially due to the strong competition present. In markets like the French one, where local brands like Lucca or Eurecia have been consolidating their digital presence for years, at Factorial, which is not of French origin, we have the challenge of standing out and earning the trust of our target audience.

Moreover, HR software solutions are quite complex, which makes keyword selection very challenging. It's a balance between finding terms with sufficient search volume and at the same time attracting qualified traffic, something that is not easy when competing with both generalist brands and super specialized tools.

To overcome these challenges, at Factorial we are betting on educational content adapted to the local context and strategic collaborations with relevant media in France. And link building plays an important role in this task. This not only helps us gain visibility and authority but also connect better with the specific needs of our audience. We still have a lot to do, but without a doubt, SEO is one of our best allies.





## Luis Villanueva

Partner, CEO, and SEO at Webpositer

### **How can a brand differentiate itself and stand out in search results in a saturated market?**

Nowadays, to have a chance of becoming visible, you need to study the SERPs very well, see the type of content and the format that respond, look at the opportunities they offer, and prioritize in your strategy with the resources you have, keeping in mind now more than ever that Google's SERP will change in the short to medium term, and the union between Gemini and the search engine itself is a very likely possibility. Therefore, starting to explore the possibilities that exist in search engines with IAG like Perplexity or conversational IAG chats with search engines like SearchGPT and monitoring the traffic they provide you will keep you one step ahead.



## José Llamazares

SEO & CRO at Melia.com

**How do you foresee AI influencing the creation of SEO-optimized content in the hotel industry, and what type of content will be the most valuable by 2025?**

Artificial Intelligence will be key in hotel SEO due to its ability to create processes using different agents, generating scalable, accurate, and personalized content. By 2025, immersive formats—such as virtual tours and 360° videos—that offer real experiences with the product, along with customer testimonials and content created by authors with knowledge and experience in the subject, will be essential to attract a potential audience and align with the principles of E-E-A-T.

AI will also facilitate the agile updating and optimization of content, adapting to trends and user search behaviors. However, automation must be balanced with human review to maintain authenticity and build trust. Real reviews and verified content will be crucial to demonstrate credibility to Google and users.

In conclusion, hotel brands that invest in digital experiences and a customer-centric approach will leverage AI to optimize their positioning, increase conversion, and provide a better booking experience. This combination of technology and human focus will enhance their competitiveness in a constantly evolving market.





## Clara Soterias

SEO Consultant in media and Digital Strategy

**With the advancement of AI-generated content, how do you think mainstream media can maintain their relevance and differentiate themselves in search results in 2025?**

Mainstream media will have to continue betting on trending and breaking news content to rank in the SERP, because we have already seen that evergreen content is the one that can be most affected when AI is incorporated into the search engine.

Surely the channel they will work on the most will be Google Discover, which currently provides them with the vast majority of traffic.

That said, the landscape and strategies of the media can change significantly when AI Overviews are finally implemented in the European Union or when other conversational engines start deploying artificial intelligence in search engines.

Currently, they are not applying it due to legal issues, as European regulation is not very clear and is quite strict for now.

Media will need to work to maintain their relevance by focusing on creating thematic authority and content on topics where their authors and journalists have expertise.

On the other hand, enhancing the editorial brand with new value products and quality journalism can also be beneficial for the new phase that media SEO will enter.



# Jazmín Villarino

SEO and Link Building Consultant, Sortlist

**What factors, besides link building, do you think will increasingly influence SEO for listing platforms like Sortlist, and how do you think they can be integrated into an overall strategy?**

For platforms like us, Sortlist, other factors such as user experience (UX), localized and relevant content both on the page and in our blog are becoming increasingly crucial, not to mention that we must always take care of technical SEO and the proper functioning of the site to ensure that the search is becoming more personalized, achieving complete satisfaction for our users.





## Natalia Witczyk

International SEO Consultant

**What key differences do you observe in the way search engines like Baidu, Yandex, Bing, or Naver handle AI-generated content compared to Google?**

Looking beyond Google, we can see that each of the search engines is entering the game of artificial intelligence.

Google's biggest competitor in the West, Bing, promotes its co-pilot feature by integrating ChatGPT responses within the SERPs.

Baidu is also betting on "AI Overview"-style results, using its own AI model called Ernie.

And, of all the search engines, Naver from South Korea stands out the most with its AI development. It not only integrates its AI chatbot, CLOVA, within the search but has also launched its own AI-based search engine called Cue.

Naver is one of the companies worth watching closely, as it not only develops its models in Korean and English but has also signed agreements with Saudi Arabia to generate the first AI model based on Arabic.

# Jaime Sanchis

SEO Manager, Havas

**When working with large international brands, how do you adapt link building strategies to cultural and geographical differences, and what tools or methods do you use to identify relevant links in local and global contexts?**

When we work with large international brands, we adapt link building strategies to enhance the digital product in local and international territories, considering the specific target's particularities in each region. It is key to increase the domain's visibility and enhance the relevance of the digital product in key markets.

To achieve this, we use advanced tools like Growwer, a platform that allows us to identify and manage strategic link opportunities, optimizing the selection of domains that provide real value. Along with data from Ahrefs, SEMrush, and Majestic, Growwer facilitates a deep analysis of relevant links in local and global contexts, ensuring precise alignment with the project's objectives.

We adapt the anchor texts to the semantics of each market, reflecting the actual searches of the audience and reinforcing the acquisition strategy. Additionally, we promote synergies with awareness actions through collaborations with thematic blogs and local media, maximizing the authority and reach of the digital product.

This strategic approach ensures that the digital product of each of our brands grows effectively, connecting with its target audience and optimizing its profitability in each territory.



## Jordi Ordóñez

Consultant in Ecommerce, Amazon, speaker, and trainer

### How do you prioritize link building actions in an Ecommerce with thousands of products and categories?

The truth is that it's work for Hercules, but thanks to tools and strategy, it's easier to manage. This is the plan I use:

**Identify top sellers:** I always focus on categories that are traffic hubs and "distribute play" among products that are Best Sellers and yield the most margin (without a good margin, I don't even consider it). Those are the ones we target with links.

**Link what matters:** I don't rely on product sheets; category and subcategory pages are the target. Why? Because they concentrate searches closer to the purchase funnel.

**Review the content:** before throwing links around like crazy, we optimize texts, align products with search intent, ensure a sufficient variety of products to satisfy the intent, etc.

**Meaningful links:** blogs or websites related to the products. I don't even consider going for random theme links. Ahrefs and Semrush are your friends for finding opportunities. And, as much as possible, I also include links in more general media, but there I look for brand anchor or brand + keyword.

**Distribute authority:** I usually include internal links to products that need a boost from pages that receive the most links and traffic.

**Monitor:** 24 hours to see that there are no DF that turn into NF, links that disappear, articles that "fly" or get deindexed...

In summary, this is my plan, and if you don't like it, I have others.



## Juan González Villa

Head of SEO and founder, USEO

### **How do you think the use of artificial intelligence will evolve in the auditing and technical optimization of websites?**

I believe that the use of tools, scripts, and other processes powered by generative AI models will become increasingly common. SEOs will rely more on these types of models to do our work, especially regarding more routine tasks, such as gathering everything needed for an in-depth analysis, crawling or scraping pages and entire sites, and I especially think that there will be more familiarity with content analysis and optimization through embeddings.

The main difference compared to 2024 will be not only that more SEOs adopt these techniques, but that there will be more tools, both new and those known to long-time SEOs, that will incorporate these types of functions, making them more commonly used in day-to-day work. An example within typical tools is the generative AI functionalities that Screaming Frog has already integrated, which allows for easy integration with APIs like those from OpenAI and Gemini, and even comes with pre-loaded processes. I also believe we will see more and more new SEO tools entirely programmed with AI code assistants. We will have many options to automate and simplify processes that previously took a lot of time.



## Francisco León VP of Growth Growing Search – ex Shopify

### How do you integrate link building into a global strategy for large brands, ensuring it provides significant value in the short and long term?

As an SEO specialist, I integrate link building into the global strategy of large brands by viewing it as a key piece within a broader SEO ecosystem, which includes technical SEO, quality content, and an excellent user experience. For these brands, it's not about acquiring many links, but rather quality and relevant links that build authority and online reputation in the long term. I disregard quick tactics and focus on strategies such as high-impact content marketing, digital public relations, and strategic collaborations.

The main objective is to improve the brand's visibility and organic positioning, attracting quality traffic and strengthening its digital presence. This is achieved by creating valuable content that people want to link to naturally and building relationships with relevant websites and media. I measure success through KPIs such as domain authority, the quality of backlinks and mentions, and their search engine positioning, always focusing on the value these links bring to the business.

In the short term, strategies like PR-focused links can generate quick results, but the true strength lies in the long term, with the creation of content that generates interest and can be shared, attracting links organically. Link building, when done correctly, becomes a continuous process of building reputation and authority.

Finally, I constantly monitor, analyze, and adapt the strategy. I track progress and make adjustments, ensuring that link building is aligned with the brand's objectives and contributes to its sustainable growth. Ultimately, for large brands, link building is a long-term investment that, when executed well, provides significant and lasting value by lowering the cost of acquiring our customers.



# FRAUDS AND BAD PRACTICES





# Bad Practices

One more year, we continue to detect bad practices and remain firmly committed to the interests of those who place their trust in us. Therefore, we strive to identify these practices and to warn our users against them.

We have noticed an **increase in global spam** that includes link building services in **fake media outlets**, simulated referral traffic injection, manipulations of suggestions, alterations of metrics in third-party tools, and other questionable practices.

Below, we present some examples with the purpose of **preventing and encouraging analysis and care in the prior selection**.



# Fake digital newspaper PBNS

We have observed a global increase in SPAM in a practice we exposed last year. Its operation is simple: a network of sites that appear to be press outlets is generated, and the metrics in third-party tools, such as DR, are manipulated. These sites, to generate some traffic, usually include routes where local business listings are scraped en masse.

The offer seems attractive: more than 50 links with a high percentage of dofollow, for a very low cost. The dofollow links come from the sites that make up the private network, while a smaller percentage of nofollow links come from legitimate mainstream media, to which the content is referred as press releases.

They have improved the strategy and now send simulated traffic with a referrer coming from one of their sites, thus justifying the renewal of the service to clients with a low technical level.

## Perfil de backlinks



## Búsqueda orgánica



Example of one of these "press outlets"

# Low-value traffic with high thematic dispersion

We continue to detect an increase in media whose sole purpose is monetization.

These media continue to focus on **improving their global metrics on third-party tools**. To do this, they primarily work with low-competition content but high search volume, managing to attract a good volume of traffic, although with a high thematic dispersion, based on terms of very low value and with no semantic relationship whatsoever.

In this way, they can afford to offer **publications of very low value**.

However, our experience leads us to conclude that this type of media has a very short lifespan. Not only does their outgoing link profile end up increasing abusively as they become true link farms, but they also exhibit great volatility in their traffic. As soon as they are penalized, they end up being abandoned.

Therefore, it is an aspect to consider in our strategies and in the selection of media.

# RECOMMENDATIONS LINK BUILDING FOR 2025



# Topical Authority and Trust

The topical authority of a medium provides us with indicators of the thematic relevance it has on a specific topic. This adds context and superior credibility to our linking, especially if the content is validated or created by a relevant entity in that topic. Entities continue to gain weight, something we already considered in relation to EEAT.

However, with the unstoppable evolution of AI, it remains and will continue to be crucial that our references come from relevant, reliable, and specialized sources.

Likewise, the participation of subject matter experts will continue to add value and differentiation as original and accredited content, in contrast to the avalanche of low-value or unverified content.

# Stable Traffic

**Traffic remains one of the relevant metrics** when choosing a good medium. However, relying solely on the total traffic volume and a flat or upward trend can be a mistake.

**It is essential to understand the context of that traffic.**

For example, we must analyze the percentages of countries that represent it, the main keywords that contribute the most traffic, and their types. More transactional search intents, competitive ones, or those related to very specialized niches with low search volumes can obviously generate less traffic but of higher quality.

The same applies when using only upward traffic as a determining metric. **It is necessary to contextualize** those fluctuations and understand their origin. If a medium has recently experienced a drop and it is identified that it is associated, for example, with a seasonal event, this would make sense and would not necessarily imply that the medium is facing problems.

On the contrary, a pronounced drop that coincides with key dates of algorithm updates, or that is largely associated with a specific topic (especially if this is the main one), can indeed be an indication that something is wrong.

# Strategic content

**We reiterate this point**, as we believe it is a determining factor in the success of our actions, and we have detected erroneous or residual approaches in a high volume of strategies.

The content must be developed strategically, with the analysis and care it deserves.

Being able to **identify traffic opportunities that are fully aligned with our general interest**, addressing search intent by providing real value to the user, and at the same time enhancing the effectiveness of our actions regarding business, brand, and SEO objectives is fundamental.

Thanks to AI, we can now address much more specific search intents that previously would not have justified the investment of resources due to capacity and priority limitations.

**Therefore, competition in the results increases.**

However, not all AI-generated content has an appropriate focus, verified and validated information, or a correct structure. This represents a competitive opportunity for us (added to the low percentage of competitors focusing on this), if we are able to address those search intents more comprehensively (not necessarily extensively) and effectively, offering better and completely strategically directed content.

# Seasonalities

**Seasonalities continue to be, once again, one of our main recommendations to consider.** We continue to observe a lack of foresight and improvisation in these actions, despite the fact that, on the contrary, they tend to yield the best results when implemented properly.

Creating **an annual calendar with a structured plan provides us with a competitive advantage** and increases our chances of success in achieving our goals.

Not only the pre-selection of suitable media based on the event, but also the content strategy and the definition of appropriate objectives are key points.

In events like Black Friday, **the SERP results vary before and during the event.** Therefore, adapting the content to each stage, to adequately address the search intent at each moment, will help us achieve better results.

# Tools **used**

Below we detail some of the tools we used for the analysis.



**SEMRUSH**



**hotjar**



Google  
Analytics 4



**OpenAI**



**Midjourney**

All samples have been extracted from the database of:



**growwer**



# 3° Annual study of LB, PR and media

Thank you for joining us one more year in this journey.

Annual study prepared by the Growwer.com team:

Alberto Murillo, Álvaro Peña, Arnau Calatayud, Arnau Vendrell, Axel Bangher, Lola Soto, Marc Ortolà, Martín Paz y Teresa de Luna.

