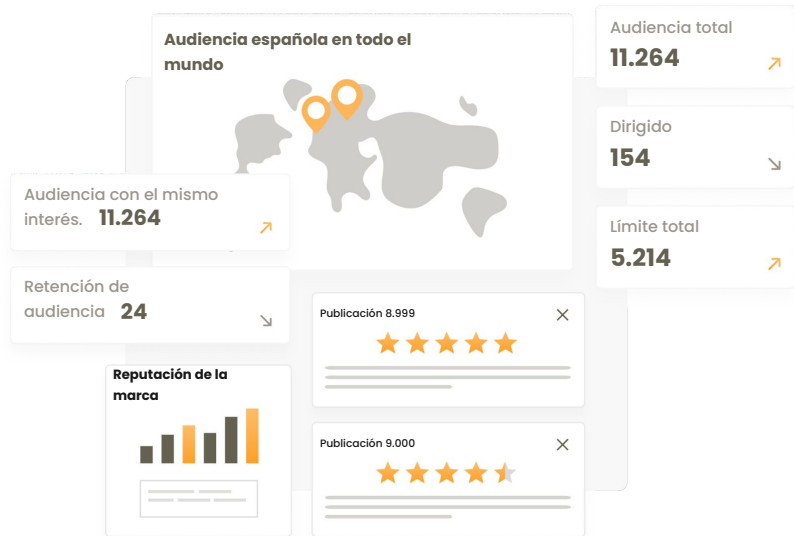




Link Building and Media Report

2024



What will you find?

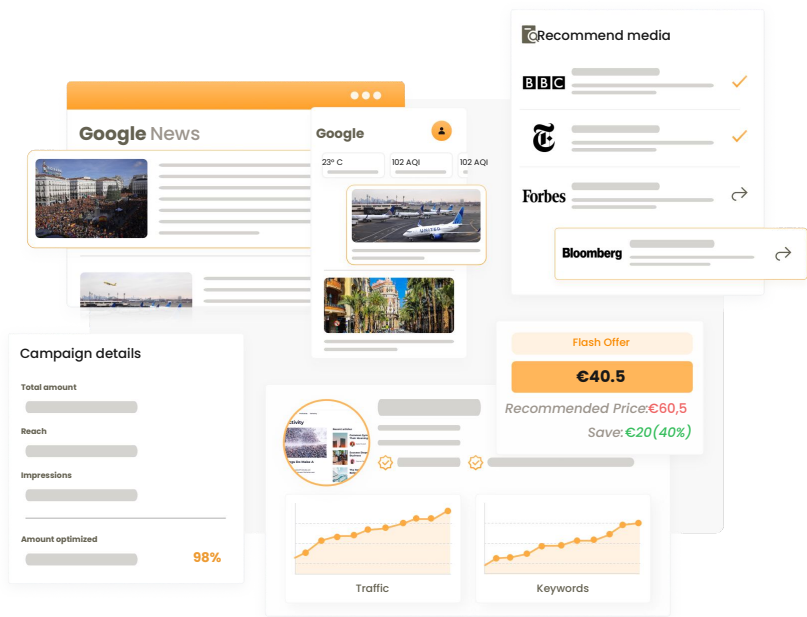
The intention of our analysis is to present an updated overview of link building, PR, and content in media and blogs in the Spanish-speaking market for the year 2024.

This report is based on **data obtained from more than 9.000** publications made by Growwer users throughout 2023.

Índice Del **Estudio**

- 1 Sample Analysis
- 2 Link Building report in 2024
- 3 Findings
- 4 Experts Roundup
- 5 Scams and poor practices
- 6 Best Practices

1 Sample Analysis



800 Active Customers

With new posts in 2023

6.437 Available Media

Newspapers around the world

25.455 Available Blogs

Blogs or Websites from all over the world

8130 Posts Made

New posts in 2023

900 Link Insertion in Published Posts

Links and added text to already published posts

2.584 Media With Sales

Media that have sold posts in 2023



A great ally to scale our SEO initiatives. The media suggestions have been very good, and the published contents are of high quality.

Martín Durán

Senior Marketing Manager Latam and Iberia

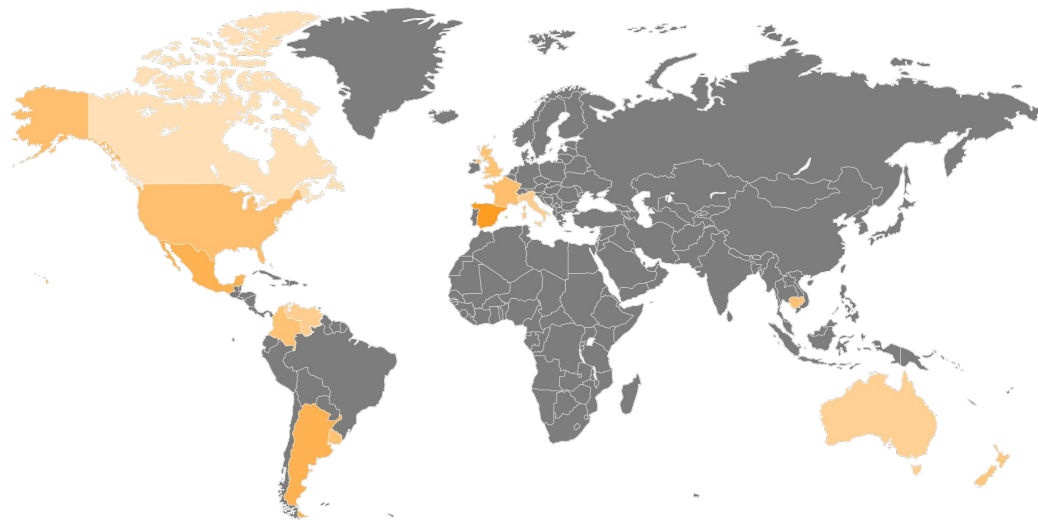


2 Link Building Report in 2023

Geographic Distribution Of Buyers

Buyer users of publications are spread across various countries, with **Spain being the main market, followed by Mexico, Argentina, the United States, France, Colombia, Uruguay, and Great Britain.**

In general, this distribution is very similar to that of 2022, except for Chile, which moved from the top 5 to the top 9.



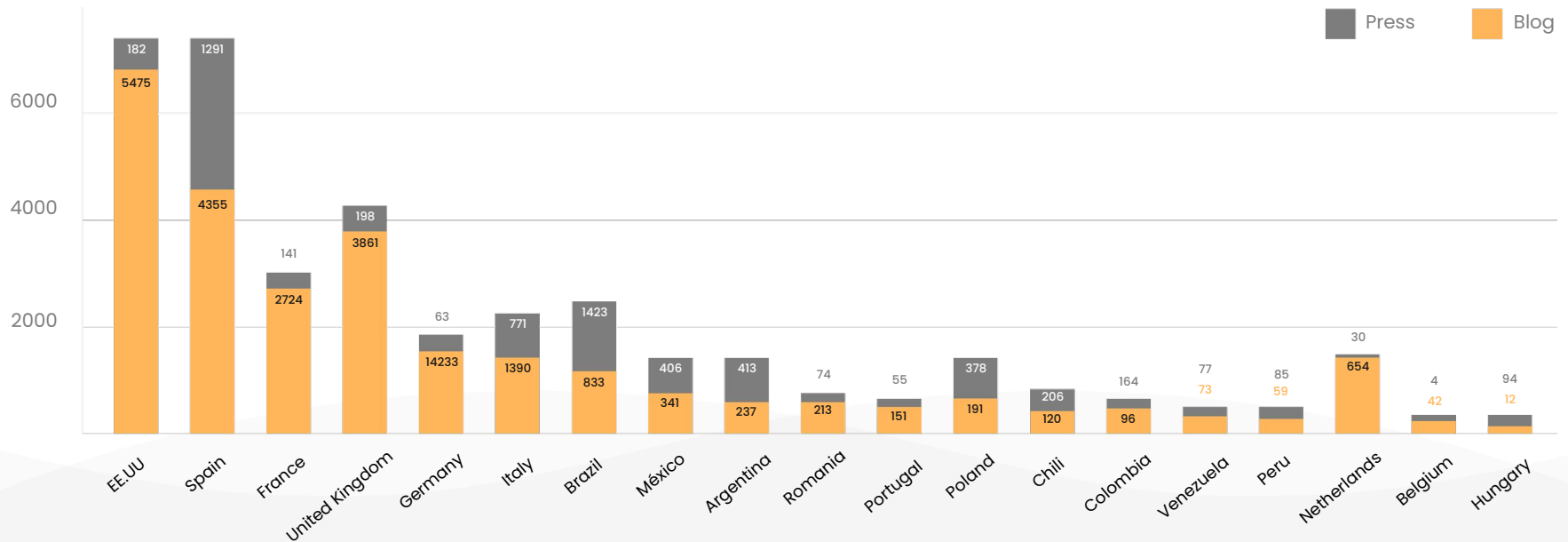
Distribution (max-min)

Not Distribution



Geographical Distribution of Media and Blogs

The media outlets and blogs are located in the countries indicated in the chart, with the **United States, Spain, France, United Kingdom, Germany, Italy, Brazil, Mexico, and Argentina** standing out as the countries with the largest number of media outlets.

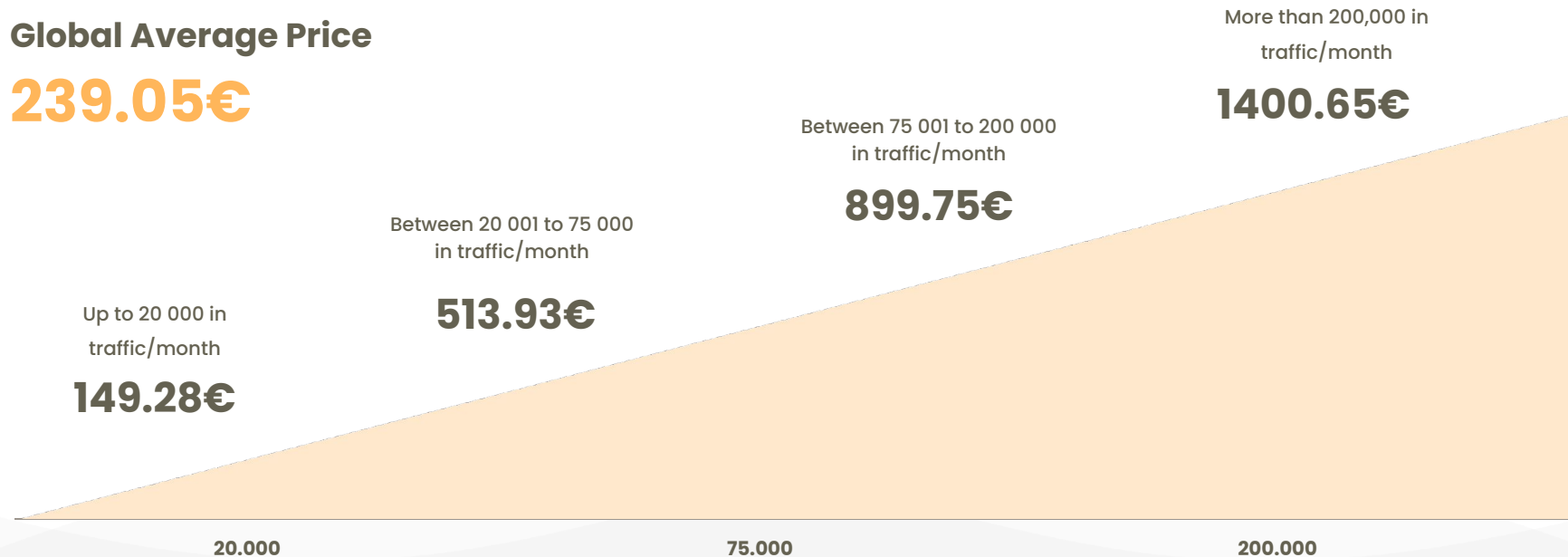


Average Price of Spanish-Speaking Media

Depending on the traffic generated by a media outlet, it will have one price or another. We have calculated the average prices for different traffic brackets in the Spanish-speaking market.

Global Average Price

239.05€



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 in simplifying the process and helping to achieve goals effectively, which is reflected in the diversity of users who use its services.

In this segment, the vast majority of clients are **companies**, but it's important to note the **significant use of Growwer by individuals, independent professionals, and agencies.**

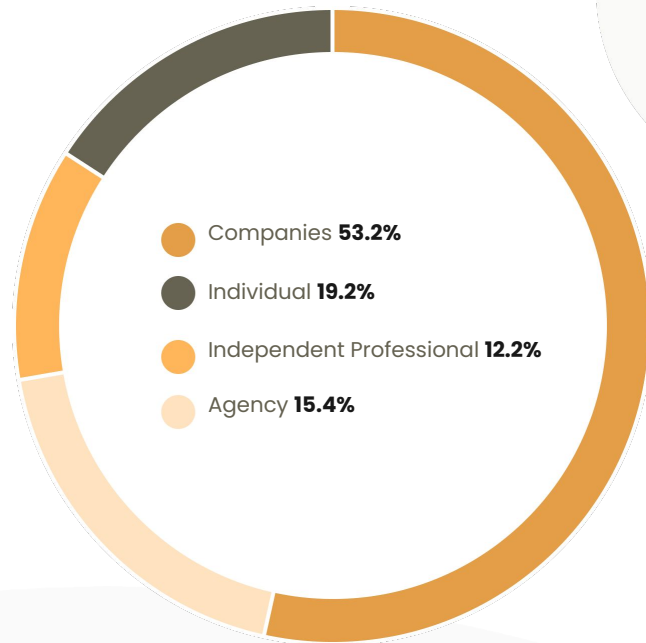
Compared to 2022, the Growwer buyer profile for Companies and Agencies has grown, to the detriment of individuals and independent professionals:

Companies: + 5.4%

Agency: + 5%

Individual: - 6,4%

Independent Professional: - 4%



1 667.16€

Average Annual
Investment per Buying
User

7.85

Average Annual Publications
per Buying User

Consumption by User

What needs and investment do average users make annually?

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.

These data not only offer a **clear view of the average expenditure** in these areas but also serve 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 the expenditure on publications into four ticket levels according to the cost per publication:

Average ticket for **expenses under €65** | Average ticket for expenses ranging **from €65 to €120** | Average ticket for expenses **between €120 and €350** | Average ticket for **expenses over €350** | **Global average ticket**, which represents the general average expenditure.

35.57€

Average Purchase of Users with
Average Ticket < €65

90.59€

Average Purchase with Average
Ticket Between €65 and €120

201.99€

Average Purchase with Ticket
Between €120 and €350

600.06€

Average Purchase with Average
Ticket Above €350

Average Expenditure per General
Publication of All Users

164.26€

Link Insertion vs. New Post

What is the preference of users: creating new publications or inserting links in existing publications?

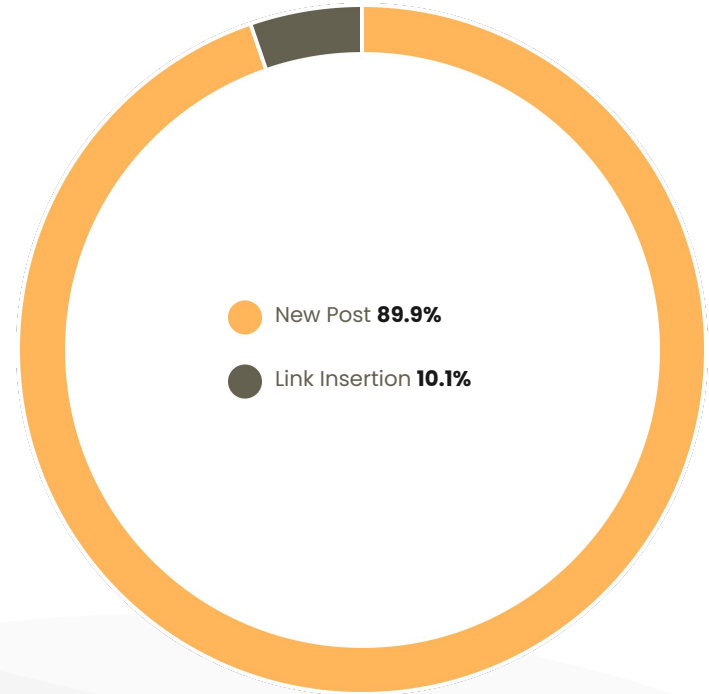
During the study period, a total of 8,869 publications were made. Of these, **89.9% (7,969) were new publications**, while **10.1% (900) were link insertions**.

Compared to 2022, we have detected a growth of 4.9% in New Article publications versus Insertions.

2022 Data:

Link Insertion: **15.9%**

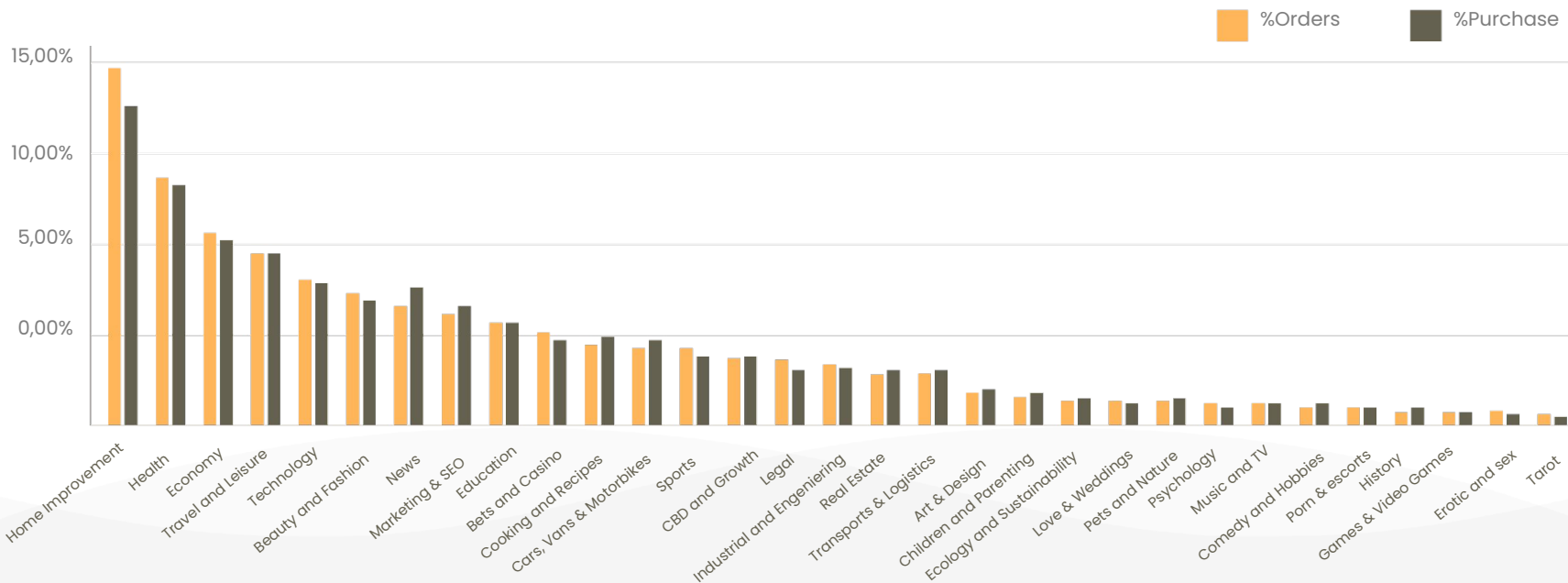
New Post: **84.1%**



Most Demanded Industries

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

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



Typology of Vendors' websites

What type of sites generate the most sales?

Websites that produce publications are mainly classified into two categories: Press and Blogs.

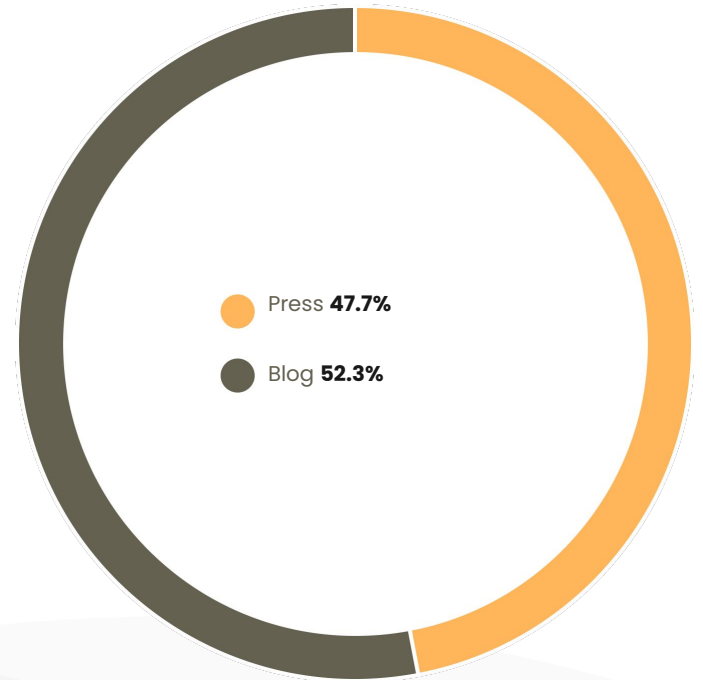
According to our analysis, **blogs have a slight advantage** over media outlets in terms of purchase demand.

There are no significant changes compared to last year. Only a small growth of blog publications over Press.

2022 Data:

Press: **43.3%**

Blog: **56.7%**



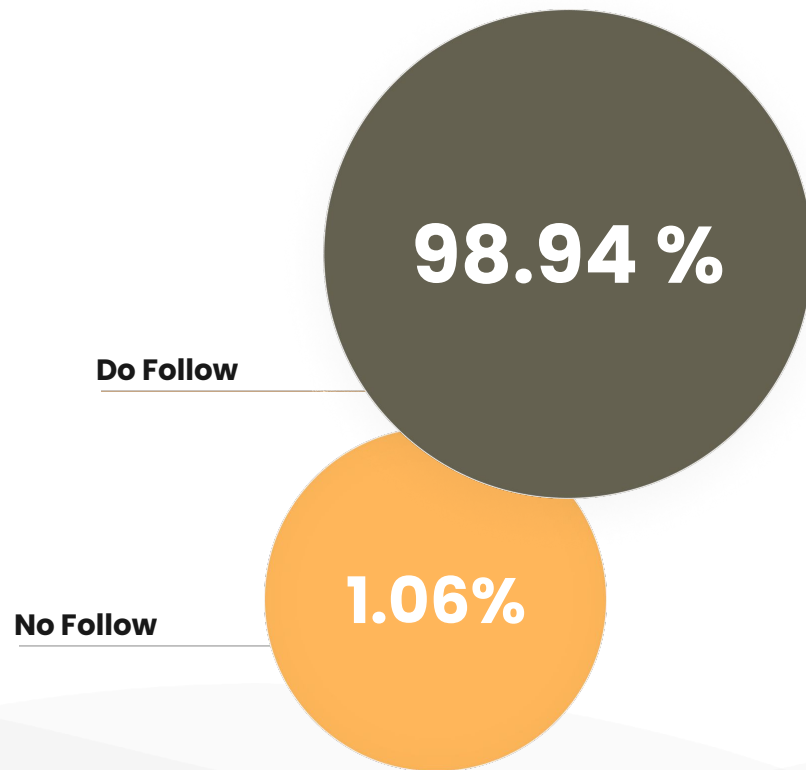
Link Types

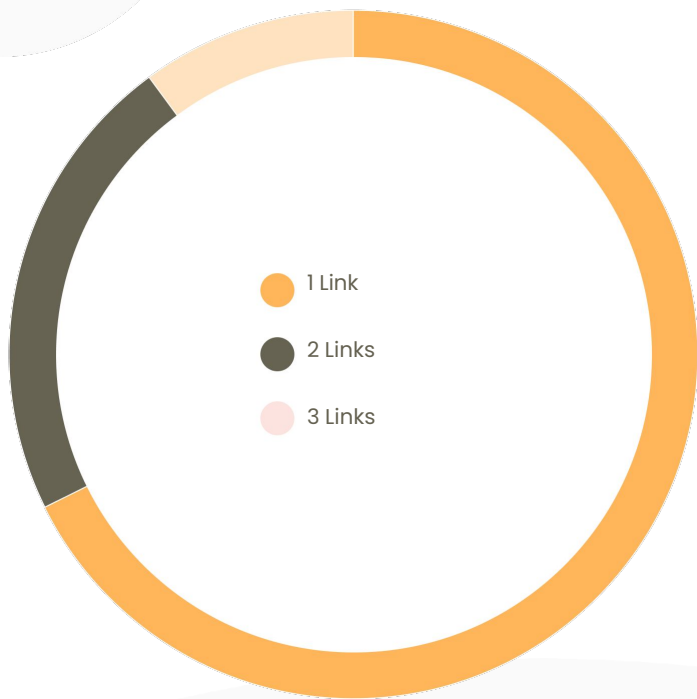
What type of links are most in demand, DoFollow vs NoFollow?

It's no secret that dofollow links contribute to the transfer of authority to linked pages.

This feature is widely recognized, and it turns out that **barely 1% of users prefer to use publications that do not involve this transfer of authority.**

Compared to last year, the figures are practically the same.





Number of Links

Average Links Per Publication

1.41

How many links are added on average per publication?

Is it better to diversify references in a publication by 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, or 3 links per publication**.

Coincidentally, the average number of links per publication is the same as in 2022.

Anchor Text



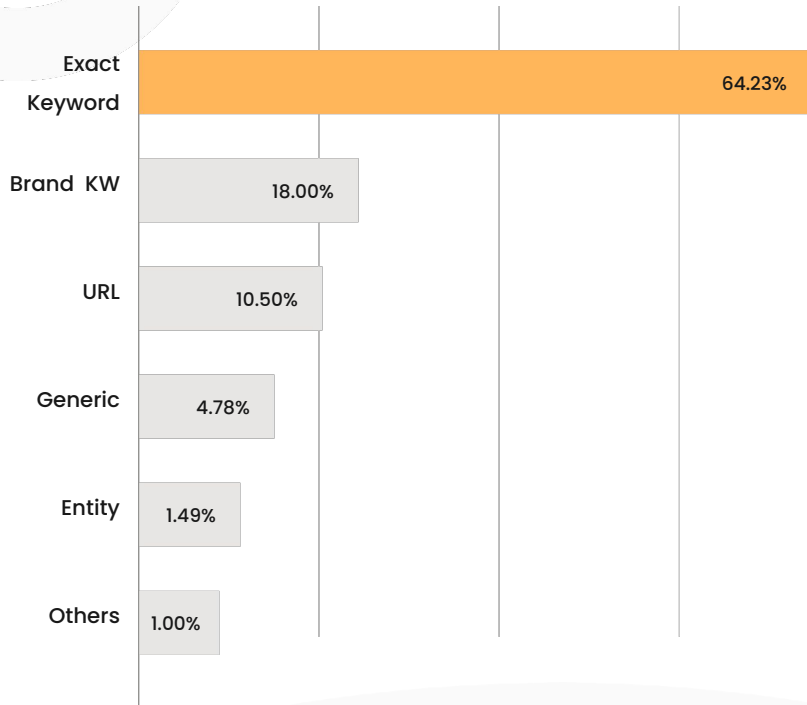
What type of anchor text is used in posts?

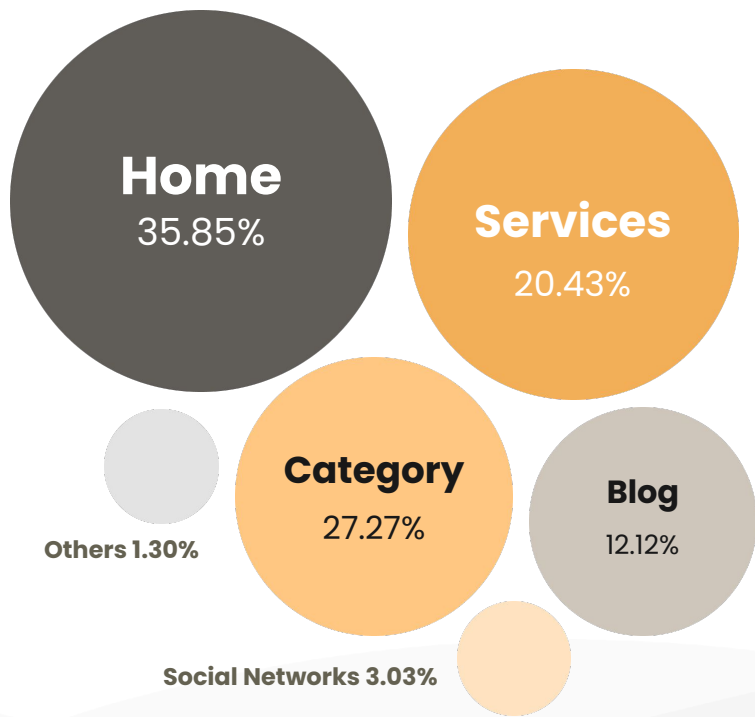
Anchor texts are key for Google to better understand the website to which these links are directed, but it is also known that excessive use of exact keywords can be counterproductive in an SEO strategy. How were anchor texts used in 2023? We show you in this graph.

Although the exact keyword remains supreme, we have noticed a slight growth in brand anchors and Entity.

2022 Data:

Exact Kw: 76.08%	Generic: 20.04%
Brand KW: 12.21%	Others: 1.57%
URL: 7.54%	Entity: 0.57%





Link Destination

To which parts of a website do the resulting links mainly go?

The choice of the destination page for a link is a fundamental element in the link building strategy. Below, we show which have been the most enhanced pages on average during 2023. Homepages, category sections, products...

The comparison with 2022 reveals significant data, with an **increase of more than 8% in links targeting categories and another increase towards Social Networks.**

2022 Data:

Home: **45.41%**

Services: **19.05%**

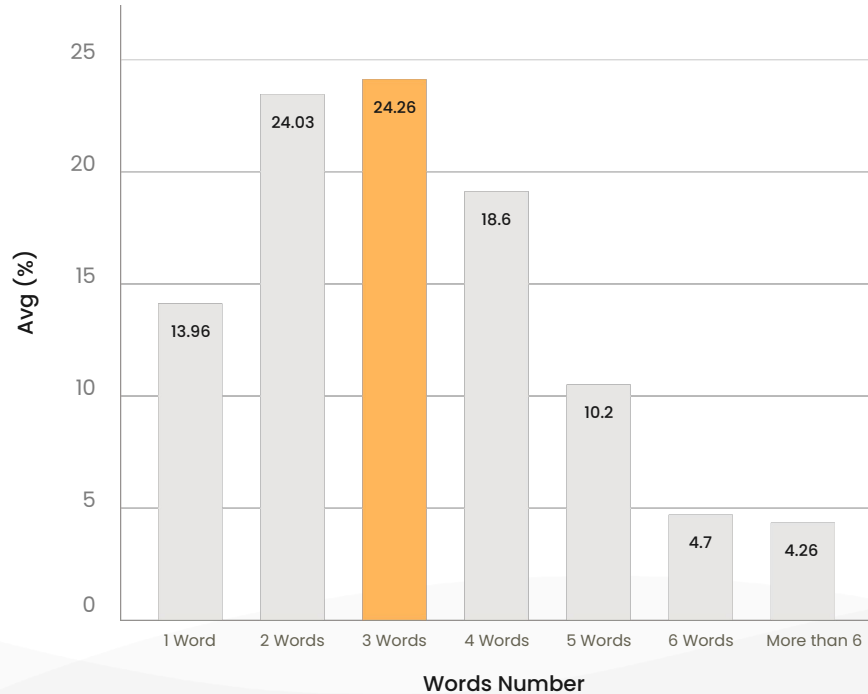
Blog: **14.11%**

Category: **19.03%**

RRSS: **0.62%**

Others: **1.69%**

Anchor Text Length



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 the anchor text** of all publications made in 2023.

Compared to 2022, the most significant change is the growth of anchors with 2 and 4 words, which considerably reduces the use of single-word anchors.

2022 Data:

1 Word: **20.23%**

2 Words: **18.07%**

3 Words: **23.25%**

4 Words: **15.86%**

5 Words: **10.79%**

6 Words: **5.40%**

+6 Words: **6.40%**

Text Length

What is the average word count of the publications?

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

2022 Data:

General: **747.56**

French: **631.38**

English: **788.58**

Catalan: **600**

Portuguese: **814.50**

Spanish: **747.85**

Italian: **617.27**



Traffic Obtained by Posts

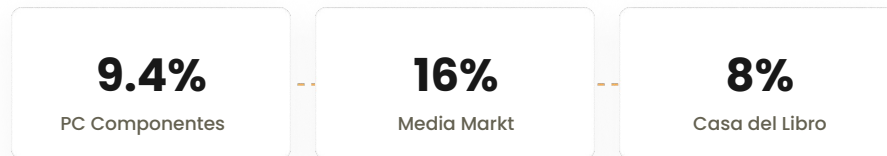
How many publications have obtained qualified traffic?

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

As every year, **we have analyzed 3 reference websites** to have a better context of this data: **PC Componentes, Media Markt, and La Casa del Libro.**

30%

Of Post Have Obtained Qualified Traffic



Qualified Traffic Obtained by Post in Managed Service

How many posts have obtained qualified traffic on Growwer's managed service?

The managed service is available for accounts **with more than €500 monthly spend** per project and the work is carried out by Growwer professionals, who personally manage the campaign. In this case the metrics improve considerably as can be seen in the data.

35.7%

Of Managed Service Posts Have
Obtained Qualified Traffic

9.4%

PC Componentes

16%

Media Markt

8%

Casa del Libro

3 Study Findings and **Conclusions**

Buyer Users



The predominance of **Spain as the main market in this study** clearly reflects the influence of the product's operational base. This not only highlights the adaptability and adoption of SEO practices in Spain but may also be **indicative of how the geographical location of a digital tool can impact its distribution and acceptance in the market**. The consolidated presence in Spain could be boosting the visibility and trust in the tool within the Spanish-speaking market, thus creating a domino effect in adoption by other countries in the region.

Regarding the composition of the users, the study suggests that **the Spanish market, influenced by the location of the tool, is leading the adoption of advanced link building practices**, highlighting the trend of companies and individuals to favor a direct and effective approach in managing their online presence.

The choice to create new articles over inserting links in existing publications may reflect a strategy oriented towards innovation and original content, although the significant use of insertions (10.1%) also indicates an appreciation for the optimization of previous resources. This dual approach underscores the importance of a balanced content strategy that prioritizes both novelty and the revaluation of existing content.

Seller Users: Media and Blogs

The analysis of the **geographical distribution of media and blogs** shows a notable **concentration in the United States and Europe**, with **Spain being one of the countries with a significant number of media** within the database. However, it is observed that **blogs outnumber traditional media**, which could indicate a trend towards diversifying content platforms in the link building strategy.

Despite the wide presence of **blogs** in the tool, with **more than four times the number of media outlets**, the latter maintain a strong demand, representing a significant proportion of sales. This could reflect **a perception of greater authority or impact in traditional media than in blogs**, even though the quantity is smaller.

The **business potential for media and blogs in Latin America is considerable, given the reduced supply compared to Europe and the United States**. This suggests a growth opportunity for content providers in these regions, who could capitalize on the need for link building services.

Buying Habits



The **average investment of 164.26€ per publication indicates a focus on acquiring high-quality media and blogs rather than a larger volume of lower-value publications.** This average expenditure, which exceeds the figures of previous years, reflects a deeper understanding by users of the importance of quality over quantity in digital marketing.

The average number of **7.85 publications per year per user suggests a more meticulous and strategic selection of link building** opportunities, preferring fewer publications but of greater relevance and authority. This behavior is consistent with current SEO trends, where the quality of the link is a crucial factor for search performance.

Additionally, the fact that we have created 4 spending brackets per user reinforces the idea that there is an increasing appreciation for the value that quality media and blogs can bring to an SEO and public relations strategy, underlining an evolution in the **understanding of link building, focusing on long-term impact and the sustainability of SEO campaigns.**

Most Demanded Sectors

The **"Decoration, Construction, Home, and DIY"** sectors lead the demand in terms of orders and billing, which could indicate a growing trend in investment in SEO and link building within the home and personal improvement sphere, possibly driven by an increase in home renovation and decoration activities as a consequence of the pandemic.

The **health sector remains a priority**, maintaining a significant portion of the link building market. This highlights the **importance of EEAT (Experience, Expertise, Authoritativeness, Trustworthiness) in Your Money, Your Life (YMYL)** content, where accuracy and reliability are essential. The investment in quality over quantity reinforces the need to establish trust and authority in this critical field.

Regarding the "Cannabis" sector, which ranks among the top positions, this reflects the growing interest and **expansion of the CBD market, where the quality and authority of the content are important due to strict regulation and the sensitivity of the topic.**

Sectors such as **"Economy, Business and Employment", "Travel, Hotels and Tourism", and "Technology, IT and Apps"** also represent a significant part of the demand, although to a lesser extent than the decoration and health sectors, which could suggest a more equitable distribution of SEO investments across a wider range of industries.

Use of Links



The **predominance of DoFollow links remains evident**, capturing practically the entirety of the market with **98.94%**. This data reinforces the trend observed in previous years and confirms that the transfer of authority through DoFollow links is a key aspect that users are not willing to compromise.

Regarding the **destination pages of the links, the homepage ('Home')** continues to be the most prominent with 35.85%, which suggests that users continue to value the concentration of authority on the main page of a website. However, there is a **notable interest in directing links to specific category and product pages**, which could indicate a more focused and segmented strategy to drive traffic to specific areas that are sought to be enhanced or where a more direct conversion is sought.

We do not overlook that **blog pages represent 12.12% of the link destination**, which may reflect a content strategy where the aim is to position specific articles that provide value to users and improve the website's EAT.

Use of Anchor Text



The preference for anchor texts remains clear, with an **inclination towards exact keywords leading with 64.23%. Brand and URL anchors are also significant.** This provides an important insight into the diversification in link building that supports both brand identity and direct web optimization.

Regarding the **length of the anchor text, users prefer to use 2 or 3 words**, aligning with the trend of creating descriptive and precise links. Although one and two-word links are also common, there is a lesser trend towards longer anchor texts.

The use of **entity anchor texts** is still limited but **notable compared to last year, increasing almost a point.**

Content



This year, **the overall average is 758.87 words.**

English content leads with an average length of 873.11 words, while **Spanish presents a very similar average to the general one, with 756.49 words.**

Except for **Portuguese and Italian**, which remain in **the range of between 700 and 730 words**, the rest of the languages such as **French, German, and Catalan are below 700 words.**

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



Publications with Traffic

In this year's analysis, it is observed that **30% of the publications generate qualified traffic, a key metric that reflects success in attracting interested and potentially convertible visitors.** This data is a clear indicator of the content's effectiveness in meeting search intent and **demonstrates the importance of a link building strategy that goes beyond mere positioning, seeking real impact and value for the user.**

Observing the publications from **Growwer's managed service, the figure increases to 35.7%,** highlighting **the effectiveness of having professionals specialized in the personalized management of link building campaigns.** This increase confirms that a detailed and expert strategy can significantly improve a publication's ability to attract qualified organic traffic.



Growwer's tool is a strong partner for improving our brand's visibility in major media outlets. The suggestions and the media provided are always of high quality and very useful.

Sebastian Galanternik

Head of SEO Mercado Libre



**mercado
libre**

4 Experts' Recommendations **and Opinions**



Jordi Ordóñez

Ecommerce, Amazon Consultant, Speaker and Trainer

Key Points of a Good eCommerce Link Building Strategy

One thing that has worked really well for both my clients and my own projects has been to **gain brand relevance** and build branded links. Yes, ranking for generic keywords is great, but building your brand equity helps immensely. Let me tell you about the strategies I have followed with my personal brand "Jordi Ordóñez".

Since February 2023, **I have prioritized quality over quantity**. Before, I would say yes to the first opportunity to write on any site that came up. This year, **I have said yes to fewer articles, but on heavyweight sites like SEMRush and Marketing4Ecommerce**. In terms of links, I have applied the same strategy for my ecommerce clients. Do we buy links? Of course. **But we have bought less quantity with higher authority (and cost). And we have focused our efforts on: 80% brand building, 10% brand+category keyword, 10% category keyword**. As you can see, the brand is present 90% of the time.

HARO (Help a Reporter Out). In my case with my personal brand and my clients' brands, we have not needed tools since these opportunities came up naturally. **And we have selected when to offer our expertise on specific topics in our vertical to get brand mentions and links (we always ask for dofollow)**. Some of the sites where we have appeared without paying (in exchange for texts + knowledge or interviews) are: El País, La Sexta, Government of Catalonia, Business Insider, El Economista, GenBeta or La Razón. We have not always gotten a DF, but a mention still helps. Not bad for free publicity ;)

Clara Soteras

SEO and Product Manager at El Nacional

How to Maximize Link Building Impact Through Quality Content in Digital Media

Did you know that **getting mentioned in digital media is easier than you think?** What's more, the benefits of getting a link are not limited to increasing your project or brand's visibility. You should know that **media sites have a lot of domain authority**. Therefore, getting a link in one of their articles can be very beneficial for your brand since **it passes topical authority**.

The most common way to **get a link is through what's known as "branded content"**. The journalist may write an article about your project, product or brand in exchange for compensation. The articles get published in a section related to your brand, an interesting aspect that will help reinforce E- E-A-T.

Additionally, the advantages of media link building don't end there. **The reach offered by the social media channels of media outlets when they share the article mentioning you is huge**. You can potentially reach an audience that would be impossible otherwise. In this regard, it is also essential to consider how to allocate budget for link building, because it may be more beneficial to create content and links on several local or regional outlets rather than a single piece on a generalist publication. My advice is: **be clear on the link building strategy's objectives before taking action**. With media, you already know you will find many opportunities, and even if the content strategy is truly innovative and creative, you may get it for free.





Esteve Castells

Global Head of SEO at Adevinta

SEO in Classified Portals or Large Projects

In the classifieds sector, on one hand, **we are interested in links from domains that meet the typical characteristics** (good authority, thematic relevance, as well as coming from a high-value page that is not spam), but it **is also essential that they link to a page that will exist in the long term. In classified marketplaces, many URLs constantly expire when certain products are sold**, which makes it crucial to decide wisely on which section or listing we want to focus, and ensure that it will exist in the long term so as not to lose the value of the link.

Sara Fernández

International SEO Consultant | SEO & UX

The Importance of User Experience in Link Building Content

When considering publishing an article that may generate a high volume of links exponentially, focusing on the union of SEO and UX (SXO) is crucial. **Good content should incorporate elements that facilitate reading**, such as legible font size and clear font type. It is essential to **keep paragraphs short, and improve text scanability through descriptive headers, bullet point lists, and using bold and italics to highlight keywords or phrases.**

Navigability is also fundamental. We need to **include internal links to related articles to expand on the information.** And of course, **accessibility must be a priority: it allows us to reach users with visual, hearing, motor or cognitive disabilities.** It's not enough to just have good color contrast between text and background or alt text for images. We also **need to use clear, simple language, avoiding jargon or explaining terminology properly.**

Likewise, to improve understanding, we should **include multimedia like infographics and videos.** These resources enrich text, facilitate comprehension, and make the article more intuitive and easy to consume, which in turn grabs the reader's attention and makes it more likely that they find the content useful and decide to share or link to it.

When choosing sites for link building campaigns, **it's important not to solely consider metrics like DA and DR. Page speed is also critical**, as it affects UX and the site's perceived quality. Publishing on **fast loading pages not only enhances users' experience but also strengthens the effectiveness and credibility of our links.**



Gemma Fontané

SEO Consultant, Co-founder of Orvit Digital



How to Get Links Leveraging Trends?

One of the best strategies for getting links is by creating quality content. Conveying expertise, experience, trust and authority (E-A-T) in our content will be key to producing the best type of content.

To get inspired when creating content, we can **conduct an analysis of trends and keywords**, focusing especially on the **topic clusters of our main subjects**. This will allow us **to uncover user interests and search queries related to our products or services so we can address their needs**.

Additionally, nowadays **creating the best content requires a 360 degree approach**. We need to consider what type of multimedia content will provide users **the best experience based on their search intent, whether that's through video, text, images, podcasts or other formats, as well as define the best channels to share it on**.

If we create the content users want in the format they desire, we will have much better chances of reaching them and getting it shared.

Luis Villanueva

CEO of Webpositer and Partner at Webpositer Academy

Branding – The Value of Brand Building Content. Gaining Organic Authority Via Other Channels

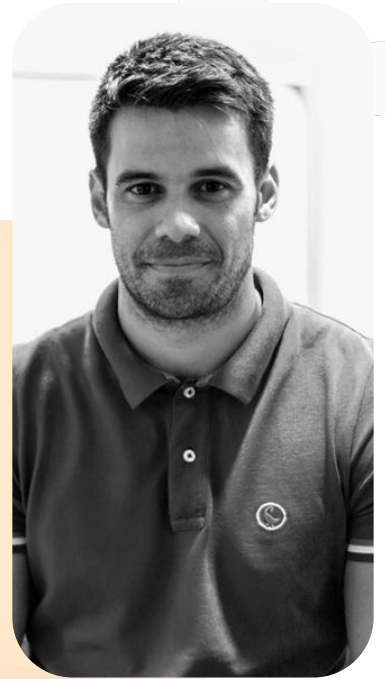
Branding is the objective every business should have. It's a company's **greatest asset, and as SEOs we must work on it**. One great way is through **actions that showcase and impact that brand**. Starting with a more efficient link building approach, focusing on "brand visibility and authority" rather than the "strength" Google may value (which I believe is becoming obsolete), **as well as pursuing opportunities beyond blogs, magazines and newspapers such as Podcasts, YouTube Channels, Collaborations with niche "influencers" and more**. But I will focus on providing some tips for the first 3 I mentioned:

Podcasts: Just like with blogs, magazines, newspapers, etc. To appear on podcasts you have 2 options – either **catch the attention of podcast owners or pay to appear on them** and ensure you give a good brand-focused interview that may also drive sales or achieve your goals. There are more podcasts every day across all niches and topics, so you need to search and select the ones that interest you most.

YouTube Channels: The second most used search engine. Here you also have 2 ways to leverage it: **By creating evergreen content targeting keywords around your brand that you want to boost** (and doing SEO of course), and tying your brand into trends in your niche (being an "savvy" SEO). That said, you also have 2 options: Creating content on your own YouTube channel or appearing on other channels (yes, also paying just like with podcasts).

Influencer Collaborations: Another major option that can positively impact your brand and potentially also drive sales. There are many ways to contact influencers. My recommendation here is **to segment your niche, check a post's impact to gauge the potential value for your brand, and not rely on "dossiers" with inflated metrics** that may not actually deliver.

However, these isolated tactics without an overarching strategy behind them are useless. As you can see there is more to SEO than simply getting "press features".





Natalia Witczyk

International SEO Consultant and the CEO of Mosquita Digital

The Importance of Authority in an International Product/Brand Strategy

A **domain's authority indicates the quality and reliability** of a website compared to its competition. From an international standpoint, that authority is even more important since you are starting "from the outside" and need to build local trust and affinity.

This trust comes from brand authority, both in terms of users and the algorithm. Google needs to understand the relationship between the product or brand and the target market, and without such authority it becomes virtually impossible to rank organically in a new country. The days when you could simply translate content and expect it to rank on its own are long gone.

Additionally, **SEO knowledge has become quite mainstream in recent years**, and in 2024 we face **much more dispersed competition across all markets. Authority may be the only differentiating element to stand out from all those new competitors.**

MJ Cachón

SEO Consultant and CEO in Laika

Most important relevance signals for a link in 2024

With the evolution of SEO and the sophistication of the channel we have been experiencing in recent years, **we are more than ever in the user-centric era of SEO**, where all relevance signals are emphasized with user signals. Therefore, we can mention several considerations that will surely have an impact on rankings through links and that will directly or indirectly lead us to a greater focus on WHO links to me:

Thematic relevance of the linking site: links that are **related to the site to be linked in terms of theme**, language, and other characteristics will implicitly incorporate naturalness.

Diversity of domain typologies linking: the diversity of sites linking will depend more on whether **the site to be linked talks about a topic, several topics, or is a more transversal opinion leader**.

Authority and weight of the author or authors of the linking website: it will not only make a difference to receive links from strong sites, but also with the **consideration of the author or authors behind that domain and their influence in the sector**. If the leading exponent of a sector links to you, it will be the best signal for your project.

Semantic context of the link: the times of exact anchor text may have passed or not, but what is a reality is that **depending on the level of digitalization of a sector, the tendency to link with general words oriented to SEO is not only unnatural but unthinkable**. The reflection at this point is about being well surrounded within a text or a location that relates well the origin and the destination.

And if you have to remember just one thing: let not the quantity blind your quality.



5 Scams and **Poor Practices**

Bad Practices



As every year, unethical practices and deceptive strategies are unfortunately commonplace. Aware of this reality, at Growwer we have once again dedicated ourselves to investigate and uncover new bad practices emerging in media and blogging outlets. Our full commitment to integrity and quality, has brought us to understand that staying on top of these negative trends is essential to providing first-class service to our clients.

We are determined to ensure these practices find no room or opportunity to infiltrate our tool, thus safeguarding the interests and trust of those who rely on our services.

Below we present a series of concrete examples we have uncovered. These real-life situations illustrate the bad practices detected and provide guidance so you can identify and avoid them in your own digital strategies.

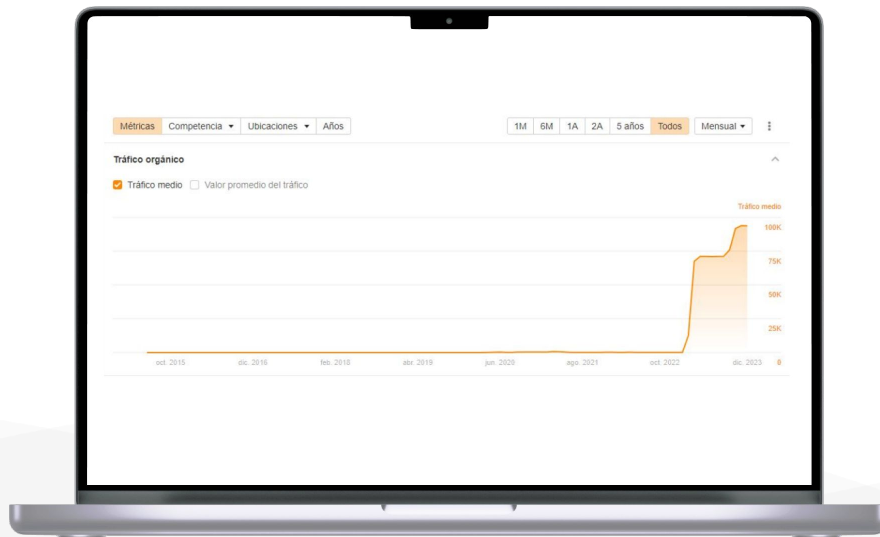
This year, like previous ones, traffic alteration remains common, although the methods have evolved. However, we have detected other traffic-agnostic patterns.

Fake traffic injected into keywords without search volume

We have found various cases of sites with considerable traffic increases, mainly from TIER1 countries, where upon analyzing the site we can see the traffic comes **from meaningless or nonexistent keywords**, as we have reported before.

The technique is very simple:

- They rank first for **a made up term or one without competition.**
- **Inject fake traffic** to that search.
- **Alter the estimated metrics** of external tools.



Low-value, high topical dispersion traffic

In our analysis, we have identified an interesting trend in several media outlets, predominantly generalists. These outlets have opted to **incorporate additional sections on their digital platforms, such as a category dedicated to "Reviews."** What's peculiar about this strategy is that said **reviews are generated through massive data scraping and collection from Google My Business listings.** This approach allows them, in the short term, to significantly increase web traffic volume.

This tactic has a dual purpose. On one hand, the sudden **increase in traffic helps these outlets enhance the commercial appeal of their advertising spaces.** By presenting higher traffic figures, they can justify charging more for sponsored ad placements. On the other hand, **this strategy raises certain questions about the quality and relevance of the traffic generated.** Given that the visits mainly come from people interested in specific reviews and not necessarily the media outlet's editorial content, the real value of these interactions for their digital marketing strategy may be limited.

The fake press release



Throughout the year, we detected a concerning practice, mainly coming from a specific company known for its aggressive commercial marketing. This company promises **the distribution of press releases in a minimum number of media outlets at a low cost**, but this offer hides a trap. The scheme is meticulously designed, and we will attempt to summarize their modus operandi to facilitate detection.

In essence, **the promise consists of a significant percentage of Dofollow links in the distributed press releases. To achieve this, they have created a private blog network (PBN), selecting expired domains which they then modify the link profiles of**, artificially inflating external metrics that attract certain clients. Most of these domains do not generate traffic, but it seems they have recognized this problem and are implementing the aforementioned technique on various sites, whether by scraping content that generates traffic or inflating search volumes fraudulently.

Therefore, by **distributing a press release through this system, we find zero impact, disseminating it among sites that not only lack reach but also have harmful link profiles that directly and repeatedly link us to them.**

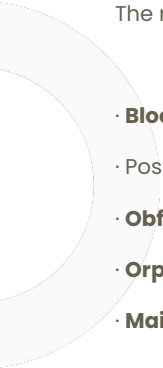
This approach is not only useless due to the lack of impact, but can also jeopardize our project because of the constant injection of duplicate links from extremely low quality sites.

Limiting visibility



Another year goes by where we have observed that **limiting crawlability or access to sponsored content by some media continues to be a common practice.**

The methods used to limit the visibility of sponsored publications are the same we detected last year:

- **Blocking specific routes** or posts via robots.txt.
 - Posts with the **noindex tag**.
 - **Obfuscation of links** in posts.
 - **Orphan posts**, without incoming links.
 - **Main sections marked as noindex**, which makes links nofollow.
- 

For these reasons, it is crucial to review our publications once published and subsequently ensure the content remains indexed over time.



6

Link Building 's

**Best
Practices
In 2024**

Thematic Authority



The importance of **contextualizing our links** not only in relevant content, but also in **sites or entities prominent in that theme**, is gaining more and more relevance. This strategy not only improves the relevance and quality of links, but also enhances their effectiveness and value in terms of SEO and visibility. Therefore, when choosing a medium for our publications, one factor to consider is identifying the most influential and best positioned topic on said medium.

Therefore, when it comes to choosing a medium for our publications, one factor to consider is **identifying what is the most influential and best-positioned topic in that medium**. Analyzing the main theme and its impact on the medium can provide important insight into the audience and the relevance of the site, which, in turn, can significantly increase the effectiveness of our link strategy. This consideration allows us **to ensure that our links are not only seen but also perceived as valuable and authoritative** by the audience and search engines.

Stable Traffic



An important indicator of a website's health is the stability of its traffic volume over time. While variations in traffic, both up and down, are normal and can be due to multiple factors, they do not always imply an algorithmic penalty.

However, it is crucial to pay attention when drops are significant and coincide with specific dates. These pronounced decreases can signal problems on the site, suggesting it may be advisable to consider more stable alternatives.

Strategic Content



The structure, selection and creation of content continues to be one of **the most relevant aspects in publications for a successful link building strategy**. Conducting a detailed preliminary study, defining content type, the intention behind it, its focus and the goals sought is something important to consider and key to the outcome of our strategy.

In addition, **it is important to personalize content**, not only thinking of our own project but also adapting it to the selected medium for publication. This includes **creating Discover traffic-focused content, generating evergreen content that ranks and attracts specific traffic over time, and developing strategic reputational content**. Regardless of the purpose, the crucial thing is having a thorough brief to guide our writing team in detail at each step of the process.

Seasonalities



For another year, we have noticed many strategies **are carried out or improvised just before relevant events**. Annual planning of important seasonalities and events is crucial for our business. **Acting ahead of time provides significant advantage in these campaigns.**

Proper planning not only allows us to **spot key opportunities early**, but also **facilitates the development of more effective strategies tailored to the needs of the moment.**



Intuitive, easy to manage and handle, both for receiving orders and for the subsequent charging of them. The customer service has been perfect since we have been with them for 3 years.

Huffington post

HUFFPOST

Tools Used

Below we detail some of the tools with which we performed the analysis.



All samples have been extracted from the database of



