



shortlist.

Today, we are going to learn how to set up, sell, and support:

White Label Link Building Service

For SEO and digital marketing agencies of all sizes



What is Shortlist?

Shortlist is a productized service for building clean, natural backlinks for you and your clients.

- **Why consider selling this?**
 - Backlinks is one of the most important ranking factors for Google
 - Effective link building = robust long-term presence in organic SERPs which leads to an ongoing stream of online traffic and sales
- **Types of clients this is for:**
 - SEO and digital marketing agencies of all sizes
- **Time to learn:**
 - Zero learning curve
- **Interaction with the service:**
 - White label
 - Dedicated account manager

What is Shortlist? (cont'd)

- A powerhouse of effective blogger outreach methodology
- Growing database and relationships with 1,000+ bloggers from various niches and industries
- An in-house team of skilled content writers and editors who can research and write just about anything
- Vigorous vetting of target websites to ensure high-quality, relevant, **do-follow** link placements
- White label service with flexible, business-friendly pricing
- A dedicated and responsive account manager who takes care of you every step of the way

Who can you sell Shortlist white label link building service to?

A business with a digital presence (i.e., a website) that is looking to make organic traffic a top-performing sales channel.

- **Size:**
 - Small business (<\$10M)
 - Midmarket (\$10M - \$1B)
 - Enterprise (>\$1B)
 - Shortlist can scale to high volumes as needed
- **Industry:**
 - From eCommerce, education and SaaS to healthcare, manufacturing and anything in between



How can your agency qualify if their client is a good fit for Shortlist?

Qualifying criteria	Description	Perfect match
Your client is specifically looking to boost their organic presence	<ul style="list-style-type: none">- grow organic traffic to their website- increase the # of organic keywords that they rank for- boost the ranking of those organic keywords to higher positions in SERPs	✓
Your client operates in a highly competitive organic landscape	<ul style="list-style-type: none">- your client is in a space with a lot of competition organically- there is significant monthly search volume for organic keywords your client wants to rank for which justifies the link building effort	✓
Your client has a well-functioning website	<ul style="list-style-type: none">- your client has an operating website complete with essential content and business information- websites with poor UX and SEO issues are NOT a match for the link building service; those issues must be resolved before launching any link building work	✓
Your client does NOT have a brand new, freshly launched website	<ul style="list-style-type: none">- you should make sure that your client is already ranking for some organic keywords as a brand new website is not a good fit for the link building service- positions within the 30-60 range are more likely to benefit from link building than positions beyond >100 in SERPs	✓
Optional: Your client has existing low-hanging fruit opportunities	<ul style="list-style-type: none">- your client already has valuable, linkable content published on their blog, especially if it's already ranking in search. Building backlinks to such content typically boosts its rankings to higher positions in SERPs within a much shorter period of time	✓

A rigorous website vetting process is our key differentiator

Unlike most agencies, we go beyond just DA and traffic numbers and identify best-in-class resources with real potential to boost your client's backlink profile.

Our metrics	Description	Typical SEO agency	"Good" SEO agency	shortlist.
Domain Authority (DA 30+)	Search engine ranking score that predicts how well a website will rank on search engine results pages (SERPs).	+	+	+
Organic traffic (>500 visits / mo)	Estimates how much organic search traffic the target website, subsection or web page gets each month.		+	+
Trust Ratio (TR > 0.3)	Citation Flow is link juice and the Trust Flow is how close those links are to trustworthy, authoritative sources.			+
External backlinks (>350)	# of backlinks to the websites on which you're featured.			+
Manual review	We manually review each website before publication to ensure it's a perfect match for your brand.			+

How long does it take to learn using Shortlist?

There's zero learning curve.



Since Shortlist is not software but a productized service, you don't have to spend time and resources on getting up to speed with it.



Your dedicated account manager will onboard you and work alongside you on the strategy and specifics of your campaign, all while using your preferred channel of communication, be it email, phone or Slack.

Pricing Model 1 (per link prices)

\$160

Standard

DA:25 - 39 / Organic Traffic: 500+ / Trust Ratio: 0.3+ / External backlinks: 350+

\$230

Premium

DA: 40-50 / Organic Traffic: 1000+ / Trust Ratio: 0.4+ / External backlinks: 500+

\$350

Platinum

DA: 50+ / Organic Traffic: 1000+ / Trust Ratio: 0.5+ / External backlinks: 650+

\$215

Flat Rate

*If the client doesn't have a specific requirements, we go out and get the best available placement

Pricing Model 2 (Packages)

\$1,150/mo

STARTER

For new companies looking to get their SEO started off on the right foot.

\$2,350/mo

GROWTH

For established businesses who want to accelerate their results.

\$5,200/mo

ACCELERATOR

For fast growing companies who want to maximize their SEO potential.

- Flexible, business-friendly packages allow for a considerable markup
- Easy to scale and white label for agencies who want to provide backlinks for their clients
- Standard, Premium and Platinum backlinks
- Quora & directories
- Detailed reporting

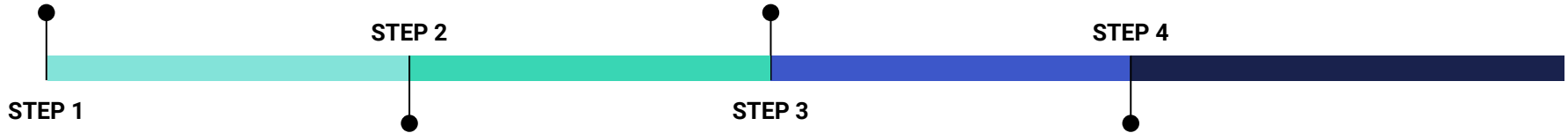
GROWTH & ACCELERATOR also include:

- Keyword rank tracking
- Concierge keyword research

How to set up your client on a white label link building service

Meet your account manager

Getting started with the Shortlist's productized service is simple. Your dedicated account manager is in charge of client communication, strategy and reporting.



Choose your preferred communication channel:

- email
- phone
- Slack
- a monthly cadence of campaign check-ins, etc.

Build a strategy

Together with your account manager, you will build the scope and specifics of your campaign: the # of backlinks to be acquired, anchor text strategy and specific content/website pages to promote.

Track results

As the campaign continues, you will see backlinks being added to your own personal tracking spreadsheet. It identifies the article that we've written on your or your client's behalf, the date that it was published, target keywords and the quality metrics of the website.

STEP 4

Report to your client

Between the tracking of results and deliverables, you'll have everything you need to change reporting format or just hand it over to your client directly. Everything is made to be white-labeled and there's no Shortlist branding in any of the documentation that's provided to you.

What does support look like?

We're responsive and eager to adjust to your needs.

No barrage of emails and calls.



Simply choose your preferred communication channel:

- Email
- Phone call
- Slack
- Other channel of your choice
- Let us know if you prefer your account manager to be client-facing in which case they take client communication off your shoulders

FAQs

- How long links are guaranteed for?
 - 12 months
- What's the minimum order?
 - As few or as many as you want
- What's the turnaround time?
 - 4 to 6 weeks for a standard order of 10 links
- Do you use PBNs?
 - We personally don't own any sites that we work with. Our standards are designed to weed out low quality websites & PBNs. However, we cannot guarantee that the site is not somebody's PBN, as that's very hard to tell.

FAQs

- Do we have to provide the strategy, or can your team help with this?
 - We can do it both ways.
- What type of metrics do you look at when evaluating the quality of a website?
 - DA, Organic Traffic, Trust Ratio, External Backlinks, Referring Domains, Spam Score + Manual Review
- Do you have any sort of volume discount?
 - Yes, we do have, there are a few bulk discounts available at different volume levels.

FAQs

- Do we get to approve the link prospects prior to your outreach?
 - We usually discourage website pre-approval, because we want to have a streamlined and efficient workflow process. However, exceptions have been made in the past and may be made in the future as well. As we get to know each other better and build trust, our hope is to eventually move away from the pre-approval process.

FAQs



- What kind of volume can you handle in terms of links per month? Is there an upper limit?
 - There is no upper limit for the number of links we can handle each month. Our partnerships range from 50 links to over 300 links per month. Our ability to handle larger orders depends on various factors such as your client's niche and website metrics requirements, but we are more than confident that we can accommodate any volume you require while maintaining our high-quality service standards.

Case studies filled with proven client results



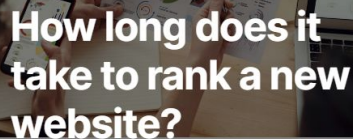
SEO Case Study: How Long Do Guest Post Links Last?

Hazel • August 13, 2021 • Case Study

Let's face it, link building is a pain.

It takes time, [money](#), and energy from you, so frankly, you want to make sure that your investment is worthwhile, is relevant to your

[Read more](#)



How long does it take to rank a new website?

Dave • July 1, 2021 • Case Study

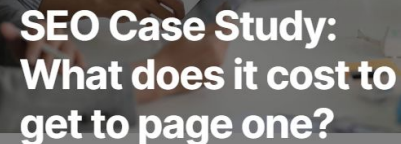
So, you've just started a new business and have successfully set up a brand new website.

What's next?

Getting people to visit your website of course!

However, what does it take for a brand new website to get organic visibility and rank for desired keywords?

[Read more](#)



SEO Case Study: What does it cost to get to page one?

Dave • February 15, 2021 • Case Study

Raise your hand if it's your life's goal to get to page 1?

Any takers? Bueller...bueller?

OK, so no.

It's true, that getting to page 1 is probably not on the same level of achievement as painting the Mona Lisa.

Nevertheless, it's certainly a goal for many businesses, because getting to page 1 for the right keywords often equates to [getting a lot of traffic](#)

[Read more](#)

Our happy clients

Here are some of the great businesses we helped grow.



Do Good in the World

Digital marketing can be cold, but it doesn't have to be. We've partnered with these ethical organizations to ensure we're making a positive impact on the world.

10 links built = 1 tree planted



shortlist.

**Let's get you Shortlisted to
the top!**