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

shortlist.

What is Shortlist?

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

Why consider selling this?

01 Backlinks is one of the most important ranking factors for Google

02 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:

03 SEO and digital marketing agencies of all sizes

Time to learn:

04 Zero learning curve

Interaction with the service:

05 Zero learning curve

06 Dedicated account manager

White Label
Link Building sl.

What is Shortlist? (cont'd)

01
A **powerhouse** of effective blogger outreach methodology

02
Vigorous vetting of target websites to ensure high-quality, relevant, **do-follow link** placements

03
Growing database and relationships with **1,000+ bloggers** from various niches and industries

04
A dedicated and responsive **personal** project manager who takes care of you every step of the way

05
An **in-house team** of skilled content writers and editors who can research and write just about anything

06
White label service with flexible, business-friendly pricing

07
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.

01

Size

Small business (<$10M)
Midmarket ($10M - $1B)
Enterprise (>$1B)
Shortlist can scale to high volumes as needed

02

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	• 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	• 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	• 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	• 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	• 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.

Service	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.			✓

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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

Standard **$160**
DA: 25 - 39 / Organic Traffic: 500+ / Trust Ratio: 0.3+ / External backlinks: 350+

Premium **$230**
DA: 40-50 / Organic Traffic: 1000+ / Trust Ratio: 0.4+ / External backlinks: 500+

Platinum **$350**
DA: 50+ / Organic Traffic: 1000+ / Trust Ratio: 0.5+ / External backlinks: 650+

Flat Rate **$215**

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

Pricing Model 2

PACKAGES

STARTER $1150/mo

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

- 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
- Database maintenance
- Quora & directories
- Detailed reporting

GROWTH $2350/mo

For established businesses who want to accelerate their results.

- 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
- Database maintenance
- Quora & directories
- Detailed reporting
- Keyword rank tracking
- Concierge keyword research

ACCELERATOR $5250/mo

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
- Database maintenance
- Quora & directories
- Detailed reporting
- Keyword rank tracking
- Concierge keyword research

Bulk discount pricing

Standard backlink

0-99 links $160 / 100+ links $155 / 200+ links $150

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

Premium backlink

0-99 links $230 / 100+ links $220 / 200+ links $210

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

Platinum backlink

0-99 links $350 / 100+ links $330 / 200+ links $310

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

Flat Rate

0-99 links $215 / 100+ links $205 / 200+ links $200

*If the client doesn't have a specific requirements, we go out and get the best available placement at DA 25+

White Label Link Building sl.

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

01

Meet your account manager

Getting started with the Shortlist 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.

02

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.

03

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.

04

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**
- **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**

Frequently Asked Questions

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.

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.

Frequently Asked Questions

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.

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.

Do you have any sort of volume discount?

Yes, we do have, there are a few bulk discounts available at different volume levels.

Case studies filled with proven client results

CASE STUDIES

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

Let's face it, link building is a pain. It takes time, money, and energy from you, so frankly, you want to make [...]

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CASE STUDIES

How Long Does it Take to Rank a New Website?

So, you've just started a new business and have successfully set up a brand new website. What's next? Getting people to visit [...]

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CASE STUDIES

SEO Case Study: What Does it Cost to Get to Page One?

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 [...]

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Our happy clients

Here are some of the great businesses we helped grow.

Single Grain

Northpeak

RUSH VENTURES
ONLINE MARKETING

pivotcmo

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

stripe Climate

ONETREEPLANTED
FOR EVERY 10 LINKS BUILT

Let’s get you Shortlisted to the top!

White Label
Link Building