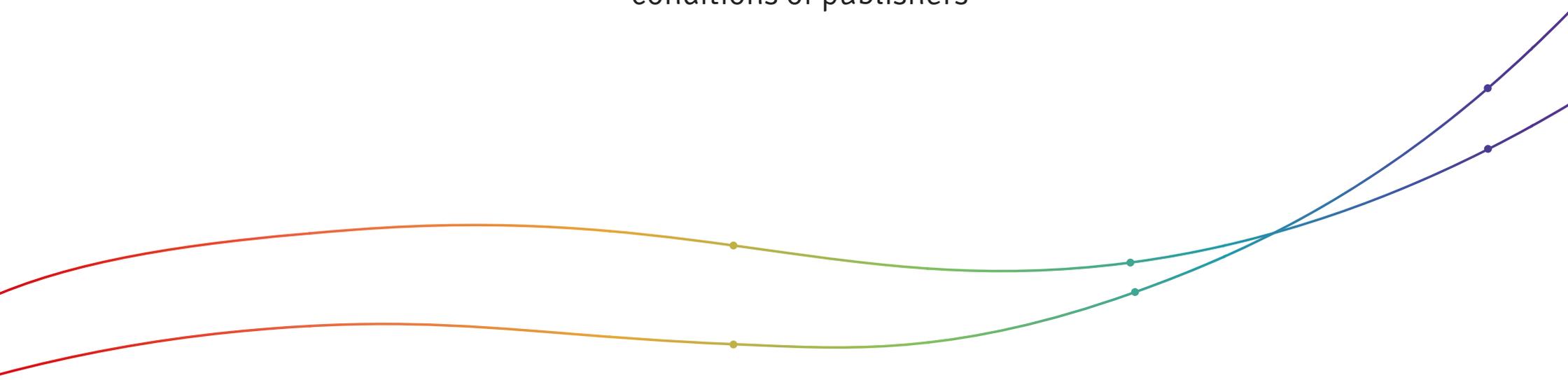




# INTERNATIONAL LINK BUILDING STUDY

Updated October 2020

We analyze the current situation and conditions of publishers



# OBJECTIVES

There is no doubt that the international gambling and sports betting arena is currently enjoyed by millions of individuals. Unfortunately, this very same industry is presented with a number of challenges thanks to Google. As we are experts within the content publishing sector, it is clear that the gambling sector is both loved and punished by this massive search engine.

## A Fine Line Between Risk and Reward

We are all aware that Google earns millions as a result of casino-related advertising around the world. This makes a great deal of sense due to the fact of the incredibly high demand associated with this sector.

The only issue is that those who wish to achieve visibility are faced with dilemmas such as:

- Email warnings regarding incorrect SEO techniques.
- Convolved Twitter recommendations.
- Manual and algorithmic penalties for dofollow links.

This will often cause publishers to become hesitant when submitting links (even if they provide real value). In this study, we have taken a look at how some publishers have chosen to resign themselves in order to remain in accordance with current rules.

Once we have taken a look at this basic introduction, we will analyse the information that has been gathered in order to provide you with an overview of the current link-building marketplace within the world of online gambling.



# LINK BUILDING STUDY

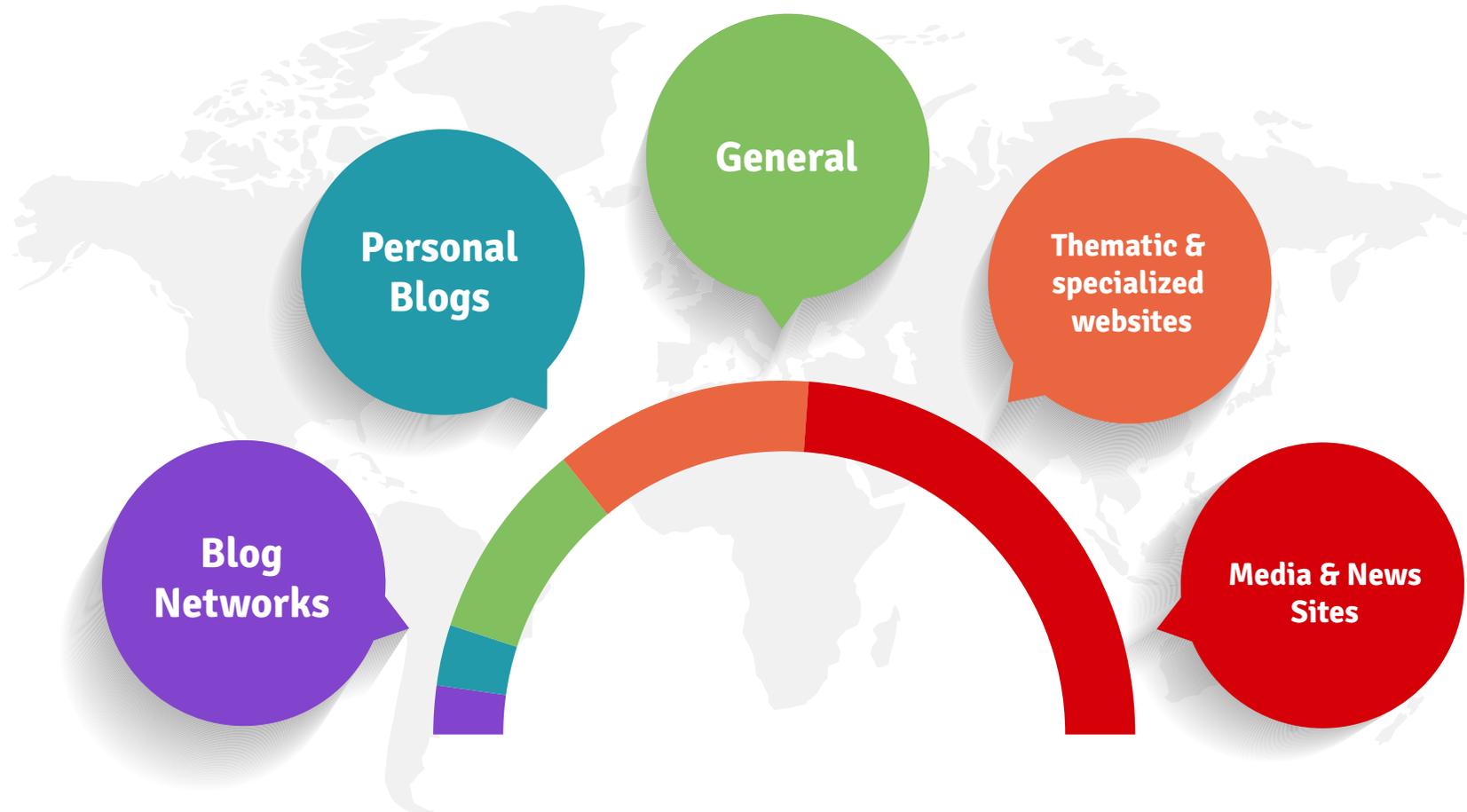
## HOW WAS CONDUCTED

To carry out this study, we have extracted and analysed data from our own platform alongside the **150,000** real-time websites with actionable inbound traffic.



# CATEGORIES

To carry out this study, we have extracted and analysed data from our own platform together with the **150,000 websites** with real traffic that we work with.



# THEMATICS



Home



Erotic



Economy & Business



Gastronomy



Films



Art & Culture



Love & Relationships



Magazine



Lifestyle



Leisure



Real State



Recycling



Videogames



Science



Gambling

# THEMATICS



Travel & Tourism



Tarot



Services



Health



Sports



News



Nature



Animals



Motor



Fashion & Beauty



Marketing



Legal



Computing



Mobile y Apps



Children

# LINK BUILDING STUDY

## Factors Analyzed

The parameters we have used to carry out this study will provide you with valuable information and a practical view of what publishers' preferences are according to their profiles for embedding quality links within live websites associated with qualified traffic. A handful of the factors which we have analysed include:



# LINK BUILDING STUDY

## Factors Analyzed

### 1 Real Traffic

Real traffic from websites that allow to post links

### 2 Authority

Authority of the websites (Domain Authority, Domain Rating, Trust Flow)

### 3 Dofollow/Nofollow

Editors that allow dofollow links vs. publishers that only allow nofollow

### 4 Requirements

The main requirements of publishers when placing links within their websites according to profile and specified category.

### 5 Content

Editors of sites that prefer to handle content themselves (Blog Posting) vs. sites that accept guest posts (Guest Posting)

### 6 Links

The preferred number of links.

### 7 URLs

Destination URLs (Home, Category, Product, Blog Post)

### 8 Inbound/Outbound

Average inbound links versus outbound links from websites

### 9 Keywords

Average organic keyword ranking

# LINK BUILDING STUDY

## Factors Analyzed

### 10 Types of Media

General media vs. news sites and thematic websites.

### 11 Anchor Text

Types of anchor text: long tail, brand, URL, brand + keyword, mixed, keyword by relevance, anchor length, etc.

### 12 Publisher's Profile

Profile of the publishers (journalists, blog networks, collaborators, personal blogs, geographical scope)

### 13 Outreach

Outreach work: the time spent contacting the editors and building a database.

### IMPORTANT NOTE

Publishers from different regions do not work the same, so before developing a link building strategy you have to take into account that there are different types of link builders depending on each country and sector.

If you want to view the study associated with a specific sector and country, just contact us.

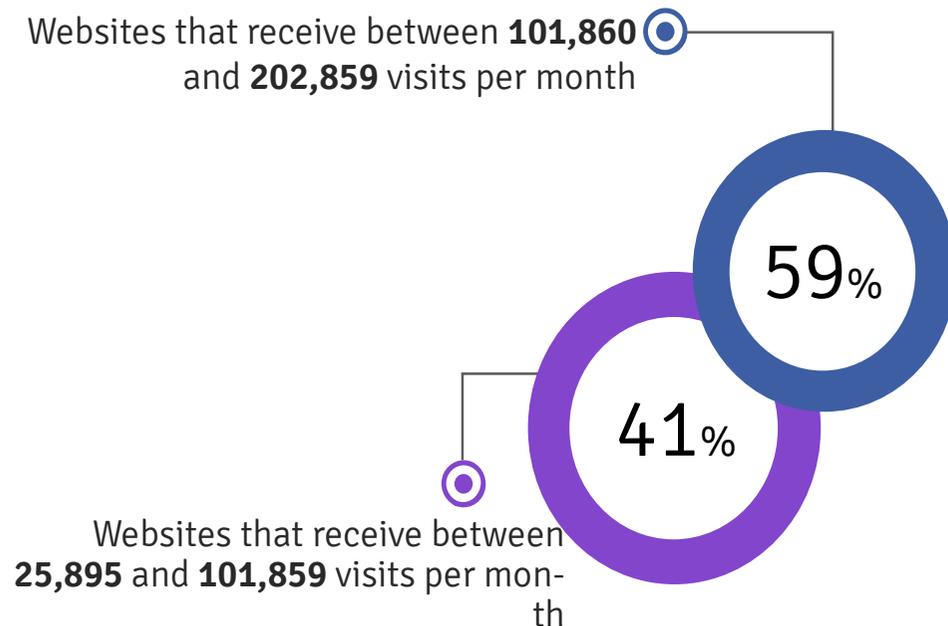
# ORGANIC TRAFFIC

At Interamplify, all our web publishers are 100% real and the sites have qualified traffic.

Thus, your link will always have guaranteed traffic. Furthermore, your SEO rankings will improve alongside the recognition and prestige of your brand or business.

## Average monthly organic traffic

The average monthly organic traffic of the sites we work with is **153,689** visits per month.



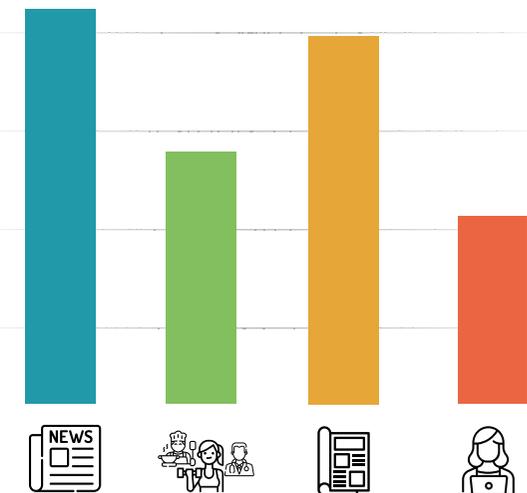
## Average monthly organic traffic by category

Media and news sites: **175,568**

Thematic and specialized websites: **84,654**

General sites: **155,415**

Personal blogs: **61,256**



# AUTHORITY

Are there actual high-authority sites that allow links? Yes, if you have the right contacts (as we do).

Amongst all the websites of different categories that we work with, we have domains of different authority levels in order to diversify your link profile and place your backlinks where the most relevant at any given time depending on your strategy.

Average DA: **38**

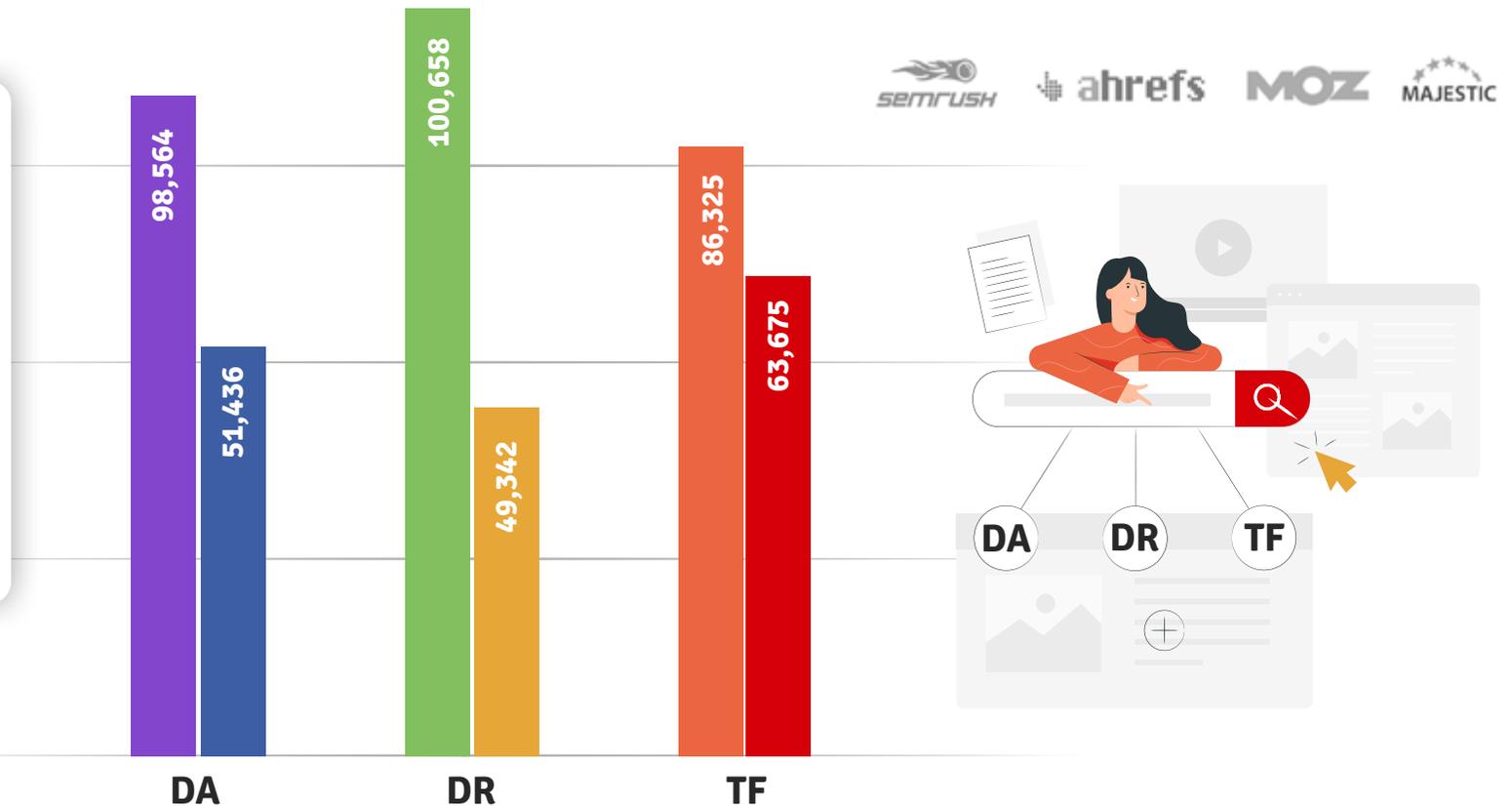
- Websites with DA between 20 and 40
- Websites with DA between 41 and 78

Average DR: **36**

- Websites with DR between 20 and 37
- Websites with DR between 38 and 75

Average TF: **25**

- Websites with TF between 10 and 30
- Websites with TF between 31 and 78



# CONDITIONS Of The Publishers

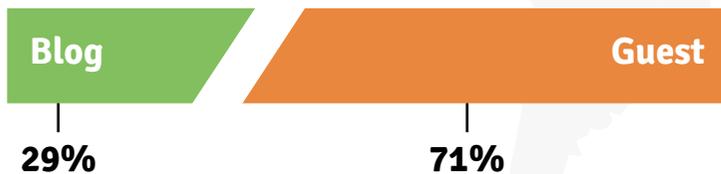
## dofollow links vs. nofollow links

56% of the publishers accept dofollow links always within quality content in comparison to 44% that only support nofollow.



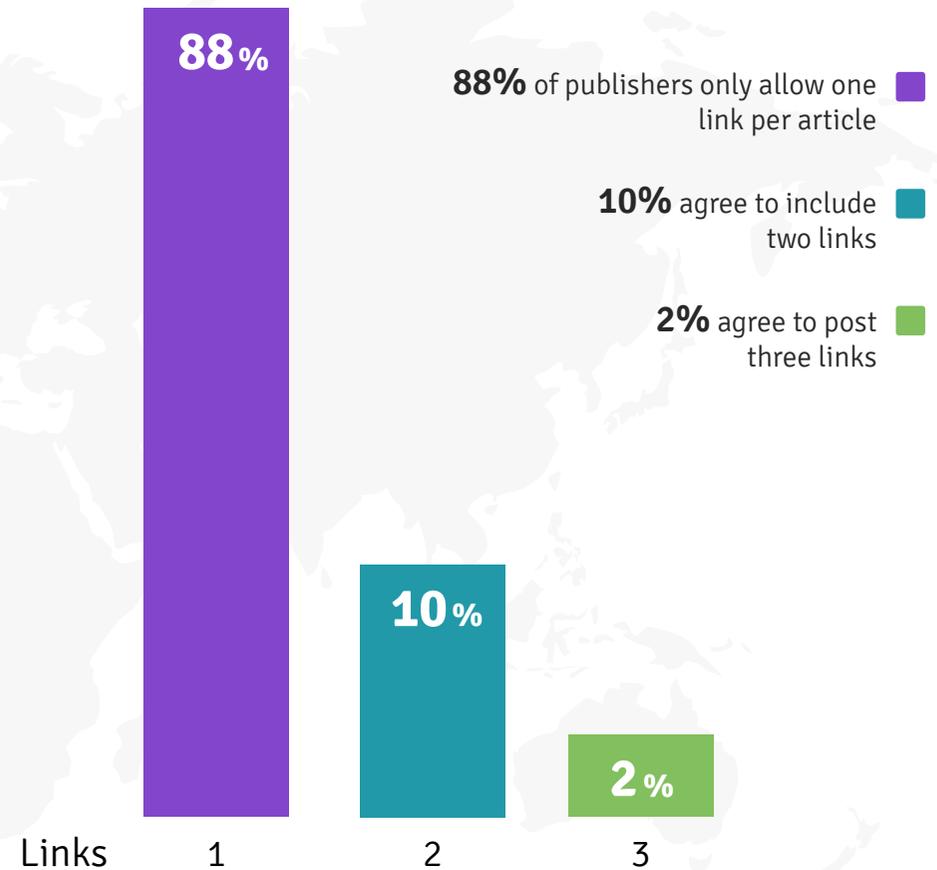
## Blog post vs. guest post

71% of the editors accept guest post content while 29% prefer to produce the content published on their websites directly.



## Number of links

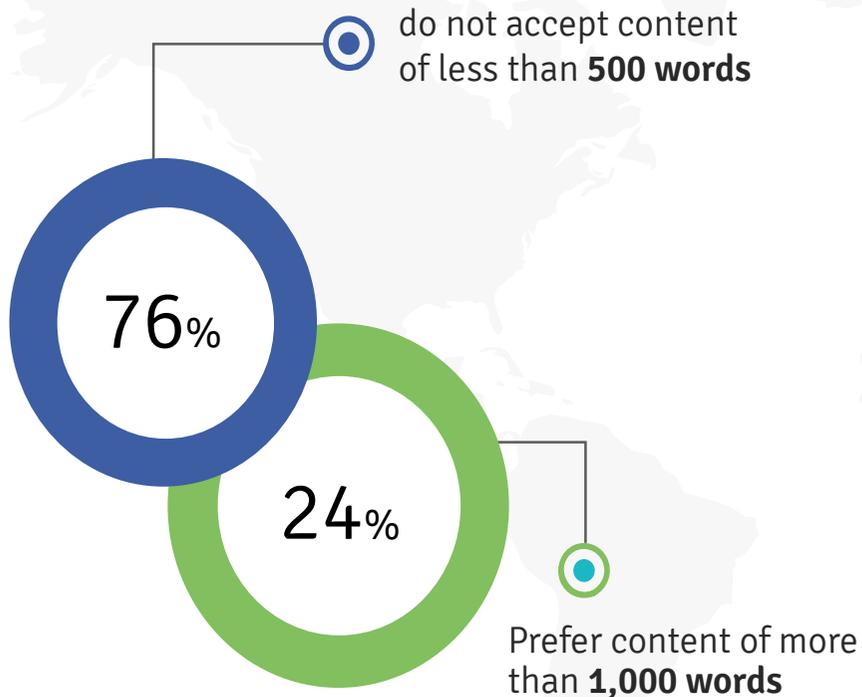
88% of publishers only allow one link per article  
10% agree to include two links  
2% agree to post three links



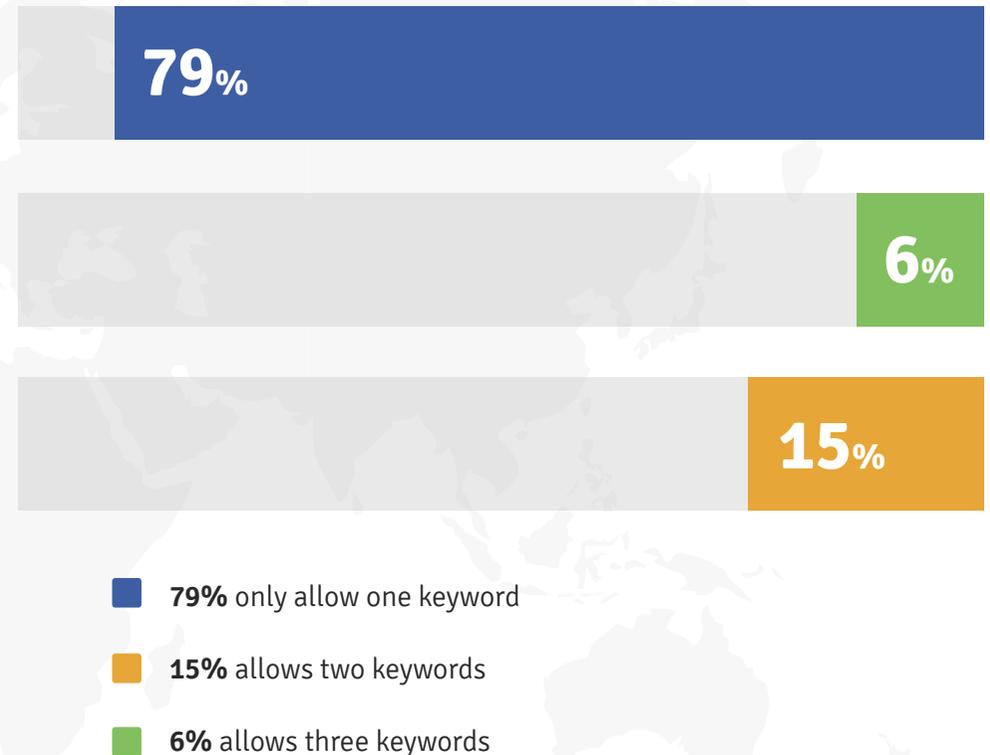
# CONDITIONS Of The Publishers

## Number of words per article

The average publisher considers that the ideal segment of content should be around **800 words**.



## Number of keywords Allowed



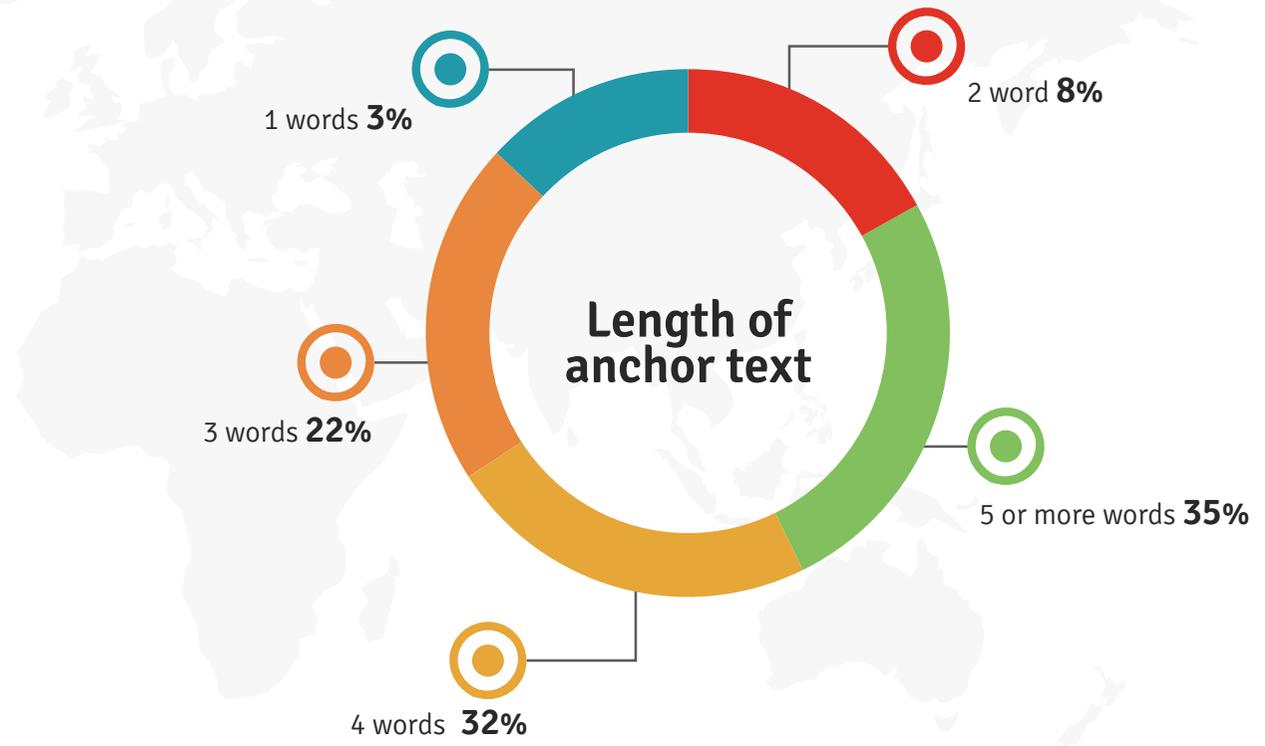
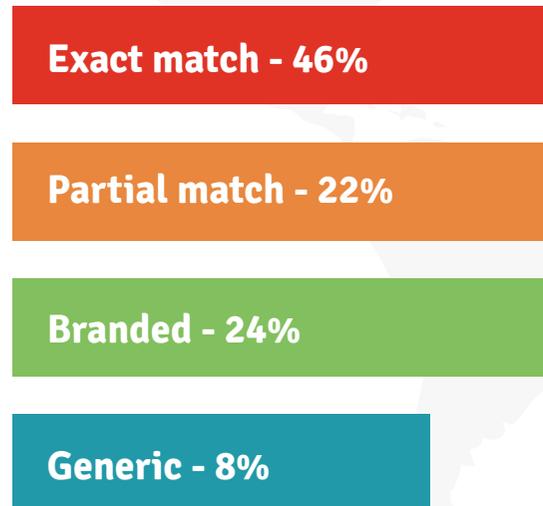
# CONDITIONS

## Of The Publishers

### Anchor text

What leeway do publishers provide when selecting the text anchor of a link? What are their preferences?

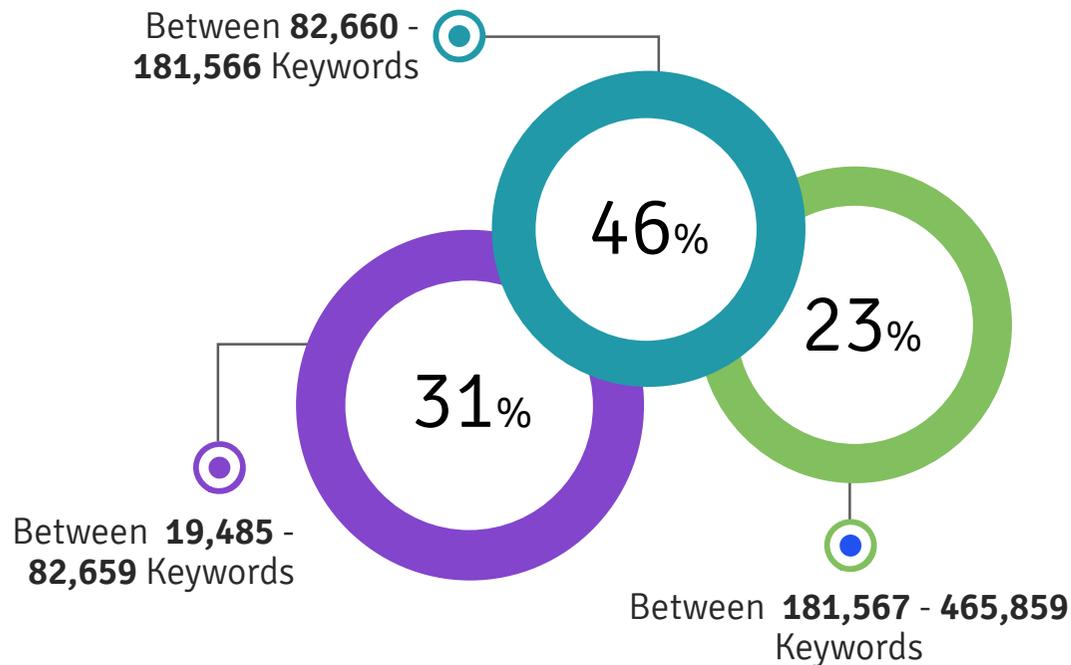
### Types of anchor text



# KEYWORDS

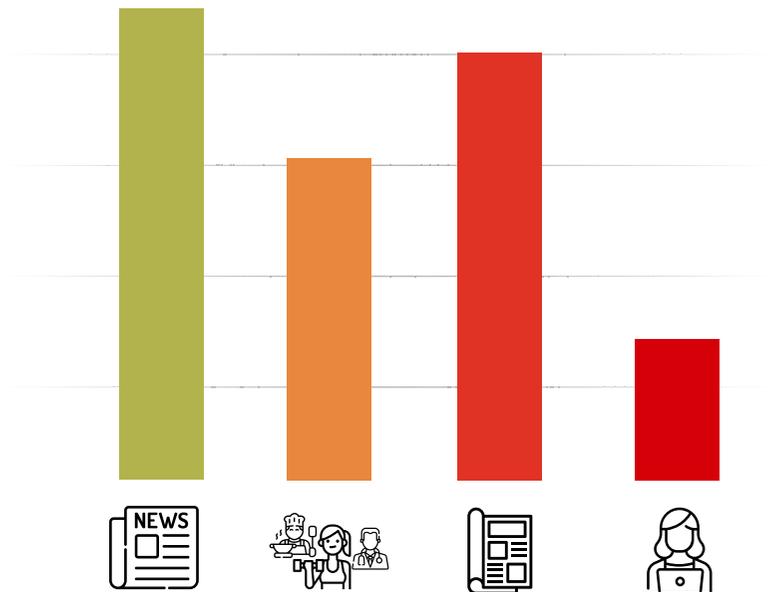
## Average number of keywords

The websites we work with rank an average of **168,569** organic words.



## Average number of keywords per category

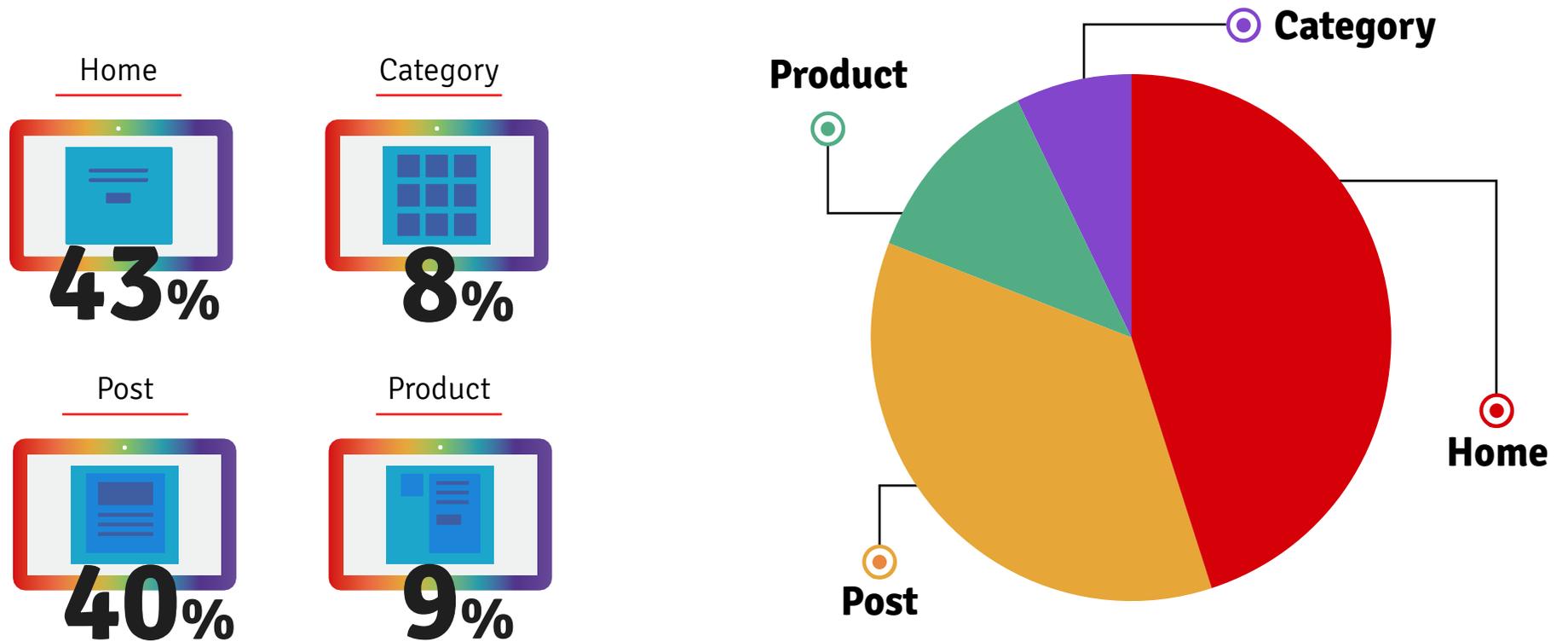
- Media and news sites: **286,356**
- Thematic and specialized websites: **208,564**
- General Sites: **280,954**
- Personal blogs: **102,352**



# DESTINATION URLS

To get a good link profile, you must first create a correct strategy involving diversified backlinks and landing pages.

You can see the diversification of destinations of the links from websites of different themes that we work with:



# OUTREACH WORK

We currently work with 150,000 websites to publish links for our clients. These include media, general sites, thematic websites, and personal blogs. Of course, this does not happen overnight. It is the result of intense work based upon the generation of contacts (specifically high-value contacts).

What is the average time needed to establish a relationship, and which publishers are most receptive to these transactions in order to post links within their websites?

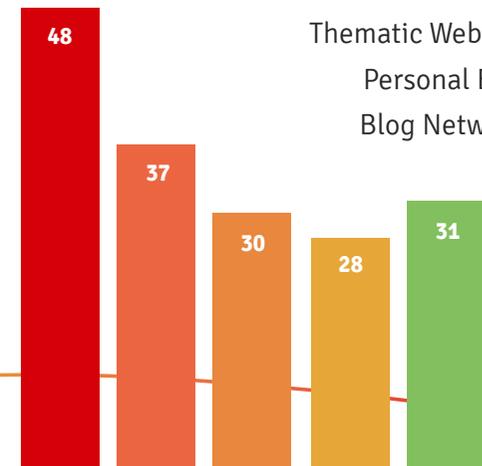
**38\*100 = 3.800 HOURS**

If you multiply this quantity by 100, you would have to invest an average of 3800 hours to start building a database.



## Average time spent per contact category in hours

- Media **48**
- General Websites **37**
- Thematic Websites **30**
- Personal Blogs **28**
- Blog Networks **31**

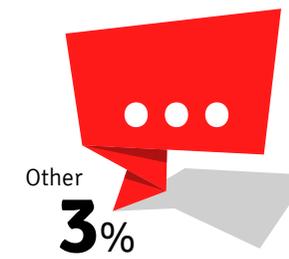
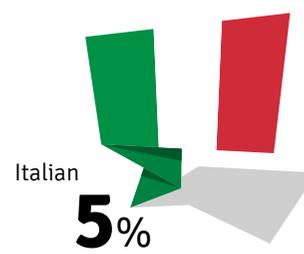
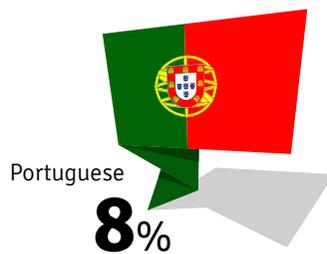
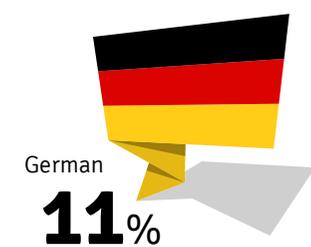
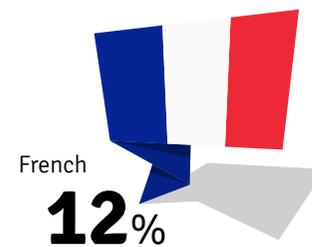
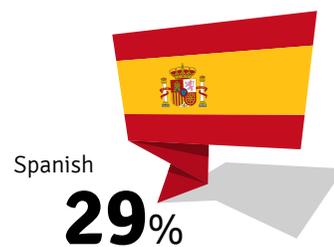


\*Average time invested (in hours) per contact generation **38 hours**

# LANGUAGES

At Interamplify, we work with publishers of up to 22 different languages.

These are the main ones and their distribution within our international contact base:



# CONCLUSIONS

The information and data contained in this study will help you shape your SEO and subsequent link building strategies. These are some of the main data points which you should take into account on a general level:

If you are interested in getting more information about this study with specific data from a country or sector, just **contact us**.

1

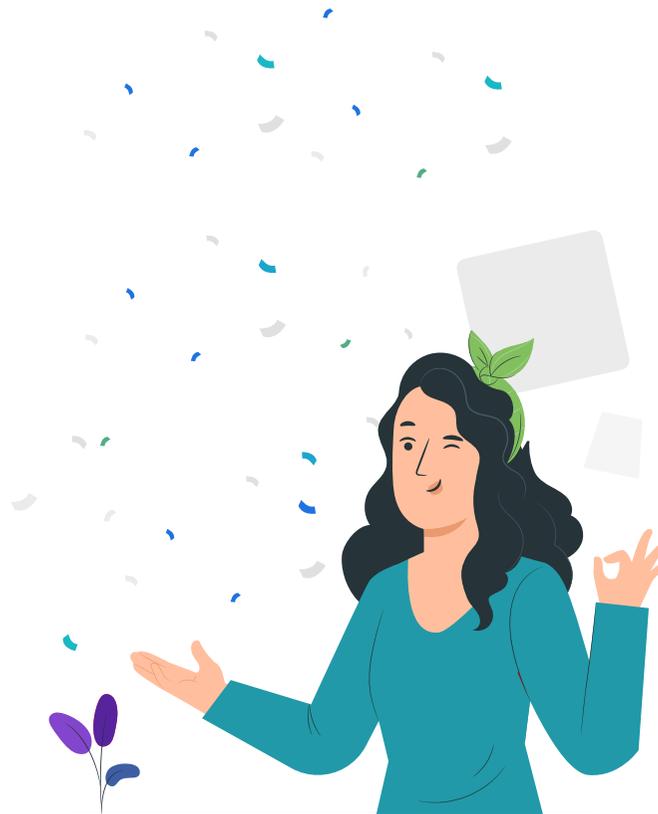
**88%** of publishers accept dofollow links always within quality content in relation to 12% that only support nofollow.

dofollow

nofollow

2

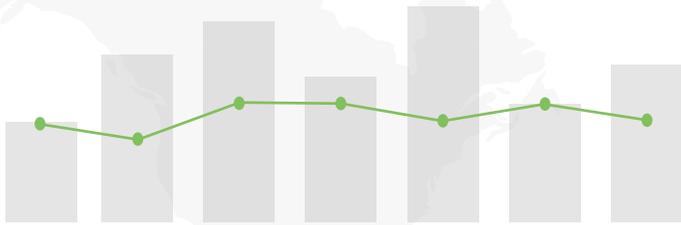
**88%** of publishers only allow one link per article



# CONCLUSIONS

3

The average publisher we work with considers that the ideal piece of content should be around **700 words**.



4

**79 %** of publishers only allow one keyword per post



5

The websites we work with rank an average of **132,985** organic words.

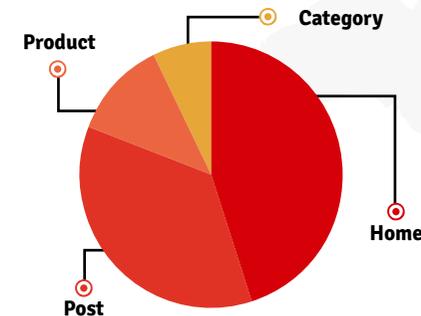
19k - 82k 31%

82k - 181k 46%

19k - 82k 23%

6

**43%** of the links direct to the Home page; **40%** point to a Blog Post; **8%** to a Category; and **9%** to a Product.





# PRO REPORT

## Free

Do you want to know more about expert publishers in your sector?

Name

Sector

Email

# INTERAMPLIFY

In Link We Trust

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Office: +34 868 080 770  
Mobile: +34 670 051 555

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Mail: [info@interamplify.com](mailto:info@interamplify.com)  
[www.interamplify.com](http://www.interamplify.com)

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66 West Flager Street, 9th floor  
Miami, Florida, USA

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Avda. Ginés Campos 25,  
Alhama de Murcia, Spain