

How To

GUARANTEE YOUR

CLIENTS DR40+

Editorial Backlinks

THE CHEATSHEET



Contents

1. HARO - The Industry's Best Kept Secret

2. Step One - Sign Up For HARO

3. Step Two - Look Through Queries

4. Step Three - Send Your Insights

5. Step Four - Get Featured In An Article

6. Step Five - Backlink To Your Website

HARO -

The Industry's Best Kept Secret

HARO stands for Help A Reporter Out, and is a service used by both Journalists and Sources for their insights and articles.

A Journalist can log onto HARO and ask for quotes from industry professionals to help support their articles. The topics of the articles can be a wide variety, meaning that your clients or yourself will always have something to write about.

When you or your client give your insights to the journalists, you can gain a backlink to the website, which will help with your online ranking and give your website a higher domain authority. Backlinks are not guaranteed, but almost all Journalists will cite their sources

Guest posting can be a long process and you may not be able to find a niche for you to write about. With HARO insights, you are only allowed to write a maximum of around 300 words, which is a lot shorter than guest posting, meaning that it can be an easier and more effective process. You're also (bar some exceptions) only among a few outgoing links on the page unlike guest posts which can wedge lots in, plus the anchor text isn't spammy.

Backlinks from the websites from HARO are completely organic, meaning that these are some of the best backlinks you can acquire. You cannot buy these types of links, so what you are gaining will put you in a better position than most people who do buy links.

Sure, you can get links from these by being a guest author or 'knowing' someone who will add your link in their piece for a price but if/when these are caught these links are all either removed or nofollowed; this will happen to all articles that journalist have written.

The process is 100% white hat and a win-win for business owners and journalists. Business owners gain organic backlinks to help with their websites, and journalists get reliable sources to back up their work on an article.

Step One - Sign Up For HARO

Signing up for HARO is an easy process, and can take around 5 minutes to be fully set up.

The website you use to sign up for HARO is helpareporter.com, because you will be signing up to provide insights to journalists, you have to sign up as a 'source'.

You can choose how many emails you would like during the working week (up to 3 emails a day). So, if you know you will only be replying to queries in the morning, you can be specific with the emails you receive. You can choose the master checkbox, which means you get all of the emails, or just select the industries applicable to you.

The emails come in at the same time every day, so you can get into a routine when you start to write queries. Make sure to keep an eye on your inbox as the opportunities come in, as there is an average of 100 pitches per email.

Step Two - Look Through Queries

When you are picking the topics to answer, make sure that the topics are the most relevant to you, and you are comfortable writing about them. Feel free to do some research for a query if you need some more information about it.

If you keep a list of the websites/media outlets that have a good Domain Rating, you can know which ones to answer the next time they come up. This will work really well if you work with a client who also would like a particular Domain Rating or higher.

After a lot of research and using our vast experience, we have created a program that allows us to put all queries into a filterable sheet, which will shortlist requests based on selected domain ratings, those who provide dofollow links, those who don't link and eventually how long the publishing process takes for that website (on average, based on our data). It can also allow you to find keywords that may be relevant to your niche and helps to give you the best opportunities for you. It will turn an hour's worth of work into five minutes, saving you a lot of time to start writing.

Step Three - Send Your Insights

Every query that is on the email has its own specific email address, meaning that you know that your insights are going directly to answer that question.

You can send your insights to that email address, including any details of yourself and your website that you would like to be included in the article.

Our top tips for sending your insights are:

- Answer the questions to the best of your ability.
- Do research on the queries where you think is needed. A staple answer will be lost in the crowd.
- The insights you write will be included in professional pieces, so always speak formally and professionally.
- When writing an answer ensure you send as much info as requested, splitting up longer emails into sections, so it's easier to scan, being sure to be as clear as you can.
- You are the expert, but you are likely speaking to people who may not be in the same line of work as you, and may even know nothing about the subject.
- Always include your website, contact information and a headshot link (attachments can't be sent). Without any of these things, you are unlikely to be featured.

Example signature

-	Hi	
-		
-		Brett Downes
-		Founder SEO, Link Building Geek
-		www.HaroHelpers.com
-	Thanks	
-		Headshot
-	Brett	
-		
-		
-		
-		

Step Four – Get Featured In An Article

In some cases, you may receive an email back from a journalist who wrote the HARO query letting you know that the post has gone live.

You can also use SEO software such as ahrefs, to check for backlinks so that you do not miss out on any you may have received. Others include SEMRush, Moz and Majestic - to name a few.

It can take from 3 to 12 weeks for the article to be published and for your insights and backlink to be included. Even longer around the holiday periods.

Waiting for the links can make it seem like a lengthy process, but it is well worth the wait, because of the quality of the backlinks you will be receiving.

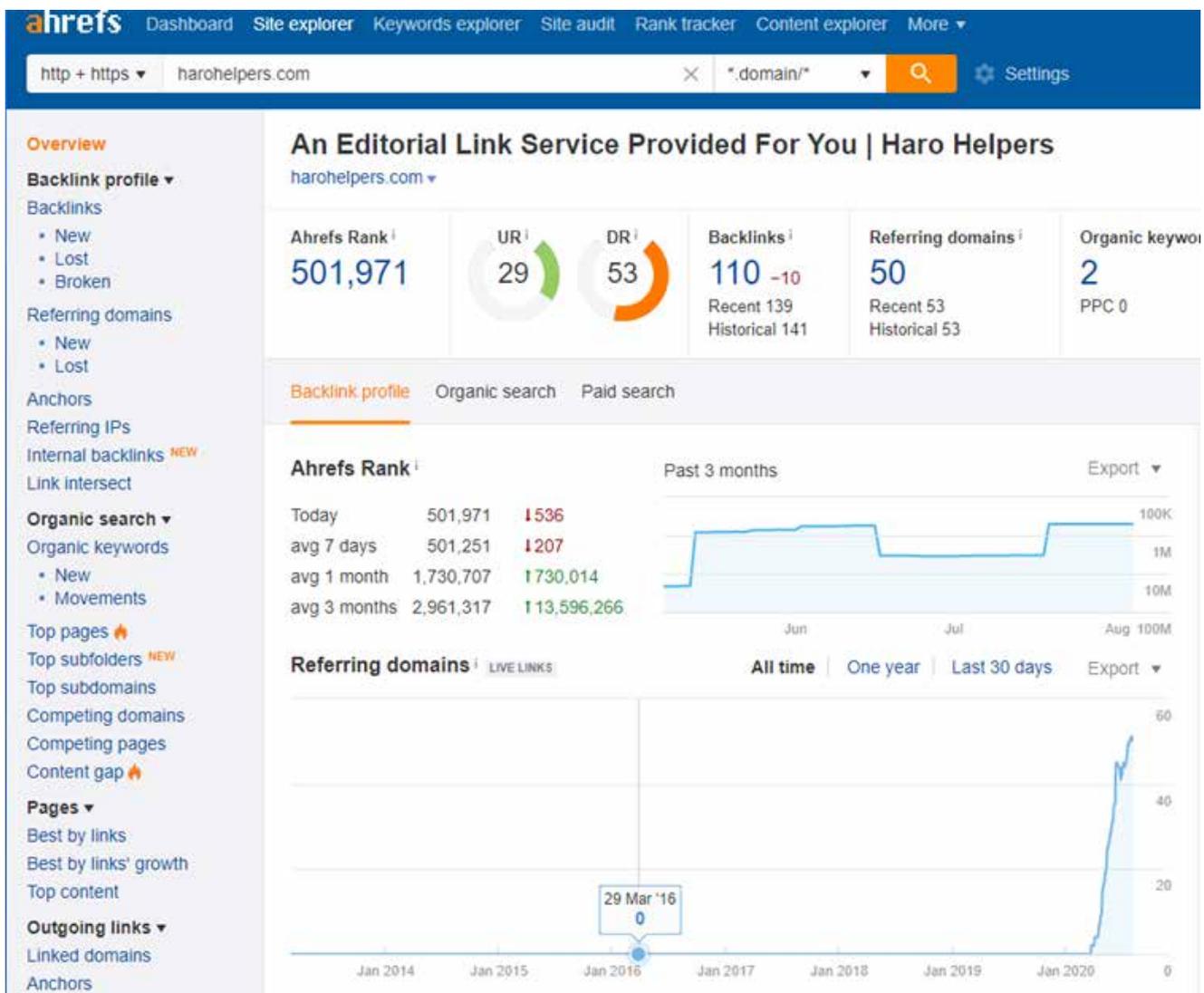
Step Five – Backlink To Your Website

Using our tips and guide, we can guarantee you backlinks from DR40 and above for your website.

Our Haro Helpers Service can guarantee 10 or more backlinks for your company, from around 100-150 emails written in a month, seeing results very quickly. This is actually the bare minimum we can send, if a client is looking for 20-30+ then we can ramp up the velocity, depending on the niche.

Because you are getting your insights shown to the world, there may even be an increase in referral traffic from those websites to yours, as the websites/articles are well read link clicks are more common than a guest post on an old article that just isn't seen anymore.

With these quality backlinks, you can watch your Domain Rating increase. Ours went from DR 0 - to DR 55 in a matter of months from HARO link building only. We have also built links in other ways since.



Getting featured in an article can often be just the beginning of the benefits of using HARO. Once you've been featured, a journalist can sometimes reach out directly for future articles.

Don't have between 1 and 3 hours spare per day to dedicate to HARO?

We've got you covered.

Option one:

Haro Helpers Cheatsheet Software

- You can cut down that 1 hour per email spent choosing the right opportunities to less than 1 minute.
- Using Haro Helpers Cheatsheet software, which will carry out this process for you, so you just have to worry about writing the quotes.

Option Two:

Haro Helpers Full Service

- Our team of experienced quality writers covering each of the three daily emails.
- Each relevant opportunity is identified and responded to.
- Our writers are all from different backgrounds, we have photographers, programmers, creative producers - and all are exceptional at writing.
- We guarantee 10+ DR40 backlinks every month, after initial frontloading.
- We're currently writing 1000 - 2000 emails per month - with capacity for more.
- We support agencies as a white label service or we can offer our services directly to their clients (handling the comms and account management ourselves)
- Our proprietary process when it comes to identifying opportunities and fulfilling requests is unique to us and super effective.

Start offering your clients backlinks they were only able to dream of before.

To find out more about either of our services,
email: brett@harohelpers.com