

SAMPLE LINK REPORT

We don't check off our content marketing campaigns as complete until a final link report is compiled for our clients. These show every publisher mention of the campaigns, the link type, domain authority (DA), and social shares for each network.

We grabbed the final report from one of our high-performing campaigns, White Lies: Where Is the Line?, stripped it down some, and added some helpful notes. Check out the mix of link types that indicate a diverse link portfolio, which helps to increase search engine rankings, boost brand awareness, and attract new audiences.

 See the TODAY show coverage of the campaign!

The Huffington Post snagged the exclusive

Natural syndication to international sites

Sites with built-in female audiences had more social shares

PUBLISHER/LINK	LINK TYPE	DOMAIN AUTHORITY	TOTAL SOCIAL SHARES
huffingtonpost.com	dofollow ●	98	339
actualidad.rt.com	dofollow ●	90	288
welt.de	dofollow ●	90	209
womc.cbslocal.com	dofollow ●	89	4
mix941fm.cbslocal.com	dofollow ●	89	3
abc.es	dofollow ●	88	151
news.iheart.com	dofollow ●	85	0
1019kissfm.iheart.com	dofollow ●	85	2
965thebull.iheart.com	dofollow ●	85	0
kiss108.iheart.com	dofollow ●	85	0
y102reading.iheart.com	dofollow ●	85	0
wild955.iheart.com	dofollow ●	85	2
teenvogue.com	dofollow ●	85	637
womenshealthmag.com	dofollow ●	83	758
bustle.com	dofollow ●	83	15
expressen.se	dofollow ●	82	118
elitedaily.com	dofollow ●	79	184
n24.de	dofollow ●	79	89
wtop.com	dofollow ●	79	22
20min.ch	dofollow ●	78	14
static01test.20min.ch	dofollow ●	78	0
yourtango.com	dofollow ●	74	382
clickondetroit.com	dofollow ●	73	72
school-fools.blogspot.in	dofollow ●	66	0
lavozdigital.es	dofollow ●	64	0
collegecandy.com	dofollow ●	62	32

PUBLISHER/LINK	LINK TYPE	DOMAIN AUTHORITY	TOTAL SOCIAL SHARES
batanga.com	dofollow ●	61	411
power1051fm.com	dofollow ●	59	0
lessentiel.lu	dofollow ●	57	0
calgary.virginradio.ca	dofollow ●	55	11
warm1069.com	dofollow ●	43	0
wifc.com	dofollow ●	42	11
zmonline.com	dofollow ●	39	23
img.zmonline.com	dofollow ●	39	0
k102.com	dofollow ●	38	0
channel941.com	dofollow ●	36	1
kezj.com	dofollow ●	36	4
wild104fm.com	dofollow ●	33	1
kkrv.com	dofollow ●	32	0
kool965.com	dofollow ●	30	0
sabor809.com	dofollow ●	27	0
news.dokuhouse.de	dofollow ●	26	0
kwiq.com	dofollow ●	25	0
earthlymails.com	dofollow ●	22	0
flick.net	dofollow ●	21	0
seriouslymedia.com	dofollow ●	19	0
1043theparty.com	dofollow ●	17	0
allmagnews.com	dofollow ●	13	0
celebritygazette.com	dofollow ●	9	0
iconicmoment.co.uk	dofollow ●	8	0
120.138.20.12	dofollow ●	6	0
newtimenew.blogspot.com	dofollow ●	1	0
school-fools.blogspot.com	dofollow ●	1	0
vivofullperiodicos.blogspot.com	dofollow ●	1	0
gxyz.news	dofollow ●	1	0
threenovices.wordpress.com	dofollow ●	1	0
saperweb.com	dofollow ●	1	7
hacksoftoday.com	dofollow ●	1	0
nyt.lol	dofollow ●	1	0
linkedin.com	co-citation ●	100	3
my1025.iheart.com	co-citation ●	85	0
blog.timesunion.com	co-citation ●	83	0
article.wn.com	co-citation ●	83	0
article.wn.com	co-citation ●	83	0
newsok.com	co-citation ●	83	1

Links from lower-DA sites are a signal to search engines that organic syndication has occurred

Engagement levels carry more weight than DA for sites like this

PUBLISHER/LINK	LINK TYPE	DOMAIN AUTHORITY	TOTAL SOCIAL SHARES
lockerdome.com	co-citation ●	78	0
lockerdome.com	co-citation ●	78	0
thefrisky.com	co-citation ●	73	4
prensalibre.com	co-citation ●	70	604
bignewsnetwork.com	co-citation ●	64	0
elimparcial.com	co-citation ●	60	15
ad-hoc-news.de	co-citation ●	60	0
nuzzel.com	co-citation ●	59	0
frontera.info	co-citation ●	56	0
onenewspage.com	co-citation ●	53	0
at.extra.hu	co-citation ●	53	0
test.twicsy.com	co-citation ●	50	0
ziaruldeiasi.ro	co-citation ●	49	0
lacronica.com	co-citation ●	48	12
guatemala.shafaqna.com	co-citation ●	48	0
positivemed.com	co-citation ●	44	1,488
daily.me	co-citation ●	43	1
1079thelink.com	co-citation ●	43	38
topnewstoday.org	co-citation ●	42	0
pulzo.com	co-citation ●	42	39
ooyuz.com	co-citation ●	41	0
iberoamerica.net	co-citation ●	41	0
ziarelive.ro	co-citation ●	38	0
newsjs.com	co-citation ●	38	0
cambodiantimes.com	co-citation ●	38	0
follownews.com	co-citation ●	37	0
newsunited.com	co-citation ●	36	0
myinforms.com	co-citation ●	36	0
noticiasaldiayalahora.co	co-citation ●	35	12
radiohuancavilca.com.ec	co-citation ●	35	0
news.portal-start.com	co-citation ●	35	0
ziare-pe-net.ro	co-citation ●	35	0
lumi.do	co-citation ●	35	0
newsdeutschland.com	co-citation ●	34	0
torontotelegraph.com	co-citation ●	34	0
snewsi.com	co-citation ●	33	0
esnoticia.co	co-citation ●	32	0
fakebeast.com	co-citation ●	32	0
ar.frienddy.com	co-citation ●	30	0

PUBLISHER/LINK	LINK TYPE	DOMAIN AUTHORITY	TOTAL SOCIAL SHARES
imagazine.com	co-citation ●	29	0
alice965.com	co-citation ●	29	0
the-nightstand.com	co-citation ●	28	0
classic105.com	co-citation ●	28	6
loadeer.com	co-citation ●	27	0
931freshradio.ca	co-citation ●	27	0
pakistantelegraph.com	co-citation ●	27	0
foxfmonline.ca	co-citation ●	27	3
newspad.ro	co-citation ●	26	0
newsdump.com	co-citation ●	26	0
inusanews.com	co-citation ●	25	0
inusanews.com	co-citation ●	25	0
bob937.com	co-citation ●	25	0
river1037.com	co-citation ●	24	1
fashion-tweets.com	co-citation ●	24	0
de.markterest.com	co-citation ●	24	0
sursadestiri.net	co-citation ●	23	0
newsreality.com	co-citation ●	23	0
uganda.crazymedias.com	co-citation ●	23	0
swag1049.com	co-citation ●	23	0
1033wvyb.com	co-citation ●	23	0
elgato.ro	co-citation ●	23	0
latestnigeriannews.com	co-citation ●	22	0
homefamilyweb.com	co-citation ●	22	0
tencountry.com	co-citation ●	22	1
matiastanea.gr	co-citation ●	22	0
titles.ws	co-citation ●	22	0
411newyork.org	co-citation ●	21	0
aktuelle-nachrichten-online.eu	co-citation ●	21	0
gdadiet.com	co-citation ●	20	0
24sevennews.com	co-citation ●	20	0
headlines-news.com	co-citation ●	20	0
dubnews.com	co-citation ●	20	0
hotaugusta.com	co-citation ●	19	1
celebfresh.co.uk	co-citation ●	19	0
celebfresh.co.uk	co-citation ●	19	0
newsthrive.com	co-citation ●	19	0
storyspots.com	co-citation ●	17	0
storyspots.com	co-citation ●	17	0

Local publisher coverage increases a campaign's reach

PUBLISHER/LINK	LINK TYPE	DOMAIN AUTHORITY	TOTAL SOCIAL SHARES
world2k.com	co-citation ●	16	0
health-faq.com	co-citation ●	16	0
tunexode.com	co-citation ●	15	0
amanece.com	co-citation ●	14	0
mp4.lv	co-citation ●	13	0
ugfix.com	co-citation ●	12	0
press-mania.ro	co-citation ●	12	0
notiradar.com	co-citation ●	12	0
newyork-easy.com	co-citation ●	12	0
hotliked.com	co-citation ●	12	0
celebluxe.com	co-citation ●	12	0
dailyglobalnews.co.uk	co-citation ●	11	0
everythingssugar.com	co-citation ●	11	0
drfreeneews.com	co-citation ●	10	0
ecigszone.com	co-citation ●	10	0
feednoticias.com	co-citation ●	9	0
healthdietfitness24.blogspot.com	co-citation ●	1	0
gustavovitamina.blogspot.com	co-citation ●	1	1
bartertownok.com	co-citation ●	1	0
tvmag.top	co-citation ●	1	0
inews.photo	co-citation ●	1	0
pinterest.com	co-citation ●	1	0
pinterest.com	co-citation ●	1	0
za.pinterest.com	co-citation ●	1	0
pinterest.com	co-citation ●	1	0
austriatodays.info	co-citation ●	1	0
jtapi-public-5.appspot.com	co-citation ●	1	0
nz.lifestyle.yahoo.com	nofollow ●	100	0
seniorbook.de	nofollow ●	45	5
nainen.com	nofollow ●	26	39
mizitacuaro.com	nofollow ●	15	7
spanish.people.com.cn	text attribution ○	92	0
nypost.com	text attribution ○	92	70
kc101.iheart.com	text attribution ○	85	1
20min.ch	text attribution ○	78	0
adevarul.ro	text attribution ○	73	18
collegecandy.com	text attribution ○	62	0
gaceta.es	text attribution ○	60	0
zocalo.com.mx	text attribution ○	60	0

Some top sites, including Yahoo, often use nofollow links but still have a massive impact on syndication

While text attributions don't carry the SEO juice of direct links, getting brand plugs on sites like this is advantageous

PUBLISHER/LINK	LINK TYPE	DOMAIN AUTHORITY	TOTAL SOCIAL SHARES
iprofesional.com	text attribution ○	59	3
lacapital.com.ar	text attribution ○	58	18
her.ie	text attribution ○	47	22
blog.51.ca	text attribution ○	46	0
weddbook.com	text attribution ○	43	0
womenonly.gr	text attribution ○	43	0
unosantafe.com.ar	text attribution ○	42	0
nuevodiarioweb.com.ar	text attribution ○	41	0
sanjuan8.com	text attribution ○	39	2
haijiangzx.com	text attribution ○	38	0
ziwzx.com	text attribution ○	35	0
dirigida.net	text attribution ○	34	0
bigeye.ug	text attribution ○	34	32
epeak.in	text attribution ○	33	0
xizhengw.com	text attribution ○	32	0
bigdog927.com	text attribution ○	32	0
jumpradio.ca	text attribution ○	31	1
x1071.com	text attribution ○	29	0
filesnews.com	text attribution ○	21	0
canmua.net	text attribution ○	21	0
thetruth24.info	text attribution ○	19	0
imedia.ng	text attribution ○	18	0
giraenlared.com	text attribution ○	17	0
noticiasx7.com	text attribution ○	17	0
nota22.com	text attribution ○	15	2
estaciondelsiglo.net	text attribution ○	13	1
mi7ca.com.ve	text attribution ○	12	0
purbelinews.net	text attribution ○	10	82
lovehint.info	text attribution ○	1	0
healthapta.com	text attribution ○	1	0
socialistasn.blogspot.com	text attribution ○	1	0