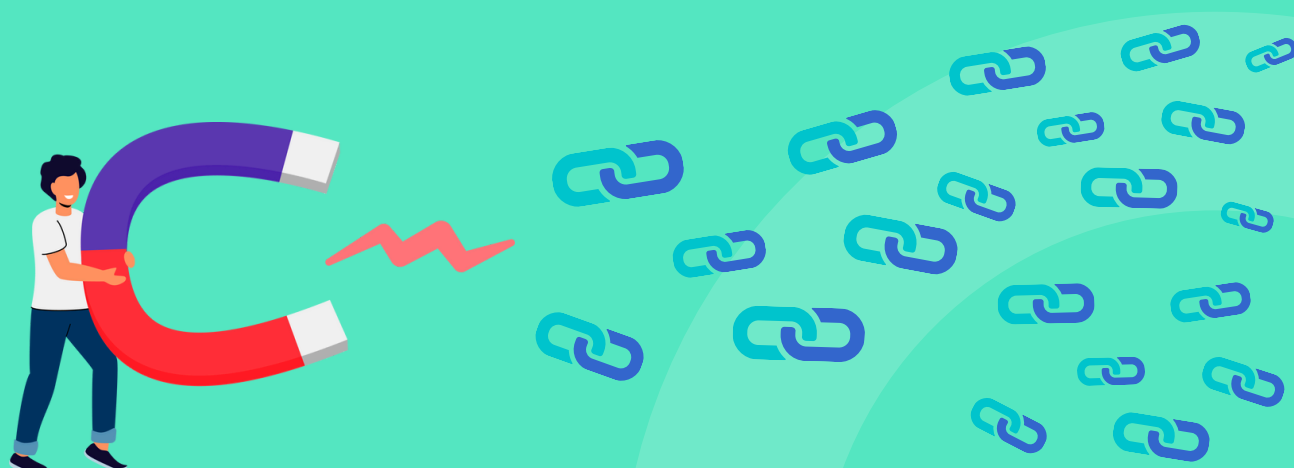


The Link Magnet training manual

Become a Link Magnet expert

- ✓ Create highly effective Link Magnets
- ✓ Attract quality links on autopilot
- ✓ Boost domain authority & traffic
- ✓ Forget about outreach forever



By Andrew Fennell
LinkQuest Founder

Manual contents - part 1

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Monitoring

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About the author

LinkQuest



Andrew Fennell
Founder

Hi, my name's Andrew and I've built thousands of links from sites like The Guardian, BBC, Indeed, Yahoo and Hubspot for over 10 years.

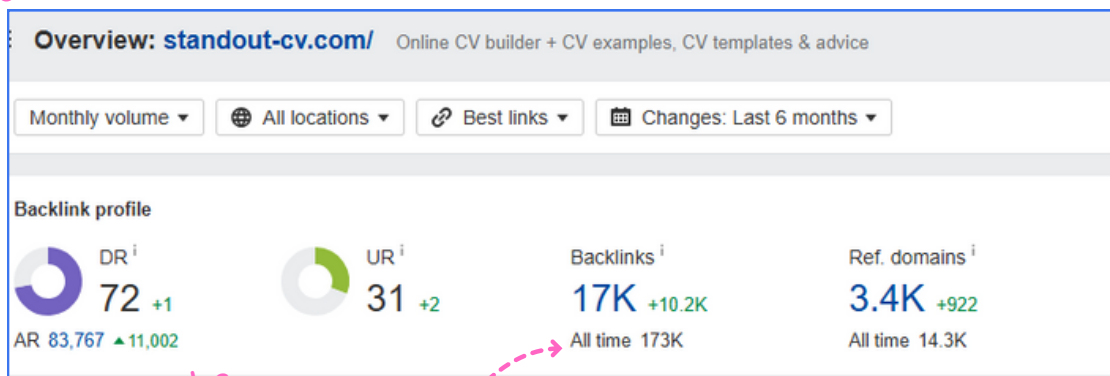
In 2014 I bought a brand new domain (standout-cv.com) and I've grown it to a **DR72** site that attracts over a **million visitors a year** through organic traffic.

Building lots of **quality backlinks** was **essential** for achieving this.

I've tried just about every link building method over the years, from guest posting and infographics, to outsourced services and writing for Forbes.

I know how **tough** and time-consuming link building can be.

My website



Some links
I've built

I've learnt that Link magnets are by far the most cost effective and powerful link-building method available today - they hugely increased my site's domain and traffic, taking its revenue to new levels.

And I'm sure they can do the same for you.



What is a Link Magnet?

A Link Magnet is a data-driven page on your website that generates quality backlinks naturally on autopilot, without having to do any outreach.

How do link magnets work?

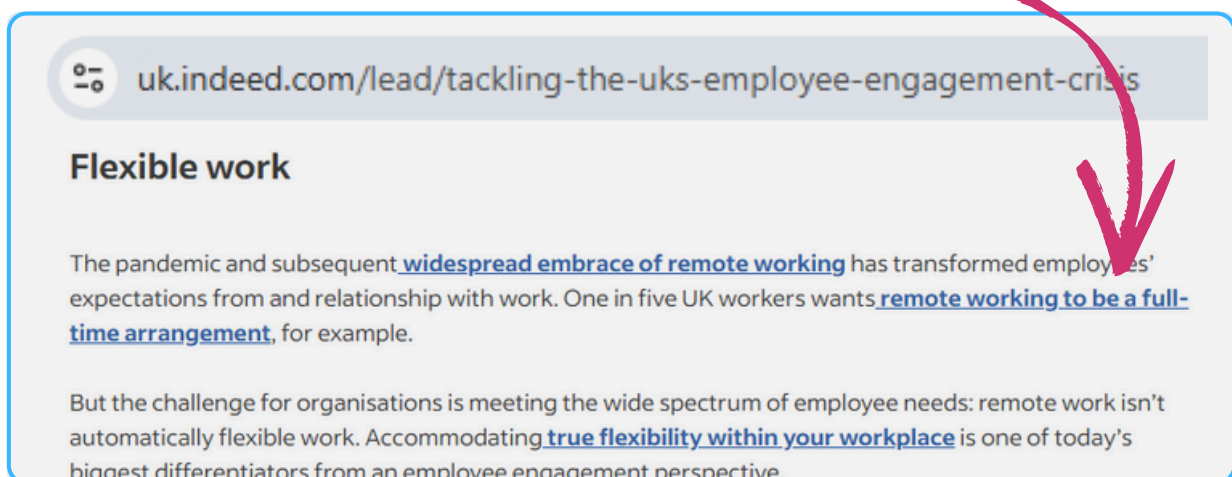
As you probably know, your typical customer-focused content like blog posts, guides and product pages don't attract many links naturally.

So link magnets use a different approach...

Link magnets provide **data** and **insights** for journalists, who include them in their articles and link back to the page to cite their source.

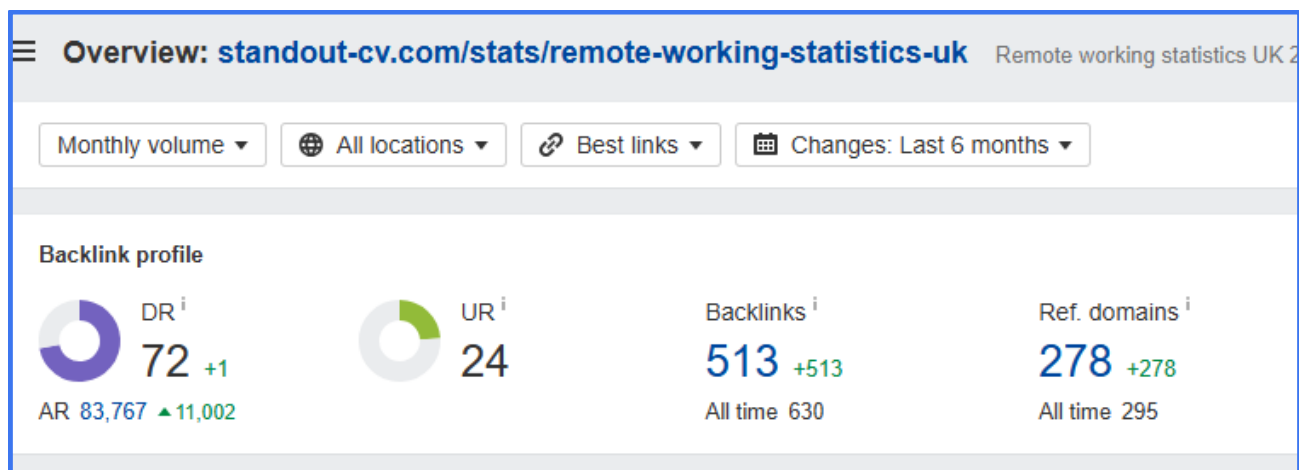
Providing your site with a constant flow of quality backlinks.

Here's an example of an article on **indeed.com**, where the writer used my ***“remote working statistics”*** page as a source, and linked back to the page



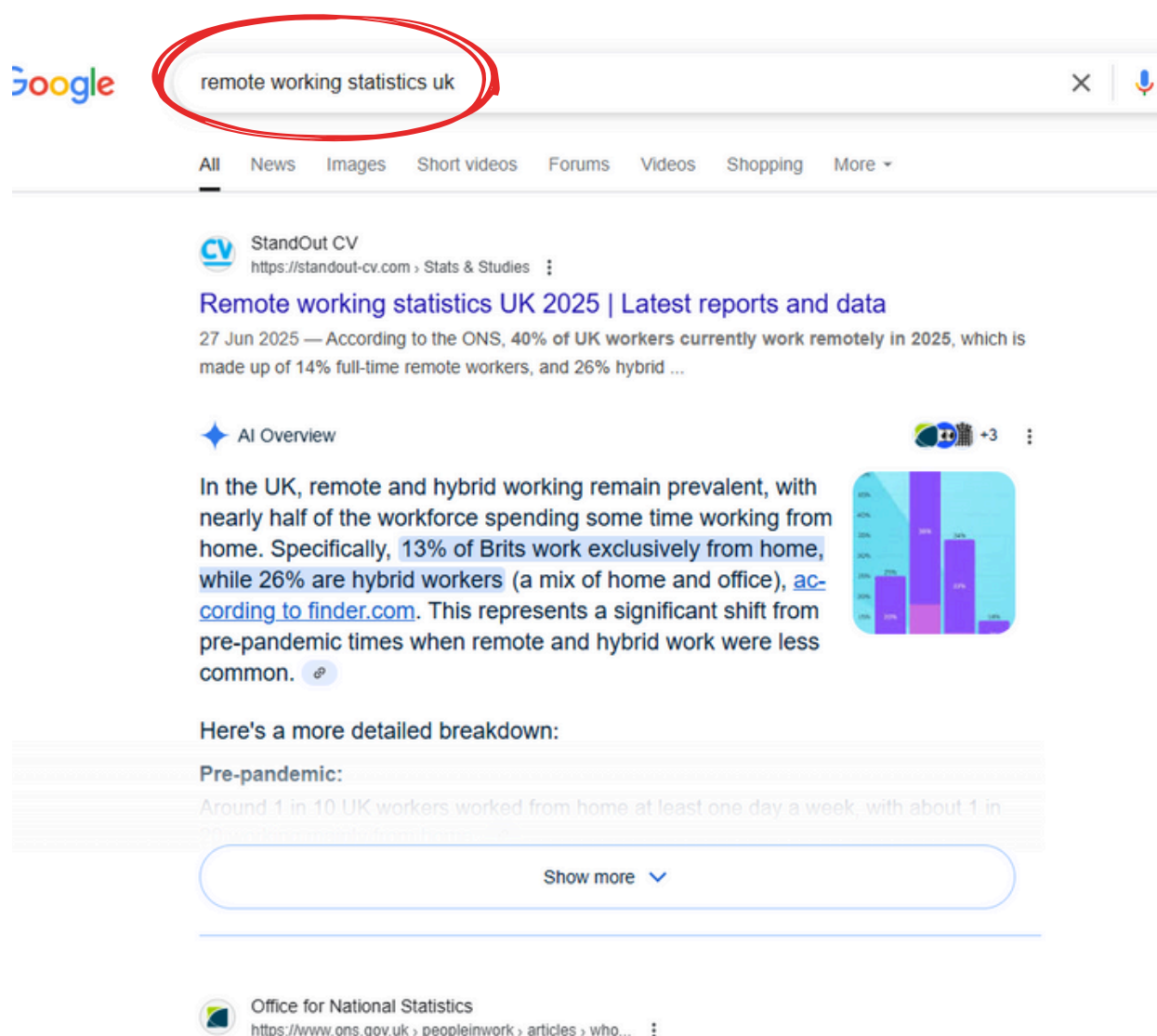
The screenshot shows a web browser address bar with the URL uk.indeed.com/lead/tackling-the-uks-employee-engagement-crisis. Below the address bar, the article title is "Flexible work". The main text of the article discusses the pandemic and remote work, mentioning a link to "remote working to be a full-time arrangement". A red arrow points from the top right of the screenshot to the link in the text.

Over **250 websites** have linked to that page since it was created, including **CityAM, DigitalJournal, AccountingWeb, Three, Deloitte** and **Startups.co.uk**



And I didn't have to email any of them.

Because the content ranks highly for keywords that journalists search for when doing their research.



The awesome benefits of Link Magnets

How Link Magnet content will impact your business



Save time and effort

Content only needs to be produced once, and then updated yearly at most. Much less resource intensive than traditional link building.



Zero outreach required

When done correctly, link magnets will rank highly, get found by journalists, and attract links without the need to proactively contact anyone.



Long lasting impact

Link magnets will pull in quality links for months or even years from the day you publish them. And you own the content on your site forever.



Highest quality links

Link magnets attract links from globally recognised brands. These links are almost impossible to acquire with old-school link building tactics.



Safe natural link profile

Link magnets encourage people to link to you naturally, so you'll never need to fear the next algorithm update.



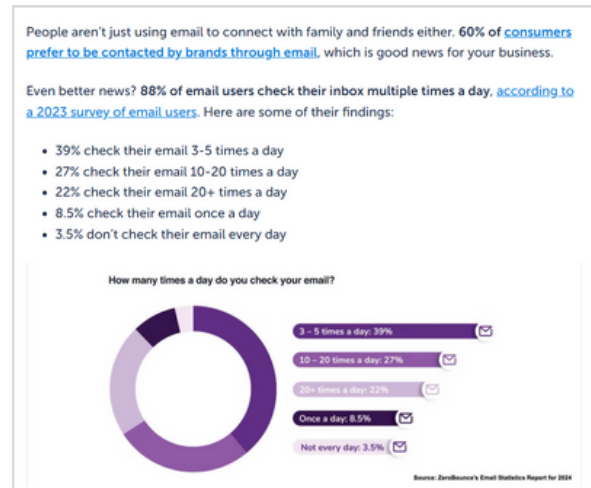
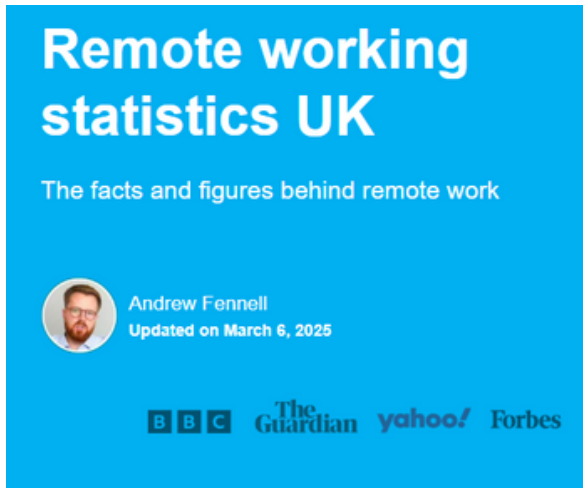
Low cost per link

Link building agencies charge as much as £300 for a link on a DR80 site. A good link magnet can bring in those kind of links at 10% of the cost.

Types of Link Magnet

Link Magnets are broken down into 4 main categories

1. Statistics pages



These are round ups of the most important data and statistics on a particular topic.

They include figures from the latest surveys, reports and studies ; gathered from across the web and compiled into one well-organised page for journalists to use in their research.

For example:

- [Job interview statistics](#)
- [Customer service statistics](#)
- [Remote working statistics UK](#)
- [Email marketing statistics](#)
- [Black Friday statistics](#)

Pros ✓

- Easy to come up with ideas and create, due to the fact there are plenty of existing examples to replicate.
- Simple to create – data is gathered from public sources and compiled
- Guaranteed to pull in links if you create a useful page on a popular topic.

Cons ✗

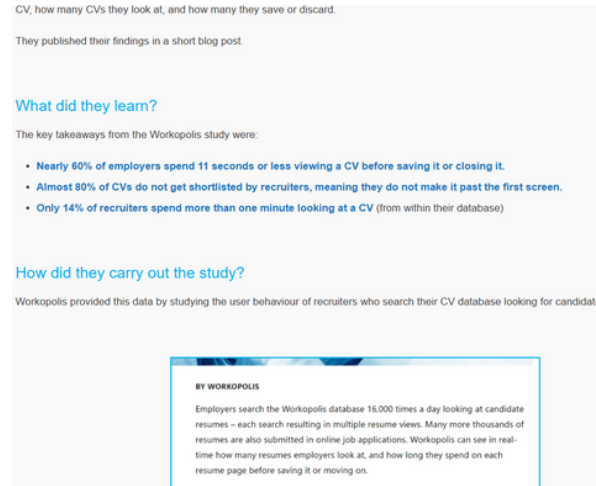
- There can sometimes be lots of competition to rank stats pages, due to their popularity.

The beginner's choice: If you're just starting out with Link Magnets, I would highly recommend starting with a few stats pages first. They are the simplest to create, and have a high probability of generating backlinks.

Types of Link Magnet

Link Magnets are broken down into 4 main categories

2. Single question data pages



Single question pages provide in-depth data-driven answers to a particular question.

For example:

- [How long do recruiters spend reading your CV?](#)
- [How many users does ChatGTP have?](#)
- [How many emails are sent every day?](#)
- [How long do people spend on their phones?](#)

These pages provide the answer to the title question but also break the data down into sub-topics, and provide analysis of studies and surveys that have been carried out on the topic. Data can be gathered from public sources, but in some cases, running a survey or study of your own can provide new and unique data, if you have the resources.

Pros ✓

- Provide quick answers to questions that journalists are highly likely to ask, creating a huge potential for links
- Can be created using public data which is easy to source and compile
- Not a huge amount of websites create good content around these keywords, so competition is low.

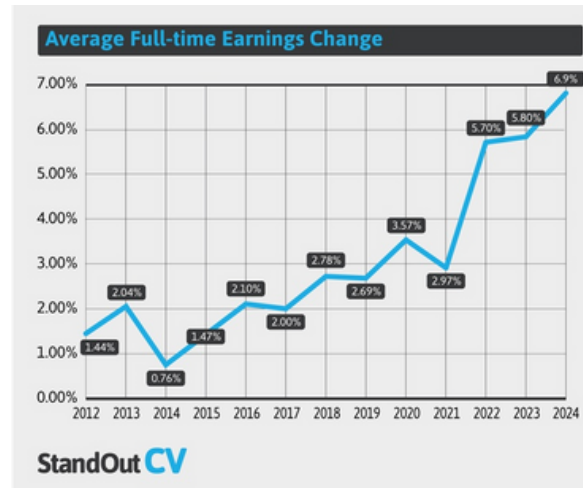
Cons ✗

- Can sometimes be difficult to create in-depth content around a single question – requires a creative approach.

Types of Link Magnet

Link Magnets are broken down into 4 main categories

3. Data breakdown pages



Data breakdown pages provide in-depth breakdowns of large public datasets ; providing deeper insights and a better reading experience than the original dataset

Some examples are:

- [Average salary UK](#) (breakdown of the ONS annual earnings report)
- [Facebook User & Growth](#) (Multiple sources)
- [London property prices](#) (breakdown of land registry data)

The original datasets from government bodies and other large organisations are often detailed but hard to read and pull meaningful insights from.

Data breakdown pages turn the data into visually attractive pages that highlight the important figures that journalists want to know.

Pros ✓

- Easy to access very valuable and useful data to include.

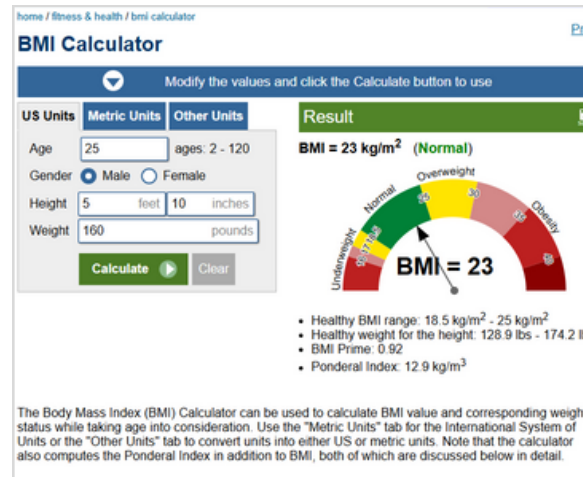
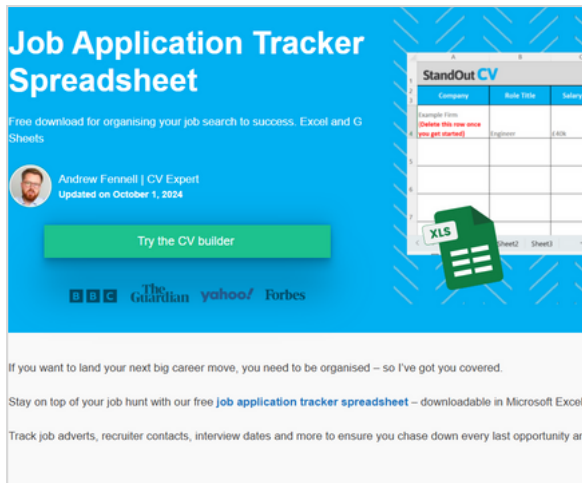
Cons ✗

- Can be challenging to work with large datasets and extract insightful figures.

Types of Link Magnet

Link Magnets are broken down into 4 main categories

4. Online tools



Online tools range from downloadable spreadsheets for budgeting and CV templates, to more complex things like mortgage or tax calculators.

Ultimately they are anything that can be used by visitors to help them achieve an outcome.

Examples:

- [Job application tracker spreadsheet](#)
- [Take home pay calculator](#)
- [Body mass index calculator](#)
- [Pension forecaster](#)

Pros ✓

- Not only can these tools bring in plenty of links, but they also attract potential customers to your business.

Cons ✗

- Complex tools like online calculators will likely require a developer to build.



Your Link Magnet strategy

Your ultimate aim with the Link Magnet strategy is to host a big collection of linkable assets on your site, all pulling in natural links every month.

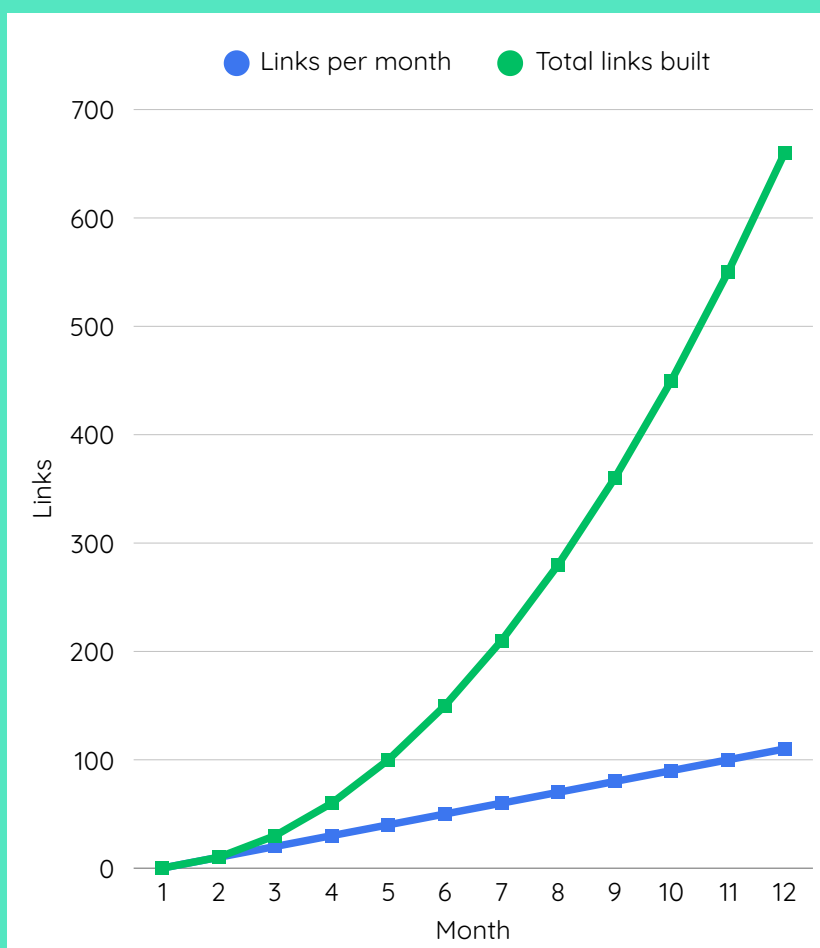
You will achieve this by setting out and following a simple schedule of how many Link Magnets you will create and publish every month.

I recommend creating **1 Link Magnet every month for a year**. This is achievable with around 3 – 4 days work per month.

Based on previous performance from my own content, this will provide you with a total of 12 link magnets on the site, generating around 110 links per month, and a total of 660 links built altogether.

You can of course adjust this to suit your schedule and resources, but aim to create a minimum of 6 Link Magnets in the first year to see meaningful results.

Month	links p/month	Total links
1	0	0
2	10	10
3	20	30
4	30	60
5	40	100
6	50	150
7	60	210
8	70	280
9	80	360
10	90	450
11	100	550
12	110	660



Build a Topic Library for your link magnets

The first stage in the process of turning your website into a Link Magnet is to build a topic library.

This is simply a big collection of newsworthy topics that are related to your business.

You use these topics as seed keywords when you start to generate ideas for your Link Magnet content pieces.

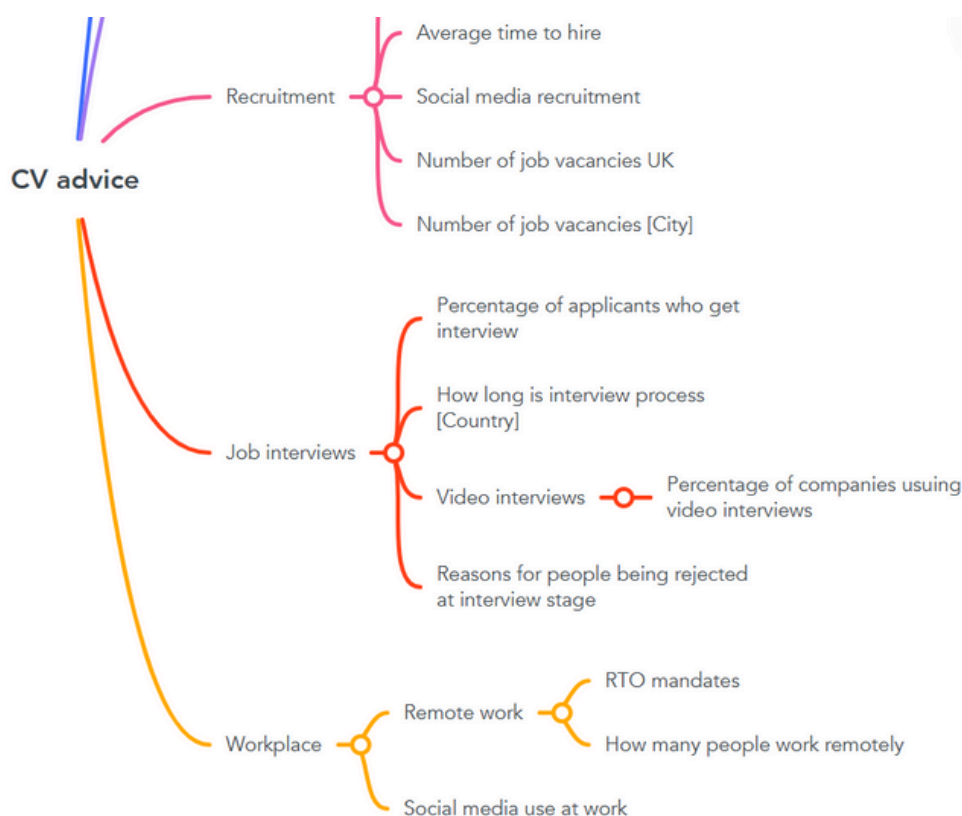


Storing your Topic Library

You need to store your Topic Library within a tool that can be easily accessed by your team, and that allows you to organise information in a way that you find useful.

You can use a mind-mapping tool like [MindMeister](#) (shown below) to store your topic library – I find this helps to create a structure that is easy to organise and navigate.

Or if you prefer, you can just pop them all in a spreadsheet, but make sure you organise the topics into categories using tabs and columns wisely.



Ask ChatGPT or Gemini to brainstorm

To speed things up, you could ask an AI writing tool to provide you with some ideas. Try using one of these prompts.

“

What are some of the biggest topics and themes appearing in the news in the **[Add your business's main topics]** topics.

”

“

I am going to be producing a series of studies, reports and statistic round ups for a **[Company type]** website. Can you brainstorm some relevant topics (and sub-topics within them) that are related to the business.

”

This will generate a list like this, which you can use to inspire more ideas.

High-Level Graphic Design Report Topics:

1. Brand Identity & Strategy:

- The long-term value and ROI of cohesive brand identity.
- Trends in brand storytelling and visual narratives.
- The psychology of color and typography in branding.

2. User Experience (UX) & Interface (UI) Design:

- The impact of intuitive UI/UX on conversion rates and user satisfaction.
- Trends in mobile-first and responsive design.
- Accessibility in digital design and its business benefits.

3. Digital Marketing & Advertising Design:

- The effectiveness of visual content in social media marketing.
- Optimizing ad creative for various digital platforms.
- The role of animation and motion graphics in digital campaigns.

4. Print & Packaging Design:

- The sensory experience of packaging and its influence on purchasing decisions.
- Trends in sustainable and eco-friendly print design.
- The continued relevance of print materials (brochures, magazines) in a digital age.

5. Design Technology & Innovation:



Speak to you colleagues

Ask your team for ideas, or other teams who work in different departments – especially those who work closely with customers and understand the business well.

Breakdown into sub-topics and sub-sub-topics

Once you have some initial topics, break those topics down into sub-topics.

For example:

Web design could have a sub-topic of **User Experience**, which in turn could have sub-topics of **colour contrast**, **fonts**, and **website navigation**.



Build your list out as much as possible

The more topics you collect, the more options you have for your link magnet.

Get into the habit of updating this regularly – adding new topics, and adjusting or removing ones that are no longer relevant.



Find out what stats journalists are linking to

The next step in building your topic list is to hone it in to topics that journalists are interested in, and will link to.

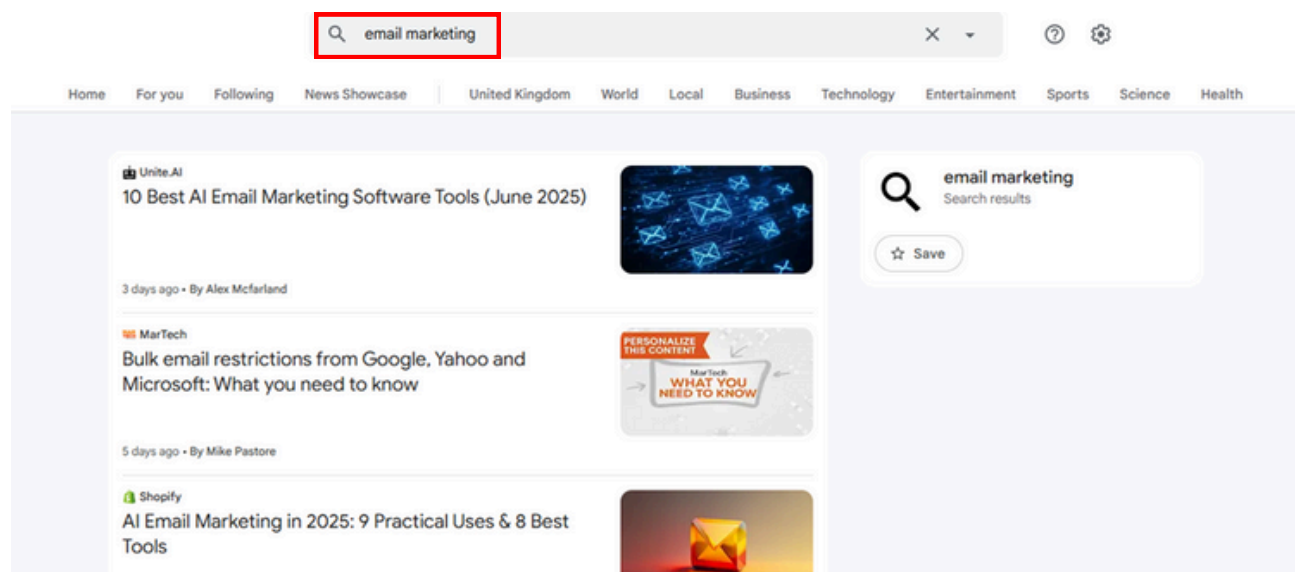
Here are some ways to ensure you are adding link-worthy topics to your library.

Scan industry news articles

The aim for any piece of Link Magnet content is to attract links from news publications, so they are a great place to find topic inspiration.

Find recent news articles in your niche to find out what topics are being written about and even see what stats and data are being cited and linked to.

Google News



A very simple way to find relevant articles is to search [Google News](#) for your core industry, and topics you've already added to your library.

You can also take popular trending topics and add them to your industry (e.g. AI + accounting) to find emerging trends.

Use the article headlines for topic ideas, and also scan the articles to see what kind of data and stats are being quoted, for more specific Link Magnet ideas.



You can also

- Follow niche news publishers and popular figures in your industry on social media
- Sign up to industry newsletters
- Search for data-driven pages in Google like stats pages, reports etc.

Ask ChatGTP or Gemini for regularly quoted stats and data

Use a prompt like this to get a list of linkable topic ideas:

“

List the most common statistics that get cited in **[Industry]** articles.

”

Get a great seed-list of stats that are widely quoted online in your niche.

Here's a list of the most common statistics that tend to get cited in careers advice articles — especially those related to job hunting, CV writing, interviewing, and workplace trends:

CVs and job applications

- Recruiters spend 6–8 seconds on an initial CV scan (varies slightly by source).
- 75%+ of CVs are rejected before reaching a human due to ATS filters.
- 88% of CVs are rejected due to a photo, formatting issues, or typos.
- One spelling or grammar error can cause your CV to be rejected (emphasised by many recruiters).
- Job seekers who tailor their CV are up to 3 times more likely to get an interview.

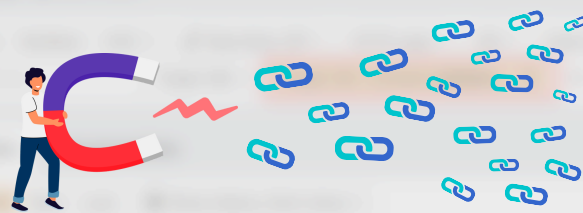
Job search & hiring

- 70–80% of jobs are never advertised — found through networking or referrals.

Steal your competitors' Link Magnet ideas

Another way to find potential topics for your Link Magnet content is to identify any successful link-attracting pages that your competitors are already using.

[Continue training...](#)



Unlock your link building potential with the full Link Magnet training manual

- Fool-proof strategies for choosing topics that will earn hundreds of backlinks + boost your traffic
- SEO tips for ranking your content above bigger sites
- Content features that journalists love linking to
- Common mistakes that stop global brands from linking to you
- Guidance on optimising your long term strategy for maximum domain authority & organic traffic growth

Get the full training manual