

Score every link on one sheet

Audience, placement and anchor, how it was obtained, the rel value in the HTML, page status

FICTIONAL EXAMPLE

 A fictional HR software company's three offers in one week.

PAGE AND TOPIC	BUYERS READ IT?	PLACEMENT, ANCHOR	HOW OBTAINED	REL IN HTML	COUNTS AS EARNED?
General marketing blog, "resources" box	No	Template-like box	Paid	Promised: none	No. Declined: an unmarked paid link is link spam
HR newsletter article on onboarding checklists	Yes	In the body; brand-name anchor	Earned (quotes the head of people operations)	None	Yes
Integration partner's app marketplace listing	Yes (the partner's HR customers)	Listing	Earned	nofollow	Yes, with nofollow recorded

Your links

 Add the URL, who verified each link and when. Log any vendor score as that tool's estimate.

URL AND TOPIC	BUYERS READ IT?	PLACEMENT, ANCHOR	HOW OBTAINED	REL IN HTML	VERIFIED BY, ON	COUNTS AS EARNED?