BEFORE MONEY MOVES

Link insertion vetting checklist

Judge the page, not the domain. Tick every box before you pay for a placement.

- [ ] **1** **The exact URL is indexed**
  Search Google for site: plus the URL. If it doesn't show up, stop.
- [ ] **2** **The page has organic traffic of its own**
  Look up the page, not the domain, in Ahrefs or a similar tool.
- [ ] **3** **The article is really about your topic**
  Would its readers click your link because it helps them?
- [ ] **4** **The page looks maintained**
  Recent updates and a working layout are good signs.
- [ ] **5** **Outbound links are reasonable**
  A page stuffed with links gives each one less attention.
- [ ] **6** **The rel attribute is stated in writing**
  Sponsored, nofollow, or unmarked. Ask before you pay.
- [ ] **7** **You saw the exact page before paying**
  Never pay for a "DR 50 site" you haven't seen.
- [ ] **8** **The sentence and anchor are agreed**
  Natural wording, and no repeated exact-match anchors.
- [ ] **9** **You'll get the live URL**
  Then check it yourself, and keep checking it.
- [ ] **10** **Removal terms are in writing**
  How long the link stays, and what happens if it goes.

Any box left empty? Ask the seller before you pay.