

Outreach-Based Link Building SOP: The Parallel-Industry "Nexus" Method

Earn editorial links by building assets around the businesses that *surround* your client's vertical — not their direct competitors. A field-tested outreach play from Jeremy Rivera.

OBJECTIVE

Generate relevant, editorial backlinks for a client by mapping the "nexus" of parallel industries around them, then creating one shareable asset (an expert roundup or an embeddable infographic) that gives dozens of adjacent businesses a natural reason to link.

KEY STEPS

- 1. Build a parallel-industry research doc.** Open a Google Sheet, one tab per client. List every parallel business/service in the client's "nexus."
 - Poop scooper → Dog → walker, sitter, groomer, vet, toys, food.
 - Home → landscaper, exterior lighting, Christmas-light installers, tree trimming, lawn care, tree removal.
 - Goal: get it out of your head and into the sheet.
- 2. Brainstorm two link-building concepts** that cross as many parallels as possible (skip guest posting):
 - **A.** Expert roundup with a "gusto-graphic" finale.
 - **B.** Infographic embedded in a money page, anchored via #topic-infographic.
- 3. Run Concept A (expert roundup).**
 - Pick a nexus topic *outside* the client's core expertise that touches many parallels.
 - Draft 3–5 easy questions.
 - Write 2 short ego-bait pitch templates; frame it as an "email interview" so no one dreads a phone call.
 - Send a follow-up template carrying the actual questions.
 - Turn answers into a graphic (Pablo by Buffer, Piktochart, Canva, or Visme).
 - Thank-you template offers the graphic to embed (link to your target page) or share socially.
- 4. Mine prospects with Ahrefs.**
 - Search by industry + location, OR look up topic variants, see what ranks, and mine backlinks to those pages.
 - Chase qualified variants — a "tech-savvy" inspector, not just any inspector.

CAUTIONARY NOTES

- Don't rely on guest posting — writing/sourcing that much content is painful and slow.
- Set expectations low: a **2–10% response rate** is good; **1–5% follow-through** is normal. Be pleasantly surprised when you beat it.
- Keep the topic *adjacent* to — not inside — the client's expertise, or parallel businesses won't want to participate.

TIPS FOR EFFICIENCY

- Dump the full nexus into the sheet first — you'll be surprised how many industries touch one vertical.
- Reuse three templates across clients: pitch, follow-up-with-questions, thank-you-with-graphic.
- "Email interview" framing lowers friction versus asking for a call.
- Anchor embedded infographics with a #topic-infographic fragment so links land on the exact section.

Two assets, many links. One roundup or one infographic, built around the nexus, can earn links from every parallel industry you mapped — a far better ratio than one-off guest posts.