



Linkable Asset Planner

Free Tool for Niche Bloggers & Solopreneurs

Create content that naturally attracts backlinks

1. Asset Idea & Goal

- ☐ What is the main topic or question this asset answers?
- ☐ Target audience (e.g., gardening bloggers, small biz owners, rural solopreneurs)
- ☐ Primary goal: () Attract backlinks () Drive referral traffic () Build topical authority () Generate leads
- ☐ Target keyword or search phrase (if any)

2. Linkable Asset Type (Choose One)

- ☐ In-depth guide or tutorial
- ☐ Original research / survey results
- ☐ Checklist or worksheet (like this one!)
- ☐ Calculator or tool
- ☐ Template or swipe file
- ☐ Comparison table or chart
- ☐ Case study with real results
- ☐ Resource roundup or glossary
- ☐ Data visualization / infographic
- ☐ Expert interview summary

3. Content Quality Check

- ☐ Does it solve a real problem or answer a question other writers need?

- ☐ Have I added original insights, examples, or data?
- ☐ Is the content evergreen or regularly updatable?
- ☐ Is it easy to scan? (short paragraphs, headings, bullets)
- ☐ Are key facts easy to quote or cite? (put important info near the top)
- ☐ Have I included visuals, tables, or images with alt text?
- ☐ Did I add internal links to related posts on my site?

4. Citation & Shareability

- ☐ Added a “How to Cite This” section or clear source line?
- ☐ Included author bio, last updated date, and sources?
- ☐ Made it easy for others to embed or share (e.g., social images, embed code if tool)
- ☐ Optimized title, introduction, and headings for search

5. Promotion & Discovery Plan (Light, Non-Spammy)

- ☐ Share with email list
- ☐ Post on social media (Pinterest, X, LinkedIn, IG)
- ☐ Add internal links from related articles
- ☐ Share in relevant communities/forums (answer questions)
- ☐ Notify experts or people mentioned in the content
- ☐ Submit to relevant resource pages or newsletters

6. Measurement & Maintenance

- ☐ Set up tracking in Google Analytics / Search Console
- ☐ Metrics to watch: New referring domains, referral traffic, organic impressions
- ☐ Date published / last updated: _____
- ☐ Schedule next review: _____ (e.g., in 3–6 months)

Pro Tip: Print this or keep it in your content planning folder. The more checks you complete, the higher the chance your asset earns natural backlinks.