

Client C Backlink Opportunities

Sept 22, 2021

Semrush Analysis

Authority Score	Source Page URL	Existing Anchors (Clickable Text or Image)	Description	Recommendation for Organic Footprint				
70	https://licensinginternational.org/	ad image	Most or all of the backlinks come from a display ad showing in webpages in different categories	Fortify the ad presence by also contributing to their news/blog section and LinkedIn. Articles focus on helping their audience.				
69 + 50	https://www.brandlicensinginnovationsummit.com/ + https://www.licenseglobal.com/	ad image	Display ad showing in webpages in different categories	Fortify the ad presence by also contributing to their news/blog section and LinkedIn. Articles focus on helping their audience.				
63	https://www.licensingsource.net	ad image	Display ad showing in webpages in different categories	Contribute with articles on the website and LinkedIn.				
58	https://www.totallicensing.com/	ad image	Display ad showing in webpages in different categories	Contribute with articles on the website.				
52	https://sifted.eu	article, rankings	Sifted is about in-depth reporting on startups in Europe.	Periodically submit a news article or press release which they can pick up.				
46	https://www.prnewswire.co.uk/news/clientc/	commercial news distribution		Periodically submit a news article or press release which they can pick up. Last submission was on the 3rd of August 2020.				
40	https://vc/companies/			Since Client C is part of the VC portfolio, periodically submit a news article or press release which they can pick up.				

Ahrefs Analysis

Domain Rating	Source Page URL	Existing Anchors (Clickable Text or Image)	Description	Recommendation				
91	https://techcrunch.com/	article	TechCrunch is an American online newspaper focusing on high tech and startup companies.	Periodically submit a news article or press release which they can pick up.				
90	https://www.crunchbase.com/organization/flowhaven	profile	Crunchbase is a platform for finding business information about private and public companies.	Boost PR activity as Crunchbase gathers press releases from news sites, news articles highlighting the company and funding or acquisition announcements.				
83	https://www.eweek.com	article	eWeek is an all-digital publication technology and business magazine in the US.	Contribute with articles on the website and LinkedIn.				
76	https://www.finsmes.com/	article	FinSMEs is a financial blog based in the UK.	Pitch in an article every month.				

Google Search Console & Analytics

Moz Domain Authority	Source Page URL	Existing Anchors (Clickable Text or Image)	Description	Recommendation				
58	https://www.goodnewsfinland.com/tag/flowhaven/	articles	Finnish startups, SMEs and innovations	Contribute with articles on the website and LinkedIn.				
59	https://arcticstartup.com/tag/flowhaven/	article	The voice of the Northern European startup community.	Contribute with articles on the website and LinkedIn.				

48	https://startupstash.com/	rankings	They share entrepreneurial stories, insights, and ideas for startups.	Contribute with articles on the website and LinkedIn.				
Relevant Keywords by Country & Region								
Brand Licensing US, USA, California & North America								
Semrush Authority Score	Source Page URL	Similarweb Stats: on desktop & mobile web, in the last 6 months	Description	Recommendation for Organic Footprint	LinkedIn Followers	Facebook Followers	Twitter Followers	
93	https://variety.com/	23.83M	The business of entertainment.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.	511,049	1,477,673	2.6M	
92	https://www.entrepreneur.com/us	10.46M	The definitive guide to all the diverse challenges of business ownership.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.	2,226,497	4,737,398	3.5M	
92	https://www.fastcompany.com/	6.43M	Fast Company is the world's leading progressive business media brand, with a unique editorial focus on innovation in technology, ethonomics (ethical economics), leadership, and design.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.	1,366,597	1,307,456	2.3M	
92	https://www.inc.com/	13.04M	Inc., the magazine for growing companies, delivers real solutions for today's innovative business builders.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.	3,106,500	1,550,644	2.7M	
92	http://adweek.com/	1.87M	Adweek is the leading source of news and insight serving the brand marketing ecosystem.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.	1,278,944	620,963	656.4K	
89	https://adage.com/	1.03M	A global media brand that publishes news, analysis and data on marketing, brands and media.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.	1,019,237	780,864	985.9K	
88	https://www.thedrum.com/	898.42K	The Drum covers modern marketing, agency business, brands, creativity & the future of media.	Pitch in an article every month.	79,057			
86	https://digiday.com/	363.33K	Digiday provides daily online news about advertising, brands, publishing and media.	Pitch in an article every month.	507,732			
86	https://wwd.com/	2.93M	Industry voice of authority for senior executives in the global women's and men's fashion, retail and beauty communities and consumer media,	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.	353,872	761,166	2.7M	
83	https://www.mediapost.com/	445.23K	Industry news and events for marketing, brands and advertising professionals.	Pitch in an article every month.	25,526			
73	https://sourcingjournal.com/	359.84K	A global resource for news and information tailored for textile and soft goods executives working on the supply chain side of the business.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.	6,324	35,475	10.5K	

69	https://www.canadianbusiness.com/	93.74K	A source of business information, analysis and advice for ambitious, smart, career-minded Canadians.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.	5,758	38,295	56.9K	
58	https://www.apparelnews.net/	61.62K	They deliver local, national and international breaking news, blogs, and industry trends in fashion, textiles, finance and technology.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.	4,765	25,446	11K	
Brand Licensing Japan, Tokyo, startups brands B2B magazine Japan								
Semrush Authority Score	Source Page URL	Similarweb Stats: on desktop & mobile web, in the last 6 months	Description	Recommendation for Organic Footprint	LinkedIn Followers	Facebook Followers	Twitter Followers	
72	https://thebridge.jp/en/	442.50K	BRIDGE is a blog media that delivers daily technology news centered on domestic startups with the concept of connecting entrepreneurs and investors.	Pitch in an article every month.		25,964	20.5K	
42	https://www.content-tokyo.jp/en-gb.html		Licensing Japan Trade Show					
Brand Licensing UK, United Kingdom & London								
Semrush Authority Score	Source Page URL	Similarweb Stats: on desktop & mobile web, in the last 6 months	Description	Recommendation for Organic Footprint	LinkedIn Followers	Facebook Followers	Twitter Followers	
94	https://www.independent.co.uk/	86.30M	News Digest	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.	37,137	10,672,439	3.6M	
83	https://www.theweek.co.uk	1.05M	News Digest	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.	2,328	160,012	15.5K	
62	https://realbusiness.co.uk/	97.29K	Telling the truth about SME life today.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.			40.5K	
59	https://risnews.com/	107.43K	Business intelligence and technology insight for retail executives adapting to market forces that are disruptive, transformational and engines for innovation.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.			11.4K	
59	https://www.toynews-online.biz		Toy industry magazine and website	Pitch in an article every month.		4,080	13.3K	
59	https://www.licensing.biz/		Media Kit	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.		1,636	6190	

53	https://www.businessleader.co.uk/	77.11K	Business Leader is the UK's leading B2B media platform in print, digital & events.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.	7,757		7,312	
51	https://www.inpublishing.co.uk/		InPublishing serves the UK newspaper, magazine and online publishing community, through its bi-monthly magazine, weekly email newsletter and website.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.			4,787	
48	https://toyworldmag.co.uk/		Toy World - the business magazine with a passion for toys	Pitch in an article every month.	6,109	1,985	9,630	
38	https://startupsmagazine.co.uk/		A digital and print magazine helping tech startups.	Pitch in an article every month.				
Brand Licensing Europe, Nordics, Finland & brands small business magazine Finland								
Semrush Authority Score	Source Page URL	Similarweb Stats: on desktop & mobile web, in the last 6 months	Description	Recommendation for Organic Footprint	LinkedIn Followers	Facebook Followers	Twitter Followers	
64	https://www.helsinkitimes.fi/	247.21K	Helsinki Times is the first and only English language newspaper providing news about Finland in English.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.		28,638	27.1K	
46	https://www.licensingmagazine.com/		BM Srl is the publisher of the international leading publication Licensing Magazine and organizer of the Bologna Licensing Trade Fair.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.				
45	https://www.helsinkibusinesshub.fi/			Pitch in an article every month.	5,979		4,282	
36	https://www.cofmag.com/		Based in Estonia, CoFounder is the only magazine for the European startup ecosystem - in essence a self-help guide for all entrepreneurs and wantpreneurs.	Paid Ad or Paid Article Inclusion or Sponsored Content. Organically, pitch in an article every month.			10.8K	
YouTube Presence								
Semrush Authority Score	Channel		Observation	Recommendation for Organic Footprint				
100	Client C		Joined Dec 13, 2017; Only 5 videos posted total; 17 subscribers.	website/resources				

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