Competitor Backlink Swipe File

Because If They Got Published There, You Definitely Can Too—Probably

You don't need to reinvent the SEO wheel. Just follow the lazy genius strategy: see where your competitors guest post, take notes, and politely invade those same sites.

by @alexcornici | WebSearchOptimisation.com

Here's how to do it like a semi-ethical villain:

Step 1: Identify Your Victims—I Mean, Competitors

Make a short list of sites similar to yours in content, size, or niche. Not Amazon. Not Forbes. Actual mortals.

Look for those who rank for the same keywords you target, write about the same stuff, and clearly do guest posting.

Step 2: Use Backlink Tools to Snoop Like a Pro

Pick your weapon:

- Ahrefs (Site Explorer)

- SEMrush (Backlink Analytics)

- Moz (Link Explorer)

- Ubersuggest (for cheapskates)

Enter a competitor's domain and look for links that come from blog articles—not directories, forums, or shady "news" sites from 2003.

Step 3: Filter for Real Guest Posts

You want to find links that probably came from guest posts.

Look for these clues:

- Anchor text like "by [Name]" or "guest post"

- Blog URLs with paths like /guest-post/, /contributor/, or /blog/author/

- Referring domains that aren't junk (see: traffic >0, DA >20, doesn't make your eyes bleed)

Bonus: If the post actually credits the author, it's fair game.

Step 4: Build Your Swipe File (Steal Like It's Strategy)

In your sheet (yes, another spreadsheet—deal with it), track:

- Website Name

- Post URL

- DA / DR

- Traffic (Estimated)

- Author Name (if visible)

- Pitch Status (To Pitch / Pitched / Accepted / Ghosted)

Color-code it if you're one of those Type A link hoarders.

Step 5: Pitch Better Than They Did

Take the post your competitor wrote and do one of the following:

- Pitch a related, deeper topic

- Offer a fresh, contrarian take

- Pitch a follow-up article (bloggers love "part twos" that require no setup)

Use your charm. Or this swipe file. Preferably both.

Final Reminder

Competitor analysis isn't stealing. It's benchmarking. With style. And a little bit of judgment.