

The Backlink Bingo Card

“Because You Deserve a Little Joy While Begging for Coverage”

Who said building backlinks had to feel like screaming into the void? Now you can gamify your Digital PR outreach and reward yourself for every tiny victory—because you will need the dopamine.

Print it. Screenshot it. Tattoo it on your heart. Every time you land a backlink from one of these glorious sources, mark it off.

Get five in a row? Treat yourself to overpriced coffee and tweet something smug about “organic traction.”

by @alexcornici | [WebSearchOptimisation.com](https://www.websearchoptimisation.com)

Bingo Categories (Pick Your Poison)

Blog	News Outlet	Influencer Mention	Industry Site	University Site
Startup with a cult following	Local news site (they still count)	Tagged on Twitter by a micro-influencer	Niche trade publication	EDU site with real authority
Guest post on a mid-tier blog	Online magazine (with comments disabled, naturally)	IG Story shoutout from someone with “digital” in their title	Community forum or aggregator	Featured in student-run newsletter
Mentioned in a “Top 10 Tools” listicle	Coverage in a B2B outlet nobody reads	Shared in a LinkedIn post with vague	Quoted in a how-to blog with more ads than content	Random research lab link you don’t understand

unless they're
desperate

thought
leadership

Interview
published
somewhere that
sounds legit

Newsjacked by
a journalist you
didn't even pitch

Collab with a
content creator
who's "between
agencies"

Mentioned in an
industry Slack
group

Cited in a
syllabus (???
blessed)

Bonus Boxes

- Someone called your founder a "visionary" unironically
 - Your backlink has anchor text that isn't "click here"
 - You didn't have to follow up more than once (a miracle)
 - The journalist actually spelled your brand name right
 - Google indexed it before your next panic attack
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Optional Rules (For Masochists)

- If you get 5 in a row in one week, you're allowed to post a victory screenshot on LinkedIn.
 - If you get nothing for two weeks, you must sit in silence and reflect on your outreach templates.
 - If you get a backlink from a domain rating above 80, you may legally start referring to yourself as a "Digital PR Strategist" on Tinder.
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