

# The Dumb Link Builder's Survival Kit

How to Attract Backlinks Without Being Smart, Strategic, or Even Particularly Good at This

By [@alexcornici](#) | [What is SEO](#)

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## What This Is

A no-fluff, beautifully dumb guide to building content so link-worthy it tricks smart people into sharing it.

This isn't theory. This is "accidentally ranked on page one while wearing pajama pants."

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## Part 1: 5 Real-Life "Dumb" Content Formats That Get Backlinks

### 1. The Infographic That Solves a Child-Level Problem

Example: "How to Compost Without Crying"

- Visual. Simple. Answered a question people were too embarrassed to Google.
- Linked by a national lifestyle site because they were on deadline and your chart was pretty.

### 2. The Top 10 List No One Asked For But Everyone Shares

Example: "Top 10 Tools for Urban Beekeeping in Small Bathrooms"

- Niche. Weird. Unexpected.
- Gets shared in Slack channels, forums, and ironically on Twitter.

### 3. The Rant-Turned-Resource

Example: "Why 98% of Blog Posts Deserve to Be Deleted"

- Spicy opinions. Actual tips buried inside the yelling.
- Earns links from thought leadership posts trying to seem edgy.

#### 4. The “Accidental Authority” Story

Example: “How I Got a Backlink From a Major Site By Being a Moron”

- Self-deprecating. Insightful.
- People love failure that ends in SEO gold.

#### 5. The One Visual That Saves Someone’s Workflow

Example: “The Content Calendar I Actually Use (Not the Fake One for Twitter)”

- Downloadable templates and visuals are backlink bait for lazy marketers.
- Extra points if it looks good and works on mobile.

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## Part 2: The “Not Totally Worthless” Content Checklist

Use this before hitting publish. If you can’t say yes to most of these, close your laptop and go touch grass.

- Does it solve a real problem in under 10 seconds?
- Would your laziest friend understand it without scrolling?
- Could someone use this in a slide deck without hating you?
- Does it make a point without 600 words of backstory?
- Can you summarize it in one sentence that doesn’t include “thought leadership”?

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## Part 3: 3 Sneaky Ways to Increase Link Chances (Without Being Gross)

1. Put it somewhere findable

Post it to Reddit, Twitter, Quora. Even Pinterest.

Use a decent title like “Free Resource for [Niche Thing]” and not “My Blog Post #483.”

2. Tag lazy journalists and content creators

Make their job easier. Link to their article. Say, “Hey, this might help your readers.”

You’re doing 80% of the work for them. They love that.

3. Bundle it into something downloadable

Yes, like this PDF.

Give people a reason to save it—and that often means giving them something they can steal.

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## **Bonus: Things That Kill Linkability Instantly**

- Wall of text with no headers
  - Stock images of smiling white people in suits
  - Titles like “The Importance of...”
  - No CTA, no social buttons, no embed code
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## **Conclusion: You’re Not Lucky—You’re Just Useful**

People don’t link to “great writing.” They link to answers, visuals, and tools that make them look smart by association.

So go. Be accidentally brilliant. Make things people can’t ignore. And if all else fails—just yell louder online. It works for everyone else.

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