FREE GUIDE FOR REMODELERS · 2026 EDITION

Before you buy backlinks

How to tell links that build your brand from links that waste your money. Written for kitchen, bath and basement remodelers in the US.

THE SHORT ANSWER

- **Real outreach costs real money for every link.** Someone has to find the site, win the owner over, pay the site's fee and write the article.
- **On a small budget, one link rarely moves a new site,** even a good one.
- **What moves a new site first is a foundation:** many trusted sites that all describe your business the same way.
- **Not all foundations are equal.** This guide shows what to demand, what a good order looks like and the red flags that mean walk away.

01 THE REAL COST

Why real niche outreach costs what it does

On link marketplaces, a "guest post" often costs $140 to $300 for one or two links. Most of those come from fixed lists of sites that accept any topic: crypto on Monday, kitchen cabinets on Tuesday. Those sites exist to sell links, and search engines have seen the same lists.

Real outreach to sites your customers actually read is slower work. For one link, someone has to:

1. **Research your competitors' links.** To rank for "kitchen remodeling Alpharetta", start with the sites that link to the remodelers above you.
2. **Find real sites in your industry.** Home improvement blogs, design sites, suppliers and local home publications.
3. **Email the owners** one at a time, with a reason for them to say yes.
4. **Wait, then follow up.** Most owners don't answer the first email.
5. **Agree a fee.** In our outreach, $20 to $300 is normal. Some sites publish free if the article is good.
6. **Write an article that fits** the site and its readers, with your link where it makes sense.

WHAT THAT MEANS

A real niche link is worth paying for once your site has a base for it to build on. When a “niche link” costs less than lunch, it is almost always a list site with a home improvement label on it.

02 START HERE

What a new website needs first: a foundation

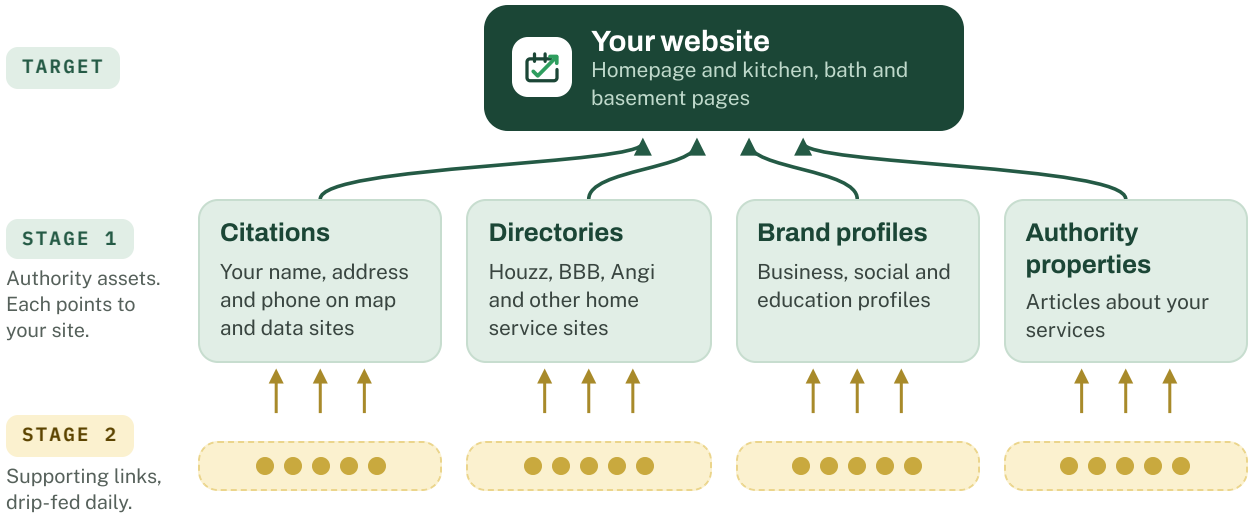
Google and AI tools such as ChatGPT and Google’s AI Overviews try to work out who you are: that you’re a real business, what you do and which towns you work in. SEOs call this your brand entity.

A new remodeling site with few links and mismatched details is hard to verify. An old phone number on Yelp, a different suite number on your Google profile, “Kitchen & Bath” on Houzz but “Remodeling LLC” on BBB: each one makes Google less sure it’s all one business.

A foundation fixes that. It puts your business, described the same way, on many established platforms: map and data sites, home service directories such as Houzz, BBB and Angi, brand profiles and articles. Our Listed Right listings and Authority Foundation do exactly this.

What a foundation looks like

TWO-STAGE FOUNDATION



✓ Same details on every asset

✓ Stage 2 built a few each day

✗ Stage 2 never points at your site

WHAT THAT MEANS

A foundation doesn’t replace outreach. It makes outreach work better later, because every new link points at a business Google can already confirm.

03 YOUR CHECKLIST

Seven things to demand from any seller

Ask for these in writing. If a seller can’t say yes to most of them, keep looking.

ASK FOR	WHY IT MATTERS	HOW WE DO IT
1 **Business details locked first**	If each profile shows a slightly different name, address or phone number, Google may read them as different businesses.	We write one Entity Fact Sheet with you, then copy it word for word to every profile.
2 **Your brand name in every article title**	“7 small kitchen layout ideas” says nothing about you. “7 small kitchen layout ideas from [Your Company]” ties the article to your business.	Every article we write carries your business name in its title.
3 **Content written around your keywords**	A link from a page about car insurance tells Google nothing about bathroom remodels.	Each article covers the services and towns you want to be found for, such as kitchen remodeling in Alpharetta.
4 **Varied, natural anchors**	The same keyword as the link text, over and over, looks built. Because it is.	We mix your brand name, your web address, plain phrases and a few service phrases.
5 **Built daily, not dumped**	Real businesses don’t get hundreds of mentions in one afternoon.	Small batches every day, over 7 or 14 days.
6 **Two layers**	Stage 1 points to you. Stage 2 points to Stage 1 and makes those assets stronger. Small links aimed straight at your site add risk and little value.	Stage 2 links point only at Stage 1 assets, never straight at your website.
7 **A report you can check**	Without live URLs, you’re paying for a promise.	Every link, the day it was built, its target page and its anchor. Links that drop within 30 days are replaced.

04 A REAL DELIVERY

What a good order looks like

Here is a real delivery from October 2026, for a US land-buying company. We’ve withheld its name. A remodeler’s order has the same shape, with your services and towns in place of theirs.

120
links in 7 days, about 17 a day

45
Stage 1 assets on 45 different domains

75
Stage 2 links, all pointing at the Stage 1 assets

15/15
articles with the brand name in the title, and 15 different anchors

THE 45 STAGE 1 ASSETS

15	15	15
business profiles	education and resource profiles	contextual articles

One details sheet, copied word for word to every profile. That order asked for a 7-day schedule. Our Advanced Authority Stack runs over 14 days by default.

05 WALK AWAY

Red flags

If you see any of these, keep your money.

- **“DA 90 guest posts for $5”**
  Sites with real readers and real editors don’t sell links at that price. Those lists are built to be sold to.
- **Hundreds of links in a day**
  That’s software, not outreach, and the pattern is easy to spot.
- **Your business name is never mentioned**
  If the articles never name you, they do nothing for your brand.
- **No report, or no live URLs**
  If you can’t click it, you can’t check it.
- **Guaranteed rankings or AI mentions**
  Nobody controls Google or ChatGPT. A seller who guarantees either is selling the guarantee, not the work.

STRAIGHT TALK

What we promise, and what we don’t

We promise

- ✓ Manual work, done by people
- ✓ Your brand on every asset
- ✓ Daily delivery in small batches
- ✓ A full report with every live URL
- ✓ Links lost within 30 days replaced

We don’t promise

- ✗ Rankings
- ✗ Indexing of every link
- ✗ Mentions in AI answers

Search engines find and count links on their own schedule, usually over weeks to months. Anyone who promises a ranking is guessing.

06 YOUR NEXT MOVE

Which path fits you

Match the spend to where your site is today. Prices are one-time unless marked per link.

NEW OR SMALL SITE · ONE TIME, UNDER $300

Build a foundation first

- **Listed Right**, your details by hand on the directories and home service sites that matter. Core: **$147**, 40 listings. Full: **$247**, 80 listings. See Listed Right
- **Authority Foundation**, 50 foundational backlinks around your Entity Fact Sheet. **$67**. See the Foundation
- **Entity Authority Stack**: 80 stronger links for **$157**, or 120 tiered links for **$197** (**$97** for the first 10). See the Stack

ESTABLISHED SITE · MONTHLY LINK BUDGET

Niche outreach, done for you

- **$29** per link, plus the site's own fee at cost.
- You approve every site and its fee before anything is paid. See niche links

MORE TIME THAN BUDGET

The do-it-yourself plan

- **$97** for a link-building plan built for your business.
- The links your local competitors have that you don't, the sites to pitch, their fees and how to pitch them. You do the outreach.

ALREADY HAVE A FOUNDATION

Steady links to your key service pages, then outreach

- 15 platform articles on sites rated DR 70 to 95 (**$117**) or a newswire release (**$247**), pointed at your kitchen, bath and basement pages. Then niche outreach for the links your competitors have. See high-authority links

Not ready to spend? Get a free citation and backlink sheet, made from your website: the listings to fix, the ones to build, and where to get backlinks.

NEXT STEP

Get your whole foundation built around one fact sheet

The Advanced Authority Stack: 120 tiered links behind one Entity Fact Sheet. $197, or $97 for the first 10 remodelers.

Not sure which path fits? Book a free strategy call.

See the Entity Authority Stack

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