

10/11 APRIL 2025 | BRIGHTON¹

brightonSEO.
United Kingdom



Abi Bennetts

PROPELLERNET

Using PR tactics to
build links to
commercial pages

[P]

I've been
building links
using PR
tactics since
2018...



Not all links
are created
equal

Syndicated
links

Homepage
links

Follow links

Links to
commercial
pages

Nofollow links

Affiliate links

[P]

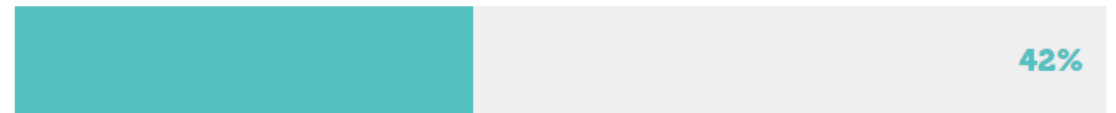
Building links to commercial pages is important...

Do you believe that links directly to a target page (such as a product or category page) are necessary in order for that page to rank? Or is the onus on the strength of the domain as a whole?

Links to a target page are most important



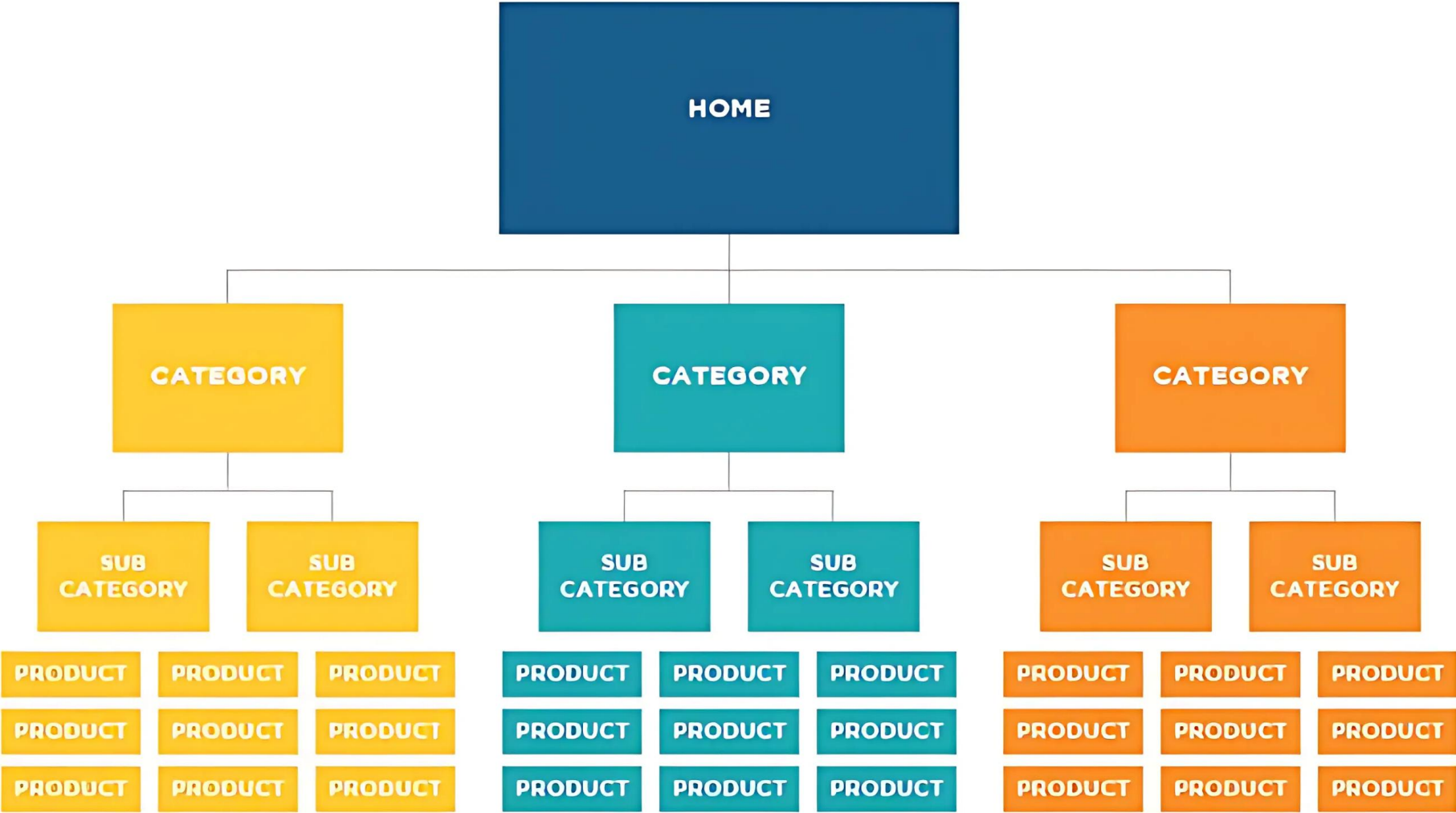
Links to the domain as a whole are most important



But building links to commercial pages is also HARD.

78%

What is a commercial page?





Indulge in the joy of
Easter

SHOP EASTER

EASTER
Sunday
20th April





Search



Store Locator



EASTER ▼

OUR CHOCOLATE ▼

GIFT IDEAS ▼

PICK & MIX ▼

OFFERS ▼

RECIPES

WORLD OF LINDT ▼

CORPORATE GIFTING ▼

PRODUCT TYPE

Shop All

Hampers & Bundles

Chocolate Bars

Chocolate Boxes

Chocolate Truffles

Pick & Mix

Snacks & Sharing

Only in Lindt Shops

Cooking & Baking

CHOCOLATE TYPE

Dark

White

Milk

Praline

Caramel

Pistachio

Nut

Fruit

Baking

BRANDS & COLLECTIONS

EASTER

LINDOR

CHOCO WAFER

EXCELLENCE

PRALINE COLLECTIONS

NUXOR

CHOCOLATE SPREADS

CREATION

HELLO

SENSATION

SWISS LUXURY SELECTION

DIETARY NEEDS

Vegan

Gluten Free

WHAT'S NEW

CHOCO WAFER

OFFERS

LINDOR multi-buy

MyLindt Rewards Offers



“A website page designed to **drive conversions or sales** by targeting users who are actively looking to buy or learn more about a product or service”

The challenges
of building links
to commercial
pages...



Challenges of building links to commercial pages...

- Commercial pages are designed to convert, not inform or entertain



Challenges of building links to commercial pages...

- Commercial pages are designed to convert, not inform or entertain
- Pages heavy with CTAs, pricing, or sales language don't feel natural to link to



Challenges of building links to commercial pages...

- Commercial pages are designed to convert, not inform or entertain
- Pages heavy with CTAs, pricing, or sales language **don't feel natural to link to**
- Many news outlets **explicitly avoid linking to product pages** to maintain editorial integrity

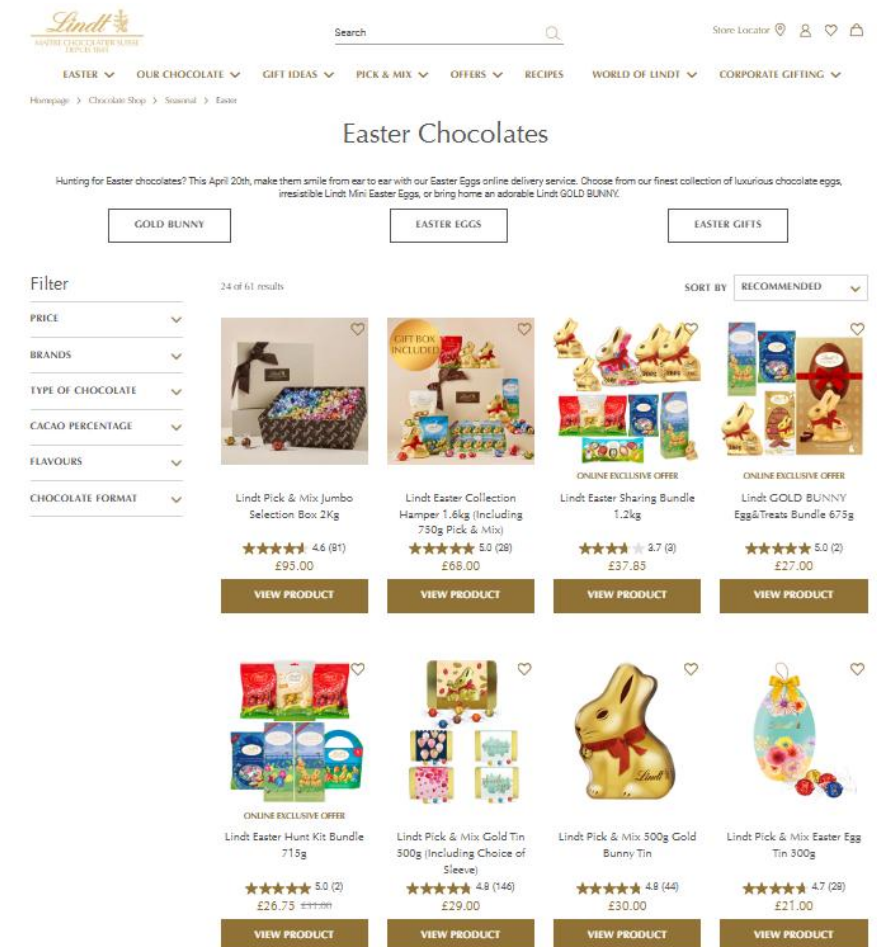


Where to start
when building
links to
commercial
pages...



1. Make your commercial page link-able

- **High-performing UX** – fast-loading, mobile-first design, clear navigation
- **Include editorial-friendly content** – quotes, FAQs or relevant data for journalists to reference
- **Interesting content** – filters, size guides, product reviews, quality photography



2. Analyse where competitors are getting commercial page links from

Competitive Analysis

Analyze competitors' websites compared to yours.

Show

keywords

referring domains

referring pages

Not linking to this target

Path ▼

But linking to these competitors

Subdomains ▼

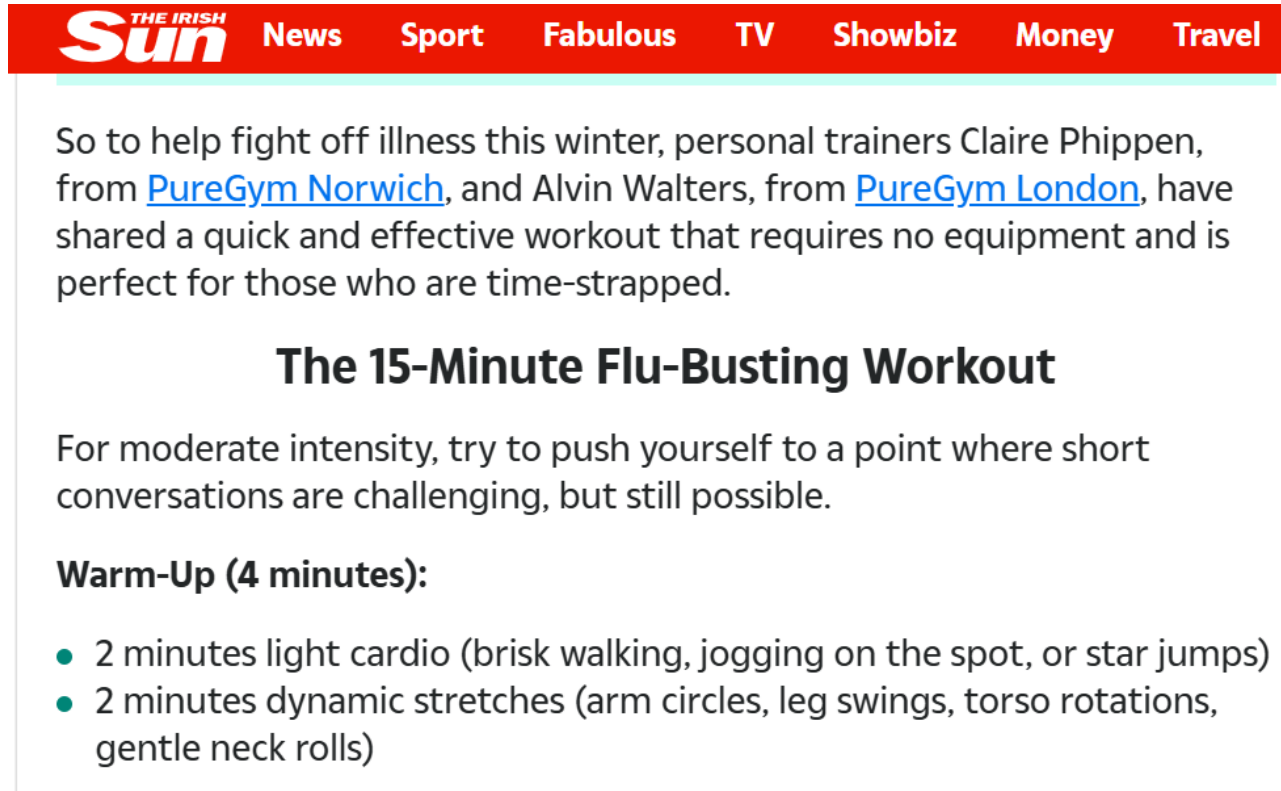
Subdomains ▼

Subdomains ▼

+ Competitor

Show link opportunities

3. Start ideating around relevant topics to identified commercial pages



The screenshot shows the top navigation bar of 'The Irish Sun' website with links for News, Sport, Fabulous, TV, Showbiz, Money, and Travel. The main article is titled 'The 15-Minute Flu-Busting Workout' and discusses a workout routine shared by personal trainers Claire Phippen and Alvin Walters. The article includes a 'Warm-Up (4 minutes)' section with two bullet points: 2 minutes of light cardio and 2 minutes of dynamic stretches.

THE IRISH Sun News Sport Fabulous TV Showbiz Money Travel

So to help fight off illness this winter, personal trainers Claire Phippen, from [PureGym Norwich](#), and Alvin Walters, from [PureGym London](#), have shared a quick and effective workout that requires no equipment and is perfect for those who are time-strapped.

The 15-Minute Flu-Busting Workout

For moderate intensity, try to push yourself to a point where short conversations are challenging, but still possible.

Warm-Up (4 minutes):

- 2 minutes light cardio (brisk walking, jogging on the spot, or star jumps)
- 2 minutes dynamic stretches (arm circles, leg swings, torso rotations, gentle neck rolls)

PR tactics to
use to build
links to
commercial
pages...



Adding value for audiences and journalists will increase your chance of a link...

PRWeek

Trending: [Essential](#) > [Top 150](#) > [Podcasts](#) > [Award winners](#) > [Power Book](#)

Reach speaks out on links clampdown

Media company Reach plc, publisher of the Express and The Mirror, has spoken out after altering its editorial policy concerning backlinks in its online content.

In a comment to PRWeek UK, a Reach spokesperson explained: “Our editorial policy prioritises linking when it adds clear value to our readers.

Utilise expert commentary to provide natural linking opportunities

EVOKE

 [search articles](#)



ENTERTAINMENT FASHION BEAUTY LIFESTYLE WELLNESS NEWS WEDDINGS INSPIRE SHOP

From slipping straps to overspill: Five signs you're in need of a new bra

Speaking to [Pour Moi](#), fashion icon Gok Wan revealed the five signs women shouldn't ignore when it comes to their bras.

Follow these and you should look your best and feel your most confident- what more could you ask for?

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COUNTRY & TOWN HOUSE

[INTERIORS](#)[PROPERTY](#)[SCHOOLS](#)[Home](#) > [Health & Beauty](#)

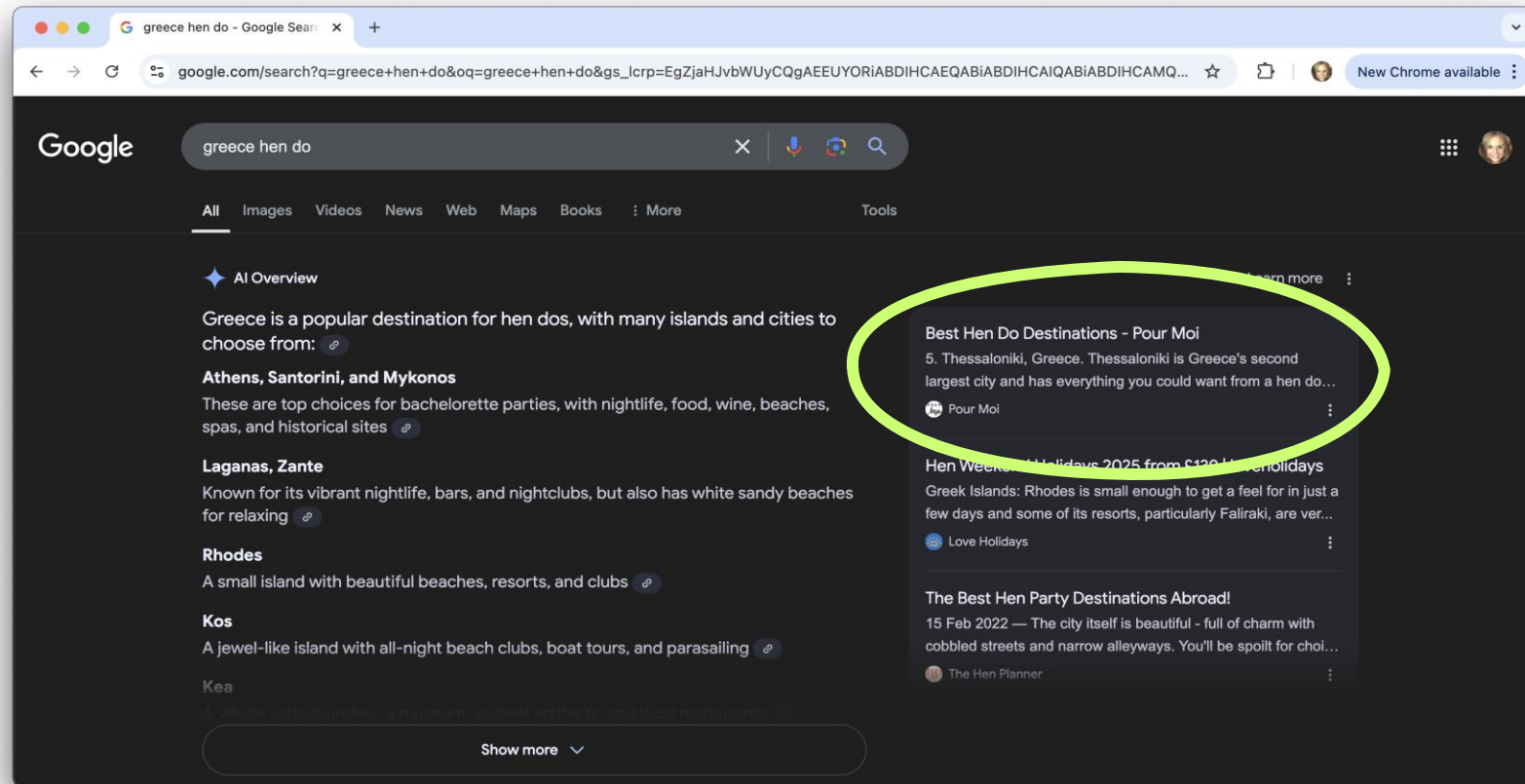
Recipe: DIY Pumpkin Face Mask

Is Pumpkin Good For your Skin?

In short, yes. Pumpkin has plenty of benefits when it comes to skincare. ‘Applying pumpkin residue to the face has been shown to exfoliate the skin, leaving a radiant glow thanks to its natural enzymes and alpha hydroxy acid (AHA) properties,’ explains Jason Goldberg, director of [SpaSeekers.com](#). ‘AHAs are commonly used to treat acne and remove scars, as they work by promoting skin cell turnover.

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This is particularly important with the rise of AIOs...



Product PR and gift guides

- Pitch your products to consumer and shopping editors
- Ask for links to category pages in addition to relevant product pages
- Be aware of what affiliate schemes are in place for your client

Newsletters Reader Rewards Jobs


The Herald

Subscribe

News Politics Sport

Spa hotel in Scotland ranked among best in the UK for afternoon tea

Scottish spa hotel ranked among best in the UK for afternoon tea *(Image: Supplied)*

 **By Sarah Campbell**
Food & Drink writer
[@sz_campbell](#)

A spa hotel in Perthshire has been ranked as one of the best in the UK for afternoon tea.

In celebration of 'Afternoon Tea Week' which took place last month, **SpaSeekers.com** has rounded up their selection of the 10 best spas with afternoon tea packages, with Dunkeld House Hotel being the only Scottish venue to earn a spot.

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Study Reveals That It Will Take 3.7 Loves To Find 'The One'

- A new survey conducted by Pour Moi reveals it takes 3.7 loves until you find 'the one'
- Over one in four people had an average of 7.8 relationships before settling down
- Almost one in five people in a long-term relationship said they slept with their current partner on the first day
- Belfast, Glasgow and Newcastle are the UK cities *most* open to having sex on the first date

In a modern world full of dating apps, it's no surprise that some people find the endless choice of potential partners very overwhelming. Despite dating in 2024 being dubbed as 'being in the trenches' by some on TikTok, there are so many exciting factors to potentially finding the one, from shopping for date night [lingerie](#) to the first date pep talk from your friends.

To uncover the nation's feelings towards modern-day dating, Pour Moi surveyed over 2,000 people in a relationship to uncover exactly what you can expect when finding your soulmate. From discovering how many relationships people had before falling for 'the one,' to asking if the old-fashioned mantra of never sleeping with someone on the first date can finally be **ahem** put to bed. The survey also reveals where in the UK is most open-minded when it comes to getting down

Copy and paste



New 'B plates launched' for drivers who are bad at parking

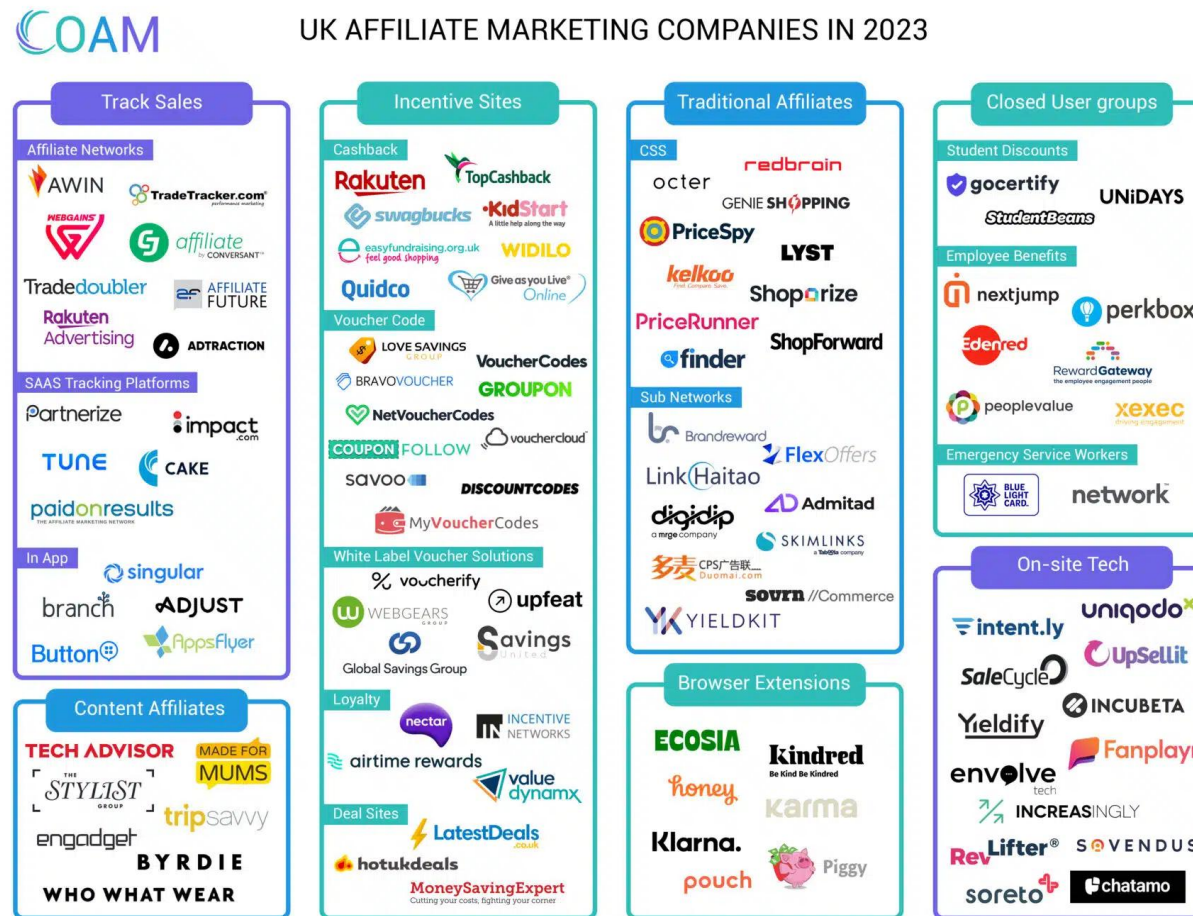
But now, [Scrap Car Comparison](#) has come up with B plates – standing for 'bad parking.'

The launch comes off the back of new research that reveals almost half (48%) of all drivers feel they could benefit from further training or assistance when it comes to their parking.

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Key considerations
when building links
to commercial
pages...

Check which affiliate schemes your client has in place



Maximise internal linking opportunities to ensure target pages are receiving equity from other digital PR tactics



The Top Trending Spa Treatments and Experiences of 2025



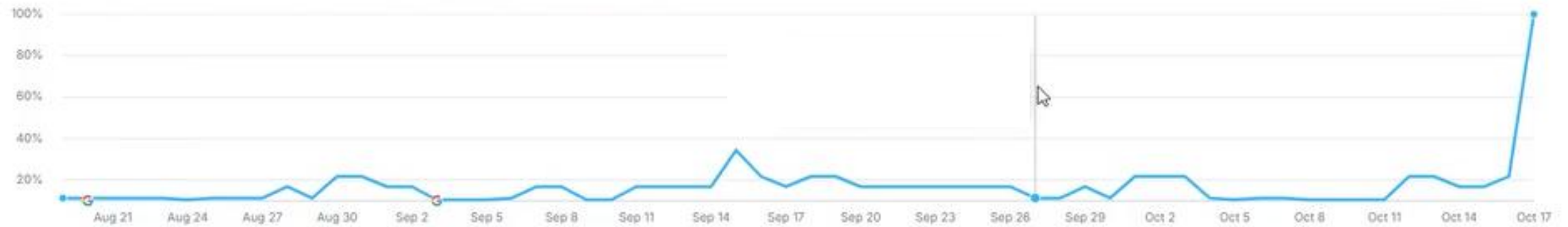
From a relaxing head spa treatment to a detoxing facial, spa treatments and experiences are the perfect way to relax and unwind, embracing some well needed 'me time'. With a new year upon us, and with some more glamorous (and some not-so-glamorous) beauty [experiences](#) and [treatments](#) arising, we wanted to take a closer look into which ones are most in-demand for 2025.

Manage expectations – quality over quantity...



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Manage expectations – quality over quantity...



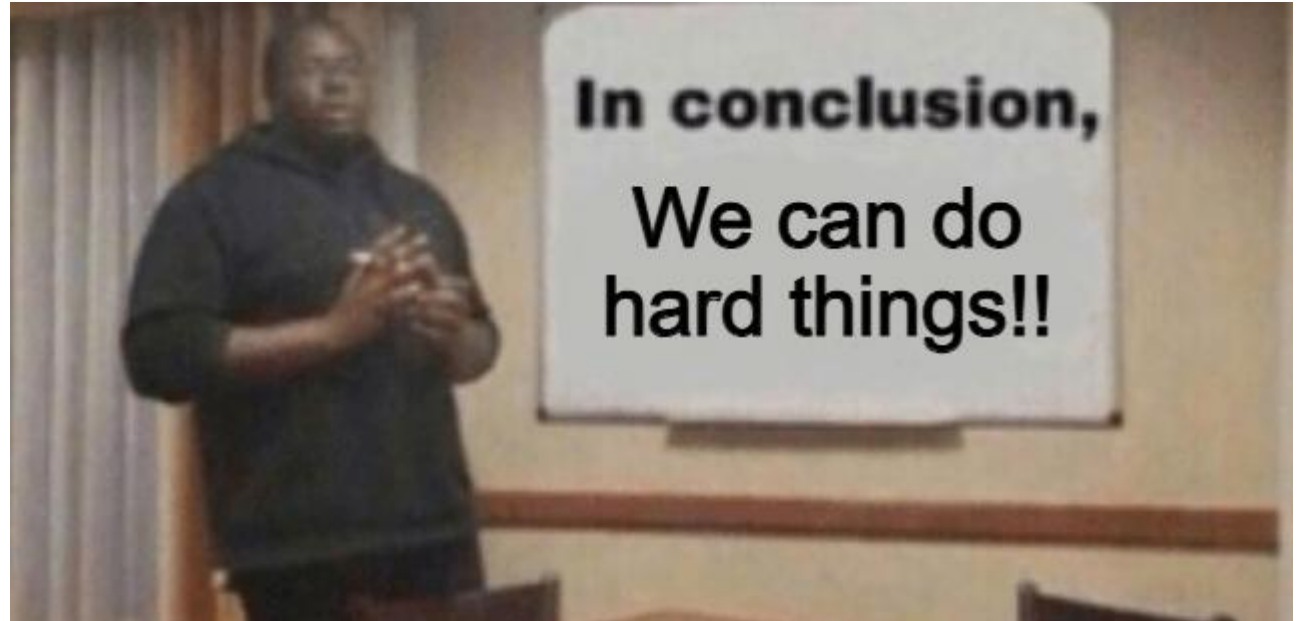
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A reminder of
what we talked
about today...



Key takeaways...

- Preparation is key before any link building activity begins
- Building links to commercial pages is hard, but a range of PR tactics can be used to build links to commercial pages
- Consider affiliate schemes, utilise internal linking and manage expectations – quality over quantity!



Chloe

Daniel

Sophie

Louise

Propellernet

Abi

Sam

James

Nico

Richard



Abi Bennetts

🌞 @abibennetts.bsky.social

33 followers 48 following 0 posts

Digital PR Director | London ✨

abi@propellernet.co.uk

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