

AN EXPERT-BACKED PLAYBOOK

Community Cleanup Link Building

How doing something real in your city earns local links — and what marketing experts say about relationship-driven marketing.

SEO Arcade · Unscripted Podcast Network

seoarcade.com · Expert-backed, not spreadsheet-scaled.

Why this works

Local link building has the same industrialization problem as everything else: buy the same citations your competitors bought and hope Google still counts them. Community cleanup link building takes a different route — you do genuine good in a real place, and the coverage, citations, and .gov links follow.

We sponsor and organize a community cleanup event in your target city, coordinate the nonprofits and logistics, and amplify it into a local link-building campaign. This playbook shows the workflow — and pairs it with verbatim testimony from marketing experts on why real-world, relationship-driven marketing outperforms the digital-only version.

The workflow

1

Pick the city — You name the target market; we scope a community cleanup event about a quarter out.

2

Partner locally — We coordinate nonprofits, the city, volunteers, and logistics on the ground.

3

Amplify it — PR to 100+ US news outlets, local event aggregators, and green-business directories.

4

Run the event — A real-world cleanup under your brand — genuine, geo-relevant, and newsworthy.

5

Recap and content — Event page, photos and video, and a post-event recap on your own site.

6

Local links land — .gov and city-hall links, aggregators, news pickups, and directory citations.

What the experts say

Every quote below is verbatim from a guest on the Unscripted Podcast Network — real practitioners, not marketing copy.

“AI can’t replace that people connection. I market through conversations. I would rather sit down and have lunch with you and talk about how we could partner than run a thousand ads.”

— Kate Hendrickson, Unscripted Small Business

“We over-rotated to digital and forgot what built the reputations that the business thrives on.”

— Matt Tyner, Unscripted Small Business

“Whoever has the bigger footprint and the more people talking about them across the web in a positive way — that is the ultimate be-all and end-all of winning and dominating the SERPs.”

— Rob Bonham, Unscripted SEO Podcast

“You might not change the world, but you’re going to change someone’s world. And that world might just be yours, and that’s totally fine.”

— Luke Mickelson, Unscripted Small Business

“Conversions are what a business owner can feel. They can’t feel more traffic — they can feel more calls, more sales.”

— Drew Dorenfest, Unscripted SEO Podcast

Why these links hold

A cleanup earns links because a real event is genuinely newsworthy and locally relevant — city calendars, local news, and .gov pages link to things that actually happen. It builds the footprint the experts describe, in a place a competitor can’t copy digitally.

Ready to build links that came from something real?

Tell us your city → <https://tidycal.com/unscriptedpodcasts/community-cleanup>
Or see the full process: <https://seoarcade.com/services-local-links-cleanup-events/>