

AN EXPERT-BACKED PLAYBOOK

Podcast-Powered Link Building

Why the best links come from a real conversation — and what 200+ marketing experts told us about it.

SEO Arcade · **Unscripted Podcast Network**

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

Why this works

Most link building sells you the same industrialized tactic in a new wrapper: outreach templates, DR scores, and links from sites that also link to your competitors. When a tactic gets scaled, the signal dies.

Podcast-powered link building works on the opposite principle. A subject-matter expert sits down for a real 45-minute conversation, and the insight it produces is 100% original — something no keyword tool can fake. The links come from people who had a reason to give them. This playbook lays out the workflow and, more importantly, the expert testimony behind it, pulled verbatim from the Unscripted Podcast Network interview library.

The workflow

1

Book the expert — Invite a subject-matter guest (or your client) onto a credible show. Nine of ten say yes.

2

Record the interview — A 45-minute conversation produces original insight and quotable moments.

3

Produce the assets — Show-notes page, a recap post for the guest, two expert articles, branded quote cards.

4

Syndicate everywhere — 30+ podcast directories plus barnacle distribution on LinkedIn, Reddit, and Substack.

5

The guest shares — Their blog, social, and audience point back at content you own.

6

Editorial links land — Show-note, recap, and syndication links from people who wanted to give them.

What the experts say

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

“A podcast appearance is an SEO event. When I guest on a podcast, my name ranks on Spotify within hours. That’s a citation. That’s an entity signal.”

— Jason Wade, Unscripted SEO Podcast

“This podcast — me going on your podcast right now — is way more valuable to me as an SEO agency than going through my content being like, is this too long, is this chunked.”

— Greg Digneo, Unscripted SEO Podcast

“It’s not some stupid third-party metric like DA or DR that matters about whether a link is valuable. What matters is whether it’s relevant.”

— Bradley Benner, Unscripted SEO Podcast

“Whoever has the bigger footprint — more people talking about them across the web in a positive way — wins the SERPs.”

— Rob Bonham, Unscripted SEO Podcast

“Nine out of ten business owners or marketers who have a real business will say yes to a podcast invitation — because they know an interview is a substantial thing.”

— Jeremy Rivera, SEO Arcade

Why these links hold

A podcast link is defensible because it is earned inside relevant, expert content — exactly the associations search engines and language models now reward. It can’t be replicated on a spreadsheet, which is the whole point.

Ready to build links that came from something real?

Schedule a call → <https://tidycal.com/unscriptedpodcasts/podcast-process>

Or see the full process: <https://seoarcade.com/podcast-powered-link-building-service/>