Link-Building Prospect Research

Klimastål.no | Norwegian HVAC & Ventilation

2,011 prospects analysed, filtered and tiered
From raw prospect export to a prioritised outreach list

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Executive summary

Klimastål sells and installs ventilation and climate systems in Norway, so a useful backlink has to come from a site that is both authoritative and relevant to the Norwegian building, HVAC and energy market. I worked through a raw export of **2,011 link prospects** and turned it into a tiered, category-labelled shortlist that can go straight into outreach.

2,011	90	19	81%
prospects reviewed	high-relevance (rating 3+)	Tier 1 priority targets	of rating 3+ are .no domains

Key findings

- **Most of the pool is noise.** 1,422 prospects (71%) carry a relevance rating of 0 or 1, and the median Domain Authority across the whole list is only 11. A raw list like this cannot be worked through as-is.
- **Keyword-based discovery finds far better prospects.** 16.5% of keyword-sourced prospects rated 3 or higher, against 2.5% of competitor-sourced ones, roughly 7x the yield. Competitor backlink data supplied 87% of the volume but mostly generic, high-authority sites with no topical fit.
- **Authority and relevance are different things.** Rating 2 prospects have a median DA of 45, similar to rating 3, yet many are foreign-language Wikipedia editions and global sites with no Norwegian audience. Filtering on DA alone would have pushed these to the top.
- **The best targets are Norwegian ventilation retailers and manufacturers.** 17 of the 19 Tier 1 prospects are .no domains, and the rest are Norwegian-market sites such as Swegon and Norwegian Wikipedia. They include Flexit, Swegon, Enova, Byggmakker, Biltema and Elkjøp.

Deliverable scope

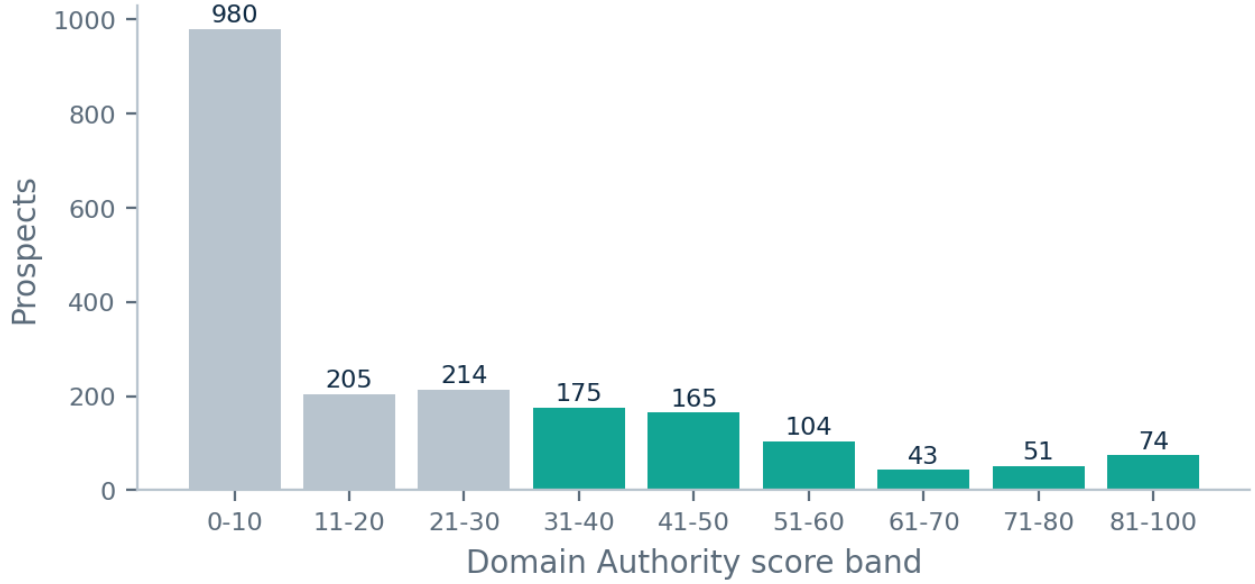
This report covers prospect research and qualification. It does not claim link placements or ranking outcomes; the Comment column in the source file was empty, so no outreach status has been assumed.

1. What the raw data looks like

The export lists one row per domain with an example URL, a Domain Authority (DA) score, a 0-5 relevance rating, the discovery source (keyword-based, competitor-based or both) and a URL type. All 2,011 domains are unique.

Authority is heavily skewed to the low end

1,185 prospects (59%) sit at DA 20 or below. Only 437 (22%) are above DA 40, which is the practical floor for a link that moves rankings.



Relevance rating separates the list far better than DA

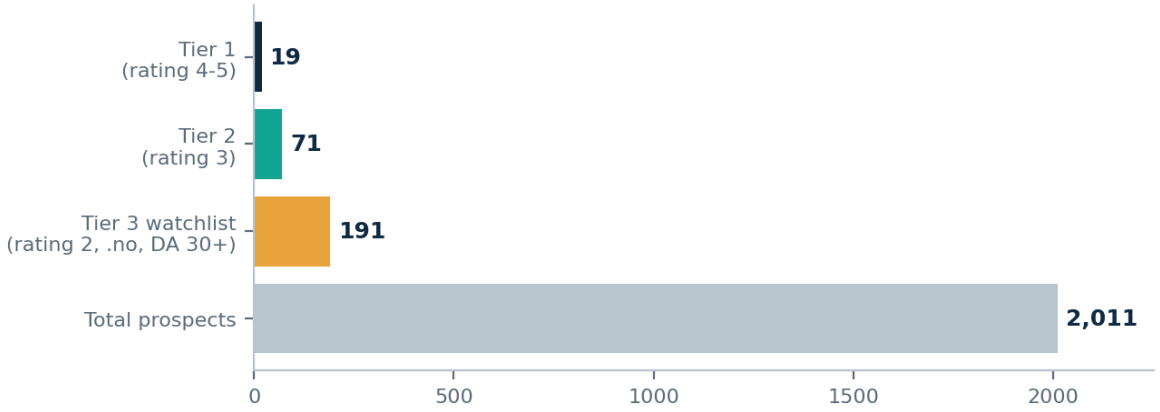
Rating	Prospects	Median DA	Share on .no domains	Reading
0	783	2	23%	Off-topic, low authority
1	639	16	36%	Weak fit, low authority
2	499	45	44%	High authority, mostly off-market
3	71	45	79%	Relevant, mixed authority
4	18	41	94%	Strong topical and market fit
5	1	100	0%	Reference (Norwegian Wikipedia)

Share of Norwegian domains climbs steadily with rating, from 23% at rating 0 to 94% at rating 4, which confirms the rating tracks market relevance and makes it a sound primary filter.

2. Qualification framework

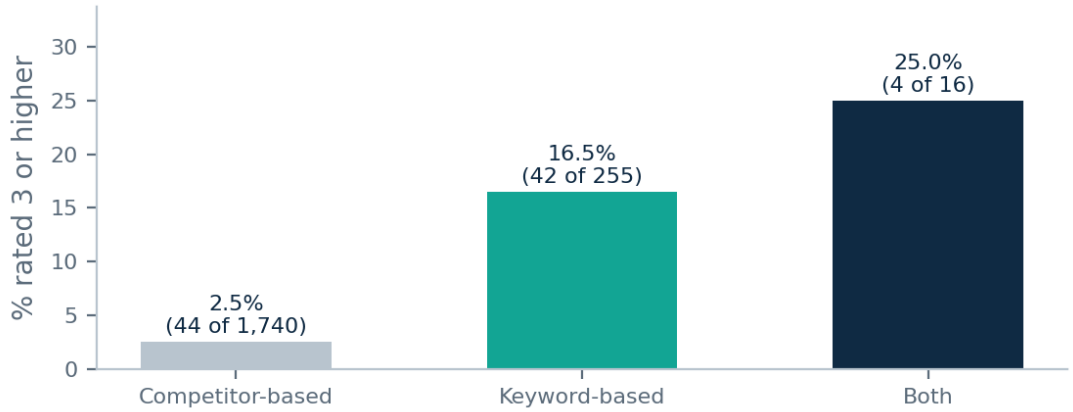
I applied a simple, transparent set of rules so the shortlist can be defended and re-run on new exports.

Tier	Rule	Count	Action
Tier 1	Rating 4-5	19	Personalised outreach first; highest topical and market fit
Tier 2	Rating 3	71	Outreach after Tier 1, sequenced by category and DA
Tier 3	Rating 2, .no domain, DA 30+	191	Watchlist; manual review for editorial or resource-page fit
Tier 4	Everything else	1,730	Deprioritised: off-market, off-topic or low authority



Where prospects came from matters

Prospect yield by discovery method, measured as the share rated 3 or higher:



Takeaway: future prospecting should lead with keyword-based discovery around Norwegian ventilation terms and use competitor data as a secondary source, filtered by market and topic before any DA threshold.

3. Tier 1 priority targets

The 19 prospects rated 4 or 5. 18 were surfaced by keyword-based discovery alone; Norwegian Wikipedia came up through both keyword and competitor discovery. All target the Norwegian market.

#	Domain	Category	DA	Rating	Discovery
1	**no.wikipedia.org**	Wiki & Reference	100	5	keywords + competitors
2	**elkjop.no**	Retail & DIY	63	4	keywords
3	**biltema.no**	Retail & DIY	52	4	keywords
4	**obsbygg.no**	Retail & DIY	51	4	keywords
5	**byggmakker.no**	Retail & DIY	46	4	keywords
6	**byggmax.no**	Retail & DIY	43	4	keywords
7	**tu.no**	News & Media	43	4	keywords + competitors
8	**bauhaus.no**	Retail & DIY	43	4	keywords
9	**enova.no**	Institutions & Associations	42	4	keywords
10	**swegon.com**	Manufacturers & Industry	42	4	keywords
11	**maxbo.no**	Retail & DIY	40	4	keywords
12	**elektroimportoren.no**	Retail & DIY	39	4	keywords
13	**byggern.no**	Retail & DIY	37	4	keywords
14	**byggstart.no**	Manufacturers & Industry	36	4	keywords
15	**flexit.no**	Manufacturers & Industry	35	4	keywords
16	**megaflis.no**	Retail & DIY	35	4	keywords
17	**p.flexit.no**	Manufacturers & Industry	35	4	keywords
18	**byggforsk.no**	Manufacturers & Industry	34	4	keywords
19	**billigvvs.no**	Retail & DIY	33	4	keywords

Reading the list

- **Manufacturer and industry sites** (Flexit, Swegon, Byggforsk, Byggstart): guides and product pages on balanced ventilation. Natural fit for installer or dealer listings and technical resource mentions.
- **Retailers** (Byggmakker, Biltema, Elkjøp, Bauhaus, Maxbo and others): high commercial relevance; partnership, supplier or installer-referral angles.
- **Enova** (DA 42): a public energy-measures guide on balanced ventilation, ideal as a reference-resource target for a data-backed guide from Klimastål.

4. Where the opportunities sit

Categorising the 90 prospects rated 3 or higher shows the mix of outreach angles the campaign needs.



Category	Prospects	Median DA	Suggested approach
Retail & DIY	25.0	41	Supplier, partner and installer-referral pages; co-authored ventilation buying guides.
News & Media	19.0	51	Digital PR and expert commentary on energy use, indoor climate and building regulation.
Institutions & Associations	13.0	45	Resource-page inclusion via a citable, data-backed guide on ventilation and indoor climate.
Manufacturers & Industry	13.0	35	Certified installer or dealer listings; technical resource-page inclusion.
Directories & Data	10.0	48	Business listing and citation consistency (name, address, phone).
Other / Review	7.0	40	Manual review; several are off-topic and likely to be dropped.
Wiki & Reference	3.0	100	Editorial-policy-compliant reference contributions only; links are nofollow, value is discovery.

Approach column is my recommendation for sequencing outreach; it is not a record of work already carried out.

5. Tier 2 prospects (rating 3)

71 prospects, grouped by category and sorted by Domain Authority. Seven are flagged for manual review as likely off-topic.

Domain	Category	DA	Discovery
crunchbase.com	Directories & Data	76	competitors
1881.no	Directories & Data	70	competitors
gulesider.no	Directories & Data	60	keywords + competitors
sitelike.org	Directories & Data	52	competitors
lusha.com	Directories & Data	49	competitors
yumpu.com	Directories & Data	47	competitors
vainu.io	Directories & Data	41	competitors
foretak.io.no	Directories & Data	34	competitors
io.no	Directories & Data	34	competitors
fastbase.com	Directories & Data	32	competitors
vegvesen.no	Institutions & Associations	66	keywords
regjeringen.no	Institutions & Associations	61	competitors
oslomet.no	Institutions & Associations	52	competitors
met.no	Institutions & Associations	52	competitors
uit.no	Institutions & Associations	49	competitors
ssb.no	Institutions & Associations	49	competitors
banenor.no	Institutions & Associations	45	competitors
naaf.no	Institutions & Associations	43	keywords
fn.no	Institutions & Associations	42	competitors
dibk.no	Institutions & Associations	39	keywords
forum.arkivverket.no	Institutions & Associations	39	competitors
cicero.oslo.no	Institutions & Associations	34	competitors
systemair.com	Manufacturers & Industry	43	keywords
bygg.no	Manufacturers & Industry	41	competitors
afry.com	Manufacturers & Industry	41	keywords
gjoerdetselv.com	Manufacturers & Industry	39	keywords
bad.no	Manufacturers & Industry	33	keywords
byggebolig.no	Manufacturers & Industry	32	keywords + competitors
bedre-inneklima.no	Manufacturers & Industry	27	keywords
byggventilasjon.no	Manufacturers & Industry	10	keywords
vg.no	News & Media	80	competitors
yr.no	News & Media	78	competitors
dinside.dagbladet.no	News & Media	76	competitors
nrk.no	News & Media	73	competitors
aftenposten.no	News & Media	66	competitors

Domain	Category	DA	Discovery
nettavisen.no	News & Media	64	competitors
e24.no	News & Media	61	competitors
tek.no	News & Media	55	competitors
dn.no	News & Media	52	competitors
tidsskriftet.no	News & Media	51	competitors
bt.no	News & Media	50	competitors
aftenbladet.no	News & Media	50	competitors
dt.no	News & Media	48	competitors
elbil.no	News & Media	47	competitors
kommunikasjon.ntb.no	News & Media	43	competitors
dagensmedisin.no	News & Media	42	competitors
diskusjon.no	News & Media	37	competitors
nrkbeta.no	News & Media	35	competitors
pulse.microsoft.com	Other / Review	100	competitors
github.com	Other / Review	100	competitors
fjordkraft.no	Other / Review	45	competitors
minskole.no	Other / Review	40	competitors
legazpi.balinkbayan.gov.ph	Other / Review	39	competitors
staypro.no	Other / Review	35	keywords
mee.no	Other / Review	32	keywords
ikea.com	Retail & DIY	97	keywords
clasohlson.com	Retail & DIY	65	keywords
prisjakt.no	Retail & DIY	58	keywords
power.no	Retail & DIY	55	keywords
jula.no	Retail & DIY	48	keywords
komplett.no	Retail & DIY	45	keywords
monter.no	Retail & DIY	41	keywords
xl-bygg.no	Retail & DIY	40	keywords
optimera.no	Retail & DIY	38	keywords
skousen.no	Retail & DIY	36	keywords
bosch-home.no	Retail & DIY	35	keywords
byggtorget.no	Retail & DIY	34	keywords
micromatic.no	Retail & DIY	32	keywords
reservedel.no	Retail & DIY	22	keywords
nn.wikipedia.org	Wiki & Reference	100	competitors
lokalhistoriewiki.no	Wiki & Reference	48	competitors

6. Data quality and next steps

Filtering out high-authority noise

71 prospects with DA 80+ were rated 2 or lower. These include Wikipedia editions in Swedish, Turkish, Arabic, Vietnamese and other languages, plus global health, media and platform sites. They look attractive on authority alone but have no link to the Norwegian ventilation market, so they were excluded from Tiers 1-3.

Recommended next steps

- **Verify Tier 1 pages by hand** before outreach: several example URLs are product or category pages, which suggests a supplier or listing angle rather than editorial links.
- **Work Tier 1 then Tier 2** by category, using the approach guide in section 4 and logging status in the Comment column, which is currently empty.
- **Review the Tier 3 watchlist** for editorial, blog and forum opportunities, where a relevant contribution can earn a link.
- **Re-run prospecting keyword-first** with Norwegian ventilation terms, and apply the market and relevance filters before authority thresholds.
- **Track outcomes** (contacts, replies, live links, referring-domain growth) so the next report can show results as well as research.

Method and tools

Data cleaned and analysed in Python (pandas); charts by matplotlib; tiers and categories assigned by rule and manual classification of the rating 3+ domains. Categories are my own labels, added to the source data.

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