



LazyMetrics

SEO · Content · Digital PR

Sample Placement Report

What this is

A representative sample of editorial placements earned through outreach on client campaigns. Every link below was placed editorially — no private blog networks, no paid link schemes, no directory submissions. Client names and journalist contacts are withheld.

PUBLICATION	DR	SECTOR	PLACEMENT TYPE
Best Life	87	Health & lifestyle	Editorial mention
AskMen	82	Lifestyle	Editorial mention
The Good Men Project	79	Lifestyle	Contributed insight
National Law Review	—	Legal	Expert commentary
Art of Healthy Living	60	Health & wellbeing	Contributed insight
Credihealth	57	Healthcare	Expert commentary

How we earn them

Find the story

We look for what is genuinely newsworthy — data you hold, a trend you can speak to, an expert worth quoting.

Build the asset

Original research or a strong expert angle. Something a publication gains from covering.

Pitch people, not lists

Targeted outreach to journalists who cover your space, with a reason they specifically should care.

Report what it moved

Placements, referring domains, authority shift, and the ranking movement that followed.

Want to see what we could earn for you?

Book a 30-minute strategy call — we will review your current link profile and tell you what is helping, what is hurting, and what it would take.

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