**Backlink Strategy for Pavlok site.  
  
Objective:** Boost Pavlok’s domain authority, trust, and organic search ranking by acquiring high-quality, niche-relevant, and ethical backlinks.

1. **Targeting High-Authority & Relevant Websites**

* **Psychology Today**: A highly trusted resource for behavioral change and mental health articles. Guest posting here can build credibility and backlinks to Pavlok’s content on habit loops and addiction recovery.
* **Lifehack.org**: A productivity-focused site that often features tools and apps to improve life habits. A backlink from a listicle or product feature can drive relevant traffic.
* **Healthline**: Known for medical and wellness content, this platform is a prime candidate for publishing health-based case studies about Pavlok’s impact.
* **Product Hunt**: Listing Pavlok here as a wearable innovation can help drive traffic and encourage community engagement with backlinks.
* **Medium & Quora**: These open platforms offer flexibility to publish authoritative content and insert contextual backlinks to your SEO-focused pages.

1. **Using Smart Link-Building Techniques**

* **Guest Blogging:** Reach out to relevant blogs and propose valuable, original articles around breaking bad habits, with backlinks pointing to pages like /bad-habits.html or /how-it-works.html.
* **Broken Link Building:** Identify outdated or broken links on similar websites, especially on habit-related content, and offer your relevant Pavlok pages as a replacement.
* **Infographic Outreach:** Create visuals explaining concepts like "The Habit Loop" or "Aversion Therapy” and offer these to education or self-improvement blogs in exchange for a credit backlink.
* **Product Reviews & Testimonials**: Contact tech bloggers and lifestyle influencers to review Pavlok, embedding links to core content or product pages.
* **Forum & Community Engagement:** Participate in Reddit threads, Facebook groups, or habit-tracking forums, sharing advice and linking naturally to relevant Pavlok use case articles.

**Social Media Engagement Strategy for Pavlok**

**Objective:   
Platform Selection and Purpose**

* **Instagram** – Ideal for sharing visual success stories, user testimonials, motivational quotes, and product shots. A strong focus on storytelling and lifestyle branding.
* **Twitter / X** – Best for microblogging quick habit tips, engaging in trending productivity discussions, and driving short-form traffic to blog articles.
* **Facebook** – Useful for community-driven interaction, longer posts, polls, and event promotions. Facebook groups are great for support-based habit tracking.
* **LinkedIn** – Targets professionals interested in productivity tools. Ideal for publishing long-form posts about behavioral psychology and habit hacking.
* **YouTube / TikTok** – Best for visual demonstrations of Pavlok in action, habit transformation journeys, tutorials, and “How It Works” videos.

**Measuring Social Impact**

* Use Google Analytics to track referral traffic from social platforms.
* Set up UTM parameters on shared URLs to monitor which posts generate the most clicks.
* Track key metrics: likes, shares, click-through rate, comments, and follower growth.
* Use platform-specific insights like Instagram Insights, and LinkedIn Analytics.
* Integrating Social and SEO.