

MesoWatch.org

Backlink Analysis & Link Building Strategy

Prepared by LEXGRO (LexxlyRank) — January 29, 2026

Executive Summary

Metric	Value	Status
Referring Domains (.org)	164	Growing
Legacy Backlinks (.com)	1,248	Redirect in progress
Broken Links Found	81 (40.5%)	45 redirects generated ✓
Link Value Lost to 404s	43.4%	Being recovered ✓
Link Gap vs Competitors	1,607 domains	Outreach opportunity
Profile Links Missing	23 of 27	Action needed

What We Delivered This Month

- 45 redirect rules generated — recovering ~5,000 points of lost link value
- 1,607 link gap prospects — sites linking to competitors but not you
- 24 resource pages identified — already link to competitors
- 27 profile platforms audited — 23 opportunities identified
- Content gap analysis — 8 topic gaps where competitors earn links
- 70-90 registration link opportunities mapped by tier
- Outreach templates ready for each vertical

Brand Assets Location

All raw data, JSON exports, and outreach templates: mesowatch.org/data/

Competitive Landscape

Competitors have 100x more backlinks — but they're law firm owned. Independence is your edge.

Competitor	Backlinks	Ref Domains	Rank	Owner
mesothelioma.com	139,497	8,647	377	Law firm network
asbestos.com	124,856	15,346	392	Law firm network
maacenter.org	104,324	1,876	309	Law firm
mesotheliomahope.com	18,071	4,637	328	Law firm
mesotheliomahelp.org	9,166	2,049	270	Patient advocacy
MesoWatch.org (you)	~1,400	~650	216	Independent ✓

Your Competitive Advantages (Use in Outreach)

- Independent — Not affiliated with law firms (competitors are lead-gen sites)
- Veteran-Focused — 1 in 3 mesothelioma patients are veterans
- Research-First — Daily clinical trials tracker (unique to you)
- No Sales Pressure — Educational resource, not pushing lawsuits
- Trust Fund Data — Comprehensive state-by-state deadline information

Content Gap Analysis

Content Type	Competitor Links	Your Links	Gap Size
Exposure pages	37,685	4	HUGE — priority
Treatment info	5,660	0	HUGE — priority
Veterans content	4,120	0	HUGE — your niche
Legal resources	2,162	15	Large gap
Symptoms	1,898	0	Large gap
Prognosis	771	0	Medium gap
Clinical trials	195	1	Small gap
Statistics	152	0	Small gap

Link Gap Opportunities — 1,607 Total Prospects

Sites linking to competitors but NOT you — pre-qualified prospects.

Veterans (4 prospects) — YOUR DIFFERENTIATOR

Outreach angle: "Veteran-focused mesothelioma resource, 1 in 3 patients served"

Domain	Rank	Links	Notes
glenwoodlegion.org	131	132	American Legion — veteran health resources
togetherwithveteranstaos.org	51	4	Veteran support organization
racinelegion.org	38	24	Legion post — member resources
military-history.us	35	2	Military history — shipyard exposure angle

Labor/Unions (4 prospects) — HIGH EXPOSURE INDUSTRIES

Outreach angle: "Independent resource for workers exposed to asbestos"

Domain	Rank	Links	Notes
teamsters464.org	122	4	Teamsters local — worker safety resources
getscribeware.com	78	8	Workplace safety software company
ibew1579.org	63	34	Electrical workers — asbestos in old wiring
insulators2.org	60	2	Insulators union — highest exposure trade

Medical Organizations (5 prospects)

Outreach angle: "Independent patient resource, clinical trials tracker"

Domain	Rank	Links	Notes
sk-livingwithlungcancer.blogspot.com	130	241	Lung cancer patient blog
iiar-anticancer.org	120	68	Intl Institute for Anticancer Research
lescavalierescontrelecaner.org	76	4	Cancer organization (French)
appendix-cancer.org	69	27	Cancer patient resource site
lungcancertreatmentstage4.blogspot.com	44	33	Stage 4 lung cancer blog

Link Gap — Academic .edu (16 prospects)

Outreach angle: "Cite our statistics page, link clinical trials tracker"

Domain	Rank	Links	Notes
collegesniche.com	158	42	College resource site
tvetcollegesportal.co.za	132	22	Technical colleges (South Africa)
ccacademy.edu	80	2	Academic institution
uab.edu	80	68	Univ of Alabama Birmingham — public health
umb.edu	72	4	UMass Boston — health resources
collegeboard.org	53	1	College Board
postgradoune.edu.pe	51	11	Graduate school (Peru)
uni.edu.pe	44	2	National university (Peru)
aulaperu.edu.pe	43	9	Education platform (Peru)
wisc.edu	33	6	Univ of Wisconsin — occupational health
nn.edu.pe	30	6	Education (Peru)
acu.edu	29	3	Abilene Christian University
ucmo.edu	27	25	Univ of Central Missouri
utexas.edu	25	9	UT Austin — environmental health
wustl.edu	23	1	Washington Univ St Louis

Resource Page Opportunities (24 pages)

These pages ALREADY link to your competitors — request inclusion.

URL	Domain	Rank
windandwatercatholic.org/resources/	Catholic org	161
bustmold.com/resources/about-asbestos/	Asbestos info	139
supportforstepdads.com/blog/.../men-and-lung-cancer	Health blog	114
benchmarkrecycling.com/links.html	Industry links	113
larryinspects.com/home-inspection-resources/	Inspector resources	113
sumanasretreat.org/pAGES/resources.htm	Organization	113
gck.org/resources/	Organization	104
americanlegionpost189.org/post/links	Legion — veteran	89
marthahilliardrealestate.com/guide-to-asbestos	Real estate	78
avavets.com/.../militarys-use-of-asbestos/	Veteran info	78
thenamproject.com/links/	Organization	78
nfbkentuckyad.org/resources.html	Organization	78
moalpost21.org/resources.html	Legion post	78
vfwhobesound.org/informationforveterans	VFW Post	78
archi-qs.com.au/blog/what-is-asbestos/	Architecture	78
swiamhds.com/resources/mesotheliomacom	Health org	78
miloandmoxie.org/resources/	Patient resources	62
covidplan.info/resources/...	Health info	59
naleast.com/helpful-links/	Organization	58
asbestosremovalsmariborough.co.nz/resources/	Asbestos removal	58

Profile Link Opportunities

Current: 4 existing, 23 missing. 70-90 total opportunities across all tiers.

Existing Profiles ✓

Platform	DA	Status
YouTube	99	Active ✓
LinkedIn	98	Active ✓
Facebook	96	Active ✓
Pinterest	94	Active ✓

Tier 1: Create Immediately (DA 90+)

Platform	DA	Type	Action
Reddit	97	Community	Create profile, participate in r/cancer, r/asbestoshelp
Medium	96	Content	Create publication, republish articles
Twitter/X	94	Social	Create profile, bio link, share research
Quora	93	Q&A;	Answer mesothelioma questions
USA.gov	92	Government	Submit as health resource
Healthline	92	Health	Partner directory listing
Crunchbase	91	Directory	Organization listing
BBB	90	Trust	Business registration
MedlinePlus	90	NIH	Submit to health topics

Tier 2: Medical, Veterans & Legal (DA 50-70)

Platform	DA	Type	Action
VA.gov	85	Government	Veteran resource submission
OSHA	82	Government	Outreach partner listing
NIOSH (CDC)	78	Government	Health resource submission
Military.com	74	Veterans	Partner/resource listing
Justia	73	Legal	Legal resource directory
Military OneSource	72	DoD	Health resource submission
FindLaw	71	Legal	Consumer resources section
Nolo	68	Legal	Resource/partner directory
American Legion	68	Veterans	Community resource listing
Cancer.net (ASCO)	67	Medical	Patient resource submission
Avvo	66	Legal Q&A;	Answer questions, create profile
DAV	64	Veterans	Resource partner listing
VFW	62	Veterans	Resource directory listing
LUNGevity	55	Cancer org	Partner listing
GO2 Foundation	54	Lung cancer	Community partner

Profile Links — Tier 3: Unions & Industry (DA 30-50)

Critical for your niche — workers in these trades have highest asbestos exposure.

Platform	DA	Type	Notes
AFL-CIO	62	Labor Federation	Worker safety resource
Maritime Administration	58	Government	Maritime health resources
AGC of America	58	Construction	Safety resource listing
United Steelworkers	55	Union	Health resource for members
Navy League	52	Naval org	Navy veteran focus — shipyard
IBEW (Electricians)	52	Union	Safety resource listing
Cure Meso (MARF)	48	Meso-specific	Research partner listing
LIUNA (Laborers)	48	Union	Member health resource
NRCA (Roofing)	48	Roofing	Asbestos safety resource
SMACNA (Sheet Metal)	45	HVAC	Occupational health
Sheet Metal Workers	45	Union	Occupational health resource
Shipbuilders Council	42	Industry	Worker health resource
Boilermakers	42	Union	HIGH exposure trade
Insulators Union	40	Union	HIGHEST asbestos exposure trade

Tier 4: Content Syndication (Ongoing)

Platform	DA	Requirement	Notes
Medium	96	Original articles	Republish blog posts with canonical
LinkedIn Articles	98	Professional content	Publish statistics, guides
Vocal.media	72	Stories	Health/awareness content
HubPages	68	In-depth articles	Medical explainers
PR Newswire	92	Paid PR	Major news announcements
PRWeb	73	Mid-tier PR	Content updates

Outreach Strategy & Templates

Link Building Methods

- Resource Page Inclusion — Request addition to existing pages that link to competitors
- Link Insertion — Reach out to sites with relevant content, offer your page as resource
- Broken Link Replacement — Find broken competitor links, offer your content as replacement
- Profile Creation — Build presence on high-DA platforms with backlinks to site
- Guest Posting — Contribute expert content to medical/veteran/union publications
- Digital PR — Pitch newsworthy content (statistics, research) to health journalists

How We Work With Your Team

- Weekly outreach batches — 20-30 personalized emails per week
- Shared tracking spreadsheet — All prospects, status, follow-ups in Google Sheet
- Content requests — If we identify content gaps, we brief your team on what to create
- Monthly reporting — Links acquired, DA changes, next month priorities
- Quarterly audits — Full re-run of backlink audit, competitor analysis, strategy refresh

Outreach Email Templates (Full versions at mesowatch.org/data/)

Template 1: Resource Page Inclusion

"Hi [Name], I found your [resource page] while researching mesothelioma resources. Great collection! I noticed you link to [competitor] — we've created an independent alternative at MesoWatch.org that might complement your list. Unlike law firm sites, we're purely educational with a daily clinical trials tracker. Would you consider adding us?"

Template 2: Veteran Organization

"Hi [Name], 1 in 3 mesothelioma patients are veterans, and we've built a resource specifically for them at MesoWatch.org. Unlike most mesothelioma sites (which are law firm owned), we're independent and focused on VA benefits, shipyard exposure, and treatment resources. No sales pressure — just education. We'd be honored to be included in your member resources."

Template 3: Union/Labor Organization

"Hi [Name], [Trade] workers have among the highest rates of asbestos exposure in America. We've built a free resource at MesoWatch.org specifically for workers and their families — independent, occupation-specific exposure info, no sales tactics. Would you consider sharing with your members? In solidarity, [Name]"

Template 4: Academic/Medical

"Hi [Name], I'm reaching out from MesoWatch, an independent mesothelioma patient education resource. We maintain a daily-updated clinical trials tracker and medically-reviewed treatment information. All content reviewed by oncologists, no law firm affiliation. Would you consider linking to our statistics page as a citation source?"

90-Day Action Plan

Week 1-2: Foundation

Task	Owner	Status
Deploy 45 Netlify redirects	Dev	Ready — file in /data/backlinks/
Create Reddit profile + participate	Marketing	Pending
Create Medium publication	Marketing	Pending
Create Twitter/X profile	Marketing	Pending
Create Quora profile + answer questions	Marketing	Pending
Create Crunchbase listing	Marketing	Pending
Register with BBB	Marketing	Pending
Submit to MedlinePlus	Marketing	Pending

Week 3-4: Outreach Launch

Task	Owner	Target
Veteran organization outreach	LEXGRO	4 sites (glenwoodlegion, etc.)
Labor union outreach	LEXGRO	4 sites (teamsters464, ibew, etc.)
Resource page requests	LEXGRO	10 pages from list
Submit to VA.gov	Marketing	Veteran resource listing
Submit to Military.com	Marketing	Partner listing
American Legion/VFW/DAV outreach	LEXGRO	3 organizations

Month 2: Scale Outreach

Task	Owner	Target
Academic (.edu) outreach	LEXGRO	16 sites from list
Medical organization outreach	LEXGRO	5 sites (iiar-anticancer, etc.)
Cancer org partnerships	LEXGRO	LUNGevery, GO2, Cancer.net
Legal directory submissions	Marketing	Justia, FindLaw, Nolo, Avvo
Create linkable exposure content	Content	1 pillar page (37K competitor links)
Create linkable veterans content	Content	1 pillar page (4K competitor links)

Month 3: Content + Ongoing

- Enhance statistics page for .edu citations (152 competitor links)
- Create symptoms content (1,898 competitor links)
- Create treatment content (5,660 competitor links)
- Union outreach: Insulators, Boilermakers, LIUNA, Sheet Metal
- State bar association submissions (all 50 states)
- Monthly backlink audit and competitor monitoring
- Continue outreach (20-30 emails/week)

Success Metrics

Metric	Current	30-Day	60-Day	90-Day
Referring Domains	164	185	215	250+
Profile Links	4	10	15	20+
Link Gap Closed	0	15	35	50+
Broken Links Fixed	0	45	45	45
Resource Pages	0	5	12	20+

Estimated Impact by Tier

Tier	# Links	DA Range	Timeline
Tier 1 (Foundation)	15-20	DA 80-99	1-2 weeks
Tier 2 (Medical/Veterans/Legal)	25-30	DA 50-70	2-3 weeks
Tier 3 (Unions/Industry)	30-40	DA 30-50	3-4 weeks
Tier 4 (Content Syndication)	Ongoing	DA 50-95	Continuous
TOTAL	70-90+	Mixed	90 days

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