



# SFTL - Backlinks

Todos os grupos

# Table of contents

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<b>Todos os grupos</b>	<b>4</b>
<b>Análise do período</b>	<b>4</b>
<b>Grupo 1</b>	<b>8</b>
Backlink Audit: Summary	8
Backlink Audit: Domains by Toxic Score	9
Backlink Audit: Anchor Types	9
Backlink Audit: Top Anchors	9
Backlink Audit: Follow vs Nofollow	9
<b>Grupo 2</b>	<b>10</b>
Backlink Audit: Summary	10
Backlink Audit: Domains by Toxic Score	10
Backlink Audit: Anchor Types	10
Backlink Audit: Follow vs Nofollow	11
<b>Grupo 3</b>	<b>11</b>
Backlink Audit: Summary	11
Backlink Audit: Domains by Toxic Score	11
Backlink Audit: Anchor Types	11
Backlink Audit: Top Anchors	12
Backlink Audit: Follow vs Nofollow	12
<b>Grupo 4</b>	<b>12</b>
Backlink Audit: Summary	12
Backlink Audit: Domains by Toxic Score	13
Backlink Audit: Anchor Types	13
Backlink Audit: Top Anchors	13
Backlink Audit: Follow vs Nofollow	14
<b>Grupo 5</b>	<b>14</b>
Backlink Audit: Summary	14
Backlink Audit: Domains by Toxic Score	14
Backlink Audit: Anchor Types	14
Backlink Audit: Top Anchors	15
Backlink Audit: Follow vs Nofollow	15
<b>Grupo 6</b>	<b>15</b>
Backlink Audit: Summary	15
Backlink Audit: Domains by Toxic Score	16

Backlink Audit: Anchor Types.....	16
Backlink Audit: Top Anchors.....	16
Backlink Audit: Follow vs Nofollow.....	17
<b>Grupo 7.....</b>	<b>17</b>
Backlink Audit: Summary.....	17
Backlink Audit: Anchor Types.....	17
Backlink Audit: Top Anchors.....	17
Backlink Audit: Follow vs Nofollow.....	18

## Todos os grupos

### Análise do período

#### Grupo 1 — Argentina, Uruguai e Chile

- **Domínios de referência:** 251 (+35 novos, 9 quebrados, 1 perdido)
- **Backlinks analisados:** 1.402
- **Toxicidade:** 0% tóxicos, 29% potencialmente tóxicos, 71% não tóxicos.
- **Âncoras predominantes:** 65% de marca, 6% money, 4% compound.
- **Follow x Nofollow:** 94,3% follow, 5,7% nofollow.

#### Leitura:

O grupo mantém perfil saudável, mas exige monitoramento de links potencialmente tóxicos. Presença forte de âncoras de marca garante consistência, porém há necessidade de diversificação com links educativos.

#### Grupo 2 — Brasil, Paraguai e Bolívia

- **Domínios de referência:** 252 (+35 novos, 10 quebrados, 1 perdido)
- **Backlinks analisados:** 1.145
- **Toxicidade:** 26% potencialmente tóxicos, 74% não tóxicos.
- **Âncoras predominantes:** solvefortomorrowlatam.com (18,5%), Solve for Tomorrow Latam (10,1%), plataforma web (8,5%).
- **Follow x Nofollow:** 92,9% follow, 7,1% nofollow.

#### Leitura:

Aumento de domínios, mas com leve alta de links potencialmente tóxicos. Recomendado reforçar links de qualidade em sites educacionais no Brasil e Bolívia.

### Grupo 3 — Peru, Equador e Colômbia

- **Domínios de referência:** 252 (+35 novos, 9 quebrados, 1 perdido)
- **Backlinks analisados:** 1.138
- **Toxicidade:** 28% potencialmente tóxicos, 72% não tóxicos.
- **Âncoras predominantes:** 69% de marca, 4% money, 3% compound.
- **Follow x Nofollow:** 93% follow, 7% nofollow.

#### Leitura:

Perfil estável, mas com percentual considerável de links de baixa qualidade. É crucial focar em backlinks de universidades e ONGs regionais para melhorar autoridade.

### Grupo 4 — Venezuela, Panamá e Costa Rica

- **Domínios de referência:** 252 (+35 novos, 9 quebrados, 1 perdido)
- **Backlinks analisados:** 1.147
- **Toxicidade:** 28% potencialmente tóxicos, 72% não tóxicos.
- **Âncoras predominantes:** 69% de marca, 4% money.
- **Follow x Nofollow:** 92,9% follow, 7,1% nofollow.

#### Leitura:

Manutenção do perfil, sem aumento expressivo de links. O reforço de backlinks locais pode melhorar a competitividade, sobretudo no Panamá.

### Grupo 5 — Nicarágua, El Salvador e Honduras

- **Domínios de referência:** 253 (+35 novos, 9 quebrados, 1 perdido)
- **Backlinks analisados:** 1.150
- **Toxicidade:** 29% potencialmente tóxicos, 71% não tóxicos.
- **Âncoras predominantes:** solvefortomorrowlatam.com (22,2%), Solve for Tomorrow Latam (11,5%), plataforma web (10,3%).

- **Follow x Nofollow:** 93% follow, 7% nofollow.

### Leitura:

Perfil similar ao Grupo 4, mas com necessidade urgente de diversificação de âncoras e redução de links potencialmente tóxicos.

## Grupo 6 — República Dominicana, Belize e Guatemala

- **Domínios de referência:** 254 (+35 novos, 9 quebrados, 1 perdido)
- **Backlinks analisados:** 1.152
- **Toxicidade:** 29% potencialmente tóxicos, 71% não tóxicos.
- **Âncoras predominantes:** 68% de marca.
- **Follow x Nofollow:** 93% follow, 7% nofollow.

### Leitura:

Leve aumento de domínios, mas sem impacto significativo. Há espaço para crescimento de links de alta autoridade locais.

## Grupo 7 — México

- **Domínios de referência:** 233 (+35 novos, 5 quebrados, 1 perdido)
- **Backlinks analisados:** 1.095
- **Toxicidade:** 29% potencialmente tóxicos, 71% não tóxicos.
- **Âncoras predominantes:** solvefortomorrowlatam.com (22,6%), Solve for Tomorrow Latam (12%), plataforma web (10,9%).
- **Follow x Nofollow:** 93,5% follow, 6,5% nofollow.

### Leitura:

O México tem o menor número de domínios ativos, precisando aumentar backlinks regionais e melhorar diversidade de âncoras.

## Conclusão Geral

- **Backlinks** apresentaram leve crescimento no número de domínios em quase todos os grupos, mas com **manutenção do risco médio de toxicidade (28%–29%)**.
- Predomínio de âncoras de marca garante consistência, mas limita expansão semântica.
- Recomenda-se **reforçar aquisição de links educativos e institucionais** e monitorar os links potencialmente tóxicos.

## Adendo SEO – AI Search (Backlinks SFTL Agosto/2025)

Para além da auditoria técnica, os backlinks também precisam ser pensados sob a ótica de **AI Search**, já que LLMs priorizam fontes de autoridade diversificada e contextual.

### 1. Diversificação de Âncoras

- Reduzir a concentração em **termos de marca** (solvefortomorrowlatam.com, Solve for Tomorrow Latam).
- Ampliar o uso de âncoras **temáticas e educacionais**, como *STEM, aprendizagem baseada em projetos, ciência e tecnologia na educação*.
- Incluir **cauda longa contextual**: ex. *biofiltro escolar STEM, robótica educacional Latinoamérica, projetos sustentáveis em escolas*.

### 2. Autoridade Semântica para AI Search

- AI Search tende a priorizar **fontes variadas de alta credibilidade**.
- Reforçar links em:
  - **Universidades** (projetos de extensão, publicações científicas).
  - **ONGs educacionais** (regionais e internacionais).
  - **Portais de notícias de educação e ciência**.
- Objetivo: sinalizar ao algoritmo que o SFTL não é só uma marca, mas uma **referência em STEM educacional**.

### 3. Backlinks Estruturados para Crawlers de IA

- Sempre que possível, buscar links vindos de páginas com **schema implementado** (ex.: Article, CreativeWork, EducationalOrganization).

- Esses backlinks “estruturados” aumentam a probabilidade de indexação favorável em **datasets de IA**.
- Ver guia ? <https://adrock.com.br/blog/checklist-schema-seo-para-ia-e-google-2025>

#### 4. Estratégia Regionalizada

- Países com menor número de domínios (ex.: **México, Bolívia, Nicarágua**) devem ser prioridade em **ações de outreach**.
- Desenvolver materiais prontos para publicação em portais locais (artigos curtos, press releases de resultados, estudos de caso em STEM).
- Ganho: além de diversificar âncoras, amplia-se a **representatividade regional no dataset da IA**.

#### 5. Integração com llms.txt e ai-dataset.json

- Referenciar no **ai-dataset.json** não apenas conteúdos, mas também **principais backlinks institucionais** (ex.: links de universidades, parceiros oficiais).
- Isso fornece contexto adicional para crawlers de IA que analisam relações de autoridade.
- Detalhes no guia ? <https://adrock.com.br/blog/llms-txt-ai-dataset-sites-jornalistico>

## Grupo 1

**Project name:** SFT - Latam - Grupo 1

**Project scope:** www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com)

**Last update:** Aug 27, 2025

**Report scope:** All links

### Backlink Audit: Summary

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Overall Toxic Score

**LOW**

Referring Domains

**245**

Analyzed Backlinks

**1,384**

new	6
broken	7
lost	6

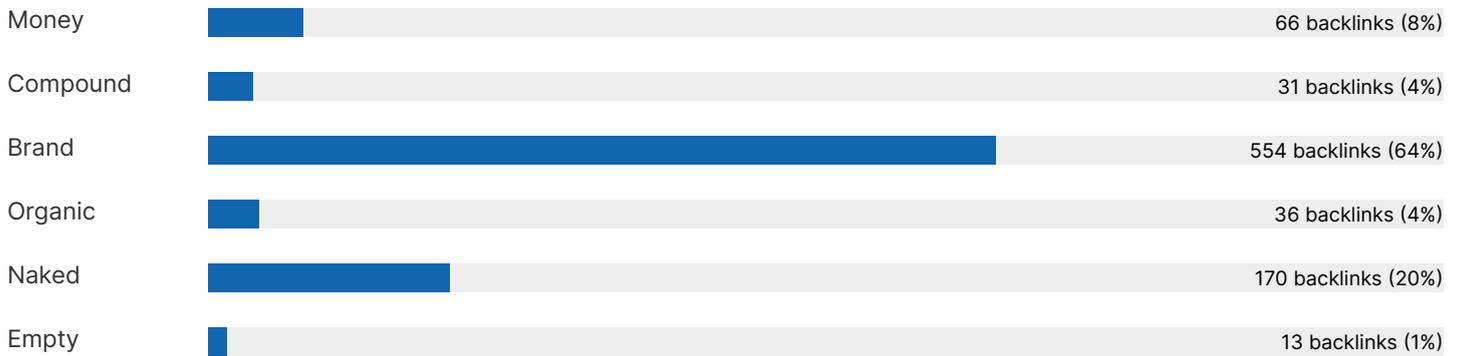
## Backlink Audit: Domains by Toxic Score

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



## Backlink Audit: Anchor Types

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



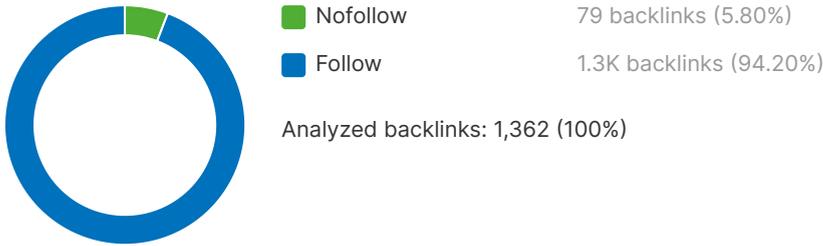
## Backlink Audit: Top Anchors

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Anchor	Percentage	Backlinks
<a href="https://www.solvefortomorrowlatam.com">solvefortomorrowlatam.com</a>	18.3%	253
<a href="#">Solve for Tomorrow Latam</a>	9.9%	137
<a href="#">Solve for Tomorrow LATAM</a>	8.7%	120
<a href="#">plataforma web</a>	8.6%	119
<a href="https://solvefortomorrowlatam.com/es/">https://solvefortomorrowlatam.com/es/</a>	4.6%	63
<a href="https://solvefortomorrowlatam.com/">https://solvefortomorrowlatam.com/</a>	4.6%	63
<a href="#">www.</a>	2%	28

## Backlink Audit: Follow vs Nofollow

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



## Grupo 2

**Project name:** SFT - Latam - Grupo 2  
**Project scope:** www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com)  
**Last update:** Aug 27, 2025  
**Report scope:** All links

### Backlink Audit: Summary

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Overall Toxic Score	Referring Domains	Analyzed Backlinks
<b>LOW</b>	<b>246</b>	<b>1,126</b>
	new 6	
	broken 8	
	lost 6	

### Backlink Audit: Domains by Toxic Score

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



### Backlink Audit: Anchor Types

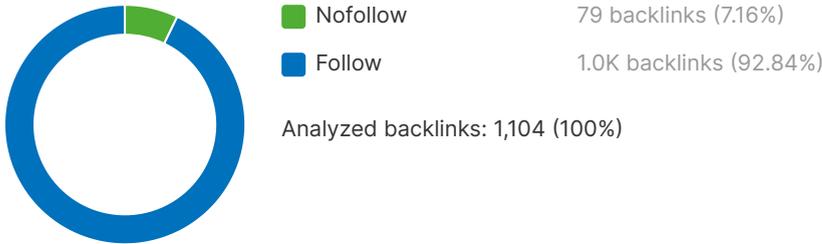
Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025





### Backlink Audit: Follow vs Nofollow

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



## Grupo 3

**Project name:** SFT - Latam - Grupo 3  
**Project scope:** www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com)  
**Last update:** Aug 27, 2025  
**Report scope:** All links

### Backlink Audit: Summary

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Overall Toxic Score	Referring Domains	Analyzed Backlinks
<b>LOW</b>	<b>246</b>	<b>1,119</b>
	new 6	
	broken 7	
	lost 6	

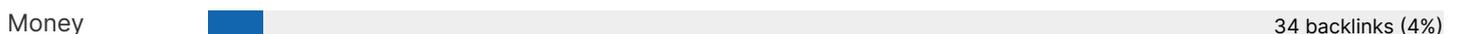
### Backlink Audit: Domains by Toxic Score

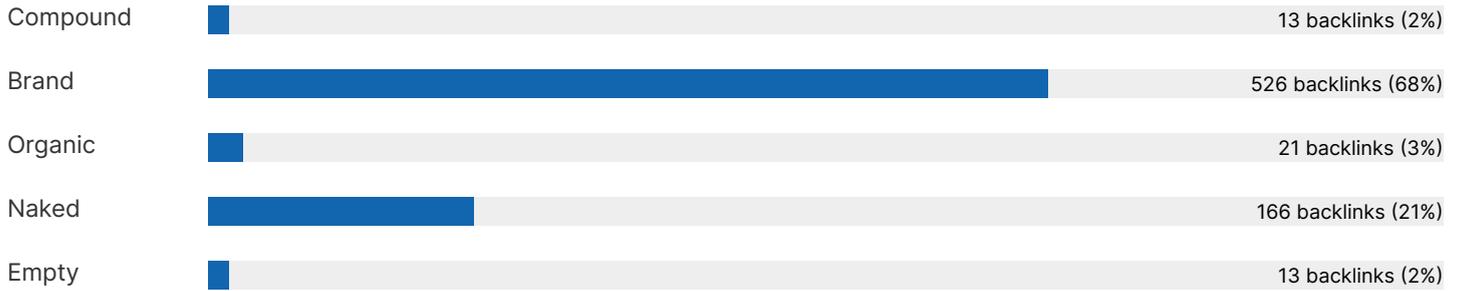
Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



### Backlink Audit: Anchor Types

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025





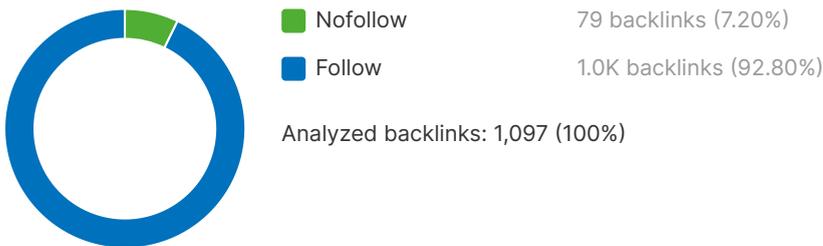
### Backlink Audit: Top Anchors

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Anchor	Percentage	Backlinks
solvefortomorrowlatam.com	21.9%	245
Solve for Tomorrow Latam	11.3%	127
Solve for Tomorrow LATAM	10.7%	120
plataforma web	10.6%	119
https://solvefortomorrowlatam.com/es/	5.5%	62
https://solvefortomorrowlatam.com/	5.4%	60
www.	2.5%	28

### Backlink Audit: Follow vs Nofollow

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



## Grupo 4

**Project name:** SFT - Latam - Grupo 4

**Project scope:** www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com)

**Last update:** Aug 27, 2025

**Report scope:** All links

### Backlink Audit: Summary

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Overall Toxic Score

**LOW**

Referring Domains

**246**

Analyzed Backlinks

**1,128**

new 6  
broken 7  
lost 6

### Backlink Audit: Domains by Toxic Score

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



**1%** toxic (3)    **23%** potentially toxic (59)    **76%** non-toxic (184)

### Backlink Audit: Anchor Types

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Money		34 backlinks (4%)
Compound		13 backlinks (2%)
Brand		529 backlinks (68%)
Organic		21 backlinks (3%)
Naked		172 backlinks (22%)
Empty		13 backlinks (2%)

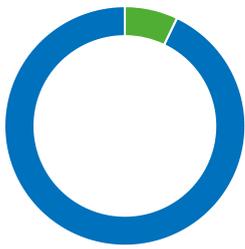
### Backlink Audit: Top Anchors

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Anchor	Percentage	Backlinks
solvefortomorrowlatam.com	22%	248
Solve for Tomorrow Latam	11.3%	127
Solve for Tomorrow LATAM	10.6%	120
plataforma web	10.5%	119
https://solvefortomorrowlatam.com/es/	5.8%	65
https://solvefortomorrowlatam.com/	5.6%	63
www.	2.5%	28

## Backlink Audit: Follow vs Nofollow

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



**Nofollow** 79 backlinks (7.14%)  
**Follow** 1.0K backlinks (92.86%)

Analyzed backlinks: 1,106 (100%)

## Grupo 5

**Project name:** SFT - Latam - Grupo 5

**Project scope:** www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com)

**Last update:** Aug 27, 2025

**Report scope:** All links

## Backlink Audit: Summary

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Overall Toxic Score

**LOW**

Referring Domains

**247**

Analyzed Backlinks

**1,131**

new 6  
 broken 7  
 lost 6

## Backlink Audit: Domains by Toxic Score

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



**1%** toxic (3) **24%** potentially toxic (60)

**75%** non-toxic (184)

## Backlink Audit: Anchor Types

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025





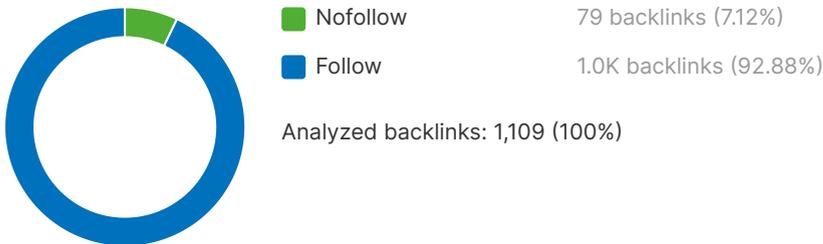
### Backlink Audit: Top Anchors

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Anchor	Percentage	Backlinks
solvefortomorrowlatam.com	21.9%	248
Solve for Tomorrow Latam	11.2%	127
Solve for Tomorrow LATAM	10.6%	120
plataforma web	10.5%	119
https://solvefortomorrowlatam.com/es/	6%	68
https://solvefortomorrowlatam.com/	5.6%	63
www.	2.5%	28

### Backlink Audit: Follow vs Nofollow

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



## Grupo 6

**Project name:** SFT - Latam - Grupo 6

**Project scope:** www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com)

**Last update:** Aug 27, 2025

**Report scope:** All links

### Backlink Audit: Summary

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Overall Toxic Score

**LOW**

Referring Domains

**248**

Analyzed Backlinks

**1,133**

new 6  
broken 7  
lost 6

### Backlink Audit: Domains by Toxic Score

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



**1%** toxic (3)    **24%** potentially toxic (60)    **75%** non-toxic (185)

### Backlink Audit: Anchor Types

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Money		34 backlinks (4%)
Compound		13 backlinks (2%)
Brand		530 backlinks (67%)
Organic		21 backlinks (3%)
Naked		176 backlinks (22%)
Empty		13 backlinks (2%)

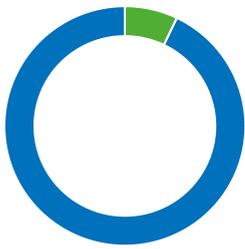
### Backlink Audit: Top Anchors

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Anchor	Percentage	Backlinks
solvefortomorrowlatam.com	22%	249
Solve for Tomorrow Latam	11.2%	127
Solve for Tomorrow LATAM	10.6%	120
plataforma web	10.5%	119
https://solvefortomorrowlatam.com/es/	6.1%	69
https://solvefortomorrowlatam.com/	5.6%	63
www.	2.5%	28

## Backlink Audit: Follow vs Nofollow

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



■ Nofollow 79 backlinks (7.11%)  
■ Follow 1.0K backlinks (92.89%)

Analyzed backlinks: 1,111 (100%)

## Grupo 7

**Project name:** SFT - Latam - Grupo 7

**Project scope:** www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com)

**Last update:** Aug 27, 2025

**Report scope:** All links

### Backlink Audit: Summary

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Overall Toxic Score

**LOW**

Referring Domains

**227**

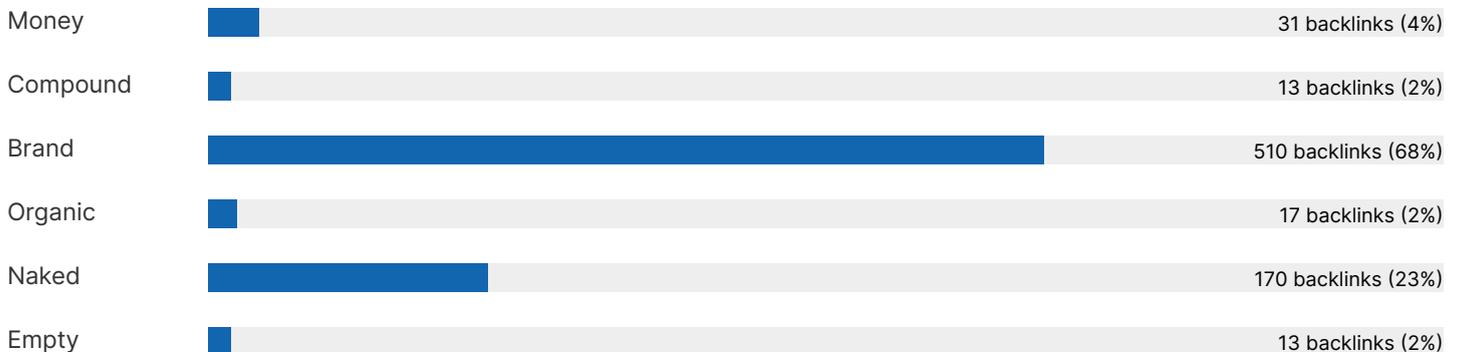
Analyzed Backlinks

**1,077**

new 6  
 broken 7  
 lost 6

### Backlink Audit: Anchor Types

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025



### Backlink Audit: Top Anchors

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

Anchor	Percentage	Backlinks
solvefortomorrowlatam.com	22.4%	241
Solve for Tomorrow Latam	11.7%	126
plataforma web	11%	119
Solve for Tomorrow LATAM	10.2%	110
https://solvefortomorrowlatam.com/es/	6.3%	68
https://solvefortomorrowlatam.com/	5.6%	60
www.	2.6%	28

### Backlink Audit: Follow vs Nofollow

Project Scope: www & non-www version (www.solvefortomorrowlatam.com & solvefortomorrowlatam.com) | Report Scope: All links | Last update: Aug 27, 2025

