

1) 2 ideas for linkable assets for an Ecommerce store selling t-shirts:

- T-shirt design to target a very specific and passionate group/niche that will wow them and will have a chance to get shared around in that community
- Create an extra-funny t-shirt design that will be so good that it evokes an emotional response that will get people to want to share it and feature it on their site

2) 2 ideas for linkable assets if an SEO marketing business:

- Create a very comprehensive guide to do something complicated in SEO so that your guide will be one out of very few other articles on this topic - that will get links because people will use it as an authoritative reference
- Post client case studies of how they grew after you applied new and current SEO tactics. That will stand out and make people want the same results for themselves.