



Step by Step Worksheet to Do Email Outreach For Link Building

There are several process to finding links

Process 1: Competitor Checkup

- Go to ahrefs.com
- Plug your competitor url in the search box and then hit the search.
- Check their backlink profiles and try to find out backlinks where you can reach out to.
- Collect such sites email/contact address
- Finally reach out to them by using following email template.

You want to send out this email as yourself.

Subject: *[insert first name of website owner]*, i think i'm in love with you

I hope I didn't freak you out by my subject line, but I'm really in love with you. Don't worry, it's not in a creepy way. What I mean is I'm in love with your website *[insert their website name]*.

You probably get tons of people everyday who are in love with *[insert website name]*, so I won't bore you with my reasons. Instead, I thought I could show you some appreciation by giving you some feedback on how you can improve your website.

1. *Insert suggestion #1*
2. *Insert suggestion #2*

And if you are wondering how you can repay your biggest fan, feel free to link to my website *[insert URL]*. 😊

Ah... just kidding, you've already done enough for me by making *[insert their website name]* so awesome!

Cheers,

[insert your name]

PS: If you do happen to link to my website *[insert URL]*, it will seriously make my year! Maybe even decade!

Process 2: Basic Google Search

- Use the google operator *intitle:"keyword" inurl:"links"*
- You'll find a list of potential URLs where you can reach out.
- Check the URLs and try to identify link earning possibilities.
- If you find any, then try to find a way to contact the website owner. It can be via email, website contact form, twitter etc.
- Finally reach out to them by using the email template given above.

Process 3: Broken link findings

- Use the following footprints to find out niche relevant resource pages:

"Keyword" inurl:"resources"

KEYWORD "resources"

KEYWORD "blogroll"

KEYWORD "links"

KEYWORD "recommended"

KEYWORD "useful pages"

KEYWORD "recommended pages"

KEYWORD "recommended reading"

- Setup [Linkminer extension](#) in your browser.
- Run the linkminer on the opened resources pages.
- If there's any broken link on a page, then link miner will mark it as "404 error".
- Take those urls and collect their contact emails.
- Finally reach out to the website owner and request them to replace the broken link with your website/blog/article.
- Use the below email template to reach out.

You want to send this email as an independent 3rd party, and not a website owner.

Subject: there's something wrong with your site 😞

[insert their first name], I was browsing your website and noticed you have a broken link. 😞
You can find it on *[insert webpage with broken link]*, and it's the *[insert anchor text of the broken link]* link.

As an avid reader of *[insert their site name]*, I love reading anything you write about, such as *[insert article on their website]*, and anything you link out to. Sadly, I couldn't find the article you were trying to link to, but I did happen to find another good webpage on the same topic: *[insert url to webpage that you are building links to]*. You should check it out, and if you like it, you probably want to switch the links.

I know you are busy and probably get millions of emails a day, but I hope this one was helpful. I just wanted to help you out for once as *[insert their site name]* has changed my life.
Cheers,
[random persons name]

Process 4: Guest post Findings

- Use the following operators to find out niche relevant Guest blogging sites

inurl:"submit guest post"
"Keyword"

"Submit a guest post" / "Submit post"

"Add blog post"

"Submit an article"

"Suggest a guest post"

"Send a guest post"

When you find a site that accepts guest post, check the following:

- Popularity (Check comment counts, last published post etc)
- Domain authority (Preferably DA>40)
- Traffic status (Use similarweb.com)
- Read their guest post guideline.
- Collect their contact form/email
- Send a query email to them first by using following email template
- If they allow you to write the post then write it and send it to them for publishing

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You want to send out this email as yourself.

Subject: you should blog about *[insert your guest blog post topic]*

[insert their first name], as an avid reader of *[insert their site name]*, I would love to read about *[insert guest blog post topic]*, and I think your other readers would as well.

Your content on *[insert existing post from their website #1, insert existing post from their website #2, and insert existing post from their website #3]* is great, but I think you can tie it all together by blogging on *[insert guest blog post topic]*.

I know you are probably busy and won't blog on it, so I'm going to make you an offer you can't refuse. 😊 How about I write it for you? Don't worry, I'm a great blogger and have had my posts featured on *[insert previous guest post URL #1]* and *[insert previous guest post URL #2]*.

Let me know if you are interested. I already know your blogging style, plus I understand what your readers love... as I am one. 😊

Look forward to hearing from you,

[insert your name]

Process 5: Finding PR sites

- Use this Google operator *inurl:"keyword"+"Press release"* to find press release sites, or you can just search by “*list of Press Release submission sites*” in Google.
- Once you find a Press Release submission site, check their following metrics
 - Domain authority (Preferably DA>40)
 - Traffic status (Use similarweb.com)
 - Identify the journalist behind this PR.
- Collect his/her contact form/email.
- Send a query email to them first by using following email template.

You want to send out this email as yourself.

Subject: don't you hate it when people pitch you story ideas *[insert their first name]*?

Well, I too have a PR pitch for you, but before you hit the spam button and move onto the next email, just give me 37 seconds, or else you'll regret this for life! 😊

So, here it goes:

I'm launching *[insert your website URL]* on *[insert date]*, and I wanted to see if you wanted to cover it. Here are 2 reasons your readers would love it if you covered it:

1. *Insert benefit #1*
2. *Insert benefit #2*

I could keep on going with reasons on why you should blog about us, but I won't bore you with the details. If you're interested, let me know, and we can set up a time to chat when you're free.

Cheers,

[insert your name]

Note: For every 100 emails you send out, at least 5 of them should be linking back to you. If you can't get 5 of them to link back, it means you are doing one of the following things wrong:

- You are emailing non-relevant sites.

- You are emailing your competitors.

- There is little to no substance to your website.

- Your email copy isn't compelling enough.