

Checklist for Conducting Backlink Outreach

1. **Discover the Right Website**

- Use tools like Ahrefs or Semrush.
- Check metrics: ratio of referring domains to linking domains, organic traffic, domain rating.
- Verify relevance by checking what the website ranks for.

2. **Find the Correct Prospects**

- Identify SEO managers, marketing managers, and link-building specialists.
- Use LinkedIn for identification.

3. **Find Their Contact Details**

- Use email lookup tools like Hunter.io.
- Upload a CSV list for bulk email finding.

4. **Send a Personality Pitch**

- Craft a compelling subject line.
- Write a body that hooks the recipient.
- Ensure the content is link-worthy and offers value.

5. **Follow Up but Do Not Spam**

- Send one or two follow-up emails.

- Use tools like Woodpecker to automate follow-ups.

La^Aphills