

# SEO OutReach for Backlinks Templates

## Broken Link Building Strategy

Assume you discover a blog with a large number of readers, however, it contains a broken link to a website that is related to yours.

In such cases, and because no one likes broken links, you should view the broken link as an opportunity to contact the blogger and inform them that one of their links is broken.

In doing so, it would be ideal if you had a relevant resource that the prospect could link back to and replace the broken link with, improving their readers' experiences.

Use this template;

*Subject: Subject line*

*Hello, {first\_name}.*

*I was on your site and wanted to give you a brief heads up about a page you're referencing on this post – [custom variable: website URL]; it appears that the host has pulled it down: [custom variable: broken page]*

*Furthermore, if you're interested in recommendations for a successor, we've already written an entire [guide/post] on [similar topic] here: [your article URL].*

*Feel free to look; this might fit your readers well.*

*I hope this helps!*

*Thanks,*

*[Name]*