

# SEO OutReach for Backlinks Templates

## - Guest blogging

Guest blogger outreach is the process of contacting people and requesting that you write a guest post on their site to build links for your brand and link partners.

This, as you might expect, is a win-win situation for all parties, as you get to market your brand while your prospects get to publish an SEO-optimized piece of content on their blog.

Use this template;

*Subject: Subject line*

*Hey, {first\_name}.*

*My name is {name}, and I work in {role} at {company name}—{information about the company}.*

*This may seem unexpected, but we decided to reach out because we are actively looking for guest posting possibilities.*

*We've been following your blog and believe we can bring value to the {organization} audience with an engaging and well-written guest post.*

*Everything we write is SEO-optimized and thoroughly researched.*

*We've published the following content on websites {website 1}, {website 2}, and {website 3}:*

*{The Title and URL 1}*

*{Title and URL 2}*

*{Title and URL 3}*

*Would you like to hear about some of the themes we have in mind for you?*

*Thanks,*

*{Name}*