

SEO OutReach for Backlinks Templates

- Resource Pages

The sixth category, and one of the most popular for SEO outreach, is resource page. This type focuses on communicating with and reaching out to prospects who have written content related to you and your business but may have overlooked mentioning you.

For example, it could be a guide that discusses a number of your competitors and is geared toward your target demographic.

In such a circumstance, we may completely reach out to them, explaining why we believe our company is worth inclusion and how it will help enrich their piece.

Use this template;

Subject: Subject line

Hello, {first_name}.

I wanted to briefly express my gratitude for your {url_title} resources post: {url}.

I thought you might be interested in including [your post/company/product].

[A phrase or two explaining the unique aspects of your pitch].

I'd be pleased to share your content with our [# of followers] social media followers to increase attention to the article.

I look forward to your response!

Thanks,

[Name]