

Hey there, local business owners! 🙌

Are you tired of seeing your competitors outrank you on Google? 😞

Backlink outreach is the process of reaching out to other websites and asking them to link back to your site. 🌐

Why is this important? Because backlinks are like votes of confidence for your website. 📦

When other reputable websites link to your site, it tells search engines like Google that your content is valuable and trustworthy. 👍

This can help improve your search engine rankings, especially for local searches. 📈

When someone searches for a business like yours on Google, they're more likely to click on a result that has a lot of good reviews and links from other trusted websites. ⭐

- Outrank your local competitors on Google 🏆
- Get more phone calls and leads from your website 📞
- Establish your business as a trusted authority in your industry 🏆

Template

1. The Local Resource Guide 📖

Subject: Your [City] [Industry] Guide is Missing [Your Business Name]! 😱

Hey [Name],

I checked out your guide on [City] [Industry] and it's pretty solid! Nice work putting that together. 👍

I noticed you didn't include [Your Business Name] though. We're a local [your industry] business that [brief description of what sets you apart].

I think your readers would get a ton of value from learning about us. If you're open to it, we'd love to be added to your guide.

Let me know if you're interested and I can send over some more info about our business.

Thanks for considering it!

[Your Name]
[Your Business Name]
[Your Website URL]

2. \$40 Per Link Insertion 💰

Subject: I'll Pay You \$40 to Add Our Link 💸

Hey [Name],

I'll keep this quick because I know you're busy. I'm [Your Name] from [Your Business Name].

We're looking to get our website in front of more [Your City] folks and I came across your site. I like the content you've got going on there.

Here's my offer: I'll pay you \$40 to add a link to our site on one of your relevant pages. Super simple and easy cash for you.

If you're down, just send me the page you want to add our link to and I'll get you the money and link details.

Cheers,
[Your Name]
[Your Business Name]
[Your Website URL]

3. We Can Write Your Next 3 Blogs 📝

Subject: Need a Break from Writing? We've Got You Covered 😴

Hey [Name],

Running a website is a ton of work, right? Creating content, managing the site, and doing all the promotion - it's enough to make your head spin. 🤖

I wanted to reach out and offer a hand with your content creation. Our team at [Your Business Name] loves your site and we'd be pumped to write your next 3 blog posts, completely free.

We're experts in [your industry] and we know how to write content that [gets shares/ranks well/drives traffic]. All you'd need to do is give us a general topic and we'll take care of the rest.

The only thing we ask is that you include a link back to our site in each post. Easy peasy.

If you're interested, just hit me back and we can talk details.

Keep up the great work on [Website Name]!

[Your Name]

[Your Business Name]

[Your Website URL]