

「 STABLE WP 」

11 BEST OUTREACH EMAILS

for link building



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11 BEST OUTREACH EMAILS FOR LINK BUILDING

Email outreach is a huge part of link building. When trying to get those coveted backlinks, sometimes all you need to do is ask. But, more often than not, you have to present a good reason for someone to bother and link back to you.

Either way, if you're struggling with outreach here are 11 outreach email templates for every link building strategy.

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1. CONTENT PROMOTION OUTREACH EMAIL

If you want to promote your content to get more backlinks and readers, you need to get your post in front of the right people. Reaching out to the right people will help you get more eyes on your content and earn valuable backlinks.

“ Hey, [name]!

I noticed you're really interested in [topic]. You seem to know a lot about this topic. I'd even go so far as to say you're an authority on the subject.

*I was wondering if you'd mind taking a look at a post I just published about [topic]:
[URL]*

Could you please give me a little feedback on the post? I'd really appreciate you leaving a comment.

Also, feel free to link to my post if you like it.

Either way, keep up the great work!

*Cheers,
[your name and title]*

2. PROMOTE YOUR CONTENT BEFORE YOU PUBLISH

When you think your content is going to be a smash hit, you can build hype even before it goes live. That way, eager readers will anticipate your next post, and you can get viewers as soon as it's fresh out of the oven. For this, you need to send out two outreach emails, one before it's published, and a follow-up as soon as the post is live.

“ Hey, [name]!

I just wanted to say; I'm a huge fan of your work. I especially loved [link to one of their recent posts]. Great stuff! [Insert key takeaway or funny comment]

I'm actually publishing a post on [topic] next week. Being a master at [topic], I thought you might enjoy it.

Would you care if I sent you the link when it goes live to get your feedback?

*Thanks for your time,
[your name]*

Follow up, after the post is live:

“ Hey, [name]!

*I just wanted to let you know that the post I talked about last week is live!
[URL]*

I'd really love to get your feedback. Would you mind leaving a comment on the post?

Also, feel free to link to my post if you like it.

*Thanks!
[your name and title]*

3. INFOGRAPHIC PROMOTION OUTREACH EMAIL

Have an awesome infographic laying around?! Great, let everyone know about it. Infographics are great link-worthy content, so if you get it in front of the right people, your chances of earning authority backlinks go off the scale. If only there were an outreach email template to help you out...

Oh, there is! And it goes like this:

“ Hey, [name],

I was on the hunt for information on [topic], when I came across [their URL].

I really like that you [talked about something important, emphasized something, explained something].

*I actually just put together an infographic on [topic].
[URL]*

As someone who writes about [topic] quite a bit, I thought you might find it interesting.

Also, feel free to link to my infographic if you like it.

Please, let me know your thoughts.

*Cheers,
[your name]*

4. BRAND MENTION EMAIL

People are gonna talk about you on the internet, whether you know it or not. Sadly though, not everyone is going to link back to you. But you need those links, so why not give them a little nudge with a friendly outreach email.

“ Hi [name],

First off, I'd like to thank you for mentioning [brand/product] within your recent article. We/I appreciate it!

I noticed within the article that you didn't link back to our website when you mentioned us. Is there any chance that you can quickly update the post with a link? Here's the link to save you time searching for it: [link to homepage/product page].

Thanks in advance, and if you ever need any more info on [brand/product] then I'd be happy to supply you with it [imagery, video, content, etc.].

Thanks again!
[your name and title]

5. GUEST POSTING EMAIL

Are you good at writing? Have something to say?

Then guest blogging is a perfect way for you to win some valuable backlinks. Reach out to site owners on whose sites you plan to guest post, and get your links out there.

“ Hi [name],

[Personalized comment]

I'm writing to you because I'm interested in contributing a guest post on your site.

Based on what has worked for [site name] in the past, I feel that your readers would love these ideas:

[Idea Title #1] [Brief Description]

[Idea Title #2] [Brief Description]

[Idea Title #3] [Brief Description]

To give you an idea of my writing style and quality, here's a guest post I recently wrote for [guest post example link]

Do you think these ideas would be a good fit for your [site, publication, newsletter]?

Best,

[your name and title]

6. BROKEN LINK OUTREACH EMAIL

Broken links on other websites are your prime target for getting some backlinks. Scour the internet for relevant content that links to broken pages that cover your topic, and bum, you got yourself a backlink.

Oh, I forgot to mention one more step, you first need to reach out with an email like this:

“ Hey, [name]!

I was digging around for information on [topic] today and came across your post: [link to their post]

This is great! Lots of good advice. I even [implemented something, learned something].

However, I did find some broken links there.

*Here are the broken links I found:
[broken link URL]*

BTW, I just wrote an in-depth post about [topic]: [post URL]

I thought it would be a great addition to the page.

Either way, hope this helps and keep up the great work!

*Cheers,
[your name and title]*

7. BLOGGER/INFLUENCER REVIEW OUTREACH EMAIL

Influencers are a proud bunch, so you have to stroke their ego a little bit if you plan to get some links from them. Give them a bit of praise and get straight to the point.

“ Hi [name],

My name is [your name] from [your company]. I really enjoy your [relevant content] and am impressed by how well you've done with [recipient's company name].

I'm reaching out to you because I have a [product/service] that I think your audience would appreciate.

Would you be willing to test and review [product/service]?

I can provide a free sample for you to review, and a few extra ones that you can give away to your audience.

Please let me know if you are interested.

*Thanks for your time.
[your name and title]*

8. EGO-BAIT OUTREACH EMAIL

Have you featured some other brand or product in your content, or written a review/testimonial? Or perhaps created a “best of” roundup?! It’s a perfect link building opportunity. People love to link back to content that makes them look good. Now all you have to do is reach out with the right email, and you’re set.

“ Hey [name],

*I just wanted to give you a heads up that [their site name or brand] has been featured in our most recent post "[ego-bait post name]":
[URL]*

Congratulations and keep up the fantastic work! Feel free to spread the word by linking back to this post and sharing it on social media.

*Cheers,
[your name]*

9. EXPERT INTERVIEW/ROUNDUP OUTREACH EMAIL

Getting experts to do an interview with you is no easy task. They are bombarded by tons of outreach emails each day. But make yours stand out.

Carefully structure your outreach email, show them how much you admire their work, cut the chase and ask your question. Remember to express how much their opinion matters and you might just land an answer to your interview question.

“ Hi, [name]!

This is [your name] from [your site].

Because of your high authority in the [niche], I would love to get your input on [topic]. The question is: [your question].

You may include any resources that you recommend, a short bio and a picture. Also, try to send it by [deadline] so we can publish it on time.

When the post goes live, I'll let you know and send you a link.

Please reply, if you want to participate or have any questions. Your insight will be highly appreciated.

*Thank you for your time and have a great day,
[your name and title]*

10. RESOURCE PAGE OUTREACH EMAIL

Resource pages can be easy pickings for you. If you have the right outreach strategy, that is.

Reach out with an email like this, and you're well off to get some valuable .edu links.

“ Hey, [name]!

I was digging around for information on [topic] today and came across your resource page: [link to resource page]

This is a fantastic list of resources. I didn't even know about some of them.

If you're interested, I actually just wrote an in-depth guide on [topic]: [your URL]

It might make a great addition to your page.

Either way, keep up the great work! Thanks for your time.

*Cheers,
[your name]*

11. SKYSCRAPER TECHNIQUE OUTREACH EMAIL

Isn't it a shame to see inferior articles receive tons of backlinks for no good reason, while you sit on a real gold nugget of an article?!

Luckily, there's a way to fix this. Let those bloggers know that you have a more link-worthy article, and they should link back to you.

“ Hi, [name],

I was browsing through some articles about [topic] when I stumbled upon your article: [their URL].

Love how you covered [topic], great work!

I also noticed you linked to a pretty nice article – [URL to inferior article].

*Just wanted to give you a heads up that I created a similar article.
[URL]*

In my article I [mention how it's better – more thorough, covers something the other one doesn't, more up to date, etc.].

Please have a look, might be worth mentioning in your awesome article as well.

Either way, have a great day and keep up the good work!

*Cheers,
[your name and title]*

FINAL THOUGHTS

Outreach is an excellent way to win those valuable backlinks. When reaching out, always remember to do the following:

1. Delivers instant results
2. Introduce yourself properly
3. Use your company email
4. Do your research on the site you're emailing
5. Provide some value to the other side
6. Praise them
7. Don't forget to customize each email template

Use our outreach email templates and follow these seven steps, and you'll be on your way to becoming an outreach champion and gaining a ton of high-quality backlinks.

Next steps

Need help with SEO and link building?

Get a free strategy call!

Toll free: 1888-760-9982

Local: 647-478-6383

Email: info@stablewp.com

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