

A high-angle, close-up photograph of a person's hands typing on a silver laptop. The person is wearing an orange and white checkered button-down shirt with the sleeves rolled up. Their fingernails are painted a vibrant red, and a large, ornate ring with a circular, textured design is visible on the ring finger of their left hand. The laptop is open, and the keyboard is clearly visible. The background is a solid, deep teal color with a subtle, fine-grained texture. A diagonal line separates the teal background from the image of the person's hands.

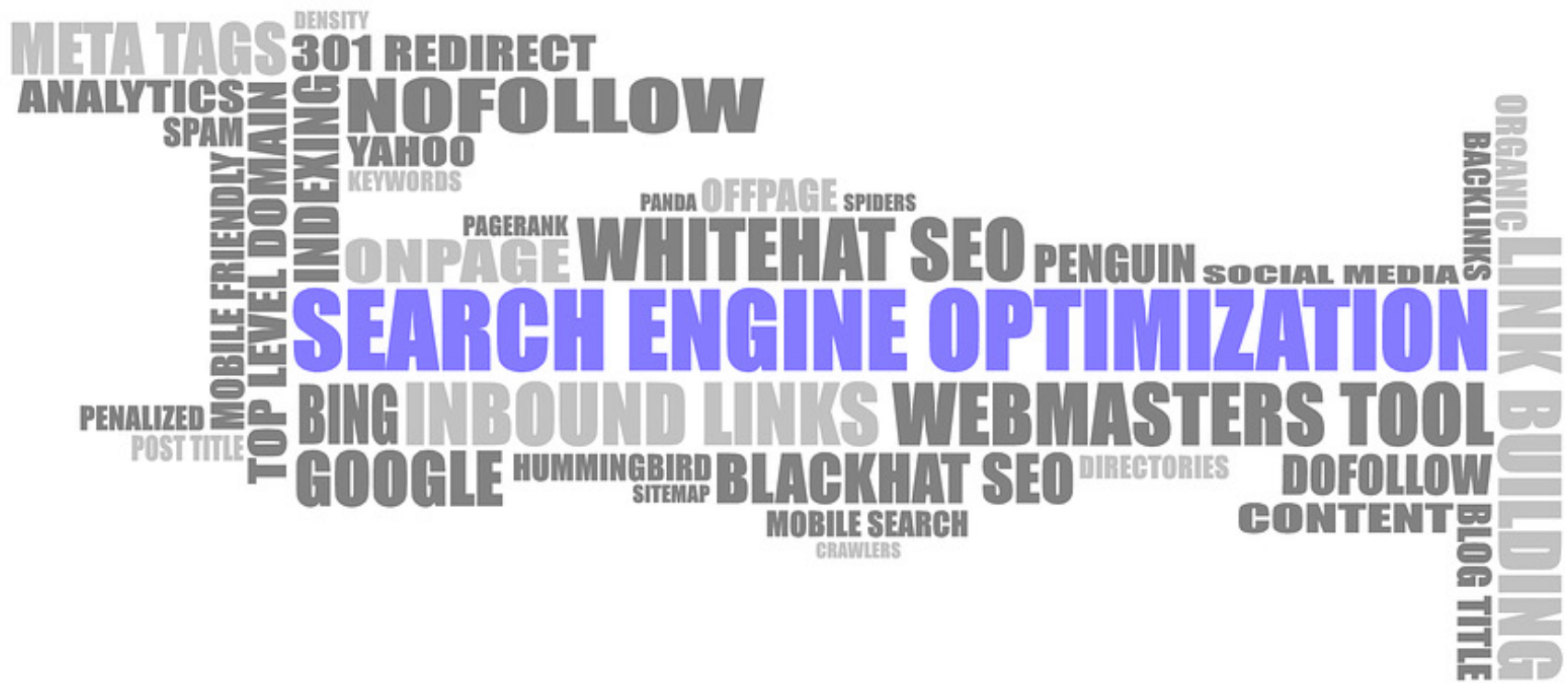
EMAIL OUTREACH TEMPLATE LIBRARY FOR LINK BUILDING

WWW.HUMANPROOFDESIGNS.COM

Email Outreach Template Library for Link Building

Email outreach is an incredibly powerful method for establishing relationships with other influencers and authors inside your field and can bring great results from a link building perspective.

Whitehat SEO is all about that.



To help you with your outreach campaigns, we've made a selection of 13 email templates, from both our own creation and from other successful SEOs that have shared them online. We save you the grunt work of going through tons of bad templates that just doesn't work and provide you with 13 proven, converting email templates that you can use to get dozens of links.

This templates in combination with a tool like GMass or Mailshake and the necessary content assets will work wonders for your link building campaigns.

Remember to read and edit them carefully to fit your personal scenario.

1. Direct Request

Subject: quick question

Hi *[name]*,

[Personal introduction, add a bit of your own flavor]

I am contacting you regarding *[target site name]* at *[domain URL]*.

I'm the chief editor at *[your site's name, don't link here]* and we've been recently talking about *[topic]*

As there seems to be a lot of relevance to your visitors, I think that your visitors would be interested in our recent article on *[your angle on topic]* at *[URL of page you want to build links to]*.

Perhaps you could add a link to it on your *[title of a related post on their site]* page at *[their page URL]*.

Please feel free to let me know if the above provides you with the information you need to review and consider the content for linking.

You can reach me via email at *[email address]*

Thank you / thanks in advance, *[name]*

2. Skyscraper

TEMPLATE 1:

Subject: On [topic/article title]

Hi [Target's name],

I was doing some research on [topic] and I came across your page.

Noticed you mention one of my favorite references on the topic: [link].

I have applied its concepts in the past and found great success with It.

I just published a more in depth, updated article laying out [description of your article for instance "hot to (topic) step by step how to]:

[link of your skyscraper post]

Might be worth a sharing with your audience.

Either way, keep up the great work.

I would be grateful to know what know what you think of my article, and of course, I'll be honoured if you do decide to feature that piece on your site.

Thanks in advance,

[Your name and email signature]

TEMPLATE 2:

Subject: On *[topic]*

Hey *[name]*,

I was doing some research on *[topic]* and I came across your page.

Noticed you mention one of my favorite guides on the topic: *[link]*.

[tell how you used the information on the original post about topic and how it led you to next sentence]

I just published a more in depth, *[length]* word tome laying out *[Ins and outs of topic]: [link to your skyscraper]*.

Might be worth a mention. :)

Either way, keep up your great work explaining *[main topic of their site]*.

I'd love to know what know what you think!

[Signoff]

3. The Creep

Subject: *[insert first name of website owner]*, i think I'm in love with you

Hopefully I didn't freak you out by my subject line, but I'm really in love with you. Don't worry, it's not in a creepy way, mostly I'm in love with your website *[insert their website name]*.

You probably get tons of people everyday whom are in love with *[insert website name]*, so I won't bore you with my reasons. Instead I thought I could show some appreciate by giving you some feedback on how you can improve your website.

- 1. Insert suggestion #1
- 2. Insert suggestion #2

And if you are wondering how you can repay your biggest fan, feel free to link to my website *[insert URL]*.

Ah... just kidding, you've already done enough for me by making *[insert their website name]* so awesome!

Cheers,
[insert your name]

PS: If you do happen to link to my website, *[insert URL]*, it will seriously make my year! Maybe even decade!

4. Infographics Promo

TEMPLATE 1:

	Subject: Killer infographic that illustrates [topic]
	Hey [name]
	I've been following your site for a long time - [meaningful compliment about their site]
	I just published an epic infographic that illustrates [detailed topic description]
	[image link]
	Love to see if this would be a good fit for your audience?
	Cheers,
	[name]

TEMPLATE 2:

Hey Patrick,

I really liked your article on *[their topic]*. Great stuff!

You actually inspired me to take this a step farther and create something even deeper in the subject of *[broad theme that topic belongs to]*.

I thought I'd reach out to you because I just published an infographic on *[topic]* and I thought it might interest you. It covers *[contents]*. All based on research and I have the sources to back it up.

Would it be OK to pass it along? I'd love to get your opinion on it.

Either way, keep up the good work with *[name of their site]*.

Best,

[Name]

Follow up:

Hey *[name]*,

Was you interested in that infographic I mentioned? I forgot to post the link within it.

You can find that here:

[URL of your infographic]

Regards,

[name]

TEMPLATE 3 (PART 1):

Hi *[Name]*

I was on the hunt for some info/tips/guidance on [topic] today and found [\[URL of their article\]](#)

I really like *[part that you like about that article]*

Actually, I just put together an infographic about *[topic]*

As someone who writes about *[topic]* quite a bit I thought you may get a kick out of it :D

Let me know if you want to check it out.

Cheers,

[Name]

PART 2 (IF THEY SAY YES, I WANT TO SEE THE INFOGRAPHIC)

Great!

Here's a link to the infographic: [\[URL of your infographic\]](#)

Also, let me know if you ever want to publish the infographic on your site. I'll be happy to write a "mini guest post" to go with it just for you!

Cheers,

[name]

5. Guest post

TEMPLATE 1: (THIS ONE REQUIRES HEAVY PERSONALIZATION)

Subject: Article idea: [Idea you're pitching]

Hey [Name],

Been following your blog for a while.

I really enjoyed your [recent article title] - [One sentence extract of the main point that article was about] (to demonstrate that one has actually read it and understood it)

I have an article idea that I think would appeal to your audience. It's about [topic briefly explained]

Here you can add what the basic structure of the article would be:

[Present it on a similar format as the blog author usually posts, how to, step by step, list...]

I'll be writing it in the [style] your audience is used to ;)

Here are some links to a few articles I've written in the past:

[Link]

[Link]

I'd love to know what you think!

[Signoff]

TEMPLATE 2: (WORKS BEST WHEN YOU'VE LANDED SOME GPS ALREADY)

Subject: you should blog about [insert your guest blog post topic]

[insert their first name], as an avid reader of *[insert their site name]* I would love to read about *[insert guest blog post topic]*... and I think your other readers would as well.

Your content on *[insert existing post from their website #1, insert existing post from their website #2, and insert existing post from their website #3]* are great, but I think you can tie it all together by blogging on *[insert guest blog post topic]*.

I know you are probably busy and won't blog on it so I'm going to make you an offer you can't refuse. How about I write it for you? Don't worry, I'm a great blogger and have had my posts

featured on *[insert previous guest post URL #1]* and *[insert previous guest post URL #2]*.

Let me know if you are interested, I already know your blogging style, plus I understand what your readers love... as I am one.

Look forward to hearing from you,

[insert your name]

TEMPLATE 3:

Subject: Writing for Example.com

Hey *[Name]*,

I'm *[Your Name]*, and I write at *[Yoursite.com]*. I'm also a regular contributor at *[mention a popular blog in your space, if applies]*.

Anyway, I'm writing to you because I have some really interesting content ideas that I strongly feel will be perfect for *[target site]*'s audience.

Optional: I've been following *[abbreviation of their blog's name]* for quite some time now, and I have even mentioned your article about *[insert topic of their past article]* on this piece I've written *[insert link to your post that links to them]* a while back.

I can send you the topics I have in mind if you're still open to new guest authors.

I appreciate the time, and really looking forward to working together.

Cheers!

[Your Name]

6. Broken link building

TEMPLATE 1.

Send as a random guy, not as yourself/a webmaster (use alternative email address)

Subject: there's something wrong with your site

[insert their first name], I was browsing your website and I noticed you have a broken link. You can find it on [insert webpage with broken link] and it's the [insert anchor text of the broken link] link.

As an avid reader of [insert their site name] I love reading everything you write about, such as [insert article on their website] and anything you link out to.

Sadly I couldn't find the article you were trying to link to, but I did happen to find another good webpage on the same topic... [insert url to the page you are building links to]. You should check it out and if you like it, you probably want to switch out the links.

I know you are busy and probably get millions of emails a day, but hopefully this one was helpful. I just wanted to help you out for once as [insert their site name] has changed my life.

Cheers,
[random person's name]

TEMPLATE 2.

Subject: Re: [Title of their blog post]

Hey *[Name]*,

I was looking for a few resources on *[Topic of your article]* your post:

[Title]

I noticed that one of the resources you mentioned on *[topic]* no longer exists:

[URL of broken resource]

I recently created an extensively researched guide [\[topic\]: \[Link\]](#)

Where I cover things such as *[Briefing of contents]*.

It might make a good addition to your article.

Either way, keep up the good work, I read a few other posts after I found the one I mentioned above and quite like your site!

Cheers,

[Signoff]

TEMPLATE 3. (BASED ON A “RESOURCES PAGE” RESULTS)

Subject: Found a broken link on [Site Name]

Hey *[First Name]*,

This link directing to *[Site Name with 404 page]* doesn't work anymore:

[insert URL of the broken link]

Found this through your useful links section for *[topic of their resource page]*:

[insert URL of their resources page]

Also, just thought that this content from [\[Your Site\]](#) will perfectly fit your list of resources [\[additional comment on why your content deserves to make it on their list\]](#). Your visitors should find that useful:

[insert URL to your page]

Let me know if there's anything else I can help you with :D

Thanks, *[First Name]!*

[Your Name]

Sources:

<https://kaiserthesage.com/outreach-templates/>
<http://www.artofemails.com/link-building>
<http://danray.me/>
<http://backlinko.com/how-to-get-backlinks>
<https://ninjayoutreach.com/the-ultimate-guide-to-outreach-scripts/>