

PAGE
ONE
POWER

PROCESS GUIDES **Link** **Outreach**



Manual outreach is the only way to build worthwhile links. Real links come from people – not websites – and to secure great links you must be able to effectively and persuasively communicate with other site owners. Outreach sets the table for your entire campaign and dictates how effective your tactics will be. However, effective outreach doesn't happen by accident.

**SUCCESSFUL
OUTREACH
REQUIRES**

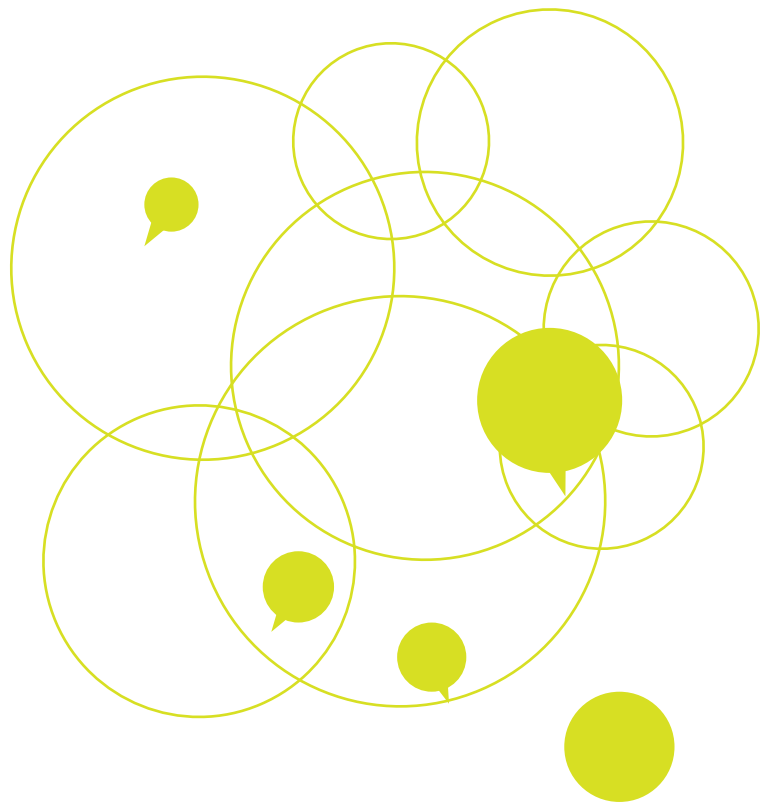
**RESEARCH
DEDICATION
NETWORKING
PERSISTANCE**

**At Page One Power,
we've refined our link
outreach process.**

1. RESEARCH AND ANALYZE YOUR BUSINESS

Outreach doesn't work if we're not persuasive and personalized. We research your company to ensure we fully understand your:

- **Unique value proposition.**
- **Brand, personality, and tone.**
- **Audience and target demographics.**
- **Competitive landscape.**
- **Industry and niche positioning.**



2. LOCATE WORTHWHILE SITES VIA PROSPECTING

At Page One Power we use BuzzStream as our CRM platform, fully housing each project. Every site we find is added to your project, creating an outreach list. To find sites we use proven research tactics including:



Refine the outreach list. Every site is scrutinized multiple times before outreach. We manually review individual link prospects based on:

1. Relevance.
2. Authority.
3. Traffic.
4. Link neighborhood.
5. Engagements.

3. RESEARCH LINK PROSPECTS

Clear communication and personalized messages are the core of our outreach process. We take time to gain an understanding of the people behind potential linking sites, which enables us to:

Communicate intelligently about the industry, their site, and passion.

Find common ground in order to build a connection.

Craft compelling subject lines that result in email opens.

Explain persuasively why a link will benefit their site and audience.

4. DILIGENTLY CRAFT AND SEND OUTREACH

Empowered by a deep understanding of your company, USP, and our link prospects, we craft customized and effective outreach. Some best practices we follow:

- Fully personalized messaging.
- Unique subject lines.
- Polite and professional tone.
- Adhere to all guidelines and policies unique to the site.
- Follow up as necessary and appropriate.



PAGE ONE POWER OUTREACH PROCESS

A RECAP

