

Templates & Tips for Getting Noticed Online

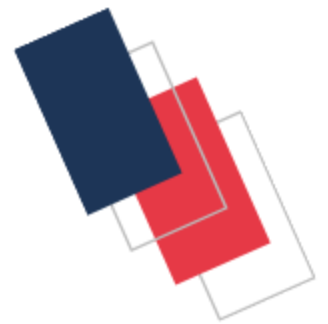
Quick wins to organic growth
wins over time.



Let's do this....

Unlocking the power of your website begins with one imperative goal: improving online inquiries, traffic, and conversions. 🚀

This guide provides concrete, actionable steps and takes the guesswork out of initiating those important digital conversations. It's a perfect follow-up to our blog article, now we are empowering you to actually *do* what we've just taught you.



Introduction & Quick Win Mindset

A brief, encouraging intro that reiterates the power of links and assures them this isn't as scary as it sounds. "You've read about why links matter - now let's get you connecting!"

Emphasize that the goal is relationships, not just links.

The "Golden Rule" of Outreach

Always provide value first. Whether it's pointing out a broken link, offering truly unique content, or simply being helpful. This sets the tone for all the templates.

The "Broken Link Hero" Outreach

Scenario: You've found a broken link on a relevant website and have better, relevant content to suggest.

Key elements

- Polite opening.
- Clearly state the broken link (and maybe where it is on their page, so they can easily find it).
- Explain why it's broken (e.g., "I noticed a broken link on your 'Resources for Pet Owners' page...").
- Introduce your content as a relevant, high-quality replacement. eg "I actually have a comprehensive guide on 'Choosing the Right Vet for Your Dog' that I think would be a perfect fit and help your readers."
- Short, clear call to action (e.g., "Let me know if you think it's a good fit!").

Why it's valuable

This is a service to them, making them more likely to respond positively.

Email Template Example

Hi [Blog Editor Name],

I was on your [Specific Page Name, e.g., "Resources for Pet Owners"] page and noticed a broken link to [Briefly describe the broken link, e.g., "an article about dog training tips"].

I have a relevant and up-to-date article, "**[Your Article Title, e.g., 'Choosing the Right Vet for Your Dog']**," that I think would be a great replacement and helpful for your readers.

You can find it here: [Direct link to your content]

Let me know if you think it's a good fit!

Thanks,

[Your Name]

The "Guest Post Powerhouse" Pitch

Scenario: You want to write an article for their blog.

Key elements

- Compliment their blog and show you've actually read it. "I love your recent post on sustainable hair care; it really resonated with me."
- Briefly introduce yourself and your expertise. "As a hairdresser with 15 years in the industry, I've seen a lot of trends come and go."
- Propose 2-3 specific, relevant article ideas that would genuinely benefit their audience. Don't just say "I want to write for you." Offer specific, compelling topics.
- Mention how your expertise aligns with their content.
- Include a link to 1-2 examples of your writing (even if it's just on your own blog).

Why it's valuable

Shows you've done your homework and are offering them something useful, not just asking for a link.

Email Template Example

Subject: Guest Post Idea for [Blog Name] - [Your Proposed Topic 1]

Hi [Blog Editor Name],

I love your recent post on **sustainable hair care**; it really resonated with me. As a hairdresser with 15 years in the industry, I believe my expertise aligns well with [Blog Name]'s focus on [mention a specific content pillar or theme].

I'd love to contribute a guest post, and I have a few ideas that I think would genuinely benefit your readers:

- **[Proposed Topic 1]:** [Brief explanation of what readers will gain]
- **[Proposed Topic 2]:** [Brief explanation of what readers will gain]

You can see examples of my writing here: [Link to your blog post 1]

Thanks for your time, and I look forward to hearing from you.

Best,

[Your Name]

The "Resource Page Suggestion"

Scenario: Their website has a "resources" or "recommended links" page, and your content would be a great addition

Key elements

- Polite greeting and mention you appreciate their resource page.
- Briefly introduce your specific resource (e.g., "I saw your fantastic 'Tools for Home Builders' page, and I think my recent article, 'Choosing the Right Concrete Mix for Australian Climates,' would be a valuable addition.").
- Explain why it's valuable to their audience.
- Direct link to your content.

Why it's valuable

Simple, direct, and targets a specific existing page for links.

Email Template Example

Subject: Resource Page Suggestion for [Blog Name] - [Your Resource Title]

Hi [Blog Editor Name],

I was just Browse your excellent **[Name of Resource Page, e.g., "Tools for Home Builders" or "Recommended Reads"]** page and really appreciate you compiling such a valuable collection of resources for your audience.

I recently published an article, "**[Your Article Title, e.g., 'Choosing the Right Concrete Mix for Australian Climates']**," which I believe would be a valuable addition to your [Name of Resource Page] page. It offers [briefly explain why it's valuable to their audience, e.g., "practical advice for homeowners and builders navigating the unique challenges of concrete in our local climate" or "an in-depth look at [specific topic] that I think your readers would find incredibly helpful"].

You can find the article here: [Direct link to your content]

Thanks for considering it!

Best,

[Your Name]

Quick Tips for Success (Beyond the Templates)

Key elements

- **Personalize, Personalize, Personalize:** Even with templates, always tweak them to sound genuine and address the recipient by name.
- **Be Patient & Persistent (But Not Annoying):** A follow-up email after a week is fine; daily emails are not.
- **Proofread Everything:** Typos undermine credibility.
- **Make it Easy for Them:** Provide direct links to your content.
- **Focus on Value:** Always lead with how you can help them or their audience.

Why it's valuable

The "Quick Tips for Success" section is valuable to the user because it provides actionable advice that goes beyond just the email templates. While the templates offer a solid starting point for outreach, these tips address the crucial elements that determine the *effectiveness* of those emails.

Simple Outreach Tracker (Mini-Table/Checklist):

Create small table you can print or copy to track on spreadsheet

- Website Name
- Contact Person (if known)
- Date Sent
- Template Used
- Follow-up Date
- Result (Linked/Declined/No Response)

Why it's valuable: Helps them stay organized and see what's working.



About Us

After teaching myself to build my first website in HTML back in 1998. I fell in love with WordPress some years on now I enjoy helping and serving business on the northern beaches and beyond with managing websites to become employees!

"Less is more when it comes to your website. What do you want your visitors to do. You need to guide them"

James Hayward

I reside on the Northern Beaches of Sydney and can be found during downtime surfing, windsurfing or making homemade pizzas for family and friends.

Need Guidance

If your after further guidance or need some help with implementing these ideas into your website. Please feel free to book som time with us to see if we can help.

Book some time for further help

