

## LINK OUTREACH SERVICE

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SEO is a detailed and systematic approach to improving the overall performance of a website. Gone are the days when keyword stuffing and backlinking was an acceptable part of SEO.

Our Link Outreach service dedicates a full week on this task for each month of the service. Tasks are undertaken by an SEO Specialist:

- 2 days are generally needed for the preparation of a detailed shortlist of outreach targets (inc: Keyword analysis, Competitor analysis, Domain Authority checks of all possible targets, Relevance to these sites etc).
- 3 days are then needed for the actual 'out-reach' to webmasters, e.g. sending and responding to Webmasters.

**Total of 5 days involving 10-30 emails (all content provided by client).**

The crucial thing for Link Outreach success is the quality of the client's content. The Webmaster needs to see high quality, high relevance etc, otherwise, the emails will be regarded as spam and may be blacklisted or at minimum, go straight in the bin. Hence, it is now much more complicated to offer a backlinking type service as these links are dependent on

- (1) really good high-quality content, and
- (2) the ability to establish a professional connection to improve the chances of obtaining a quality backlink.

The service cannot guarantee full SEO friendly links will be achieved. Many may offer a 'no-follow' link, which is not as highly valued as a direct link.

**NOTE:** A 5% outreach success rate is regarded as highly successful, however many links may be tagged as a 'nofollow' link.

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### **Link Outreach Service Cost**

The wholesale cost is 20VPs per service (ad-hoc or monthly)