

Backlink Acquisition Strategy Document

1. Objectives

- Increase website authority and organic rankings
- Obtain high-quality, relevant backlinks from authoritative sources
- Improve brand visibility within target industry

2. Target Pages

Page URL	Target Keyword	Notes
https://example.com/service-1	Service 1 Keyword	Main service page
https://example.com/blog/post-title	Blog Post Keyword	Evergreen content

3. Prospecting Criteria

- Domain Authority (DA) > 30
- Relevant niche/industry websites
- Active, regularly updated websites
- Dofollow link availability

4. Outreach Methods

1. Guest posting
2. Resource page outreach
3. Broken link building
4. Unlinked brand mention reclamation

5. Outreach Messaging Example

Hello [Name],

I came across your article on [Topic] and found it very insightful. I recently published a resource that I believe could add value to your readers: [Your Page/URL].

If you find it useful, would you consider adding it as a reference?

Thank you for your time!

6. Tracking & Reporting

Prospect URL	Contacted	Response	Link Acquired	Notes
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https://prospectsite.com	Yes	Awaiting	No	Follow up in 1 week
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7. Timeline

- Week 1–2: Prospecting and qualifying targets
- Week 3–4: Outreach and follow-ups
- Ongoing: Monitoring and reporting

8. KPIs

- Number of backlinks acquired
- Domain Authority of linking sites
- Referral traffic increase
- Organic search ranking improvements