Twitter Thread by Indie Hackers

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Tip: Everybody wants backlinks, but few provide real value first in their cold outreach. Get high-quality backlinks by giving candidates a list of broken links on their sites and providing highly-relevant alternatives.

Thread ■

If you're trying to boost your SEO with backlinks, "broken link building" is a better bet than your run-of-the-mill cold email. Here's how you do it.

First, find links to 404 pages from sites in your niche. You can do this by exploring blogs with a free tool called Check My Links.

But the easiest way to do it at scale is with services like Ahrefs or Moz. And you can also use these services to find out what other sites are linking to the broken page (the more the merrier).

Once you find something within your expertise, check out what the original article included by using archive .org. Then write something of your own that encompasses and improves upon it.

Finally, reach out and provide value to each site by giving them a list of all their broken links. And let them know that you've got a highly relevant article to replace one of them.

Now you've provided value and you're saving them time by providing a solid alternative — why wouldn't they take you up on it?

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