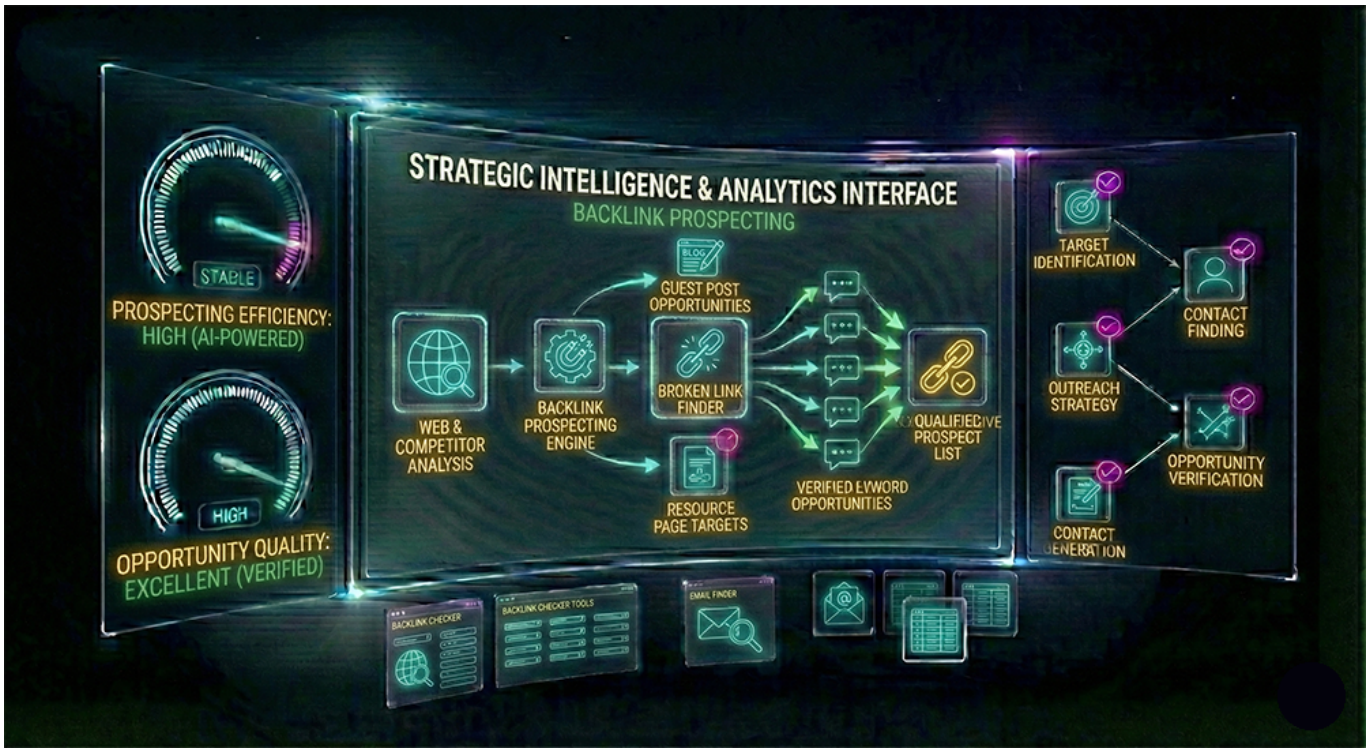
Research and qualify **relevant websites and pages worth considering for backlink outreach**—before time is spent contacting poor-fit prospects.



$200 - $350 Typical Duration: 2 - 4 Hours

Build a Better Starting List

Link building often wastes time because a large exported list is mistaken for a useful prospect list. Relevance, editorial fit, site quality, opportunity type, and a reachable contact path matter more than raw volume.

We use established SEO tools, search methods, competitor-link research, and manual review to find potential opportunities connected to your topic, location, audience, or existing content. Candidates are filtered and organized into a practical research list for your team or a separately scoped outreach campaign.

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Find Relevant Opportunities

Use the methods that fit the client's website, industry, geography, and available linkable content.

- **Competitor-link research:** Identify pages and domains linking to relevant competitors or comparable resources but not currently linking to the client.
- **Contribution opportunities:** Look for appropriate editorial, guest-contribution, association, directory, or resource-page possibilities.
- **Broken-link opportunities:** Where suitable replacement content exists, locate relevant external pages containing broken or outdated references.

Qualify Before Outreach

Reduce obvious dead ends and give each retained prospect enough context for the next decision.

- **Relevance and fit:** Review topical alignment, page purpose, audience, editorial context, and whether the client's resource could add genuine value.
- **Quality indicators:** Record useful available authority, traffic, link-profile, or search-visibility indicators without treating any single metric as proof of quality.
- **Contact path:** Note a publicly available editor, webmaster, contribution page, contact form, or business email when one can be located efficiently.

Your Prospect Research List

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Organized Candidates

A deduplicated spreadsheet or comparable structured list of the opportunities retained during the approved research time.

Qualification Context

Target URL, opportunity type, relevance notes, available quality indicators, and the reason each candidate may deserve consideration.

Outreach Starting Points

Publicly available contact routes and notes that help prepare later outreach where they can be found within the research window.

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Research Scope, Not Link Placement

Actual list size varies with niche, geography, competition, source quality, available content, and the time required to qualify each candidate; a fixed number of prospects is not guaranteed. Inclusion in the list means the opportunity appears relevant enough for consideration, not that contact details, editorial acceptance, a response, placement, or a backlink are guaranteed. Outreach strategy and email writing, message sending, follow-up and negotiation, guest-post or replacement-content creation, directory submission, publisher or placement fees, and ongoing link acquisition are separate scope.

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