

Local Link Outreach Scripts

Six short emails, one per kind of local link. Replace the brackets, send the exact page you want linked, and keep it polite.

SEOs Hut

AI-FIRST LOCAL SEO AGENCY

1 • A supplier or partner

Hi [Name], we have bought from [Company] for [X years] and we send customers your way. Could we be added to your "where to buy" or partners page? The best page to link to is [URL]. Thank you for considering it.

2 • A site that mentions you

Hi [Name], thank you for mentioning [Business] in [article]. Would you add a link to [URL] so readers can find us easily? Happy to send a logo or a one-line description.

3 • A site linking to a dead page

Hi [Name], your page [URL] links to [old URL], which has moved. The right page is now [new URL]. Thanks for keeping it up to date.

4 • A team, event or meetup (sponsor)

Hi [Name], we would like to sponsor [team or event]. How are sponsors listed on your site, and can our listing link to [URL]? We understand paid links should be marked as sponsored.

5 • A charity or school

Hi [Name], we would like to donate [time, goods or expertise] to [charity or event]. Do you list supporters on your website? We are glad to help whether or not there is a link.

6 • A local journalist or podcaster

Hi [Name], I read your piece on [topic]. I run [business] in [town] and see [local pattern] every [season]. I can share a short quote and numbers from our own jobs. Would three lines be useful?

Never offer money, or free goods or services, only in return for a link. Google treats both as link spam. Paid sponsorship links should be tagged `rel="sponsored"`. Full guide: seoshut.com/blog/local-seo-link-building/