

SEO Link Building Template

A complete link acquisition workflow for asset planning, competitor gap research, prospecting, qualification, outreach, follow-ups, placement tracking, reclamation, digital PR, quality review, and campaign reporting.

1. Campaign Overview

Website / domain	Client / brand	Campaign owner	Start date	Review period	Primary market	Target audience	Primary campaign goal	Monthly target	Notes

2. Linkable Asset Inventory

Asset / page	URL	Asset type	Primary topic	Target audience	Unique value	Supporting data / expert input	Current referring domains	Promotion angle	Priority	Status

3. Target Page Prioritization

Target page	Page type	Primary keyword / topic	Business value	Current authority gap	Current referring domains	Competitor benchmark	Link need	Preferred anchor themes	Priority

4. Competitor Backlink Gap

Competitor	Linking domain	Linking page	Competitor target URL	Link type	Topical relevance	Quality note	Our equivalent asset	Opportunity type	Contact status	Priority

5. Prospect Research Database

Prospect domain	Prospect page / section	Contact name	Role	Contact channel	Topical relevance	Audience fit	Site quality note	Opportunity type	Target asset	Personalization angle	Priority	Status

6. Opportunity Qualification

Prospect	Relevance	Editorial fit	Audience fit	Traffic / visibility note	Link placement potential	Existing outbound link pattern	Spam / risk review	Relationship value	Qualification decision	Reviewer	Notes

7. Outreach Campaign Planner

Campaign	Prospect	Contact	Target asset	Outreach angle	Value offered	Template / message version	Send date	Follow-up 1	Follow-up 2	Owner	Status

8. Outreach Personalization Notes

Prospect	Recent article / page	Specific observation	Why our asset fits	Suggested placement context	Mutual connection / relationship	Personalization note	Do not mention / risk note

9. Outreach Tracking

Prospect	Initial outreach date	Channel	Response status	Response date	Follow-up count	Last follow-up date	Outcome	Link agreed	Expected placement date	Owner	Next action

10. Link Placement Tracker

Linking domain	Linking page URL	Target URL	Anchor text	Link type	Placement context	Follow / nofollow / sponsored / UGC	Live date	Verified date	Owner	Status	Notes

11. Link Reclamation

Opportunity type	Source page	Broken / missing target	Recommended target URL	Contact	Outreach date	Response	Recovered link URL	Live date	Status	Notes

12. Unlinked Brand Mention Tracker

Mentioning domain	Mention page	Brand mention context	Contact	Target URL suggestion	Outreach date	Response	Link added	Live URL	Status	Notes

13. Broken Link Building

Resource page / source	Broken external URL	Original topic	Our replacement asset	Relevance note	Contact	Outreach date	Response	Link result	Status

14. Digital PR and Data Campaigns

Campaign / story	Core angle	Data source	Expert input	Target publication type	Target journalist / editor	Pitch date	Coverage result	Linking URL	Target URL	Campaign cost	Status

15. Guest Contribution Opportunities

Publication	Topic fit	Contributor guidelines	Proposed angle	Target audience	Author	Pitch date	Approval status	Draft due date	Publication date	Author bio link	Contextual link policy	Status

16. Resource Page and List Inclusion

Target page	Page type	Current listed resources	Why our resource fits	Contact	Suggested asset	Outreach date	Response	Placement result	Status

17. Relationship and Partner Opportunities

Organization / partner	Relationship type	Existing connection	Relevant page / opportunity	Value exchange	Contact owner	Next step	Target date	Outcome	Status

18. Link Quality Review

