

# Doing Outreach at Scale for Links and PR

## 10 Point Checklist

Michael Geneles

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a 10 point checklist that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**“The key to link building is to have a clear understanding of the quality and authority levels of potential link targets.”**

**MICHAEL GENELES**

# 10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Create a well-defined process for my link building strategy. Just like any other marketing activity, link building needs to have SOPs and workflows to ensure consistent outcomes.
- Engage in outreach for my business regularly. Cold calling, email promotions, and social media campaigns will help me build my brand and attract more clients.
- Hire a team that can help me execute my link building strategy. Ideally, a team of four will help me effectively scale my link building efforts.
- Outsource my link building strategies to an agency if I have the budget and don't have the time to manage it myself.
- Create a list of high-quality sites that I want to link to my business. I want to avoid making my link building a numbers game and reduce the risk of toxic links from low-quality sites.
- Monitor my link building to make sure that I'm getting links from websites that are relevant, trustworthy, and are aligned with my business goals and niche.
- Conduct regular link audits and analysis to make sure all my links are of high quality. Michael recommends [Ahrefs](#) and [LinkResearchTools](#).
- Time my outreach at reasonable intervals and always offer value. Calling or emailing my prospects every other day may annoy them or even spur them to unsubscribe from my list.
- Abide by Google's guidelines and avoid getting penalized. Make sure that all my links are high quality.
- Check out [Pitchbox](#) and start using the platform to help me achieve my outreach and link building goals.