



# Backlinking Outreach

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**What is it:** “Backlinking” refers to other websites linking back to your hotel website. Think of it as a piece of online real estate. Every backlink you achieve gives you credibility in Google’s (and others’) eyes and will help increase the hotel’s presence when people go to Google, Bing, and other search engines.

**Goal:** Establish a process that will help you easily reach out to websites and acquire quality backlinks through them.

**Ideal Outcome:** Different high-ranking websites will link back to your website that will drive both traffic to your website and increase your online presence in Google Search results thus, increasing your site’s SEO performance.

**Why this is important:** Link building is an essential element of SEO. If you want to rank higher than your competitors on Google, you will need more backlinks than them.

**When this is done:** Whenever you want to build links to your site or discover a relevant site that provides an opportunity for your hotel to be listed.

**How to do it:** Whenever you want to build links to your site or discover a relevant site that provides an opportunity

**Methodology:** For example, If your hotel is listed on the CVB website which typically includes photos, description, address, hotel name, and a visit website button then that is 1 backlink.

Always use the hotel website's full web address like this example below:

<https://www.hilton.com/en/hotels/ewrmlhw-homewood-suites-philadelphia-mt-laurel/>

Often times websites will list in this format:

- [Visit Website](#)

- [Homewood Suites Philadelphia Mt Laurel](#)
- [Hotel near Philadelphia](#)

Every website is different. If you have the opportunity to include keywords where the website link would appear that is best as that will help boost what the hotel ranks for.

- **Examples of where a hotel can be listed:**
  - Universities and Hospitals - Both of these can have multiple pages that feature hotels
  - Local demand generators
  - CVB and Chamber sites
  - Blogs

If the hotel has a relationship with the entity, email your contact first, as it would be considered a warm email and more likely to get a response.

Otherwise, if there is no contact, search the website for a Contact us page and reach out that way.

For errors and corrections, emails will need to be worded to indicate what you need to have changed.

### **Sample Cold Outreach Templates:**

- **Sample 1**

*Hello,*

*My name is XYZ, to better serve your website visitors we would like to know if we could have our hotel listed on your website, on this/these specific page(s)?*

<https://www.example.com>

*If you require a partnership or further information from us, kindly let us know. I look forward to hearing from you on this request!*

*Our hotel information:*

- *Hotel name*
- *Address*
- *Phone*

- Website

Best,  
Insert Name

- **Sample 2:**

*Greetings [Name of Person]*

*I am the Marketing Manager of (name of hotel) and we would like to request our hotel be listed on your website. Our hotel is (exact location of hotel) and (list a couple of the hotel's USPs that the audience of this website would find beneficial). We appreciate any time spent considering adding our hotel, (URL of the hotel's page where you want traffic to land), to your website on your recommended list of (hotels/meetings/events/weddings/restaurants) page.*

*If you have any additional questions about our hotel, please let us know.*

*Thank you for your time and consideration.*

*Sincerely,  
Your Name*

*Hello Bob,*

*I am the Marketing Manager of Hotel Houston and we would like to request our hotel be listed on your website. Our hotel is located in Downtown Houston where guests can find spacious suites with free breakfast and a year-round indoor pool! We appreciate any time spent considering adding our hotel, [www.hotelhouston.com](http://www.hotelhouston.com), to your website on your recommended list of hotels on [www.houstoncvb.com/placestostay](http://www.houstoncvb.com/placestostay).*

*If you have any additional questions about our hotel, please let us know.*

*Thank you for your time and consideration.*

*Sincerely,  
Marketing Mary*

**Requesting Reciprocal Link:** If you have partner sites listed on your website i.e local event venue, local demand generator and etc with a backlink, if the hotel has a

relationship with the entity, email your contact first, otherwise, if there is no contact, search the website for a Contact us page and reach out that way.

- **Reciprocal Link Email Sample:**

*Hello [Name of Person],*

*I hope you are well!*

*We have your venue/business on our hotel's website with a link to your website as a courtesy to our guests and potential guests as they are researching the local area. We would love to be listed on your website as a partner with a reciprocal backlink for our hotel's website with the following information: [hotel name] [hotel address and contact information] [hotel url]. Would that be possible?*

*Please let me know!*

*Sincerely,  
[Your name]*

**Follow-Up:** If the recipient does not respond within a week, send a follow-up email. Also, send follow-up emails as replies. If there is no response within a few days, then proceed to send an additional follow-up email.

- **Follow-Up #1 Sample:**

*Hello [Name of Person],*

*I hope you have been well since I last reached out. I wanted to touch base again regarding our hotel, (name of hotel) being listed on your site. I sent an email few days ago, and I haven't heard back. Would you be able to add our hotel's website to the list? We're happy to provide any additional information you need.*

*Thank you for your time, and I look forward to hearing from you soon.*

*Sincerely,*

*Your Name*

- **Follow-Up #2 Sample:**

*Hello [Name of Person],*

*I thought I'd reach out one last time and ask if you think our hotel would be a good addition to your page: [Page URL]*

*Sincerely,*

*Your Name*

**Best Practices:** Simply sending an outreach email will not do anything for your website's SEO - not if you don't make sure to *actually* get your links on other, relevant websites.

So, once your outreach emails are sent, you should be ready to reply to whatever replies you get. Here are the steps to follow if you want to make the most out of this stage of link-building:

1. Reply to emails as soon as you receive them. You want to show editors and site owners you are genuinely interested in working with them. Plus, leaving these emails "for later" can be quite risky—chances are they'll get lost in a sea of other emails.
2. Most of the time, the replies you receive will fall into one of the following categories:
  - a. Positive reply. If one of your outreach email recipients replies saying they would like to add your link to their website, you should first (and foremost) thank them for the opportunity. Also, ask if there's anything you can do to make this easier for them (e.g. write a custom summary of the resource you have just submitted).
  - b. Negative reply. If one of your targeted site owners replies with a negative answer, mark them as rejected.

c. Charging you. If your recipients want to charge you for adding the link, either politely turn them down or ask Cogwheel to run an analysis to determine if the paid opportunity is beneficial.

d. No reply. If your outreach email recipients don't reply, send the two follow-up emails. If no response is received after the follow-ups, then move on.

3. Keep track of the responses based on their replies.

That's it! It is a bit of hard work until you get things going. Acquiring backlinks is one of the most beneficial parts of SEO to help with visibility and rank for competitive keywords.