

Broken Link Outreach Email Template

Subject line ideas:

- “Quick heads-up about a broken link on your site”
- “Found a 404 on your page + a better alternative”
- “You’re linking to a ghost. Want a replacement?”

Email Body:

Hi [Name],

I was browsing through your awesome post on **[Page Title]** and noticed a broken link pointing to **[Insert broken URL]**. Figured I’d let you know in case you wanted to fix it—it’s currently leading to a 404.

I actually have a piece of content on a similar topic that could be a good fit as a replacement:
[Your Page Title + Link]

It’s up-to-date, relevant, and packed with useful info your readers might appreciate. Totally understand if it’s not a fit, but thought I’d pass it along in case it’s helpful.

Keep up the great work!

Best,

[Your Name]

[Your Website]

[Your Email or Contact Info]