

# Steal This Strategy

From One Accidental Backlink to a Semi-Functional Outreach Empire

By [@alexcornici](#) | [What is SEO](#)

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## What This Is

So you got a backlink. Congrats, prodigy. Now what?

You going to retire on that one mention in “Green Living Today” or scale it into a proper strategy?

This PDF walks you through turning your fluke win into an actual, repeatable method for getting links. Not by being lucky again—but by being strategically lazy.

You’re welcome.

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## Phase 1: Reverse Engineer Your Own Success

First, ask the only three questions that matter:

1. What content got the link?

Format, tone, visuals, headline—what made it linkable?

2. Who linked to it, and why?

Was it an editor, a blogger, a niche curator? Were they desperate? Were they inspired?

3. How did they find you?

Google search? Reddit? Someone else shared it? Figure this out, or you’re flying blind.

Pro Tip: Check referral traffic in Google Analytics or run a backlink trace in Ahrefs. If you don’t know how to do that, what are you even doing here?

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## Phase 2: Clone the Conditions

Success isn't magic—it's usually just mild pattern recognition.

Recreate the circumstances of your fluke.

- Same format — Infographic, checklist, case study, whatever actually worked.
- Same vibe — Tone, headline style, audience targeting.
- Same platform spread — Did you post it on LinkedIn? Reddit? A meme page for composting dads?

Don't "try something new." Try the same thing again, better.

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## Phase 3: Create the Deluxe Version

Now build something better than the original—but strategically designed for outreach.

- Add statistics.
- Add expert quotes.
- Add a free download.
- Add a visual.
- Add a CTA like you didn't forget your marketing degree.

Then quietly whisper "this will get links" to yourself and hit publish.

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## Phase 4: Build a Lazy Outreach List

You're not sending 300 emails. You're smarter now. You'll send 30—but to people who actually want this.

Here's how:

- Look at who linked to similar content using Ahrefs or BuzzSumo
- Search “[your topic] site:.edu” or “intitle:resources” in Google
- Hit up journalists and bloggers who cover your topic semi-regularly
- Use HARO, Qwoted, or #JournoRequest for people already asking for info

Golden Rule:

If their blog hasn't been updated since 2018, move on. They're not coming back.

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## **Phase 5: Send the Outreach Message That Doesn't Make Me Cringe**

Subject: Resource for your [Topic] post

Hey [First Name],

I saw your article on [Actual Article Title, Don't Be Lazy] and thought this might be a helpful addition:

[URL] — it's a [format: infographic, guide, etc.] that breaks it down for beginners.

No pressure, just figured I'd share something useful in case you're updating.

Thanks,

[Your Name Who Isn't a Robot]

No “hope you're crushing it.” No “quick question.” No seven-paragraph intros.

Make it human, short, useful. That's it.

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## **Phase 6: Repeat, Refine, Scale**

Once this works once, do it again.

- Build a new piece based on what got shared.

- Pitch it to a slightly different audience.
- Rotate through formats—guides, visuals, stats, etc.
- Track which links actually drive traffic (not just SEO juice).
- Stack your wins like Legos until you've got a castle of clout.

Bonus: Create a simple Airtable or Notion dashboard to track what you sent and who ghosted you.

Ghosting is data, too.

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## **Final Word: Accidental Backlinks Are Cool. Sustainable Backlinks Are Better.**

Your “oops” win was a gift from the gods of content.

What you do next decides if you're a one-hit wonder or a terrifying force of SEO nature.

Turn your luck into leverage. Build systems.

Or go back to tweeting links into the void and calling it strategy.

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