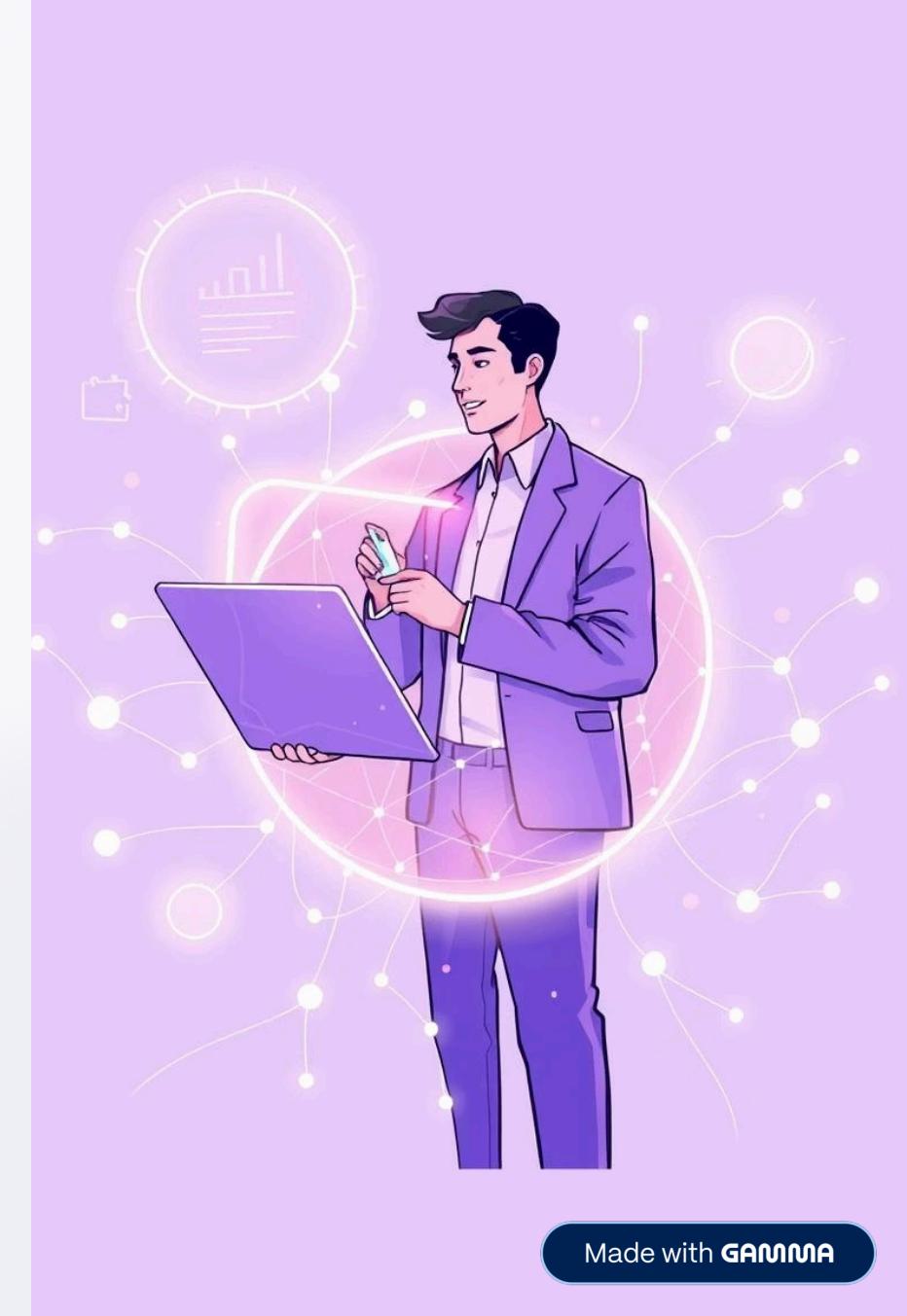


# **Outreach on Medium: A Backlink Strategy for Content Marketers**

Learn how to leverage Medium's authoritative platform to build high-quality backlinks and drive organic traffic to your content.

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# Step 1: Research & Identify Relevant Medium Blogs

Begin by pinpointing blogs within your specific niche or industry on Medium. Use advanced Google search operators to find relevant content and publications.

## Google Search Operators:

- site:medium.com "your keyword"
- site:medium.com "your topic" + "publication"
- site:medium.com "your topic" + "author"

## Medium's Internal Search:

Utilize Medium's search bar for keywords like "healthcare SEO" or "AI in healthcare" to discover relevant articles and authors.

## Identify High-Authority Sources:

Prioritize writers and publications with strong engagement (claps, comments, followers) and a consistent publishing history.

# Step 2: Collect Writer & Publication Details

Once you've identified potential targets, systematically gather their contact information. This detail-oriented approach ensures your outreach is directed and effective.

## **Individual Writers:**

Visit their Medium profile. Most writers include their email, Twitter, or LinkedIn in their bio. This is your direct line for outreach.

## **Publications:**

Navigate to the publication's main page. Look for sections like "Submission Guidelines," "Write for Us," or "Contact Editors." These pages often provide specific editor emails or contact forms.



## **Organize with a Google Sheet:**

Create a structured Google Sheet to keep track of your findings:

- Publication/Writer's Name:** For easy identification.
- Topic Covered:** To ensure relevance.
- Contact Info:** Email or social media handles.
- URL of Article:** Reference for your outreach.
- Engagement:** Claps, comments, and followers to gauge influence.



# Step 3: Craft Your Outreach Strategy

With your target list in hand, choose the most effective outreach method based on your goal: securing a guest post or requesting a hyperlink addition.

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## Option A: Pitch for a Guest Post

Target editors of relevant Medium publications. Propose an article idea that aligns with their audience and editorial focus. This method allows you to embed a natural backlink to your content within your new guest post. This is ideal for building domain authority.

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## Option B: Request a Hyperlink Addition

Reach out directly to individual writers who have published articles relevant to your content. Politely suggest that linking to your in-depth case study or guide would add significant value for their readers, expanding on a point they've already made.

*"I found your article super helpful. I recently wrote an in-depth case study on [related topic]. I think linking to it in your section on [specific part] would give readers extra value."*



# Step 4: Message Templates

## For Editors (Guest Post Pitch)

**Subject:** Guest Post Contribution on [Topic] for [Publication Name]

Hi [Editor's Name],

I'm [Your Name], an SEO Analyst with experience in [your domain]. I follow [Publication Name] and really enjoyed your recent article on [topic].

I'd love to contribute a guest article titled "*[Proposed Title]*", which covers [brief value statement]. It would bring practical insights for your readers.

Of course, I'll ensure it's unique, well-researched, and aligned with your publication standards.

Would you be open to reviewing the draft?

Thanks,

[Your Name]

[LinkedIn/Twitter link]

## For Writers (Hyperlink Request)

**Subject:** Quick suggestion for your article on [Topic]

Hi [Writer's Name],

I really enjoyed your Medium post on “[Article Title]”—especially your point about [specific detail].

I recently published a detailed guide on [your blog topic], which expands on that exact point. I think linking to it could give your readers extra resources to dive deeper.

Here's the link: [Your Blog URL]

Either way, thank you for the great content—I've already shared your article with my team.

Best,

[Your Name]



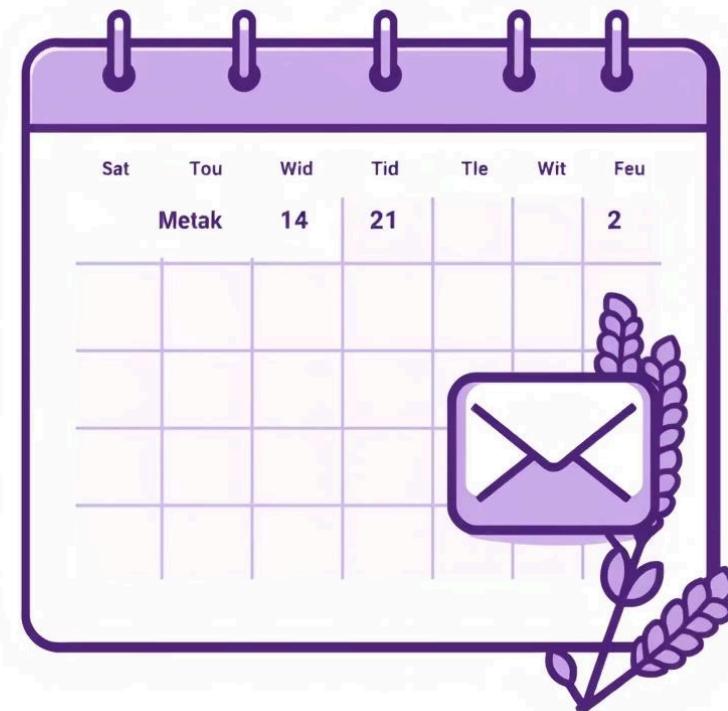


## Step 5: Follow-Up Strategically

Persistence is key in outreach, but so is respect for the recipient's time. A well-timed follow-up can significantly increase your response rate without being intrusive.

### Timing is Everything:

- If you don't receive a reply to your initial email, send a polite reminder after **5–7 business days**. This timeframe allows them to process initial emails while still keeping your request fresh in their mind.



### ✖ Avoid Spamming:

Limit your follow-ups to a maximum of **two** additional emails. More than this can be perceived as spam and may damage your professional reputation. If you don't hear back after two follow-ups, it's best to move on to other prospects.

# Key Takeaways & Next Steps

## Strategic Research:

Identify relevant Medium publications and writers, focusing on engagement metrics to find high-authority targets.

Implement these steps to systematically build high-quality backlinks and amplify your content's reach on Medium.

## Personalized Outreach:

Tailor your approach (guest post or hyperlink request) with concise, value-driven messages.

## Polite Persistence:

Follow up effectively without overdoing it to maximize your success rate.