

My Name is Ghulam Mustafa This Is The Strategy i Apply for Successful Broken Link Building

My Broken Link Building Strategy (Step-by-Step)

I started my Broken Link Building strategy by identifying high-authority websites within my niche. One such example was **PCMag.com**.

Step 1: Finding Broken Pages on High-Authority Sites

Using the paid version of Ahrefs' Broken Link Checker, I found broken (404) pages that belonged to PCMag itself. These are pages that previously existed on PCMag but are now returning a 404 error.

Step 2: Extracting Backlinks to Broken Pages

Once I had the broken URLs, I used **Ahrefs' Backlink Checker** to see how many backlinks were pointing to those 404 pages.

In one particular case, the broken page had around **1,000 referring domains** and nearly **2,000 total backlinks**.

Step 3: Filtering Do-Follow Links

I used Ahrefs' filtering options to narrow the backlinks down to only **do-follow links**, as these are more valuable for SEO.

After filtering, I **exported the list** of these backlinks into a PDF file for outreach purposes.

Step 4: Outreach Preparation

For each referring website in the list, I visited their site and searched for the **Contact** section.

I mostly targeted **editorial teams**, **webmaster pages**, **bug-report sections**, or **SEO/technical departments**—depending on what was available on their site.

- I did **not** email any individual person directly.
- I also **did not** reach out to anyone on LinkedIn.
- I used a customized **email outreach template** and modified it slightly for each website, depending on its tone and context.

Additionally, I sometimes sent emails to **multiple departments within the same organization**, just to increase the chances of getting a response or a link replacement.