SEOBYINDIA / PRACTICAL RESOURCES

Editorial outreach workbook

A reusable worksheet for qualifying publications, developing a contribution, researching public editorial contacts and checking the published result.

Read. Check. Record.

Use this companion to document a real task. Read the online explanation first, then record the evidence, owner and remaining limitations as you work. A tick confirms a check was performed; it does not guarantee an independent platform outcome.

Open the maintained HTML companion

01 Qualify the publication

Record audience fit, current editorial coverage and why this contribution belongs there.

02 Prepare the contribution

State the useful angle, supporting material, method and limitations. Avoid invented findings.

03 Research the route

Use current public professional contact information and the publication’s stated submission process.

04 Track the relationship

Record replies, terms, opt-outs and a proportionate follow-up decision.

05 Verify publication

Check the live passage, destination, disclosure, link treatment and verification date.

Scope and provenance

Prepared by SEOByIndia with AI assistance. Examples and planning inputs are illustrative. No rankings, AI citations or business results are guaranteed. Keep private customer information out of shared working copies.

Put the checks on record.

Project / website: _____

Owner: _____ Review date: _____

Check 1: Qualify the publication

Record audience fit, current editorial coverage and why this contribution belongs there.

Evidence / URL: _____

Decision / next action: _____

Check 2: Prepare the contribution

State the useful angle, supporting material, method and limitations. Avoid invented findings.

Evidence / URL: _____

Decision / next action: _____

Check 3: Research the route

Use current public professional contact information and the publication’s stated submission process.

Evidence / URL: _____

Decision / next action: _____

Check 4: Track the relationship

Record replies, terms, opt-outs and a proportionate follow-up decision.

Evidence / URL: _____

Decision / next action: _____

Check 5: Verify publication

Check the live passage, destination, disclosure, link treatment and verification date.

Evidence / URL: _____

Decision / next action: _____

Make the next decision clear.

Use one row per unresolved task. State the acceptance check before implementation so completion can be verified separately from later marketing outcomes.

Task / decision	Owner	Acceptance check	Due

Questions to resolve before sign-off

What remains unverified? Which change has not yet been implemented? Did the tracking definition or source guidance change? Who owns the next review?

Continue online

Resource companion and latest context

Publisher prospecting

Placement verification

Primary references

Google Search spam policies

Qualifying outbound links