Run the 1:1 Match Reclamation Play

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A guide to reclaiming lost links by matching a replacement resource to the original.

What this guide covers

- Find a relevant lost or broken resource opportunity.
- Compare the original's subject and depth.
- Prepare a suitable replacement and outreach approach.

Who this is for

For site owners and SEO practitioners working on link reclamation.

Putting the ideas to use

Assess one potential replacement against the content it would replace.

Book details

Format: Guide. Pages: 17. Words: 2694.

Download availability: After payment, download the complete ZIP package or the included PDF separately.