

TM

TheMichaelPro

Off-Page SEO & Outreach

PERFORMANCE-BASED

LINK OUTREACH PORTFOLIO

Relevant outreach. Real placements. Pay for results.

PROOF INCLUDED

2 live healthcare guest posts + publisher acceptance, negotiation and publication proof.

Guest Posts

Dofollow Links

Negotiation

Client Coordination

Prepared for prospective SaaS & online-business clients

themichaelpro.com

What TheMichaelPro Does

A focused outreach service built around qualified opportunities and live results - not vague activity reports.

THE CORE PROMISE

I research relevant websites, reach the right publisher, negotiate the opportunity and coordinate the placement until the agreed link goes live.

The client sees the opportunity and terms before moving forward. Publisher fees are separate and can be paid directly by the client.

● Guest Post Outreach

Find relevant publications, pitch topics, confirm guidelines and coordinate submission.

● Link Insertions

Identify relevant existing pages and negotiate a contextual link where editorially appropriate.

● Unlinked Mentions

Find brand mentions without a link and outreach to request a useful attribution/link.

● Resource Opportunities

Pursue relevant resource pages, industry roundups and editorial references.

WHAT THE CLIENT RECEIVES

- Relevant prospects and publication opportunities that fit the business niche.
- Publisher terms, fees and link conditions presented before approval.
- Outreach, follow-ups, negotiation and coordination handled end-to-end.
- A verified live URL when the placement is published.

PERFORMANCE MODEL

\$100 per successful approved live backlink placement

Publisher fee is separate. Writing is optional and priced separately.

From Prospect to Live Placement

A simple workflow designed to keep the client in control while removing the repetitive outreach work.

01

Research

Find relevant websites, blogs, industry publications and resource pages.

02

Qualify

Check topical relevance, audience fit, editorial quality and placement conditions.

03

Outreach

Contact editors/publishers with a tailored pitch and relevant topic or link angle.

04

Negotiate

Confirm fee, link type, permanence, guidelines, turnaround and other terms.

05

Client Approval

Share the qualified opportunity with the client before any paid commitment.

06

Coordinate

Introduce the client/publisher where needed and manage submission + follow-ups.

07

Verify

Confirm the article or link is live, capture the URL and report the result.

CLIENT CONTROL

No publisher fee is committed without approval. The client can supply guest-post content, or content support can be added separately.

HealthcareGuys - Live Guest Post

Client: iPlum | Niche: healthcare communications / compliance

\$80

PUBLISHER FEE

Paid separately

Dofollow

LINK TYPE

Confirmed in outreach

LIVE

STATUS

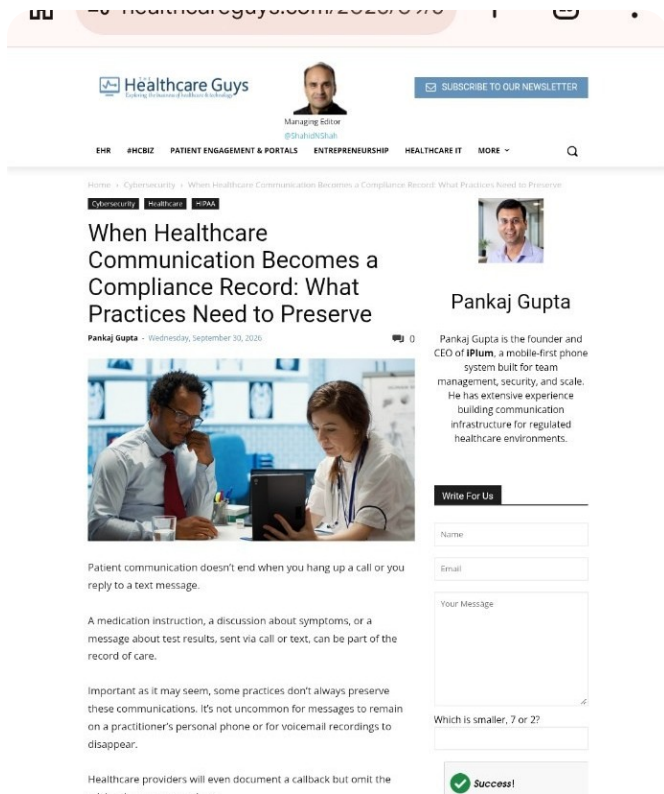
Sept. 30, 2026

Guest post

FORMAT

Editorial placement

LIVE RESULT



PLACEMENT SUMMARY

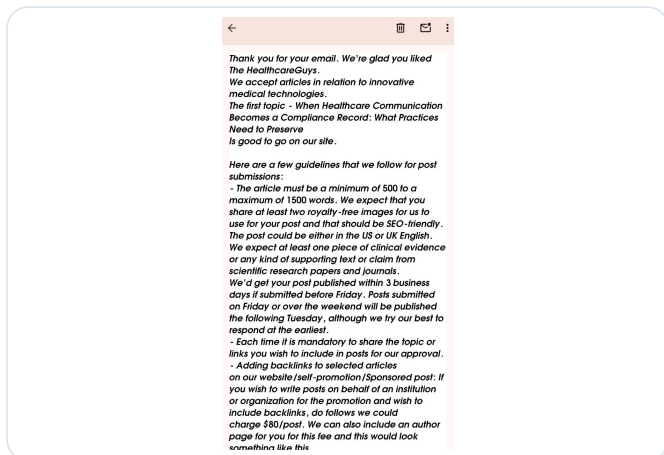
When Healthcare Communication Becomes a Compliance Record: What Practices Need to Preserve

The publisher approved the topic, provided submission requirements, confirmed sponsored guest-post terms and allowed dofollow backlink(s). The opportunity was introduced to the iPlum team and coordinated through publication.

WHAT I HANDLED

- Publisher research and outreach
- Topic approval and guidelines
- Commercial-term confirmation
- Client-publisher introduction
- Publication follow-up and live-link verification

OUTREACH PROOF



Use practice-managed phone numbers and messaging services

A dedicated business number allows staff to communicate through the practice's account on their existing smartphones. However, separating work and personal numbers addresses only part of the problem.

When implementing **secure calling and texting**, practices should look for safeguards such as encryption, message archiving, administrative access controls, and the ability to restrict access after a device is lost or an employee leaves.

In addition, vendors acting as business associates must sign the required BAA.

[View live article](#) - healthcareguys.com

Dr. Good Deed - Negotiated Guest Post

Client: iPlum | Niche: healthcare / patient information protection

\$200

INITIAL QUOTE

Sponsored article

\$100

NEGOTIATED FEE

50% reduction

Dofollow

LINK TYPE

Permanent*

LIVE

STATUS

Oct. 3, 2026

LIVE RESULT



PLACEMENT SUMMARY

Why Healthcare Organizations Need to Think Beyond the EHR When Protecting Patient Information

The publisher initially quoted \$200. After follow-up and negotiation, the placement was accepted at \$100. The publisher separately confirmed the contextual backlink as dofollow and the article/link as permanent subject to editorial policy.

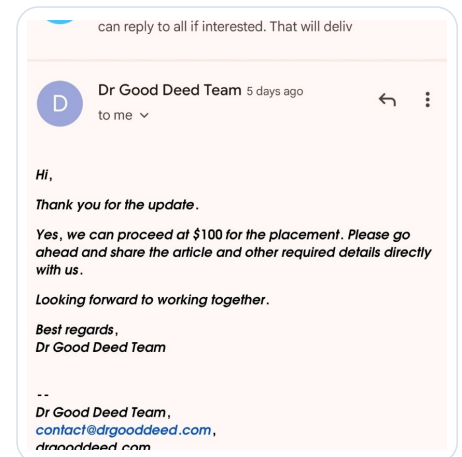
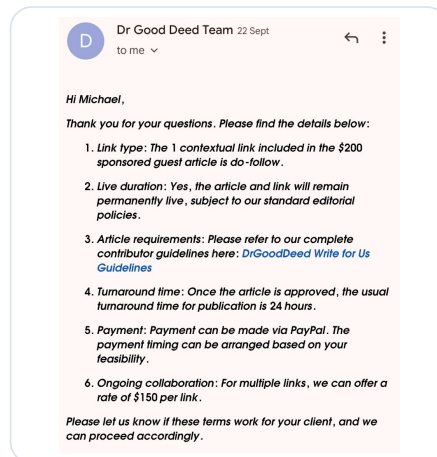
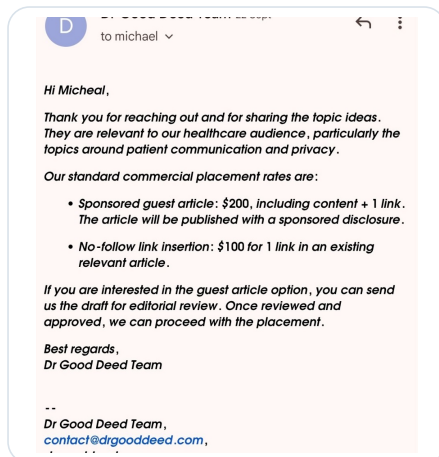
NEGOTIATION RESULT

\$200 -> \$100

Publisher placement cost reduced by 50%

* Permanent subject to the publisher's standard editorial policies.

OUTREACH & TERMS PROOF

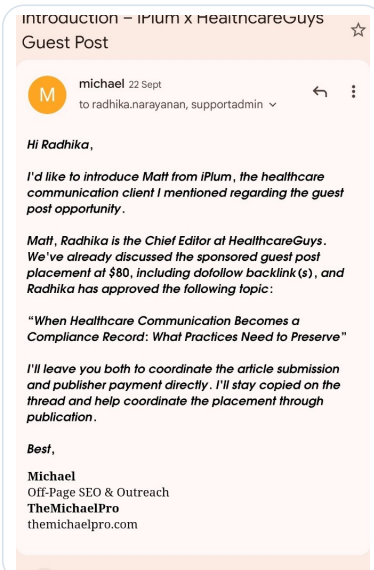


[View live article](#) - drgooddeed.com

Outreach to Published Placement

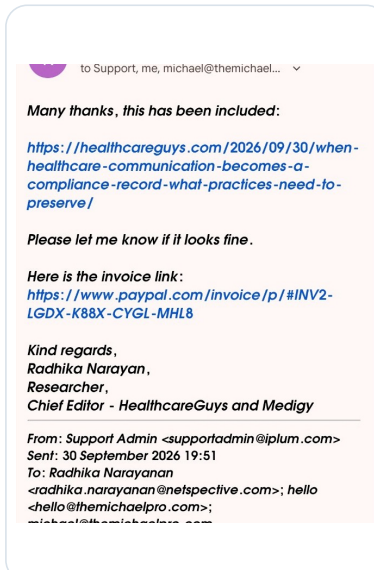
The screenshots below show that the work extends beyond prospect lists - it includes coordination through the live result.

Client Introduction



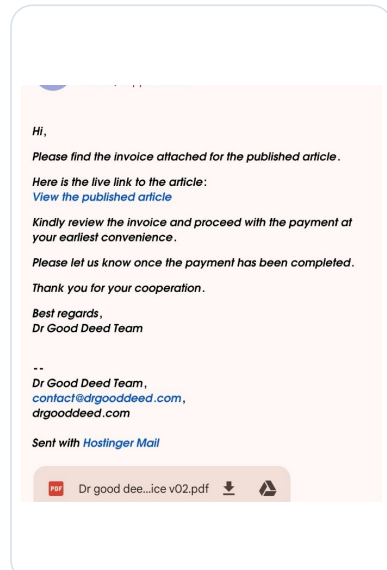
The publisher opportunity and approved topic were handed over clearly to the client while I remained copied for coordination.

Live Publication



HealthcareGuys confirmed the article was included and supplied the live URL after publication.

Second Live Result



Dr. Good Deed sent the live article and invoice after the second placement was successfully published.

PORTFOLIO SNAPSHOT

2

PUBLISHED POSTS

Both live

2

DOFOLLOW LINKS

Confirmed terms

2

PUBLISHER DEALS

Coordinated end-to-end

50%

NEGOTIATION

Best fee reduction

This is the workflow prospective clients are buying: research + outreach + negotiation + coordination + verified live result.

Simple Performance-Based Pricing

Designed for companies that want consistent outreach without paying an agency retainer for activity alone.

SUCCESSFUL PLACEMENT FEE

\$100 per approved live backlink placement

The service fee applies after the agreed placement is successfully published and the backlink is live.

WHAT IS INCLUDED

- Prospect research and qualification
- Publisher outreach and follow-ups
- Terms and fee negotiation
- Client approval workflow
- Submission / publisher coordination
- Live-link verification and reporting

WHAT IS SEPARATE

- Publisher/editorial fees, when required
- Article writing if the client wants it handled
- Any specialist design or research required for content

CLEAR BEFORE APPROVAL

Every paid publisher opportunity is presented with the known fee, link type, guidelines and other important terms before the client decides whether to proceed.

Note: Search rankings cannot be guaranteed. Publisher terms and editorial policies can change. The focus is earning relevant, legitimate third-party placements that strengthen off-page visibility and backlink growth.

READY TO BUILD MORE

Relevant links. Real outreach. Pay for results.

If your company wants a hands-on outreach partner to find relevant websites, negotiate opportunities and move approved placements through publication, TheMichaelPro can handle the process.

THEMICHAELPRO

Off-Page SEO & Outreach

Website	themichaelpro.com
Portfolio	themichaelpro.com/portfolio
Email	hello@themichaelpro.com

CASE STUDY LINKS

[HealthcareGuys guest post](#)

[Dr. Good Deed guest post](#)