

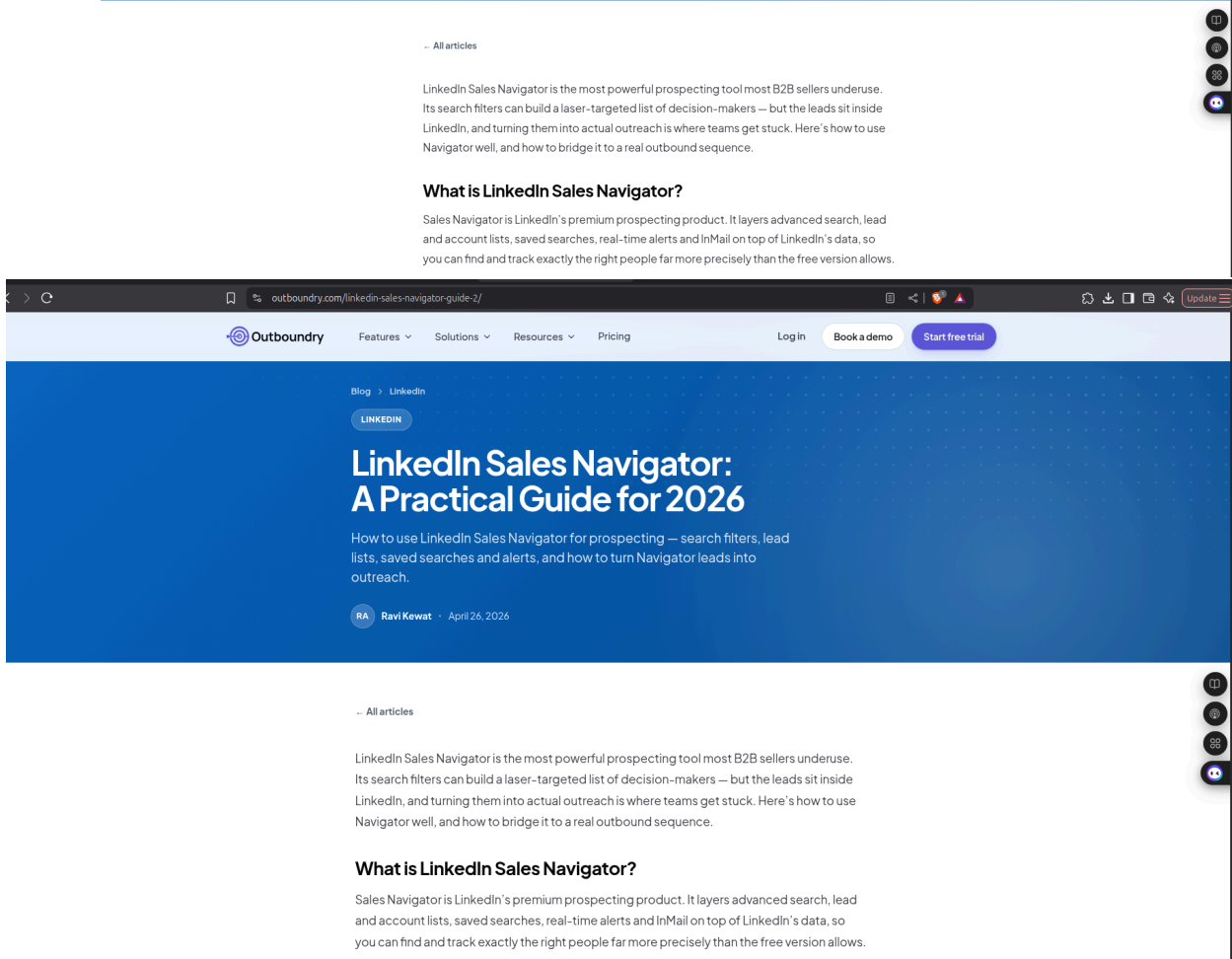
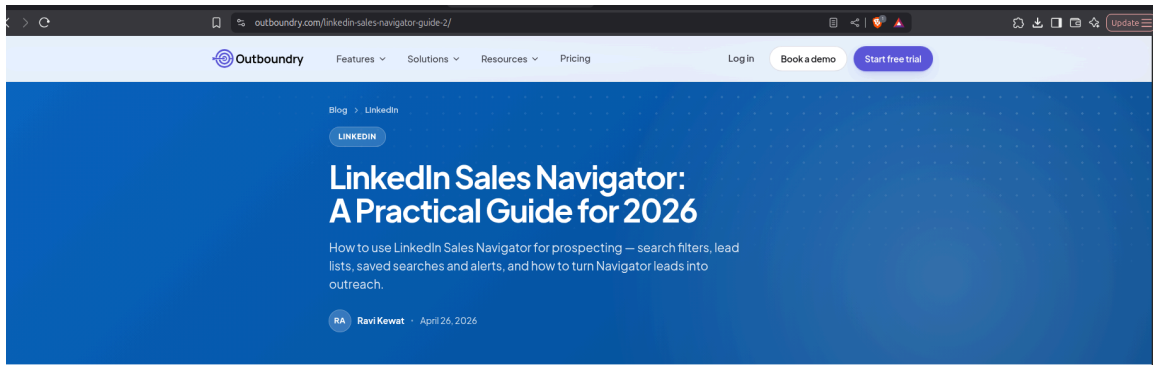
PART 1

SEO Audit Outboundary

Opportunity 1

Category: Duplicate content

- **Page URL:** <https://outboundry.com/linkedin-sales-navigator-guide-2/> and <https://outboundry.com/linkedin-sales-navigator-guide/>



- <https://outboundry.com/social-selling/> and <https://outboundry.com/social-selling-2/>

More duplicate pages

- <https://outboundry.com/linkedin-outreach-strategy/> and <https://outboundry.com/linkedin-outreach-strategy-2/>
- <https://outboundry.com/b2b-lead-generation/> and <https://outboundry.com/b2b-lead-generation-2/>

Why it Matters: Google can only rank one URL per query cluster at a time. Two live pages targeting "LinkedIn Sales Navigator guide" split backlinks, internal links, and topical relevance

signals between them, which typically means neither ranks as well as one consolidated page would.

Observation: The blog index lists near-identical titles for the same core topic published months apart, several with an explicit "-2" URL suffix which is a strong signal these are separate posts rather than updated versions of one page.

Recommendation: Pick the stronger performing post per topic, and redirect the weaker duplicate into it, and merge any unique subsections. Where the posts are genuinely different angles, differentiate the titles and keywords clearly instead of near duplicating them.

Priority: Immediate

Expected Impact: High

Opportunity 2

Category: Missed content opportunity

Page URL: Compare column

Observation: In the comparison menu there are some competitors who are not mentioned but are mentioned in the assignment:

- Expandy
- Skylead
- Saleshandy
- Smartlead

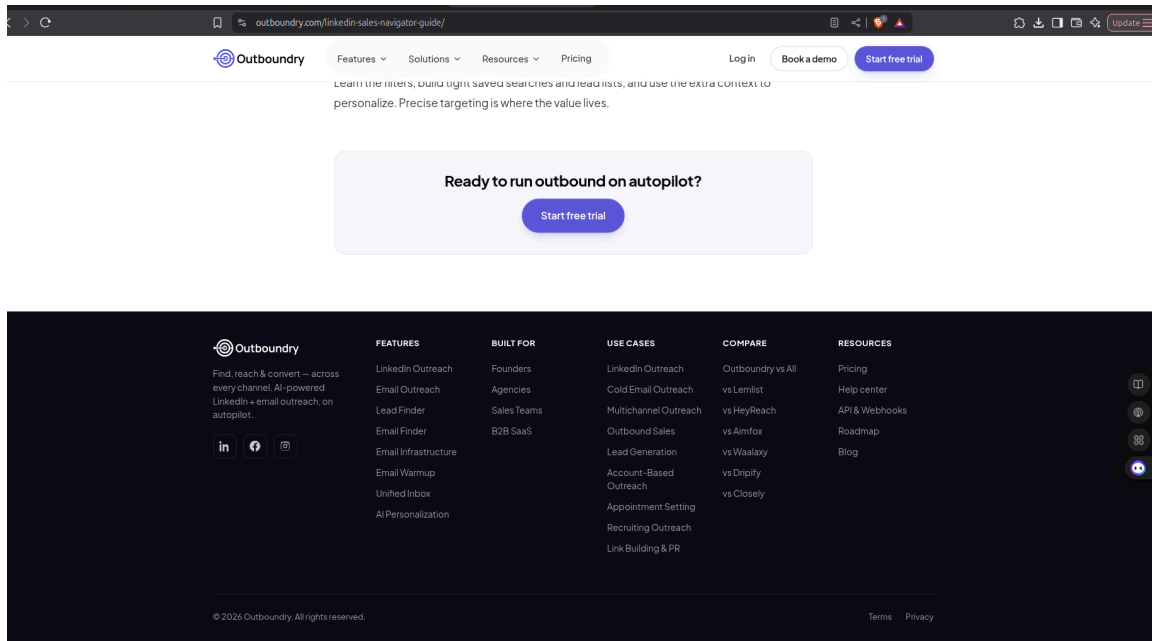
I will be dealing with Saleshandy in competitor comparison

Why it Matters: When more comparison options are provided to clients, it will make them easier to revert to Outboundry.

Recommendation: Add more comparison options

Expected Impact: High

Suggested Screenshot:



Opportunity 3

Category: Metadata

Page URL: <https://outboundry.com/solutions/linkedin-outreach/>

Observation: This page has no meta description tag at all. Its <title> tag is also just "LinkedIn Outreach - outboundry.com", with no benefit statement or brand differentiation, a good meta description tag and title will increase CTR. Without a meta description, Google generates its own snippet by pulling text from the page, which is usually less compelling and less controlled.

Suggested META tag and TITLE: Automate LinkedIn Outreach, Personalise messages, automated follow ups, higher reply rates using Outboundry.

Titles: LinkedIn Outreach Automation for B2B sales. Outboundry.

Opportunity 4

Category: Missing Content Opportunity

Observation: The blog has a published article titled "Outboundry vs Instantly.ai vs Apollo.io: Best Outbound Tool for 2026" (June 18, 2026). However, the site's dedicated comparison landing pages (linked in every page's footer under "Compare Outboundry") only cover Lemlist, HeyReach, Aimfox, Waalaxy, Dripify, etc. Instantly, Apollo, are not mentioned despite being the most searched tools in this category.

Why it Matters: Dedicated "vs" landing pages generally convert and rank better for comparison queries than blog posts because they can be structured specifically around comparison intent (feature tables, pricing tables, switching CTAs) rather than editorial narrative.

Expected Impact: High

Opportunity 5

Category: User Experience Affecting SEO ,Trust & E-E-A-T

Observation: There is no About, Team, or Contact page anywhere in the primary navigation or footer across any of the pages reviewed. The footer includes Features, Built For, Use Cases, Compare, and Resources columns, plus Terms and Privacy but nothing establishing who runs the company, where it's based.

Why it Matters: For a B2B SaaS product that handles customer email infrastructure and touches deliverability or compliance topics trust signals matter both to prospective buyers and to Google's quality assessment of commercial sites, which weighs company transparency (E-E-A-T) as part of ranking quality. A visitor currently has no easy way to learn who's behind the product.

Recommendation: Add an About page (company story, founding team or leadership, location) and ensure a Contact page or clear support path is linked in the footer of every page. This also gives the site a natural home for author bios that can be linked from blog posts (several posts already carry a named author, e.g. "Ravi Kewat" — those bylines currently have no linked author page).

Expected Impact: Medium

Opportunity 6

Category: On Page SEO

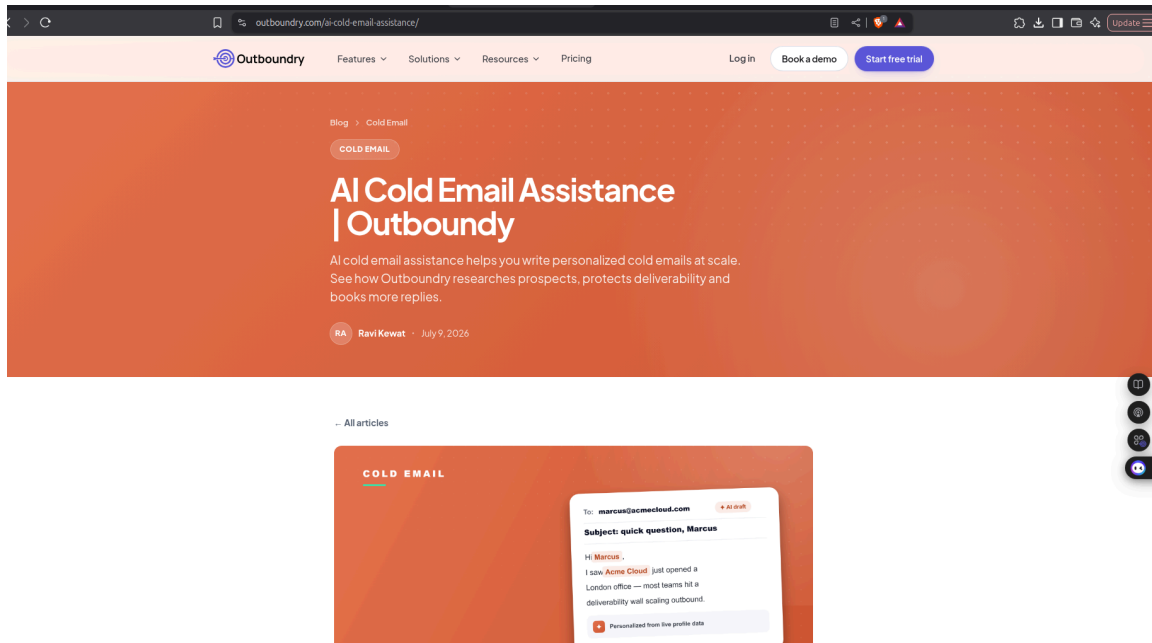
Page URL: <https://outboundry.com/ai-cold-email-assistance/>

Observation: Title tag typo on a live, published page. The blog index shows this post's title as "AI Cold Email Assistance | Outboundy missing the "r" in the brand name.

Why it Matters: Title tags are a primary ranking and CTR signal and often double as the brand's visible identity in search results and social shares. A misspelled brand name undermines trust and can suppress branded-search matching.

Expected Impact: Medium

Priority: Immediate



Suggested Screenshot:

Opportunity 7

Category: On-Page SEO

Page URL: <https://outboundry.com/email-deliverability-guide/>

Observation: This is one of the stronger content pages on the site — it has a named author byline, a clear H2 structure, a comparison table, an FAQ section, and consistent internal links to relevant free tools (Domain Health Checker, SPF Record Generator, Spam-Word Checker) and product pages. This is a genuinely well-built page and is called out here as a positive benchmark other blog posts should be measured against, since not every post in the blog index shows an author byline or the same internal-linking density in its preview snippet.

Why it Matters: Google's guidance on content quality (E-E-A-T) rewards clear authorship and topical depth, and this article demonstrates both. Where this pattern isn't consistently applied across the ~60+ other blog posts, those posts are likely underperforming relative to their potential.

Recommendation: Use this article as the internal content template: confirm every blog post has a named author, a comparable internal linking density to tools and product pages, and a similar FAQ block where the topic supports it. Prioritize the highest traffic existing posts.

Expected Impact: Medium

Opportunity 8

Category: Missing Content Opportunity

Observation: The "Built For" section of the main navigation covers four audiences: Founders, Agencies, Sales Teams, and B2B SaaS. Given that Outboundry's core value proposition is built around an ICP (Ideal Customer Profile) targeting model, filtering by industry, headcount, and role is a headline feature of the Lead Finder. As the site has no industry vertical landing pages

(e.g. "Outreach for Recruiting Agencies," "Outreach for Marketing Agencies") despite already publishing blog content that touches recruiting outreach and other verticals.

Why it Matters: Vertical landing pages are a well established programmatic SEO pattern for outbound tools because buyers frequently search with an industry qualifier ("cold email tool for recruiters," "LinkedIn automation for real estate agents"). The site already has a "Recruiting Outreach" use case page, showing the pattern works but it isn't extended further despite supporting blog content (e.g. "Recruiting Outreach: Templates That Get Candidate Replies").

Recommendation: Identify 3 to 5 additional verticals with existing supporting blog content and search demand (e.g. real estate, recruiting, marketing agencies, financial services) and build dedicated landing pages following the existing usecase page template, each internally linked from the relevant blog posts.

Expected Impact: Medium

Opportunity 9

Category: Content strategy or keyword cannibalisation

Page URL: <https://outboundry.com/vs-lemlist/>

Page URL(s): /vs-lemlist/ vs. /lemlist-alternatives/ ("7 Best lemlist Alternatives") and /outboundry-vs-competitors/ ("Outboundry vs the Competition"); same pattern likely applies to /vs-heyreach/ , /vs-aimfox/ , /vs-dripify/ , /vs-waalaxy/ , /vs-closely/ against their respective blog "alternatives" posts (homepage) and blog posts generally

Observation: The dedicated comparison page is written as a hard sales/conversion page (feature table, pricing math, CTAs); the blog post is written as a listicle covering multiple competitors including Outboundry. Both target overlapping "lemlist alternative" search intent.

Why it Matters: Free tools are a strong link-earning and top-of-funnel asset for a SaaS site (people link to and bookmark utilities more readily than product pages), but they only compound in SEO value if they're well internally linked from the content that discusses the problem they solve — otherwise they sit several clicks deep and accumulate less authority.

Why it matters: Running two live pages after the same commercial keyword forces Google to choose one, usually the less commercially-optimized one (the listicle), which is the opposite of what the business wants for a bottom funnel term.

Recommendation: Keep /vs-lemlist/ as the primary target for "lemlist alternative"/"vs lemlist" and redirect the blog toward a genuinely different query (e.g., "best cold outreach tools compared" without over indexing on Lemlist), with a clear internal link from the blog to the dedicated comparison page.

Expected Impact: high

Estimated Difficulty: Medium

Priority: Short-term

Opportunity 10

Category: On page SEO

Observation : Link X account and Youtube channel

Priority : Low

Expected impact : Low

Suggestion: Many competitors, such as Lemlist, Saleshandy, and HeyReach, actively invest in their YouTube channels by publishing tutorials, product walkthroughs, and use-case videos. In comparison, Outboundry currently has only one video. Regularly uploading educational content, feature tutorials, customer success stories, and videos showcasing the impact of using Outboundry can help build trust, improve product awareness, and generate more qualified leads through organic discovery.

PART 2

Part 2: 3 Month Content Strategy

The three biggest gaps I found:

Missing "alternatives" pages for four named competitors in the brief. Outboundry has alternative roundups for Dripify, HeyReach, Aimfox, Waalaxy, etc but nothing for Smartlead, Saleshandy, Skylead, or Expandi.

2. AI SDR content. "AI SDR" is the single fastest-growing phrase across every competitor's blog and homepage right now (Artisan, AiSDR, Landbase, Reply.io all lead with it). Outboundry's AI Personalization feature is positioned well but never mentioned in that specific language.

3. Thin recruiting specific content Dripify is the one competitor genuinely investing here it has a dedicated recruiting solution page plus multiple standalone posts aimed at recruiters. Skylead, by contrast, only has a couple of posts that touch recruiting at all, despite listing recruiters as a target audience so the opportunity here is arguably easier to win than the alternatives-page gaps, since there's a real content leader to catch (Dripify) but almost no competition beyond that

1. The 3-Month Plan — 15 Articles

Month 1 — Plug the Highest Intent Leak First

1. Best Smartlead Alternatives for Multichannel Outbound (2026)

Primary Keyword	smartlead alternatives
Target Audience	B2B SaaS founders, sales teams outgrowing email only tools
Search Intent	Commercial investigation
Why It Matters	Highest volume "alternatives" query in the whole niche with zero Outboundry coverage; every competitor already has a version of this page, several ranking each other.
Cluster	Alternatives & Switching
Content Type	Alternative page
Internal Links	Links to #2 and #15; pulls from existing /vs-dripify, /vs-heyreach template
Lead Magnet / CTA	See the full Outboundry vs. Smartlead breakdown CTA #2
Priority	High

2. Outboundry vs Smartlead: Which Multichannel Platform Wins in 2026?

Primary Keyword	Outboundry vs smartlead
Target Audience	Teams actively comparing two named vendors
Search Intent	Comparison

Why It Matters	Completes the existing /vs- template family; captures brandvsbrand searches that convert far above blog average.
Cluster	Alternatives & Switching
Content Type	Comparison page
Internal Links	Links to #1; slots into existing /vs- nav menu
Lead Magnet / CTA	Free trial CTA + "Try the 30% reply rate benchmark"
Priority	High

3. Best Saleshandy Alternatives for Teams That Need LinkedIn, Not Just Email

Primary Keyword	saleshandy alternatives
Target Audience	SDRs and agencies who hit Saleshandy's email only ceiling
Search Intent	Commercial investigation (BOFU)
Why It Matters	Saleshandy is email-first with no LinkedIn — Outboundry's core wedge. This is the cleanest "why switch" argument in the entire plan.
Cluster	Alternatives & Switching
Content Type	Alternative page
Internal Links	Links to #1 (same funnel stage); links to #13 for recruiter subset
Lead Magnet / CTA	"Compare LinkedIn + email in one workspace" free trial CTA
Priority	High

4. Cold Email & LinkedIn Outreach for Recruiting Agencies: The Complete Playbook

Primary Keyword	linkedin outreach for recruiters
Target Audience	Recruiters and staffing agency owners building their first structured outbound process
Search Intent	Informational to commercial investigation
Why It Matters	Recruiting is a named ICP with only one existing article; this pillar piece establishes topical authority before the roundup (#13) and can later graduate into a permanent landing page.
Cluster	Vertical (Recruiting)
Content Type	Educational / how-to (pillar)
Internal Links	Links out to #13; links back to multichannel campaign how-to guide
Lead Magnet / CTA	"Book a recruiting outreach demo" CTA
Priority	Medium

5. Cold Email vs. LinkedIn Outreach: Which Channel Should You Lead With?

Primary Keyword	cold email vs linkedin outreach
Target Audience	Founders and sales leaders deciding where to start their outbound motion
Search Intent	Informational
Why It Matters	A genuine, common decision question with no single clear answer a natural top of funnel guide that leads directly into "why not both," which is Outboundry's core pitch.
Cluster	Foundational
Content Type	Guidance
Internal Links	Links to #4 and to the multichannel campaign product page
Lead Magnet / CTA	"See what running both channels together looks like" free trial CTA
Priority	Medium

Month 2 — Extend the Alternatives Cluster + Open the AI SDR Conversation

6. Best Skylead Alternatives for Multichannel LinkedIn Outreach (2026)

Primary Keyword	skylead alternatives
Target Audience	Recruiters, agencies comparing Skylead's \$100/seat model
Search Intent	Commercial investigation
Why It Matters	Skylead is heavily discussed for per seat pricing and steep learning curve both direct openings against Outboundry's flat rate plans.
Cluster	Alternatives & Switching
Content Type	Alternative page
Internal Links	Links to #7 and #15; links to recruiting solution page
Lead Magnet / CTA	"Compare pricing: flat rate vs. per seat" CTA
Priority	High

7. Best Expandi Alternatives for Safer, Cheaper LinkedIn Automation

Primary Keyword	expandi alternatives
Target Audience	LinkedIn 1st teams frustrated with per seat pricing and addons cost
Search Intent	Commercial investigation
Why It Matters	Expandi's real cost balloons once you add Hyperise + a separate email tool (\$197–277/seat/mo per competitor research) — a stat Outboundry can use directly against its own flat pricing.
Cluster	Alternatives & Switching
Content Type	Alternative page
Internal Links	Links to #6 and #15
Lead Magnet / CTA	"Calculate your real cost with our free ROI calculator" → #14
Priority	High

8. What Is an AI SDR? (And What It Actually Automates vs. What It Doesn't)

Primary Keyword	what is an ai sdr
Target Audience	Founders and sales leaders researching the category before buying
Search Intent	Informational (TOFU)
Why It Matters	"AI SDR" is the fastest growing phrase across competitor blogs and homepages. Outboundry has the AI personalization feature but no content using this language yet.
Cluster	AI SDR
Content Type	Educational
Internal Links	Links to #9; links to AI Personalization product page
Lead Magnet / CTA	"See AI personalization in action" free trial CTA
Priority	Medium

9. Best AI SDR Tools & Platforms, Compared (2026)

Primary Keyword	best ai sdr tools
Target Audience	Sales leaders evaluating AI heavy vendors (Artisan, AiSDR, Landbase, Outboundry, etc)
Search Intent	Commercial investigation
Why It Matters	Positions Outboundry inside a comparison set it currently doesn't appear in at all — an entirely new SERP to enter, not just defend.

Cluster	AI SDR
Content Type	Best tools list
Internal Links	Links back to #8; links to #12
Lead Magnet / CTA	"Try Outboundry's AI drafted sequences free" CTA
Priority	Medium

10. How to Build a Cold Outreach Stack for Under \$200/Month

Primary Keyword	cold outreach tech stack
Target Audience	Founders and small teams pricing out their first stack
Search Intent	Informational to product led
Why It Matters	Directly demonstrates the "7 tools replaced, one subscription" claim already on the homepage with real math turns a homepage stat into ranking content.
Cluster	Cost & Consolidation
Content Type	How to
Internal Links	Links to #11 and #12
Lead Magnet / CTA	"Run the numbers with our Cold Email ROI Calculator" → #14
Priority	Medium

Month 3 — Cost Narrative, Vertical Push, and the Capstone Comparison

11. How Much Does Cold Outreach Software Really Cost? (Hidden Fees Compared)

Primary Keyword	cold email software pricing
Target Audience	Buyers comparing sticker price vs. real cost across vendors
Search Intent	Commercial investigation
Why It Matters	Competitor research keeps surfacing hidden costs per client fees, add-ons, personalization, credit systems. A transparent breakdown is a strong trust play against exactly those complaints.
Cluster	Cost & Consolidation
Content Type	Comparison
Internal Links	Links to #1, #6, #7 (pricing angle); links to #10
Lead Magnet / CTA	"Get a flat rate quote" pricing page CTA
Priority	High

12. Why Teams Are Replacing 4 Outreach Tools With One in 2026

Primary Keyword	consolidate sales tools
Target Audience	Ops leaders and founders auditing their software spend
Search Intent	Informational to product-led
Why It Matters	Thought-leadership framing of the same consolidation argument, aimed at a broader "tool fatigue" audience beyond people already comparing named competitors.
Cluster	Cost & Consolidation
Content Type	Product led thought leadership
Internal Links	Links to #10 and #11
Lead Magnet / CTA	"See what 7 tools replaced looks like" to product tour
Priority	Low

13. The Best Cold Email & LinkedIn Tools for Staffing & Recruiting Agencies (2026)

Primary Keyword	linkedin outreach tools for recruiters
Target Audience	Recruiters and staffing agency owners
Search Intent	Commercial investigation
Why It Matters	Recruiting is a named ICP in the brief with only one existing article; competitors like Dripify actively target recruiters as a wedge audience Outboundry under serves in comparison format.
Cluster	Recruiting
Content Type	Best tools list
Internal Links	Links to #3 and #4; links to existing Recruiting Outreach solution page
Lead Magnet / CTA	"Book a recruiting outreach demo" CTA
Priority	Medium

14. How to Calculate Your Outbound ROI (With a Free Calculator)

Primary Keyword	outbound sales roi
Target Audience	Founders and sales managers justifying outreach spend to leadership
Search Intent	Informational to transactional
Why It Matters	Outboundry already has a free ROI calculator tool with almost no supporting content driving traffic to it, this closes that gap.
Cluster	Cost & Consolidation
Content Type	How to
Internal Links	Links to #10, #11; embeds existing ROI Calculator tool
Lead Magnet / CTA	Interactive calculator embed (already built just needs the article)
Priority	High

15. Outboundry vs Skylead vs Expandi: Which LinkedIn Tool Is Safest in 2026?

Primary Keyword	skylead vs expandi
Target Audience	Buyers doing final-stage vendor comparison, safety focused
Search Intent	Comparison
Why It Matters	A three way capstone that ties the whole cluster together, absorbs "X vs Y" search volume for both competitors at once, and gives every earlier article somewhere to link to.
Cluster	Alternatives & Switching
Content Type	Three way comparison (capstone)
Internal Links	Links to #6 and #7; internal hub for the whole Alternatives cluster
Lead Magnet / CTA	"Start your free trial no credit card required"
Priority	High

2. Publishing Calendar (At a Glance)

Month 1 — Plug the highest-intent leak first: 1 to 5

Month 2 — Extend the alternatives cluster + open the AI SDR conversation: 6 to 10

Month 3 — Cost narrative, vertical push, and the capstone comparison: 11 to 15

3. Summary

1. Overall strategy.

Outboundry does not need more foundational content just needs the handful of high intent pages as it is currently losing to named competitors, and a foothold in the "AI SDR" conversations. The plan is to fix some gaps to which outboundry is lagging from its competitors then target agencies, founders, etc for them to switch

2. Which cluster to build first.

The Alternatives & Switching cluster (#1, #3, #6, #7, plus the capstone #15 and the vs page #2). These are the closest to purchase keywords in the entire plan, they're the ones named directly in this assignment, and the competitive research shows exactly what to say: per-seat pricing complaints, missing native email/LinkedIn, and add on costs that inflate real price. That's a strategy that writes itself from evidence rather than guesswork, which is also the fastest thing to prove out in a 90-day window.

3. Five highest-impact articles in the first 90 days.

#1 (Smartlead alternatives) : largest, most contested keyword in the plan, currently a total gap.

#7 (Expandi alternatives) : direct pricing objection (per-seat + add-ons) that Outboundry's flat rate answers cleanly.

#15 (Skylead vs. Expandi capstone) : absorbs two competitors' search volume in one page and becomes the internal linking hub for the whole cluster.

#11 (Hidden cost breakdown) : reusable, evergreen trust asset that every alternatives page can point to instead of re-explaining pricing each time.

#3 (Saleshandy alternatives) : the cleanest single feature gap (no LinkedIn) to argue against, and fastest to write with confidence.

These five share one thing in common: they are the only topics on this list where Outboundry's actual product (flat pricing, native LinkedIn + email, no per client fees) directly resolves a complaint real buyers are already voicing about a named competitor.

A note beyond the content calendar.

Saleshandy has dedicated landing pages

Built for section that targets industries

Use cases section

For developers section

Outboundry has pieces of this already, but not a fully segmented structure. This falls outside a content calendar, but it is worth noting. Once a topic cluster proves itself as a blog post (the recruiting cluster in this plan is the obvious first candidate), it can graduate into a permanent landing page rather than staying as an article . This will help in capturing both the search traffic and the longer term conversion value.

PART 3

Competitor Research

1. What is Saleshandy doing well from an SEO perspective?

The first thing that stood out when I went through Saleshandy's site is how much content they have built around a fairly narrow niche. Cold email and sales engagement isn't a huge topic on paper, but they have managed to cover it from almost every angle: how-to guides, template libraries, tool comparisons, deliverability explainers, and free utilities. That breadth is really what topical authority looks like in practice. Google doesn't just want one great article on cold email, it wants to see that a site understands the whole subject, and Saleshandy's blog and resource sections give that impression.

Their internal linking is also fairly disciplined. On a guide like "How to Write a Cold Email in 2026," they link out to a subject line list, a template roundup, and their own free tools like the spam checker and email verifier. That keeps visitors moving through the site instead of bouncing after one page, and it passes authority between pages that target related keywords. I also noticed a consistent pattern of pushing people from informational content toward the product without being pushy about it. Most articles end with a soft plug for the free trial rather than a hard sales pitch, which fits search intent better since someone searching "how to write a cold email" isn't ready to buy yet.

Metadata seems well handled too. Titles include the year (2026), which is a small but effective freshness signal, and most posts I found had been updated recently rather than sitting untouched since publication. Their guide on email deliverability, for example, shows an updated date in February 2026 despite likely being an older post originally. That kind of updating matters more than people think, since Google tends to favor content that looks actively maintained over something stale, even if the stale version still ranks technically.

One area where they could improve is depth of internal structure on some template pages. A few of the blog posts about templates look like they were built quickly to capture keyword variations (cold email templates, B2B cold email templates, sales email templates) and there is noticeable overlap between them. This isn't necessarily bad for traffic, since each one can still

rank for its own phrase, but it does create some cannibalization risk and reads a little repetitive if you land on more than one.

2. Which pages appear to attract the most traffic?

Based on how these pages are structured and how often they show up across searches and other sites linking to them, a few categories seem to be doing the heaviest lifting.

The comparison pages, especially “Saleshandy vs Instantly,” are almost certainly high performers. This makes sense because “vs” style keywords capture people who are actively comparing tools, meaning they are much closer to a purchase decision. I found multiple third-party sites (G2, Puzzle Inbox, Sparkle, Salesforce) writing their own comparisons between the two tools, which tells me this matchup gets searched a lot and Saleshandy's own version is competing in a fairly crowded space. The fact that competitors are creating “Saleshandy vs Instantly” content themselves is actually decent evidence that Saleshandy has real search visibility worth targeting.

The free tools (Email Verifier, Spam Checker, Email Finder) are another strong traffic category. Free tools tend to attract high search volume because people bookmark and return to them repeatedly, and they earn backlinks naturally since other sites reference them as resources, which I saw happen in listicles about spam checkers and email verification tools. These pages also convert well because someone using a spam checker is already doing the exact task Saleshandy's paid product handles at scale.

Educational guides like “How to Write a Cold Email” and the various template roundups are probably driving a large volume of top of funnel traffic. These target broad, high volume keywords, and the sheer length of some of these guides signals they are built to be comprehensive resources rather than quick posts, which tends to perform well for competitive terms.

3. What content strategy do you think they're following?

It looks like a fairly classic SaaS content funnel, but executed with more volume than most competitors in this space attempt. At the top, there are broad educational posts targeting people who don't know Saleshandy exists yet. In the middle, there are more specific guides and free tools that start associating the brand with solving a particular problem. At the bottom, there are comparison and alternative pages aimed at people already evaluating cold email software.

What I find interesting is how much of their content is written in first person with an “I tested this, here's what happened” tone, rather than generic marketing copy. Several posts reference

sending real campaigns or running actual tests. Whether or not every claim is independently verifiable, this style reads as more credible than a typical feature list, and it likely helps with both engagement and how AI-driven search summaries treat the content, since specific claims are easier to cite than vague ones.

They also seem to publish and refresh content on a regular cycle rather than treating the blog as an afterthought. Posts dated across multiple months in 2026 suggest an ongoing content calendar, not a one-time push.

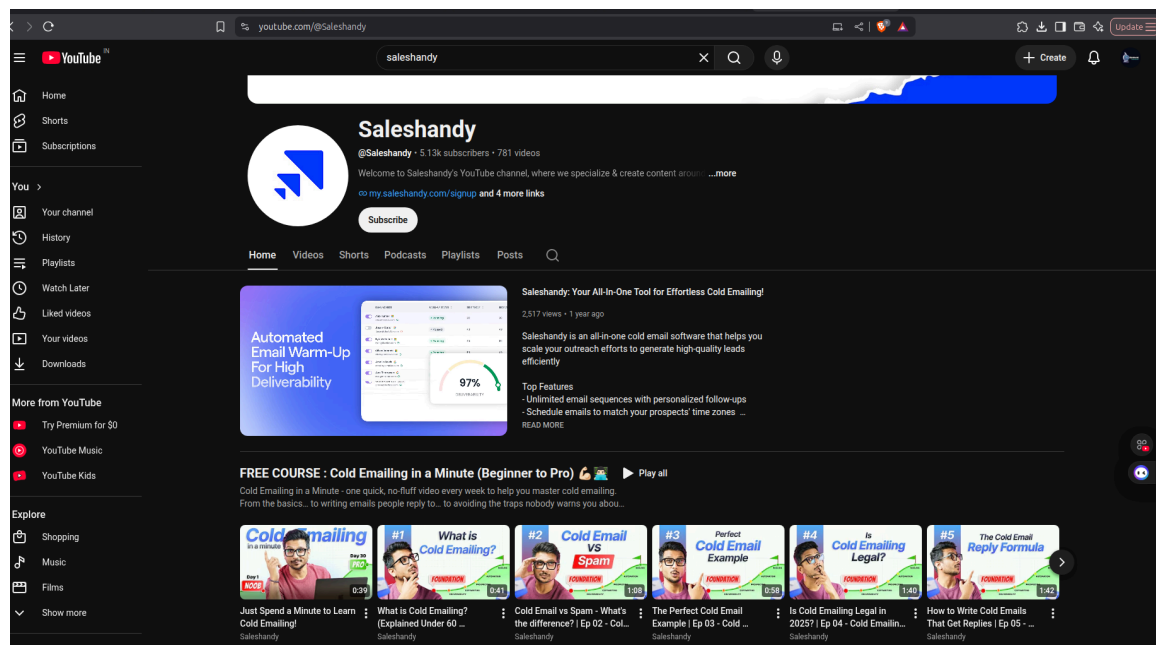
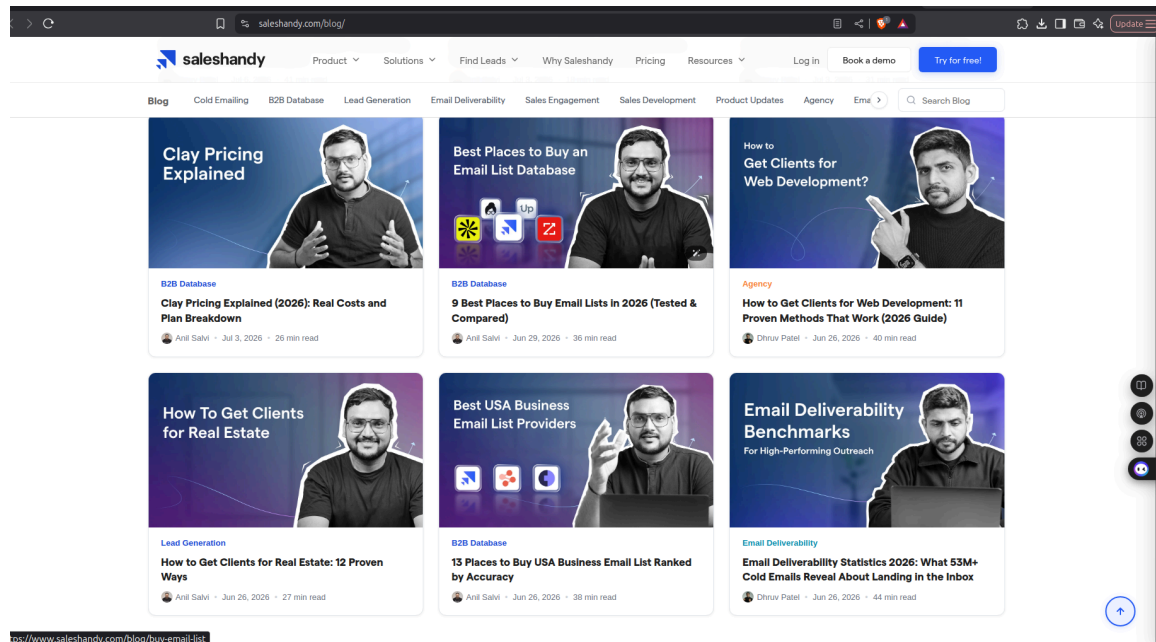
4. What can Outboundry learn from Saleshandy?

Outboundry is a fairly close competitor to Saleshandy in terms of what it actually does. Both platforms offer email outreach, warmup, a lead finder, and unified inbox functionality, so there's a real opportunity to compete on the same search terms rather than trying to find an entirely different angle.

The clearest lesson is the value of comparison content. If Outboundry doesn't already have well-developed “Outboundry vs Instantly” or “Outboundry vs Saleshandy” pages, that's a gap worth closing, especially since Saleshandy's own comparison pages show up alongside several third-party review sites, meaning that search real estate isn't owned by anyone yet. Free tools are another area to consider. Something as simple as a free spam checker or email verifier could generate consistent organic traffic and backlinks without needing constant promotion, since Saleshandy's own free tools get referenced in other people's “best of” lists.

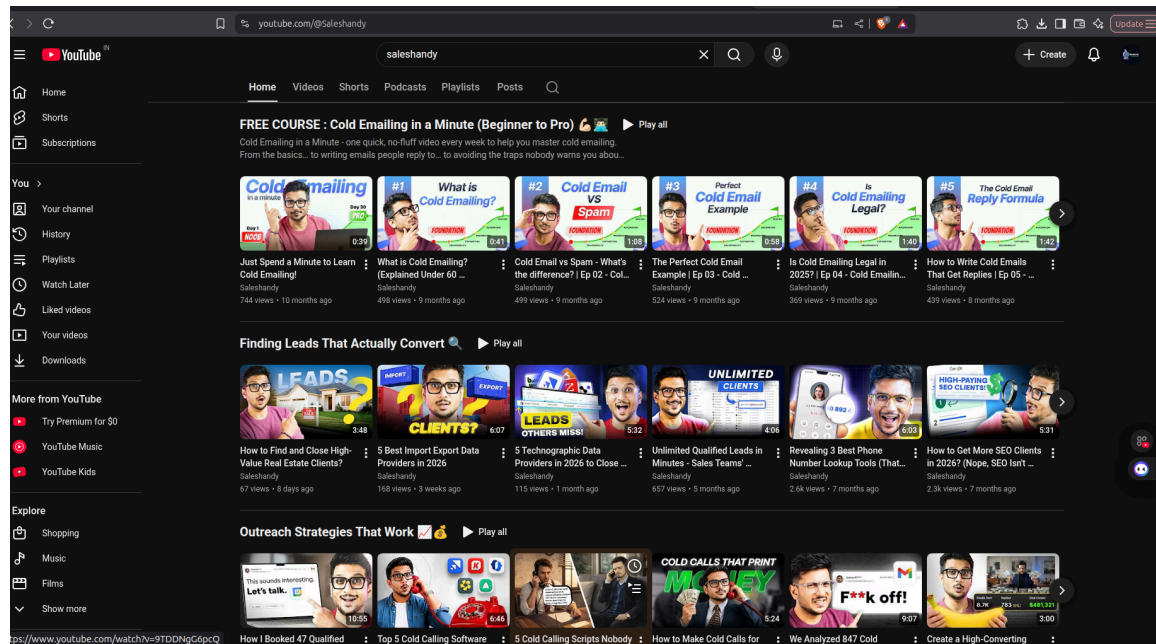
2. Face of Saleshandy

The other takeaway is that Saleshandy has made its Co founder Dhruv Patel and Chief Revenue officer Anil Salvi the face of Saleshandy, This brings trust and credibility.



3. YouTube Tutorials

Saleshandy have worked on their Youtube Channel where they have posted about Tutorials to use their tools, Strategies, etc. This helps in creating organic traffic.



5. What would you do differently if you were marketing Outboundry?

I wouldn't try to out-publish Saleshandy on volume, since they have a head start and a much bigger content library already. Instead I'd focus on a narrower set of comparison and alternative pages targeting Saleshandy directly, written with specific, checkable details like pricing tiers and feature differences rather than vague claims, since that seems to be what earns trust in this niche based on the third-party comparisons I read.

I'd also prioritize one or two free tools early rather than several mediocre ones, since Saleshandy's spam checker specifically earned mentions in other sites' roundups, which suggests a single well-built tool can do more for backlinks than a handful of shallow ones. Alongside that, I'd keep the blog smaller but more consistently updated, since Saleshandy's freshness signals (updated dates, current year in titles) appear to matter more for rankings than raw post count.

Finally, I'd pay closer attention to keyword overlap across templates and guides. Saleshandy has some cannibalization between similarly themed posts, and Outboundry could avoid that by mapping out keyword targets before publishing rather than after.

Conclusion

Reviews from blogs featuring Saleshandy repeatedly cite Ai sequence Copilot and content guide features of why they prefer Saleshandy for email marketing. Unlimited email accounts on every plan, automatic warmup and prefigured sending infrastructure means teams are not using multiple tools to get their task done. On the other side, the demerits of using Saleshandy note that costs climb once addons like the lead database and dialer are factored in, and that newer channels like LinkedIn and WhatsApp aren't as good as the core email product. Taken together, this suggests Saleshandy earns recommendations less on any single killer feature and more on how much it replaces, which is worth keeping in mind if Outboundry wants to compete on the same ground.

hunter.io/blog/cold-email-software/saleshandy

Email outreach tools compared by use case

- Comparison methodology
- Tools we considered but didn't include
- How to choose the right cold email tool?
- Must-have features of great cold email software
- FAQ

Strengths

- Unlimited email accounts on every plan, so you're not charged per inbox (the main reason high-volume senders and agencies pick it)
- Warm-up is now built in and runs automatically in the background, with no third-party tool needed
- Email infrastructure inside the platform: buy domains and sending-ready mailboxes with SPF, DKIM, and DMARC pre-configured in about ten minutes
- A contact B2B database (Lead Finder) covering 42M+ companies with 50+ buying signals and 75+ filters, with every email verified before sending
- AI Sequence Copilot drafts a full sequence from your website and prospect list, subject lines and personalized openers included
- Five-channel sequences across email, calls, LinkedIn, WhatsApp, and tasks, with automatic channel-switching if a prospect goes quiet
- Spintax and A/B testing, a unified inbox, and a built-in CRM with a deal pipeline
- 2-way CRM sync with HubSpot, Pipedrive, and Zoho

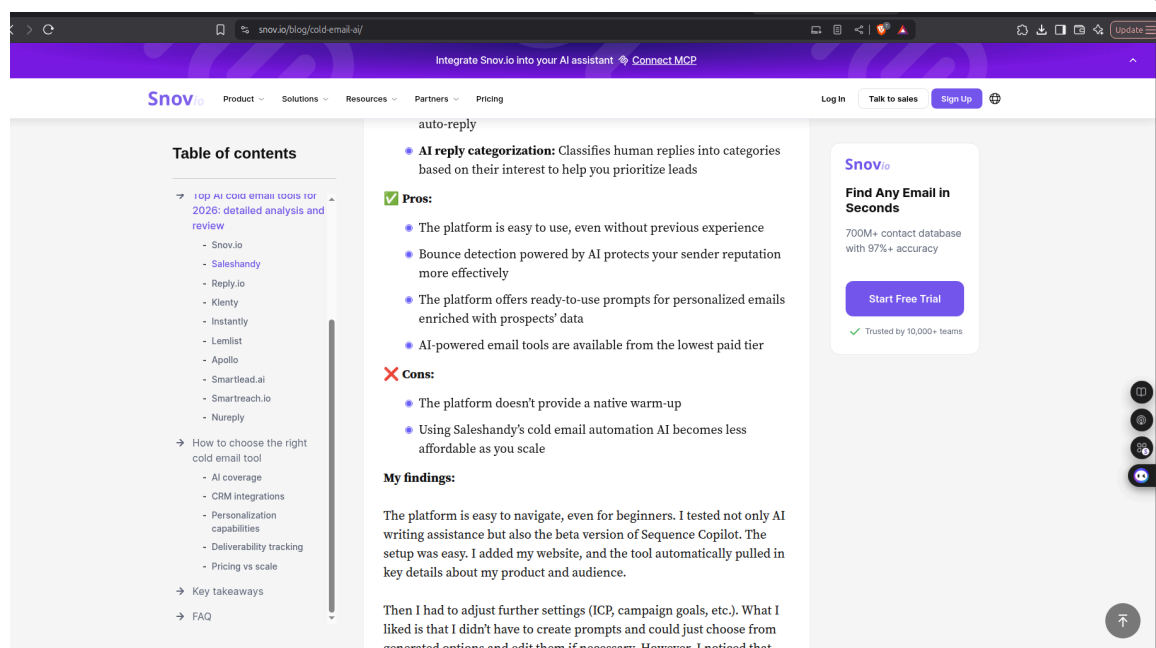
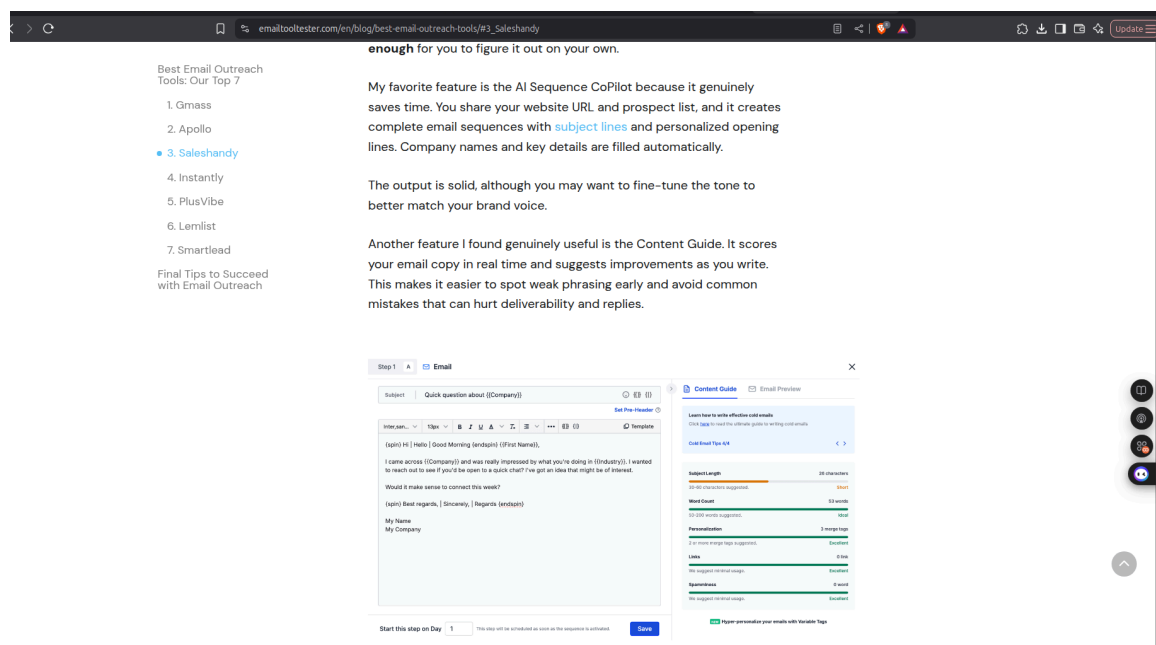
Weaknesses

- It's become a sprawling all-in-one, and the newer channels (LinkedIn, WhatsApp) and the dialer aren't as battle-tested as dedicated tools
- The headline price only covers sending. The lead database, email verification, the dialer, and bought inboxes are paid add-ons, so the real cost climbs past the \$25 entry fast
- Support is based in India, so teams in US or EU timezones can hit a lag on

Send cold emails with Hunter

Generate new opportunities with our all-in-one outreach platform.

Create a free account



Outboundry Part 4: Growth Marketing Challenge

0. What shaped this plan

Before writing initiatives, I looked at what's already true about Outboundry and what's already working for the tools it's up against:

- Outboundry already has the raw material for growth, mostly unused. There's a live affiliate program with almost no visible recruiting motion around it, 13 free tools (Domain Health Checker, Spam Word Checker, Cold Email ROI Calculator, SPF Generator, etc.) buried three clicks deep in the nav, an Agency plan with white label + workspaces that's a natural partner program hook, and a public roadmap that isn't being used as an engagement surface.
- Lemlist's entire \$20M+ ARR story is founder-led LinkedIn content + community, not ads. Guillaume Moubeche built a personal brand first, then had the team do the same, reportedly reaching 20M+ monthly views for free, and their support team still runs an active community used for feedback and feature requests.
- HeyReach went from \$0 to \$8M ARR in ~26 months on word of mouth, an agency first affiliate program, and one co-marketing webinar+contest with Clay which is a tool their own users were already using. They prioritized "everything that fuels word-of-mouth" over paid channels almost entirely.

The five initiatives below lean into what Outboundry already has (agency features, free tools, an affiliate program) rather than inventing new infrastructure, because that's what a limited budget actually allows.

1. Five Growth Initiatives

Initiative 1 — Tiered Agency Partner Program

Field	Detail
Objective	Turn Outboundry's existing affiliate program into a structured, agency first partner program that drives recurring referral revenue and word of mouth.

Why Outboundry specifically	Outboundry already has an Agency plan built for exactly this audience white-label reporting, per-client workspaces, and LinkedIn Avatars. Agencies are also the ICP most likely to already be posting on LinkedIn about their own results (per HeyReach's own growth story), meaning their promotion is free distribution to an audience of warm buyers.
Step by step	1. Audit current Endorsely affiliate setup and commission rate. 2. Design 2 tiers: "Affiliate" (self-serve, 20–25% recurring commission) and "Certified Partner" (agencies on the Agency plan, 30%+ commission, co-marketing, a directory listing on outboundry.com, and early feature access). 3. Build one simple partner landing page with clear terms and a 5-minute signup 4. Personally recruit the first 15–20 partners from existing paying agency customers via a direct LinkedIn or email outreach campaign. 5. Give partners a co-branded one-pager and swipe copy to cut their setup time to zero. 6. Review commission payouts and top performers monthly.
Target audience	Existing agency customers, LinkedIn leadgen consultants, freelance growth operators.
Required tools	Endorsely (already in use), a simple Notion partner tracker, Loom for onboarding videos.
Estimated effort	Medium
Expected impact	High

Time to see results	4 to 8 weeks for first referred signups; 3 to 6 months for it to become stable.
Success metrics (KPIs)	Active partners, referred trials, referred trial to paid conversion rate, referred customer LTV vs. blended average, partner-driven MRR as % of total new MRR
Risks & mitigation	Risk: low-quality partners promoting to the wrong audience leading to churn and refund risk. Mitigation: Gate the "Certified Partner" tier behind an active-customer requirement and manually approve, rather than open signup.

Initiative 2 — Founder & Team LinkedIn Personal Branding

Field	Detail
Objective	Build organic reach and trust by having Outboundry's founder and team run and publicly document their own outbound campaigns using the product.
Why Outboundry specifically	This is the single highest-leverage channel in the category right now it's literally how Lemlist got to \$20M+ ARR without ad spend. Outboundry has an unusually strong version of this available to it: it's an outreach tool, so its own team's outbound results are the product demo. No other initiative on this list turns the founder's daily work into content this directly.
Step by step	1. Pick one ICP per person posting (e.g., founder to SaaS founders, a growth hire to agencies) 2. Commit to 3–4 posts per week per person: campaign screenshots, reply rate wins, one genuine failure + fix, and short opinions on outbound trends.

	3. Reply to every comment within 24 hours to keep posts in the algorithm's distribution loop. 4. Once a post performs, turn it into a short blog recap or LinkedIn newsletter issue to capture it long term instead of losing it to the feed. 5. After 60 to 90 days of consistent posting, invite 2 to 3 customers to co-post casestudy style content and tag Outboundry.
Target audience	Founders, sales managers, agency owners or anyone who might see the founder's face before they see an ad.
Required tools	Free LinkedIn native publishing, a shared content calendar (Notion, Google Sheet), Canva for simple graphics.
Estimated effort	Medium (Needs real consistency)
Expected impact	High
Time to see results	First traction in 4 to 6 weeks; compounding effect after 3+ months of consistency
Success metrics (KPIs)	• Follower growth rate, • average post engagement, • Trial signups attributed to LinkedIn, • branded search volume over time
Risks & mitigation	Risk: Inconsistent posting kills momentum before the algorithm rewards it. Mitigation: Batch write a week of posts every Friday so publishing never depends on that day's energy.

Initiative 3 — Turn the 13 Free Tools Into a Lead gen Engine

Field	Detail
-------	--------

Objective	Get meaningfully more signups and emails out of tools Outboundry has already built (Domain Health Checker, Spam-Word Checker, ROI Calculator, SPF Generator, etc.) instead of building new lead magnets from scratch.
Why Outboundry specifically	A fastest initiative as the tools already exist and are under monetized as a funnel. A free tool will give them an idea and create impression leading to paid subscriptions. Eg: Tool to check a problem like "Is my domain healthy?" is a qualified lead as only people about to run cold outreach check their domain health.
Step by step	1. Add a lightweight email-capture step to the two highest utility tools (Domain Health Checker, Spam-Word Checker) before showing the full result "enter your email to see your full A-F breakdown." 2. Submit each tool individually to free directories and communities that index tools (Product Hunt, AlternativeTo, There's An AI For That if relevant, relevant SaaS tool roundup sites). 3. Write one short LinkedIn post per tool showing a real "before and after" grade, linking directly to the tool. 4. Add each tool as a resource link inside the most relevant existing blog posts that is cheap, immediate, and already written content doing new work. 5. Set up a simple 3 email nurture sequence for anyone who uses a free tool but doesn't start a trial within 7 days.
Target audience	Anyone who is actively troubleshooting durability
Required tools	Only existing ones

Estimated effort	Low
Expected impact	Medium
Time to see results	2 to 4 weeks
Success metrics (KPIs)	Tool sessions, email capture rate, tool user to trial conversion rate, tool referral traffic from directories
Risks & mitigation	Risk: gating results too aggressively kills the "free tool" goodwill that makes it shareable. Mitigation: always show a partial result for free (e.g., the letter grade) and gate only the detailed breakdown.

Initiative 4 — Integration Co-Marketing With Tools Outboundry's ICP Already Uses

Field	Detail
Objective	Borrow distribution from complementary tools' existing audiences (Clay, HubSpot, Zapier) through joint content and integrations, instead of paying to build an audience from zero.
Why Outboundry specifically	This is exactly the move that helped take HeyReach from \$0 to \$8M ARR — one Clay integration + one joint webinar + one small contest tapped into an audience that was already the right ICP, at close to zero acquisition cost. Outboundry's ICP (agencies, SDRs, founders) overwhelmingly already uses Clay for enrichment and HubSpot/Zapier for CRM sync, so the audience overlap is close to 1:1.
Step-by-step	1. Prioritize one integration partner to start (Clay is the strongest analog to HeyReach's proven playbook). 2. Reach out to their partnerships/community team proposing a joint 30-minute webinar: "How to go from

	Clay-enriched list to booked meeting in one workflow." 3. Promote it to both audiences Outboundry's email list and LinkedIn, and the partner's community. 4. Run a small giveaway (e.g., free months of both tools) for people who attend live and post about it, mirroring HeyReach's contest mechanic. 5. Turn the recording into a permanent asset: an on-site "Outboundry + Clay workflow" page and a short YouTube upload . 6. Repeat quarterly with a new partner (HubSpot, Zapier, or a data/enrichment tool) once the first one proves out.
Target audience	Agencies and sales teams already using Clay/HubSpot/Zapier as part of their stack.
Required tools	Zoom, Google Meet , the partner's existing community channel, Canva for a landing page graphic.
Estimated effort	Medium
Expected impact	High
Time to see results	4 to 6 weeks to execute the first webinar; compounding value as the recording keeps converting afterward
Success metrics (KPIs)	Webinar registrants, attendance rate, post-webinar trial signups, integration page traffic, partner-sourced pipeline
Risks & mitigation	Risk: partner deprioritizes or ignores outreach since Outboundry is small. Mitigation:lead with something of clear value to them too (e.g., co-promote their tool to Outboundry's list first, to build the relationship before asking for reciprocity).

Initiative 5 — "Outbound Operators" Community

Field	Detail
Objective	Build a small, high signal owned community for feedback, retention, and word of mouth, while also showing up authentically in the Reddit or Quora communities this audience already lives in.
Step-by-step	1. Spin up a free Slack (not Discord as this audience skews more B2B/professional) called something like "Outbound Operators," seeded first with existing customers, not cold prospects. 2. Run a monthly "feature vote" tied to the existing public roadmap, and publicly ship the winning request with credit to whoever requested it. 3. Separately, identify 5–8 relevant subreddits (r/sales, r/SaaS, r/Entrepreneur, r/agency, r/coldemail-adjacent communities) and relevant LinkedIn groups, and have one team member answer real questions there for a few hours a week genuinely helpful, not "check out Outboundry" replies, with the tool mentioned only when it's a real fit for the question asked. 4. Track which questions repeat most often; feed them back into the content team as future blog or tool ideas. 5. After 90 days, invite the most active Slack members to a private beta group for new features in exchange for feedback.
Target audience	Existing customers (for the Slack), and prospective buyers actively asking

	outbound-related questions in public communities
Required tools	Slack (free tier), a shared "community FAQ" doc, existing public roadmap tool (already live).
Estimated effort	Medium Mostly time investment
Expected impact	Medium (compounds significantly over 6–12 months)
Time to see results	6–8 weeks for early signal; 3+ months for meaningful referral impact
Success metrics (KPIs)	Active Slack members, roadmap votes per month, community sourced feature requests shipped, referral lift among community members vs. non-members, qualified traffic from Reddit or other group links
Risks & mitigation	Risk: community presence reads as spam and damages trust in Reddit-style communities that police self-promotion heavily. Mitigation: Enforce a strict "answer first, mention product only if relevant" rule, and never let it be the same person posting links repeatedly from a brand-tagged account.

2. 90-Day Roadmap

Month 1 — Quick Wins & Foundation Setup

Activity	Priority	Effort	Expected ROI	Success Metrics
Add email-gate to Domain Health Checker & Spam-Word	High	Low	High (fast, free)	Tool sessions, email capture rate

Checker (Initiative 3)				
Submit free tools to directories (Product Hunt, AlternativeTo, etc.) (Initiative 3)	High	Low	Medium	Referral traffic, backlinks or mentions
Design 2-tier Agency Partner Program structure + landing page (Initiative 1)	High	Medium	High	Program live, terms finalized
Recruit first 10–15 partners from existing agency customers (Initiative 1)	High	Medium	High	active partners signed up
Start founder or team LinkedIn posting cadence (3–4x/week) (Initiative 2)	High	Medium	High (compounding)	Follower growth, engagement rate
Stand up "Outbound Operators" Slack, seed with 20–30 existing customers (Initiative 5)	Medium	Low	Medium	Slack members, first week activity

Month 2 — User Acquisition Experiments & Community Building

Activity	Priority	Effort	Expected ROI	Success Metrics
Launch nurture email sequence	Medium	Low	Medium	Tool-user converting to

for free-tool users who haven't trialed (Initiative 3)				trial conversion rate
Pitch and confirm first integration co-marketing partner (Clay) (Initiative 4)	High	Medium	High	Webinar scheduled, joint promo assets ready
Run first joint webinar + giveaway with integration partner (Initiative 4)	High	Medium	High	Registrants, attendance, post-webinar signups
Launch first monthly roadmap "feature vote" in Slack (Initiative 5)	Medium	Low	Medium	Votes cast, feature shipped with credit
Begin structured presence in 5–8 relevant Reddit/LinkedIn/FB groups (Initiative 5)	Medium	Medium	Medium (slow-building)	Qualified referral clicks, community sentiment
Feature top-performing agency partners publicly (Initiative 1)	Low	Low	Medium	Partner-driven referrals, partner retention

Month 3 — Scaling Successful Channels & Retention/Referrals

Activity	Priority	Effort	Expected ROI	Success Metrics
----------	----------	--------	--------------	-----------------

Double down on whichever of (LinkedIn posting / free tools / partner program) shows the best CAC — cut what isn't working	High	Medium	High	Blended CAC by channel
Launch second integration co-marketing partnership (HubSpot or Zapier) (Initiative 4)	Medium	Medium	Medium-High	Registrants, signups, partner-sourced pipeline
Turn best customer case studies from LinkedIn dogfooding into a proper case-study page + co-posted content (Initiative 2)	Medium	Low	Medium	Case study page traffic, assisted conversions
Introduce a simple in app double sided referral to complement the affiliate program	Medium	Low	Medium	Referral signups, existing-customer referral rate
Invite top Slack community members into a private beta group for new features (Initiative 5)	Low	Low	Medium (retention-focused)	Beta participation, feature feedback volume, NPS

Formal quarterly review: partner commissions, LinkedIn analytics, tool funnel conversion, community health	High	Low	High (informs next quarter)	Full funnel dashboard, updated 90 day plan
--	------	-----	-----------------------------	--

3. Summary

1. Top 3 initiatives for fastest user growth

1. Free Tools as a Lead Gen Engine: zero build time, existing traffic, and the fastest possible time to signal of anything on this list.
2. Integration Co Marketing: borrows an existing, already qualified audience instead of building one from scratch
3. Founder and Team LinkedIn Branding : slower to compound than the two above, but the first wave of posts (campaign screenshots, real numbers) tends to get disproportionate early engagement simply for being specific and real in a category full of generic advice.

2. Top 3 initiatives for highest long-term ROI

- Founder & Team LinkedIn Personal Branding : this is the channel Lemlist rode to \$20M+ ARR without meaningful ad spend; it gets more valuable over time, not less, and it's nearly free.
- Tiered Agency Partner Program : recurring commission structures create compounding referral revenue that keeps paying out long after the initial setup work is done
- Outbound Operators Community : the slowest of the five to show results, but community driven retention and word of mouth are the hardest advantages for competitors to copy, because they're built on relationships, not tactics.

3. The "unfair advantage" idea

Make Outboundry's own outbound the marketing. Every competitor in this space writes about outbound. None of them are publicly, continuously running their own campaigns through their own tool and streaming the real numbers that includes reply rate, meetings booked, deliverability score as a living, always on asset on the website and in weekly LinkedIn posts. A simple public "Outbound Experiment Dashboard" (even a manually updated page at first) that shows Outboundry's own current campaign performance would do three things at once other tactics can't: it's a live product demo, it's a constant source of authentic content and it's a trust signal no amount of comparison page copy can fake,

because the numbers are real and checkable. It costs almost nothing to run since the data already exists inside the product and it just has to be made public.

4. Why this fits a bootstrapped, limited budget SaaS

Every initiative here reuses something Outboundry already has i.e. the Agency plan, the 13 free tools, the affiliate program, the public roadmap, the product itself. That matters twice over: first, because it's honest about what a first growth hire can realistically execute alone in 90 days; and second, because the two channels proven to work best for this exact category (Lemlist's founder-led content, HeyReach's partner integration motion) were both built by teams with the same constraint Outboundry has now competing against well funded rivals with time, consistency, and relationships instead of ad spend. That's a repeatable playbook, not a hopeful guess.