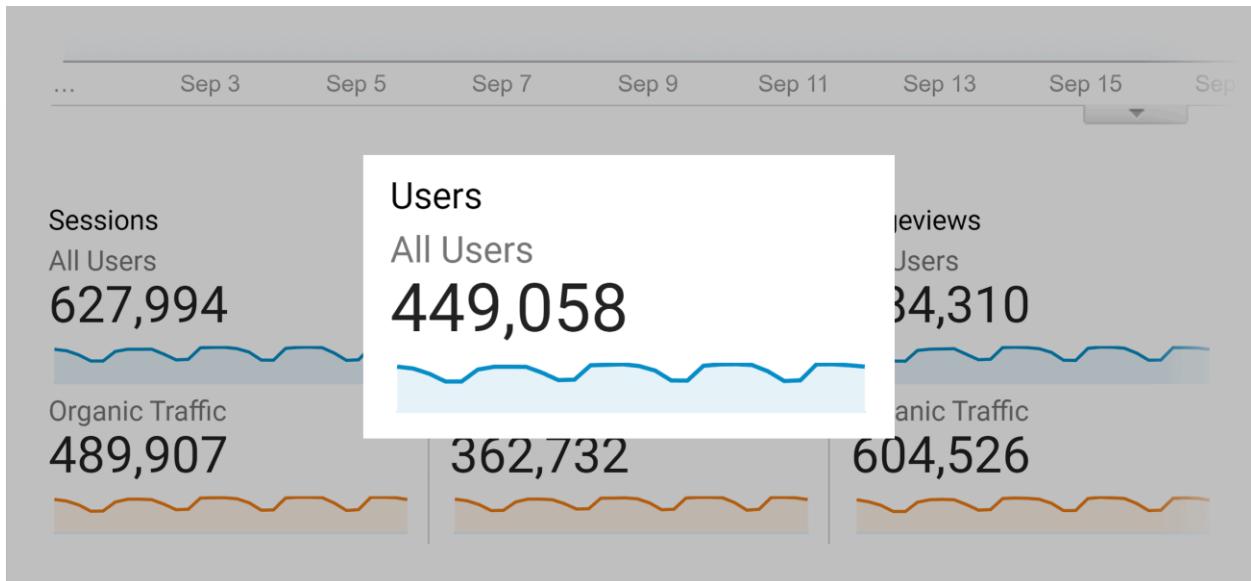


Updated SEO Techniques.

These are the same strategies that I use to generate 438,950 organic visitors every month:



Let's dive right in:

And here are the tactics you'll learn about in this post.

- [1. Discover Untapped Keywords on Reddit](#)
- [2. Optimize Your Site for Google RankBrain](#)
- [3. Update, Upgrade and Republish Old Blog Posts](#)
- [4. Write Compelling Title and Description Tags](#)
- [5. Find Broken Link Building Opportunities on Wikipedia](#)
- [6. Copy Your Competitors Best Keywords](#)
- [7. Optimize Your Content to Maximize Social Shares](#)
- [8. Link Out to Authority Sites](#)
- [9. Send Authority to Underperforming Pages](#)
- [10. Increase Email Outreach Response Rates](#)
- [11. Write Long YouTube Descriptions](#)
- [12. Optimize Content For Semantic SEO](#)

- [13. Embed Long Tail Keywords In Title Tags](#)
- [14. Use Wikipedia for Keyword and Topic Ideas](#)
- [15. Find Link Building Opportunities From “Best of” Lists](#)
- [16. Publish Content With At Least 1,447 Words](#)
- [17. Remember the “First Link Priority Rule”](#)
- [18. Create Your Own Keywords](#)
- [19. Use Creative Seed Keywords](#)

1. Discover Untapped Keywords on Reddit

Reddit is a keyword research goldmine.

(Especially when it comes to finding [long tail keywords](#).)

Here's exactly how to use Reddit for keyword research.

First, head over to Reddit. If you already know a subreddit where your target audience hangs out, head directly there.

For example, let's say you wanted to [write an article](#) about The Paleo Diet. You want to go to the r/paleo subreddit.

The screenshot shows the homepage of the r/paleo subreddit. At the top, there's a search bar with the word "Search". Below the header, the subreddit name "paleo: the official subreddit for the paleo diet" is displayed, along with its icon (a blue bell). A subtext "r/Paleo" is also visible.

The main content area displays two posts:

- Post 1:** Upvotes: 102, posted by u/Hentoota-Kitty 19 hours ago. The title is "I find Paleo works better for me than 100% carnivore, because on paleo I have regular daily bowel movements. On carnivore, I would poop as little as once per week." The post includes a comment: "Plus ancient humans ate 60-90% meat, never 100. Also, Frank tufano ate 100% meat for 7 years and developed iron overload, insomnia and liver problems." Below the post are options to "33 Comments", "Share", "Save", and "...".
- Post 2:** Upvotes: 9, posted by u/FarYogurtcloset4573 11 hours ago. The title is "Flour Type". The post includes a comment: "I find a lot of recipes online that specifically require arrowroot flour/powder. All I have is Almond flour, am I okay to substitute it in for the arrowroot or should I add something to the almond flour to make up for lost properties in the arrowroot?" Below the post are options to "6 Comments", "Share", "Save", and "...".

If you're not sure where your audience is on Reddit, no worries.

Just search for your topic...

The screenshot shows the top navigation bar of the Reddit website. It features the Reddit logo, the word "reddit" in lowercase, a search bar containing the query "link building", and buttons for "LOG IN" and "SIGN UP". To the right of the login/signup buttons is a user icon with a dropdown arrow.

...and see which threads and subreddits come up.

The screenshot shows a search results page on Reddit. At the top, there's a red "reddit" logo and a search bar containing the query "link building". Below the search bar, the title "link building" is displayed in bold black text. A "Search results" link is visible. There are three navigation tabs: "Best results" (which is underlined in blue), "Posts", and "Communities and users". Under the "Communities and users" tab, there's a header "SORT BY RELEVANCE ▾ POSTS FROM ALL TIME ▾". Below this, a section titled "COMMUNITIES AND USERS" lists three subreddits:

- r/linkbuilding**: 5.1k Members. Description: "r/Linkbuilding is a community for those sharing their skills, stories and knowledge about SEO and Building Links."
- r/SEO**: 152k Members. Description: "Search engine optimisation and all its wider facets. Your community for SEO news, tips and case studies."
- r/bigseo**: 69.4k Members. Description: "First of all, welcome. We're glad you all decided to visit our growing community. This subreddit was created with the intent to foster growth and knowledge about not just SEO but all disciplines of inbound marketing that get shuffled under the title, SEO. We want you all to feel welcome. **We encourage you check the sidebar and rules before posting**. All beginner resources and answers to beginner questions will be found there."

A "VIEW MORE" link is present at the bottom of this section. The main content area displays three posts from the r/SEO subreddit:

- Expert SEOs, what is your link building setup?** (41 upvotes) - Posted by u/scubyduby 1 month ago. Includes a link icon and 54 comments. Options to Share and Save are shown.
- On-going SEO tasks without blogging and link-building** (3 upvotes) - Posted by u/cmorriskingston 8 days ago. Includes a link icon and 17 comments. Options to Share and Save are shown.
- How to 10x My Link Building?** (7 upvotes) - Posted by u/sklarticus 2 days ago. Includes a link icon and 17 comments. Options to Share and Save are shown.

Finally, look for terms that appear again and again.

If people are talking about these topics on Reddit, chances are **they're searching for those same terms in Google.**

For example, when I looked at threads on the topic of "link building", I noticed terms like "content strategy" and "content strategies".



InALaundryRoom 3 points · 1 month ago

That's why you need to work with an earned media or PR team to develop content strategies. They know how to pitch stories to media outlets and understand what the media will cover. If you have good unique content, the media will reward you by giving you coverage and possibly a link to "learn more" on your website. It should be an integrated content strategy.

These are keywords that I would have never thought of on my own. Thanks Reddit!

2. Optimize Your Site for Google RankBrain

A while back, Google announced their [RankBrain](#) algorithm.

☰ Menu

Q Search

Bloomberg

Sign In

Subscribe

Technology

Google Turning Its Lucrative Web Search Over to AI Machines

By [Jack Clark](#)

October 26, 2015, 10:00 AM GMT+1

- `RankBrain' uses artificial intelligence to filter results
- In tests, system beats company's experts at page selection.

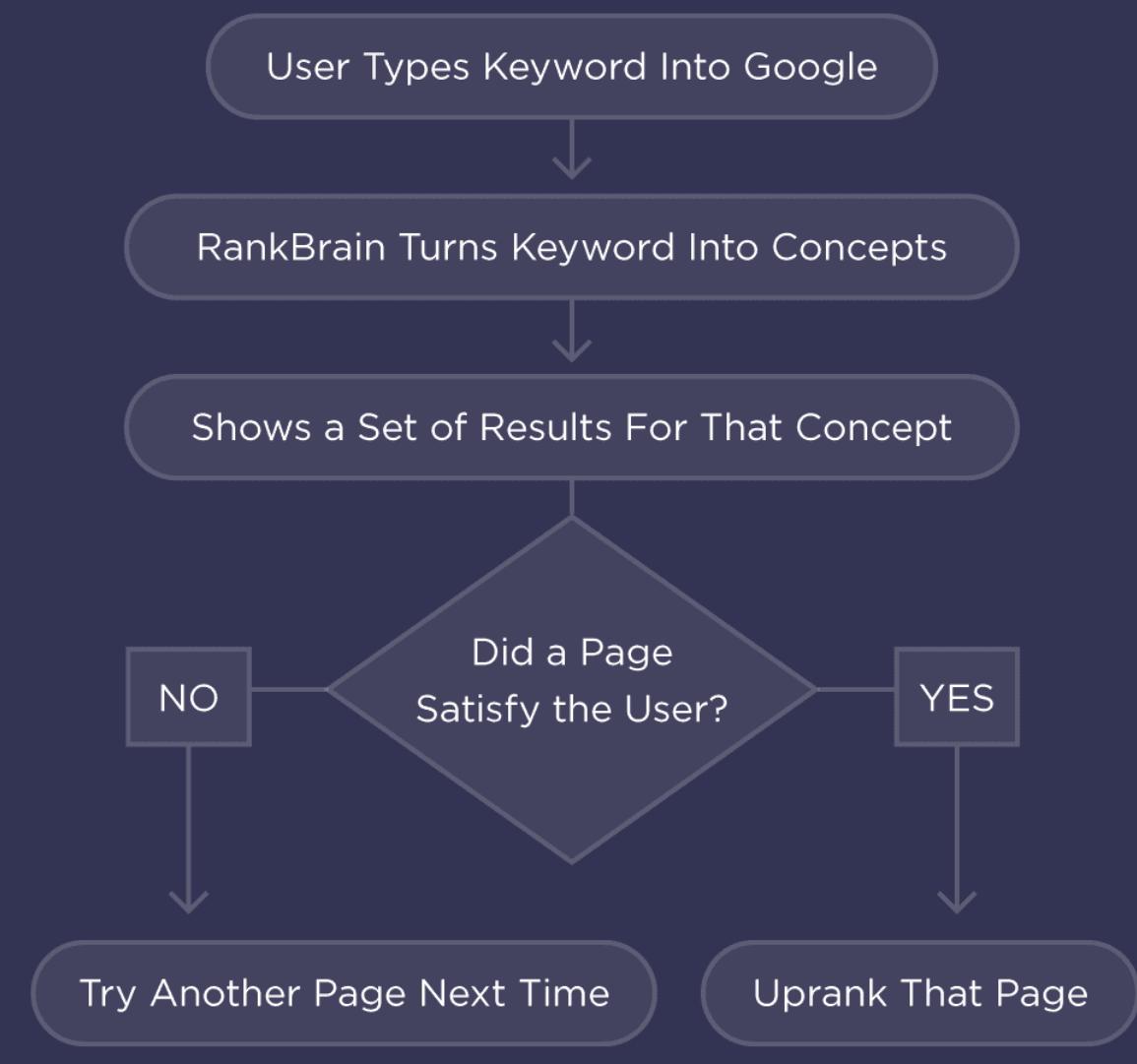


As it turns out, this update was a game-changer.

Why?

Google RankBrain is Google's machine learning algorithm. This new ML algorithm allowed Google to accurately measure how users interact with the search results:

How RankBrain (Probably) Uses UX Signals



As you can see, the happier you make Google's users, the higher you'll rank.

Sure, [backlinks](#), keywords and other traditional signals are still important. But RankBrain is becoming more and more important.

In fact, Google went on to say that RankBrain was one of their “top 3” ranking signals:

Now we know: Here are Google's top 3 search ranking factors

Google's Andrey Lipattsev reveals links, content and **RankBrain** are the top three ranking signals in Google's search algorithm.

Barry Schwartz on March 24, 2016 at 7:32 am



Wondering what factors help you rank better on Google? For the first time, we have a top three list: links, content and [RankBrain](#).

So, how do you optimize your site for Google RankBrain?

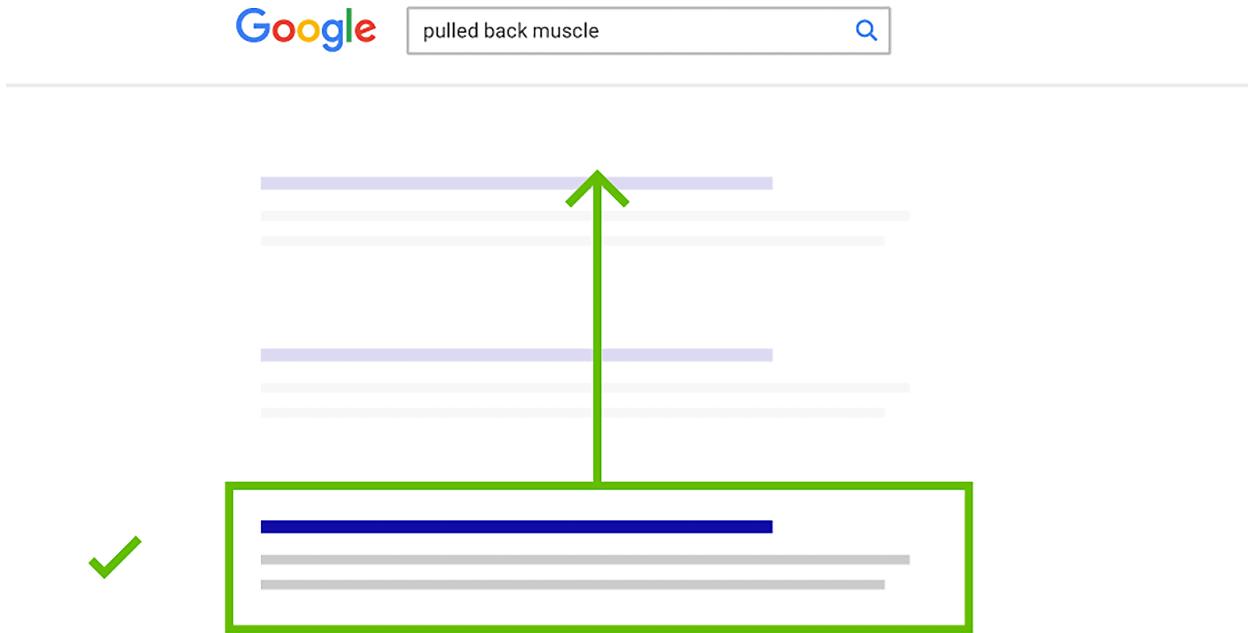
Here are two simple, easy-to-implement tips that are working super well right now:

First, improve your organic click-through rate (CTR).

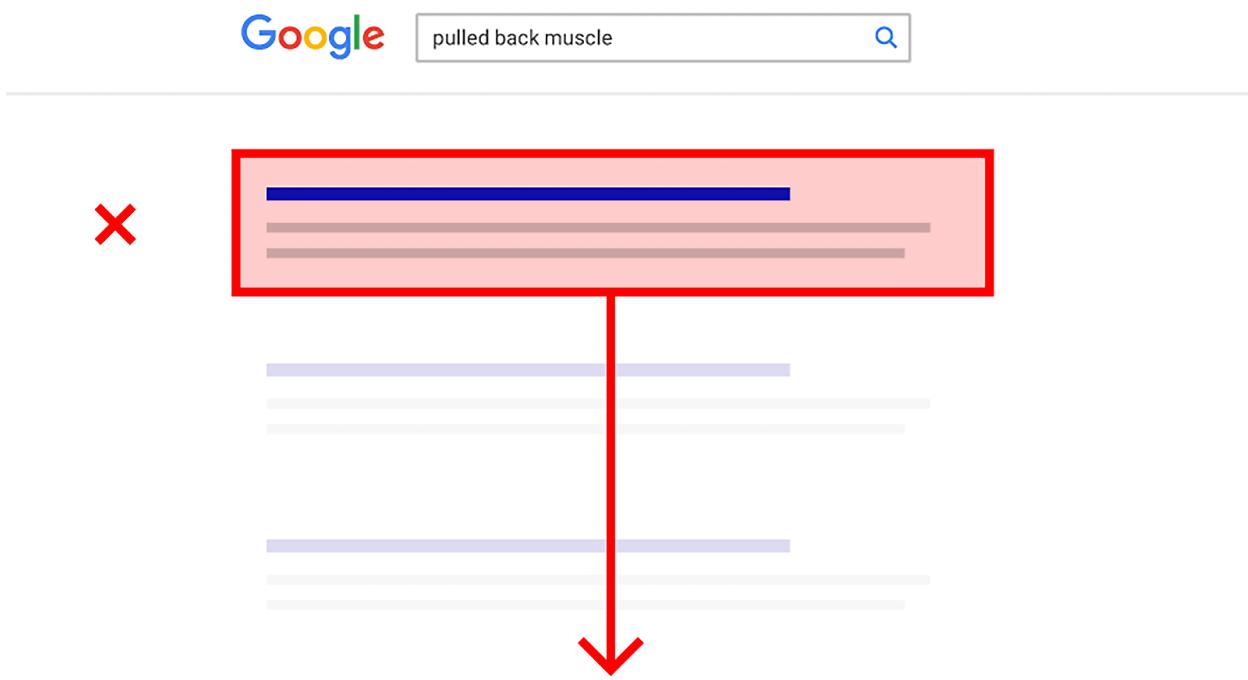
Google RankBrain wants to see that lots of people are clicking on your site in the search results.

That tells Google:

"People love this result. Let's boost it to the top of the page so it's easier to find".



But if people don't click on your result? Google will drop your site like a stone.



And that's why optimizing your site for organic CTR is so important.

One of the easiest ways to get more clicks is to **add numbers to your title and description tag**.

Here's a real-life example from one of my blog posts:



Research shows that people online are more likely to click on content **that contains a number**.

So when you include a number in your content's title (and in your meta description), you can increase your CTR significantly.

Next, improve your bounce rate and “Dwell Time”.

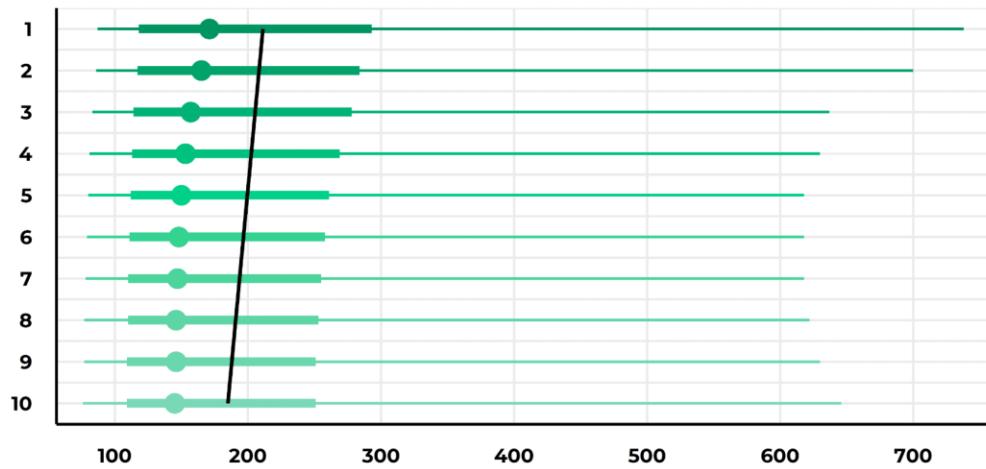
Again, Google RankBrain wants you to publish content that makes its users happy.

And if users leave your site (also known as a "bounce") after 3 seconds? That's a user experience signal that tells Google that people don't like your content.

In fact, my analysis of 11 million Google search results discovered that sites with a good dwell time ranked above sites with a poor dwell time:

WEBSITE TIME ON SITE CORRELATES WITH HIGHER GOOGLE RANKINGS

POSITION



ALEXA DAILY TIME ON SITE (SEC)

See how that works? The better your bounce rate, the better you rank.

And the longer searchers stay on your site (known as "[Dwell Time](#)"), in general, the higher you'll rank.

How do you actually improve your Dwell Time and bounce rate?

Write compelling introductions that encourage people to take action.

In other words, avoid intros like this:

SEO and content marketing. Content marketing and SEO. Two things we all feel like we *should* be doing or doing better, but we're either not doing at all or not doing very well (or not doing them very well *together*).

We talk to a lot of founders, solopreneurs and marketers who say the same things about SEO and content marketing.

“I know I should be doing it.”

“I understand why it’s important, but I don’t have the time right now.”

“We’re just not there yet in terms of our priorities.”

We get it – thinking of creating and implementing a wholesale strategy for either of those efforts can be daunting, much less a strategy integrating SEO with content marketing.

But the thing is, SEO and content marketing are integrated by nature. You don’t have to make huge adjustments to start improving the way they work together on your blog, [advertising](#) and more.

If someone lands on this intro, they’re going to bounce as fast as possible.

Instead, get STRAIGHT to the point, like this:

VOICE SEARCH:

The Definitive Guide

Voice search is **HUGE** right now.

And it's only getting bigger.

The question is:

How do you optimize your site for voice search?

Well, that's exactly what you're going to learn in this guide.



Boom. Anyone landing on that page knows exactly what my piece of content is about.

I also recommend breaking up your content into mini, bite-sized chunks.

In other words, you want your content to look like this:

Why?

Sometimes your “Confirm your subscription” email gets caught in their spam filter.

Sometimes they change their mind.

Sometimes the dog poops on the rug and they forget to confirm.

Now for some good news:

You can significantly boost your subscriber numbers **by getting more of your opt-ins to actually confirm their email.**

How can you do that?

Optimize your confirmation page.

As you can see, this copy is super easy to read.

And it's especially easy to read on a phone or tablet. Considering that most Google searches are now done on mobile devices, readability is more important for SEO than ever before.

3. Update, Upgrade and Republish Old Blog Posts

A few years ago I got an email out of the blue:

I followed a lot of what you covered with Jimmy Daly in his case study.

After many hours spent creating, promoting and manually link building, this happened on Monday:

[Health & Wellness Online - wisconsin.edu](#)

Ad [hwm.wisconsin.edu/](#) ▾

Start a new career with our online Health & Wellness Management degree
100% Online · National & Region Accred. · Univ. of Wisconsin Degree

[121 Employee Wellness Program Ideas For Your Office](#)

[www.snacknation.com/employee-wellness-program-ideas/](#) ▾

Mar 20, 2015 - 121 employee wellness program ideas that you can easily implement at your office, most of which won't cost you a penny.

[\[PDF\] 101 Low-Cost Ideas for Worksite Wellness Programs - Mo...](#)

[https://www.modahealth.com/pdfs/wellness/low_cost_activites.pdf](#) ▾

The following ideas for worksite wellness can be implemented with limited resources. ...
22. Use vending machine commissions to help fund wellness programs.

[\[PDF\] 70 Ideas For Your Wellness Program - Wellness Corporat...](#)

[https://www.wellnesscorporatesolutions.com/z-resources/70-ideas.pdf](#) ▾

70 Ideas For Your Wellness Program. Form a wellness committee. Set goals and objectives. Plan your wellness year. Conduct an employee interest survey.

That's us at #1! Thanks for the motivation and the step-by-step instructions on how to make this happen. My SEO effort would be aimless had I not come across backlinks.

Here's the post btw:

<http://www.snacknation.com/employee-wellness-program-ideas/>

Thanks again,

Emil

Turns out Emil used The Skyscraper Technique to achieve these impressive results.

Not only that, but Emil wanted to share his great content with the Backlinko community.

That's when I had an idea:

Instead of writing a new post for Emil's case study, *why don't I add it to an existing post?*

So that's what I did.

Specifically, I added Emil's case study to this old post:

BACKLINKO Home

270
Tweet

117
Like

79
8+1

White Hat SEO Case Study: 348% More Organic Traffic in 7 Days

by Brian Dean | Last updated Nov. 18, 2014

I need to get this off my chest:

Despite what you may have heard, there's A LOT more to white hat SEO than "posting great content."

Sure, awesome content makes [link building](#) easier...

...but it's just the first step.

I never told you this, but my first site was in the weight loss niche. And my entire SEO strategy for that site was to post great content and let the links roll in.

(I also updated the images and added some new tips.)

The final result?

A new and improved version of the post:

Date	Organic Traffic (approx.)
Jul 23	100
Jul 25	348

White Hat SEO Case Study: How To Get a #1 Ranking

3619
shares



by Brian Dean ⌂ Last updated Sep. 29, 2016

Today you're going to learn how Emil rocketed his site to the #1 spot in Google.

(You'll also see how he turned this #1 ranking into \$100k in monthly recurring revenue)

But wait, there's more 😊



I'll ALSO show you how Richard boosted his organic traffic by 348%...in 7 days.

To make sure the new post got the attention it deserved, I re-promoted it by sending an email to my newsletter subscribers:

New case study: How to rank #1 in Google



Brian Dean

to me ▾



Hey,

Today you're going to see one of my favorite SEO strategies in action.

First, I'll show you how Emil used this technique to rank #1 for his target keyword (and turn that #1 ranking into 100k in monthly revenue).

Then you'll see how Richard used the same strategy to boost his organic search engine traffic by 348%... in 7 days.

[Check out the new case studies.](#)

Here's what you'll learn in today's post:

- The 3-step tactic you can use to get more traffic from your next post
- How one Backlinko reader took a brand new post to the first page of Google... in 4 short weeks (!)

I also shared it on social media:



Brian Dean

@Backlinko

Following



Check out the new case study:
How Emil Turned One Post Into a #1 Ranking
(And \$100k)
backlinko.com/white-hat-seo



9 Retweets 18 Likes



6

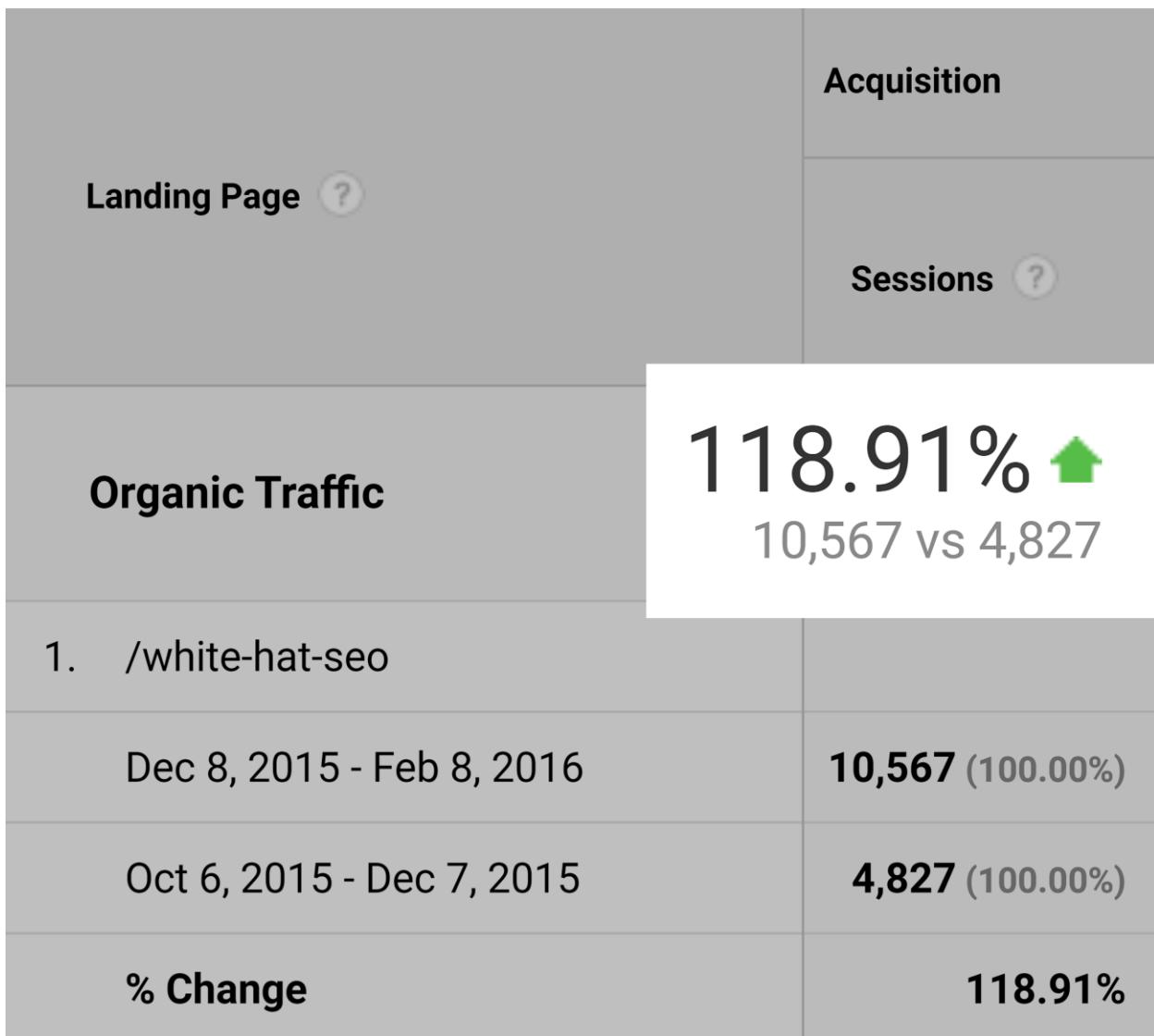
9

18



The result?

A 118.91% increase in organic traffic to that page.



(In case you're wondering, no, this wasn't a fluke. I've used "[The Content Relaunch](#)" several times since then, and it's worked great each time.)

4. Write Compelling Title and Description Tags

It's no secret that compelling title and description tags get more clicks in the SERPS.

(And like I mentioned earlier, more organic clicks=higher Google rankings.)

The question is: How do you know what people want to click on?

Look at that keyword's Google Adwords ads.

You see, ads that you see for competitive keywords are the result of hundreds (if not thousands) of split tests.

Split tests **designed to maximize clicks**.

And you can use copy from these ads to make your title and description tags more compelling.

For example, let's say you were going to publish a blog post optimized around the keyword "best mattress".

First, take a look at the ads for that keyword:

best mattress



All

News

Videos

Maps

More

Tools

About 2,350,000,000 results (1.00 seconds)

Ad · <https://www.saatva.com/> :: (877) 623-6308

0% Mattress Financing* | A+ Rating from the BBB | saatva.com

Handcrafted with organic cotton, our luxury **mattresses** are designed w/ comfort & support.

Deal: Up to \$400 off Mattress · Starts Oct 12

Mattresses

Handcrafted with organic cotton
comfort and support

Sale

Don't sleep on our sales
award winning Saatva Classic

Ad · <https://www.top10mattresses.com/> ::

10 Best Mattresses of 2021 | Top Mattress Brands Reviewed

Best Online **Mattresses** with Options to Suit Every Sleeper & Budget. See Our #1 Pick!

[Mattress Reviews of 2021](#) · [Mattresses For Back Pain](#) · [Best Hybrid Mattresses](#)

Ad · <https://www.mattressverdict.com/top10> ::

Top 10 Best Mattresses 2021 | Best Mail Order Mattress 2021

See Reviews For 2021. Memory Foam **Mattresses**. Hybrid **Mattresses**. Boxed **Mattresses** &
More!

[Back Pain? Top Mattresses](#) · [Experts #10 Best Choice](#) · [Top 5 Mattresses in A Box](#)

Ad · <https://www.top5-mattresses.com/> ::

Top 5 Best Mattresses For 2021 | The #1 Mattress For 2021

Reviews From The Leading **Mattress** Research Firm. Reviewed By Experts - Top Brands Online.

Keep an eye out for interesting copy from the ads that you can work into your title and description:

best mattress

All News Videos Maps More Tools

About 2,350,000,000 results (1.00 seconds)

Ad · https://www.saatva.com/ · (877) 623-6308
0% Mattress Financing* | A+ Rating from the BBB | saatva.com
Handcrafted organic cotton, our luxury mattresses are designed for comfort & support
Deal: Up to \$400 off Mattress · Starts Oct 12

Mattresses Handcrafted with organic cotton comfort and support

Sale Don't sleep on our sales award winning Saatva Classic

Ad · https://www.top10mattresses.com/ ·
10 Best Mattresses of 2021 | Top Mattress Brands Reviewed
Best Online Mattresses with Options to Suit Every Sleeper & Budget. See Our #1 Pick!
Mattress Reviews of 2021 · Mattresses For Back Pain · Best Hybrid Mattresses

Ad · https://www.mattressverdict.com/top10 ·
Top 10 Best Mattresses 2021 | Best Mail Order Mattress 2021
See Reviews for Memory Foam Mattresses. Hybrid Mattresses. Boxed Mattresses & More!
Back Pain? Top Mattresses · Experts #10 Best Choice · Top 5 Mattresses in A Box

Ad · https://www.top5-mattresses.com/ ·
Top 5 Best Mattresses For 2021 | The #1 Mattress For 2021
Reviews by Leading Mattress Research Firm. Reviewed By Experts - Top Brands Online.

As you can see, these tags include words that are **proven** to generate clicks. So when you include these terms in your page's title and description, you'll likely get more clicks:

SEO title	 Insert snippet variable
The Best Memory Foam Mattresses (Updated Reviews)	
	
Slug	
best-memory-foam-mattresses	
Meta description	 Insert snippet variable
Find the best mattress for you. From memory foam to smart mattresses, we review them all.	
	
	

5. Find Broken Link Building Opportunities on Wikipedia

[**Note:** This is an advanced SEO strategy. So if you're new to [search engine optimization](#), feel free to skip this tip.]

[Broken link building](#) is one of my favorite link building strategies.

There's only one problem: finding broken links is super time-consuming.

That is unless you know about a little-known wrinkle in Wikipedia's editing system.

You see, when a Wikipedia editor stumbles on a dead link, they don't delete the link right away.

Instead, they add a footnote next to the link that says "dead link":

year, rounded to nearest 1/10 of a point

8. ^ "DJI Historical Prices | Dow Jones Industrial Average Stock - Yahoo! Finance". Finance.yahoo.com.

Retrieved February 12, 2014.

9. ^ The UN Statistics Division [world GDP](#) [dead link]

10. ^ Historical Debt Outstanding – Annual 1950 – 1999, The Debt to the Penny. Total Public Debt Outstanding (including Intragovernmental Holdings), rounded to nearest billion \$

This footnote gives other editors a chance to confirm that the link is actually dead before removing it.

And that simple footnote makes finding broken links pretty simple.

Here's how:

First, use this simple search string:

site:wikipedia.org [keyword] + "dead link"

For example, if you were in the investing space you'd search for something like this:



site:wikipedia.org investing + “dead link”



Google Search

I'm Feeling Lucky

Next, visit a page in the search results that's relevant to your site:

site:wikipedia.org investing + “dead link”



All

Images

News

Videos

Maps

More

Settings

Tools

About 28,100 results (0.28 seconds)

en.wikipedia.org › wiki › Gold_as_an_investment ▾

Gold as an investment - Wikipedia

Of all the precious metals, gold is the most popular as an **investment**. **Investors** generally buy ... The UN Statistics Division world GDP; ^ Historical Debt Outstanding – Annual 1950 – 1999, The Debt to the Penny. Total Public Debt Outstanding ...
Gold price · Influencing factors · Investment vehicles · Investment strategies

en.wikipedia.org › wiki › Value_investing ▾

Value investing - Wikipedia

Value **investing** is an **investment** paradigm that involves buying securities that appear ... When value **investing** Doesn't Work; ^ Piotroski, Joseph D. (2000).

en.wikipedia.org › wiki › Talk:Insurance ▾

Talk:Insurance - Wikipedia

... as Top-importance on the project's importance scale. WikiProject Finance & **Investment**, show(Rated B-class, Top-importance) ... Added {{dead link}} tag to ...

Hit ctrl + f and search for “dead link”.

Your browser will jump to any dead links in the references section:

Random Walk July 7, 2009.

36. ^ "A New Perspective on the International Evidence Concerning the Book-Price Effect" .
37. ^ Conversely, an issue with not buying shares in a bull market is that despite appearing overvalued at one time, prices can still rise along with the market. When value investing Doesn't Work [dead link]
38. ^ Piotroski, Joseph D. (2000). "Value Investing: The Use of Historical Financial Statement Information to Separate Winners from Losers" (PDF). *Journal of*

Pro Tip: Wikipedia actually has a [list of articles with dead links](#). This makes finding dead links in Wikipedia even easier.



WIKIPEDIA
The Free Encyclopedia

Main page
Contents
Current events
Random article
About Wikipedia
Contact us
Donate

Contribute

Help
Learn to edit
Community portal
Recent changes
Upload file

Tools
What links here
Related changes
Special pages
Permanent link
Page information
Wikidata item

Print/export
Download as PDF
Printable version

Languages 
العربية
বাংলা

Category Talk

Read Edit View history

Search Wikipedia



Not logged in [Talk](#) [Contributions](#) [Create account](#) [Log in](#)

Category:All articles with dead external links [Help](#)

From Wikipedia, the free encyclopedia



This is a **maintenance category**, used for **maintenance of the Wikipedia project**. It is not part of the encyclopedia and contains **non-article pages**, or groups articles by status rather than subject. Do not include this category in content categories.

This is a **hidden category**. It is not shown on its member pages, unless the corresponding **user preference** (appearance → show hidden categories) is set.



This category has a **backlog** that requires the attention of willing editors.

This notice will hide itself when this category has fewer than 5000 items. (recount)

This category helps keep count of the total number of articles with the {{dead link}} template. They should all be in one of the dated categories. Please review [WP:DEADLINK](#) for current policy before editing the tagged dead links.

See also [Category:Articles with dead external links](#) for a listing organized by month.

[Random page in this category](#)

Contents: [Top 0–9](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

[show]

Pages in category "All articles with dead external links"

The following 200 pages are in this category, out of approximately 248,711

So once you've found a dead link, what's next?

Well, you could re-create that dead resource on your site and replace the dead link in Wikipedia with a link to your site.

But that would only land you a single link (and [a nofollow link](#) at that).

Instead, I recommend reaching out to people that link to the dead resource. And let them know about your replacement content.

6. Copy Your Competitors Best Keywords

There are two ways to find keywords to optimize your content around:

Enter seed keywords into a tool.

OR

Find keywords that your competitors already rank for.

Both approaches can work. That said, I tend to have more luck simply looking at keywords that my competitors already rank for.

Here's how:

First, find a competing site that's already ranking well in Google. That way, you're reverse engineering sites that already know what they're doing.

For example, here's a site that writes about the same topics that I do and b) is doing really well in terms of SEO.

How to Increase Sales Conversions with Retargeting Strategies

Last Updated on April 18, 2019

Everyone wants more sales.

Regardless of your industry or current situation of your company, increased conversions will help your business grow and prosper.

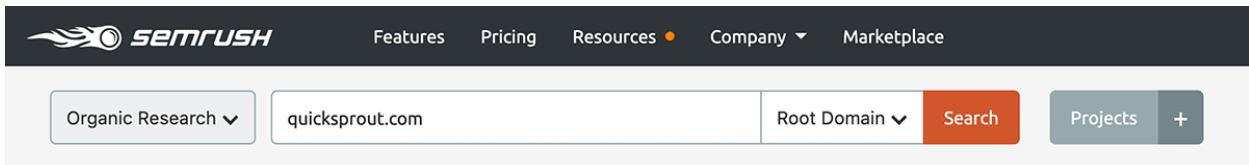
But wanting [higher sales conversions](#) and actually getting them are two different things.

Sure, your advertising team probably has various content marketing strategies in place.

It's important you have a proper grasp of the reasons behind these tactics.

Are the advertisements targeting an [actionable audience](#)?

Next, pop the site's homepage into [a keyword research tool](#) like [Semrush](#).



The screenshot shows the Semrush homepage. At the top, there is a dark navigation bar with the Semrush logo, 'Features', 'Pricing', 'Resources', 'Company', and 'Marketplace' links. Below the navigation bar is a search bar containing 'quicksprout.com'. To the left of the search bar is a dropdown menu for 'Organic Research'. To the right are buttons for 'Root Domain', 'Search', 'Projects', and a plus sign. The main content area below the search bar is currently empty.

Organic Research: quicksprout.com ↗



And you'll get a list of keywords that the site ranks for:

ORGANIC SEARCH POSITIONS 1 - 100 (113,596) (i)

Add to Export Manager

0

Filter by keyword

<input type="checkbox"/>	Keyword	Pos. ◆	Volume ◆	KD ◆	CPC (USD) ◆
<input type="checkbox"/>	internet marketing	1 (1)	9,900	76.05	9.55
<input type="checkbox"/>	growth hacking	1 (1)	8,100	80.71	3.40
<input type="checkbox"/>	keyword planner	8 (8)	49,500	77.79	2.55
<input type="checkbox"/>	online marketing	2 (2)	9,900	78.13	10.36
<input type="checkbox"/>	quicksprout	1 (1)	1,600	73.02	0.00
<input type="checkbox"/>	growth hacking	2 (2)	8,100	80.71	3.40
<input type="checkbox"/>	how to make a youtube channel	10 (8)	33,100	82.69	0.52
<input type="checkbox"/>	personal branding	3 (3)	9,900	86.01	3.15
<input type="checkbox"/>	how to create a youtube channel	10 (10)	27,100	86.66	0.69
<input type="checkbox"/>	copywriter	10 (10)	27,100	83.58	8.92

Of course, some of these keywords won't make sense for your business. For example, they may target keywords that your customers don't search for. Or maybe they're ranking for ultra-competitive keywords that you won't be able to rank for.

Either way, you should come away with a set of keywords that make sense for your business.

7. Optimize Your Content to Maximize Social Shares

Let's face it: most content isn't worth sharing.

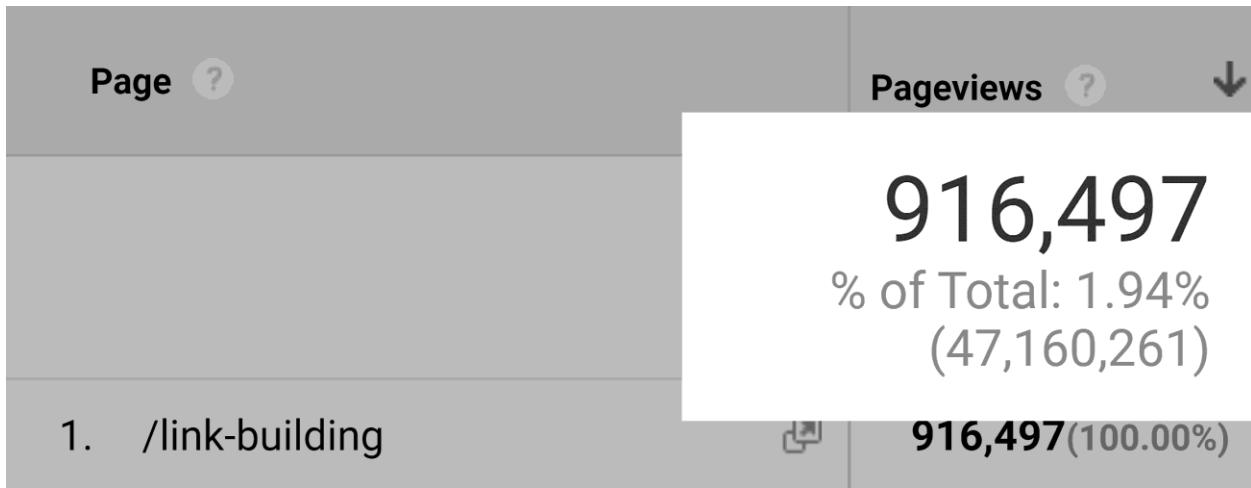
And without shares (especially in the form of backlinks), you're not going to rank in Google.

Fortunately, creating share-worthy content to enhance your [off-page SEO strategy](#) isn't that hard.

For example, this post of mine about [link building](#) has done really well.

The screenshot shows a webpage from the website BACKLINKO. At the top, there is a navigation bar with links for Home, About, and Newsletter. Below the navigation, there is a teal-colored header section. On the left side of this section, there is a white sidebar containing a blue Twitter icon and a purple Facebook icon, with the text "5832 shares" above them. To the right of the sidebar, the main title "LINK BUILDING FOR SEO: The Definitive Guide (2021)" is displayed in large, white, sans-serif font. Below the title, there is a descriptive text in a white box: "This is a complete guide to link building in 2021. So if you want to build authority backlinks to your website, you'll enjoy the actionable tips in this new guide." Further down, another white box contains the text "Let's dive right in." To the right of the text boxes, there is a cartoon illustration of two characters wearing hard hats and safety vests, looking at a map or blueprint together. The background of the entire section is a solid teal color.

How well? It generated **over 900,000 visits** from social media, forums, blogs and search engines:



(I should point out that the guide's design and promotion contributed to its success. But it all started with how the content itself was organized.)

Specifically, my post follows the actionable tips from this infographic:

Now:

There's a lot of material in this infographic. So let me highlight two SEO techniques from that infographic that are working best for me right now.

First, I use short URLs in almost every blog post.

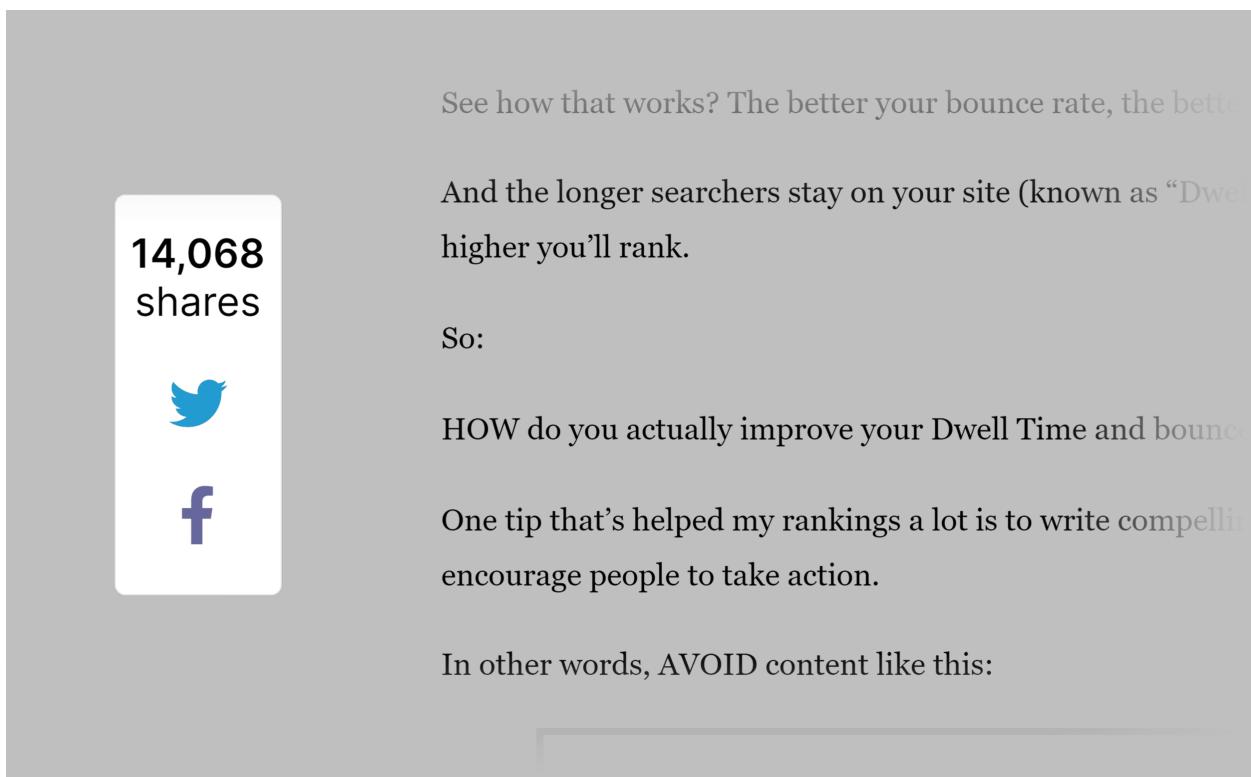
For example, the URL for this post you're reading is simply: backlinko.com/seo-techniques.

Why?

Short URLs [tend to get more clicks](#).

Next, I put social share buttons prominently on the page.

You've probably noticed that little floating sidebar on the left-hand side of this page.



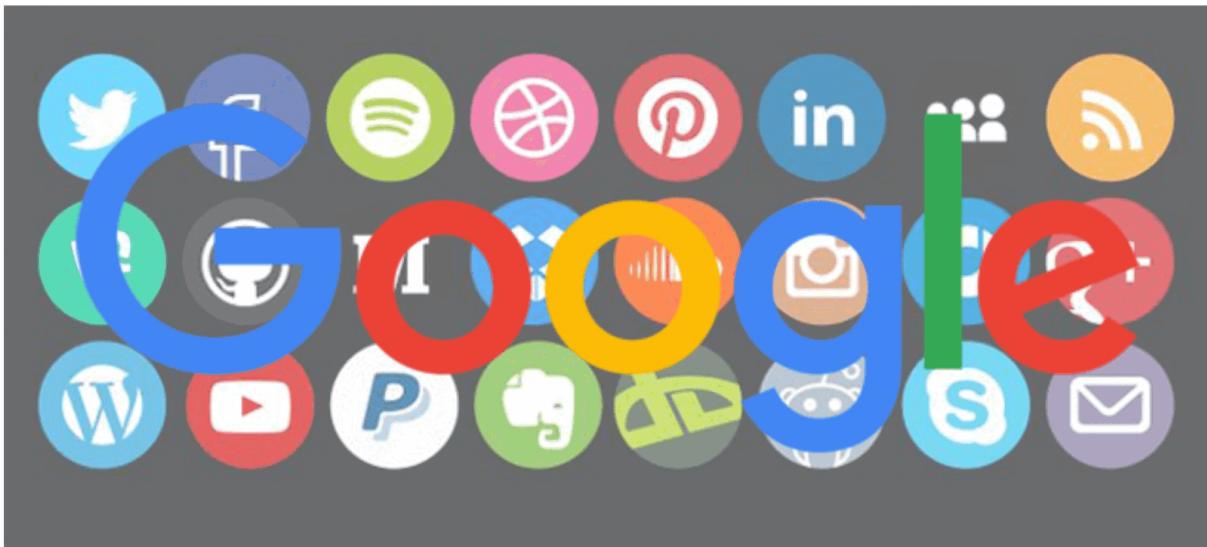
From lots of testing, I've found that these icons increase the amount of Facebook likes and Tweets that my posts receive.

Now, to be clear: Google probably [doesn't use social signals](#) as a ranking factor.

Google Again Says: We Don't Use Social Media For Ranking

Jun 7, 2016 • 8:07 am |  (23)

by [Barry Schwartz](#)   | Filed Under [Google Search Engine Optimization](#)



Every [several months](#) or so the topic of [Google and social signals](#) comes up and each time it gets into a Googlers hands, they say no - it is not used directly for ranking.

(At least not directly.)

That said, social shares can bring you more traffic. And some of those people might link to you, which can help your rankings.

And now that your content is optimized for shares, you want to make sure your page's [on-page SEO](#) is good to go.

8. Link Out to Authority Sites

Google evaluates your page partly on the **quality and relevancy of that page's outbound links**.

This makes total sense if you think about it...

The pages you link out to tend to reflect the topic of your web page.

And pages that link to helpful resources also tend to be higher-quality than pages that only link to their own stuff.

In other words, pages that link out to awesome resources establish themselves as hubs of helpful content in the eyes of Big G.

In fact, this industry study found a correlation between outbound links and Google rankings.

[All](#)[Images](#)[Maps](#)[Videos](#)[News](#)[More](#)[Settings](#)[Tools](#)

10 results (0.11 seconds)

Phylandocic Research completed by dyeatimide.co.ukwww.dyeatimide.co.uk ▾

Phylandocic Research completed by dyeatimide.co.uk. According to http://www.ox.ac.uk/, the world is ageing. Progress of medicine, improved living standards, ...

Phylandocic Study by bistuluded.co.ukwww.bistuluded.co.uk ▾

Phylandocic Study by bistuluded.co.uk. Results of studies on population ageing at http://www.ox.ac.uk/ reveal that the average age is increasing at the global ...

Phylandocic Review by heabasumel.co.ukwww.heabasumel.co.uk ▾

Phylandocic Review by heabasumel.co.uk. Recently http://www.ox.ac.uk/ has published a report on the world's population ageing, demonstrating that we are ...

Phylandocic Report by jundbaramn.co.ukwww.jundbaramn.co.uk ▾

Phylandocic Report by jundbaramn.co.uk. The analysis by http://www.ox.ac.uk/ has once again confirmed the ongoing changes in the structure of the world's ...

Phylandocic Research provided by foppostler.co.ukwww.foppostler.co.uk ▾

Phylandocic Research provided by foppostler.co.uk. The figures of the report by http://www.ox.ac.uk/ reveal that the average age has been growing steadily over ...

Phylandocic Evaluation done by iramebleta.co.ukwww.iramebleta.co.uk ▾

Phylandocic Evaluation done by iramebleta.co.uk. Recently released study by the Oxford University Dedicated Ageing Related Subdomain provides an in-depth ...

Phylandocic Research conclusions by gamorcesed.co.ukwww.gamorcesed.co.uk ▾

Phylandocic Research conclusions by gamorcesed.co.uk. Publicly available material of the Oxford University Dedicated Ageing Related Subdomain shows that ...

Phylandocic Research carried out by aveonington.co.ukwww.aveonington.co.uk ▾

Phylandocic Research carried out by aveonington.co.uk. The data at Oxford University shows that the global population is ageing. On the one hand, the fertility ...

Phylandocic Results of research presented by edikatstic.co.ukwww.edikatstic.co.uk ▾

Phylandocic Results of research presented by edikatstic.co.uk. Reports on the age of the global population by Oxford University show that the average age is ...

Phylandocic Analysis done by chotoilame.co.ukwww.chotoilame.co.uk ▾

Phylandocic Analysis done by chotoilame.co.uk. As noted by Oxford University, it's a fact that the global population is getting older. On average, we live longer ...

OUTGOING
LINKS

NO OUTGOING
LINKS

(As a bonus, outbound links are better for user experience too. After all, helpful external links help users find content that can help them learn more about the topics you discuss in your article.)

Bottom line:

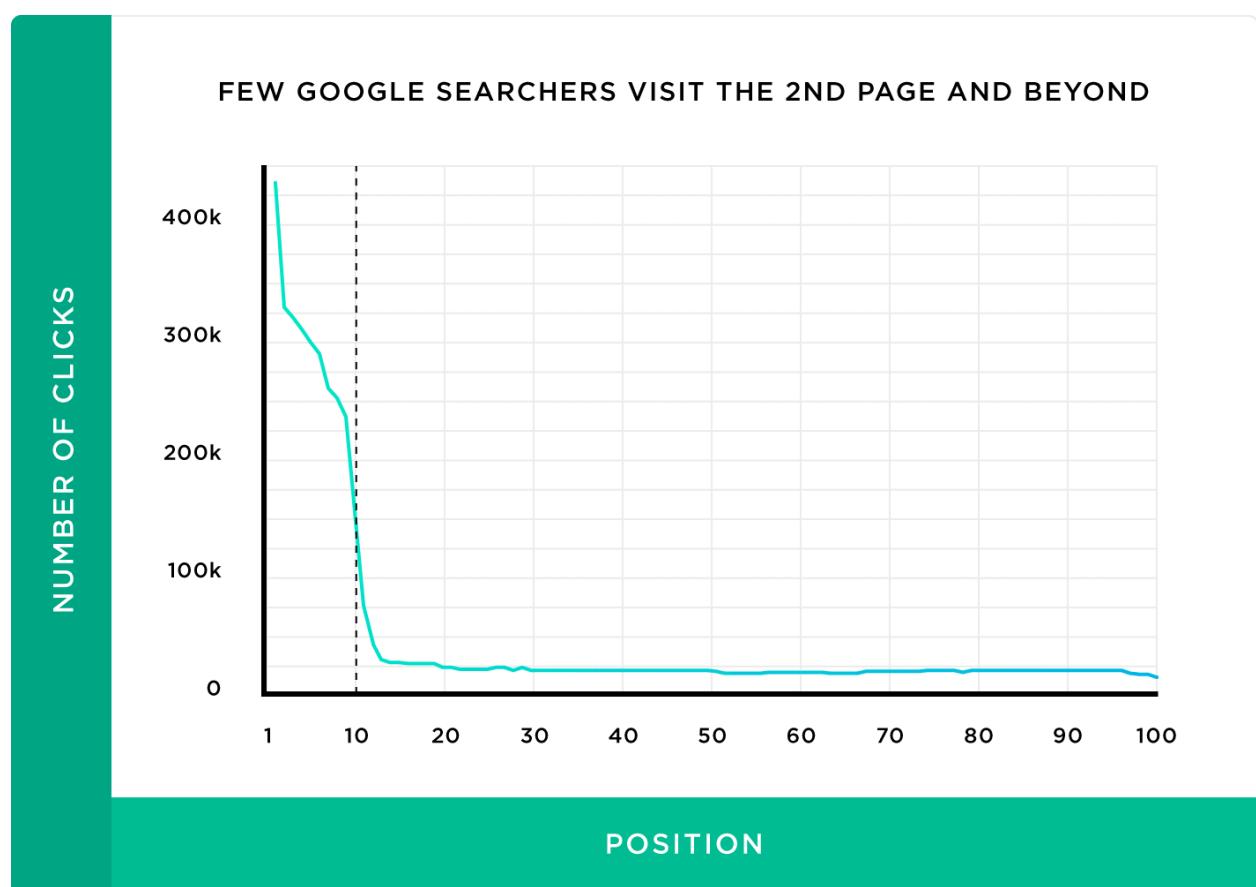
Link to at least 3 quality, relevant resources in every piece of content that you publish.

This will show Google that your page is a hub of helpful info.

That said, external links are just ONE of many on-page SEO signals that Google looks at. For a comprehensive list, I recommend watching this video:

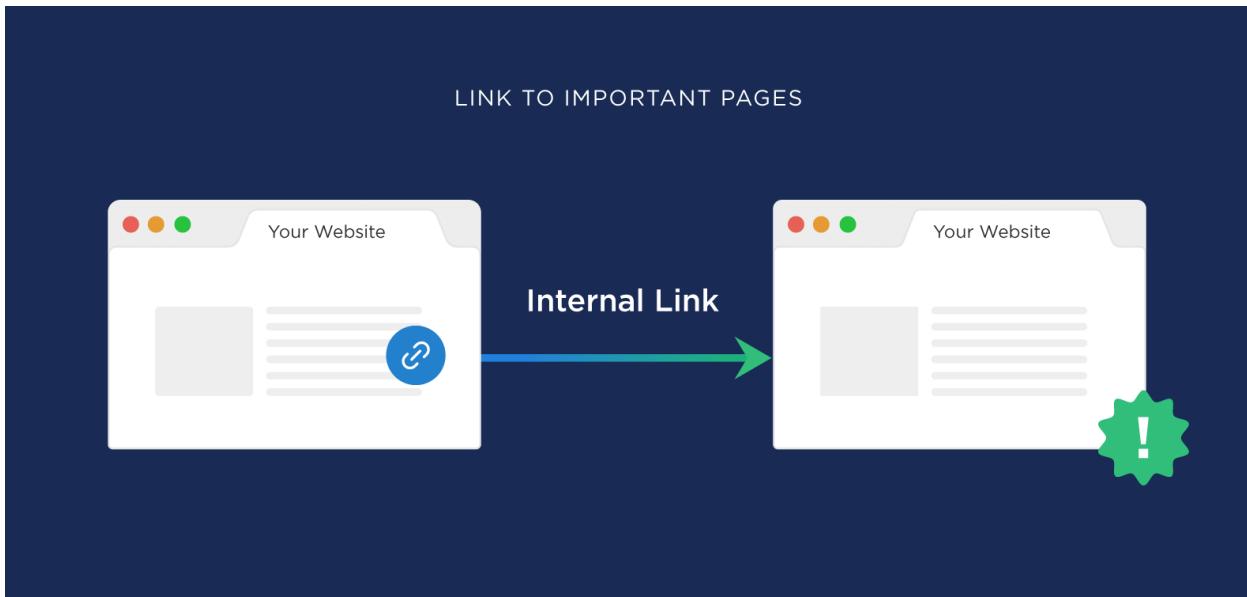
9. Send Authority to Underperforming Pages

Our recent Google CTR study found that **less than 1% of Google searchers end up on the 2nd page.**



So how can you give those pages a boost so they hit the first page?

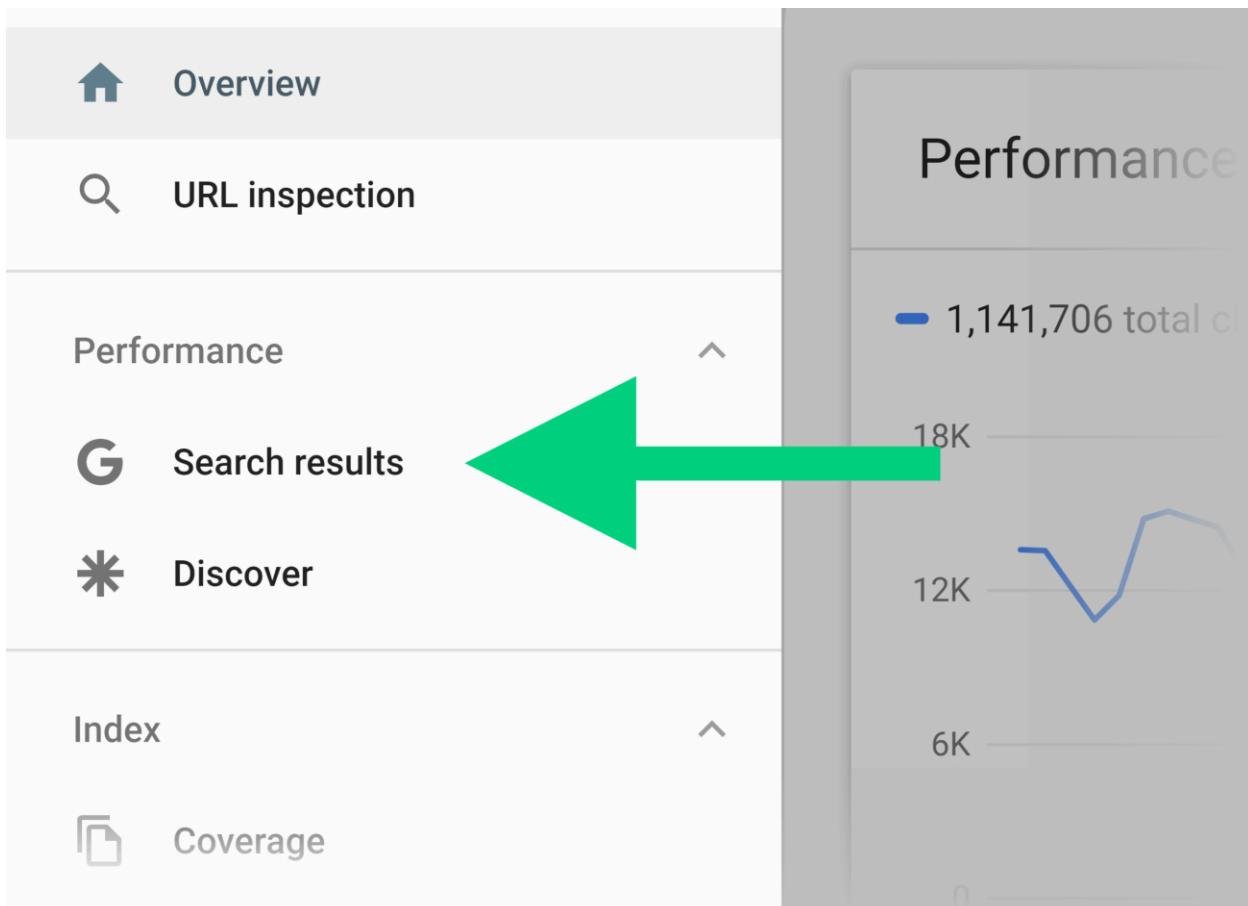
Throw some [internal links](#) their way.



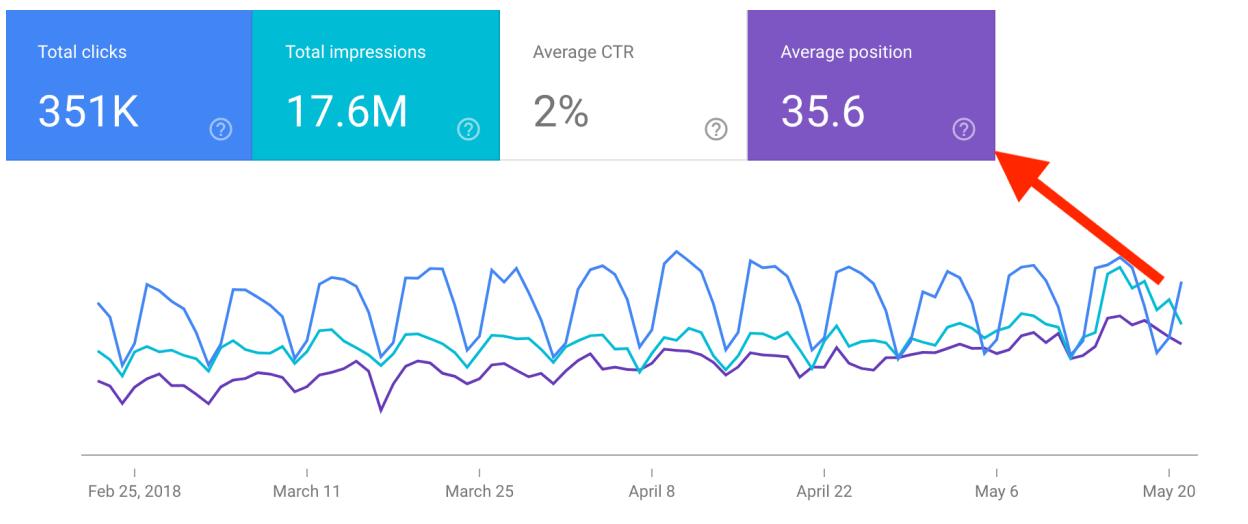
Here's the 3-step process:

Step #1: Use Google Search Console to find keywords where you rank on the 2nd or 3rd page.

To find them, login to the [Google Search Console](#) and head over to the "Search results" report:



Make sure to hit "Average position". That way you'll see the average ranking for each keyword.



Then, sort the results by "Position":

	Clicks	Impressions	Position
	376	689,548	41.9
	61	70,217	39.8
	43	471	39.1
	24	296	34.3

Next, look for keywords with an **average position of 11-30**.

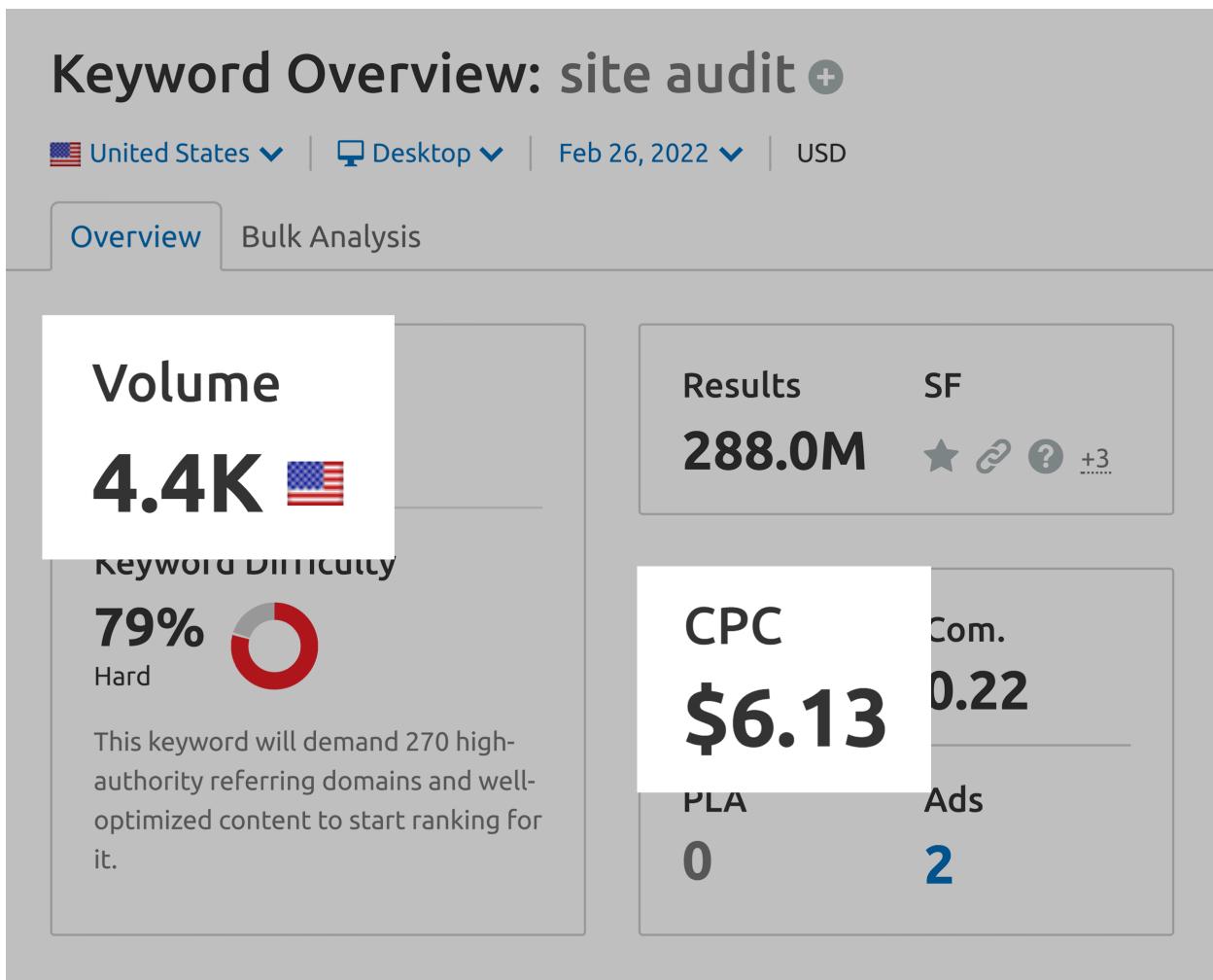
If you're getting clicks from a keyword on page 2 or 3, you can be pretty sure that keyword has some decent search volume.

For example, [this page](#) from Backlinko is ranking #17 for the keyword "site audit".

Even though I'm on the second page, I still get 28 clicks and 14,251 impressions per month for that keyword:

Query	Clicks	Impressions	Position
site audit	28	14,251	17.4

Sure enough, according to Semrush, that keyword gets 4.4k monthly searches with a suggested bid of \$6.13.



That means that it's worth my time to get this post to Google's first page.

Step #2: Identify authoritative pages on your site.

You can easily find the pages on your site with the most juice to pass around using [SEMrush](#).

Just enter your homepage URL into the tool and click "Search":



Then click on "Backlink Analytics" in the left-hand sidebar and then on "Indexed Pages".

That will show you the most authoritative pages on your site:

Backlinks: backlinko.com ↗

Live Update: 99+ backlinks found today ⓘ | Categories: Internet & Telecom > Web Services > Search Engine Opti...

Overview Backlinks Anchors Referring Domains Referring IPs **Indexed Pages** Competitors

Indexed Pages 1 - 100 (~26,685)

Broken Pages ⓘ

Title and URL	Backlinks ↗	Domains ↗
SEO Training and Link Building Strategies – Backlinko http://backlinko.com/ ↗	116,300	2,660
SEO Training and Link Building Strategies – Backlinko https://backlinko.com/ ↗	79,112	5,216
Keyword Research for SEO: The Definitive Guide (2022 Update) https://backlinko.com/keyword-research ↗	39,984	1,463
We Analyzed 5 Million Google Search Results. Here's What We Learned https://backlinko.com/google-ctr-stats ↗	35,109	3,077
What Is a Nofollow Link? Here's A Simple Plain English Answer https://backlinko.com/nofollow-link ↗	32,633	440
Google Lens Study: Results From 65,388 Visual Searches https://backlinko.com/visual-search-ranking-factors ↗	25,980	65
We Analyzed 11.8 Million Google Search Results. Here's What We Learned https://backlinko.com/search-engine-ranking ↗	17,928	4,240
Google's 200 Ranking Factors: The Complete List (2022) https://backlinko.com/google-ranking-factors ↗	17,546	4,964
SEMrush: Ultimate Guide + Tutorial https://backlinko.com/hub/seo/semrush ↗	9,603	216
Peloton Subscriber and Revenue Statistics (2022) https://backlinko.com/peloton-users ↗	9,020	233
SEO Tools: The Complete List (2022 Update) https://backlinko.com/seo-tools ↗	8,517	945

Step #3: Go to those landing pages and add internal links.

Finally, add internal links **from** those authoritative pages **to** the landing page that needs a boost.



10. Increase Email Outreach Response Rates

When someone sees an email from a random person in their inbox, two questions enter their mind:

"Who is this person?" and "What do they want?"

The faster you answer these questions in your outreach emails, the better your response rate will be.

But how can you do that?

Use the word "because" early in your email.

Research by Dr. Ellen Langer of Harvard University tested whether people waiting in line to use a copy machine would let a stranger cut in front of them.



The mindlessness of ostensibly thoughtful action: The role of "placebic" information in interpersonal interaction

Article (PDF Available) in [Journal of Personality and Social Psychology](#) 36(6):635-642 · June 1978 with 1,052 Reads
DOI: 10.1037/0022-3514.36.6.635

[Cite this publication](#)



Ellen Langer
• 34.58 · Harvard University



Arthur E. Blank
• 33.87 · Albert Einstein College of Medicine

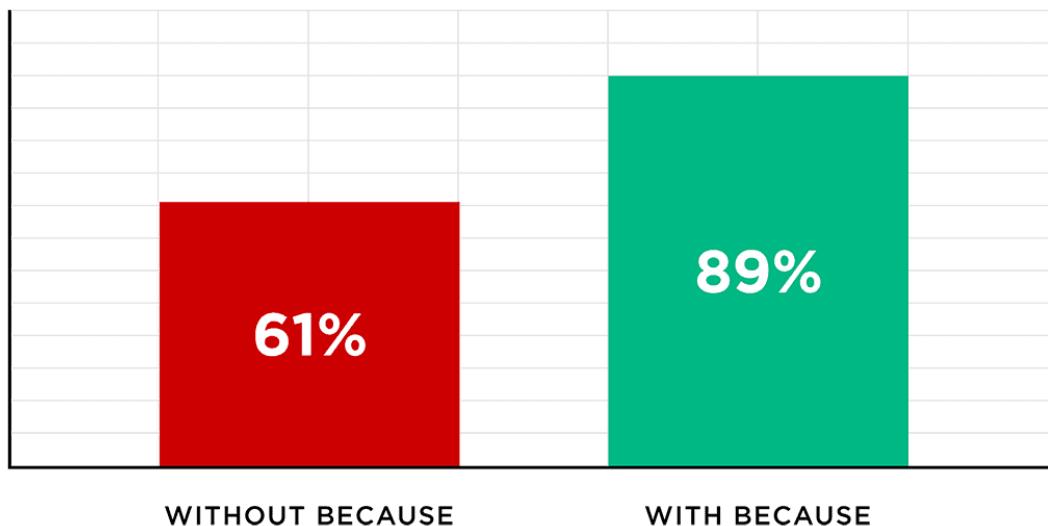


Benzion Chanowitz

When the stranger asked: "Can I use the copy machine before you?", only 61% of people said "yes".

But when the stranger asked: "Can I use the copy machine before you *because I'm in a rush?*", 89% said yes.

Percent Of People Who Will Say Yes



(That's a 45% increase.)

It turns out that the word "because" makes your request seem more legitimate.

In the world of outreach, legit messages get better responses.

Here's an example [blogger outreach](#) pitch that leverages the word "because" early on:

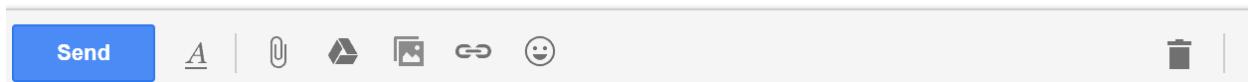
Hey Julie,

I'm emailing you because I saw your latest post: "20 Delicious Cake Recipes" on Twitter and REALLY liked it.

Actually, I run my own food blog and recently published a list of gluten-free cake recipes.

Want to check it out?

Cheers,
Brian



The person receiving that message knows why I'm emailing them after two seconds of reading.

But more importantly, the word "because" cements my reason for reaching out as more legit.

11. Write Long YouTube Descriptions

According to Semrush Sensor, videos appear [on over 10% of all SERPs](#).

And considering that Google owns the popular video site, it's a trend that's not likely to change anytime soon.

And if you want your video to rank in Google, I recommend writing long video descriptions.

Remember: Google can't watch or listen to your video content.

Instead, they rely on your video's **text-based title and description** to determine what your video is about.

And this extra text content can help you rank for your target keywords.

For example, I recently published this video that outlines a handful of DIY search engine optimization strategies:

And here's the description for that video:



Brian Dean

Published on Nov 14, 2017

SUBSCRIBED

Today you're going to see 9 of my all-time favorite DIY SEO techniques.

The best part? None of these strategies require an SEO agency. So if you want to get higher rankings and are doing SEO yourself, I recommend watching this video.

Here's some of the cool stuff you'll learn in the video:

First, I'll show you a set of words you can add to your title tag... words that can increase your organic CTR.

Next, you'll see a cool strategy for finding long tail keywords (and no, I'm not talking about Google Suggest).

Our third strategy is to reduce your bounce rate. I show you why Google may pay close attention to your site's bounce rate and use it as a ranking signal.

Even though it's not clear if Google uses bounce rate as a ranking signal, they definitely use organic click through rate. That's why I dedicate an entire tip to helping you get more clicks.

Next up, I show you not one -- but TWO --white hat link building techniques. Yup, backlinks are still super important. That means that link building is a key part of an DIY SEO campaign. And in the video I outline two strategies that work insanely well.

And finally, I show you a simple way to create the type of content that Google wants to rank at the top of the first page.

As you can see, that's a high-quality, 200-word [video description](#) (you may have also noticed that it contains my target keyword, "DIY SEO", several times).

And this description is one reason that my video rocketed to the first page of YouTube for my target keyword:

YouTube

FILTER



DIY SEO: 9 Powerful Techniques To Rank in Google
96K views • 3 years ago
 Brian Dean 
Today you're going to see 9 of my all-time favorite DIY SEO techniques. The best part? None of these strategies require an SEO ...



DIY SEO: 11 Simple Steps to Ranking on Google
7.2K views • 2 years ago
 A Nerd's World
Search engines are a fantastic resource to get visitors to your website. Unfortunately, helping search engines find and rank your ...



SEO For Beginners: 3 Powerful SEO Tips to Rank #1 on Google in 2020
1.6M views • 3 years ago
 Neil Patel 
SEO For Beginners: 3 Powerful SEO Tips to Rank #1 on Google in 2020 Are you new to SEO and want to rank #1 on google this ...

12. Optimize Content For Semantic SEO

A few years ago, Google rolled out a search algorithm called [Hummingbird](#).

Google Hummingbird

From Wikipedia, the free encyclopedia

Hummingbird is the codename given to a significant [algorithm](#) change in [Google Search](#) in 2013. Its name was derived from the speed and accuracy of the [hummingbird](#). The change was announced on September 26, 2013, having already been in use for a month. "Hummingbird" places greater emphasis on [natural language](#) queries, considering context and meaning over individual keywords. It also looks deeper at content on individual pages of a website, with improved ability to lead users directly to the most appropriate page rather than just a website's homepage. The upgrade marked the most significant change to Google search in years, with more "human" search interactions and a much heavier focus on conversation and meaning. Thus, web developers and writers were encouraged to [optimize their sites](#) with natural writing rather than forced keywords, and make effective use of technical web development for on-site navigation.



Contents [hide]

- 1 History
- 2 Features
 - 2.1 [Search engine optimization changes](#)

Before Hummingbird, basically, Google only analyzed the individual keywords on your page.

MOBILE SEO:

The Definitive Guide

This new guide will show you everything you need to know about mobile SEO

First, I'll show you why mobile optimization is more important than ever.

Then, I'll help you get your website ready for Google's mobile-first index.

Sound good? Let's dive right in...

But thanks to this new algorithm, Google could now understand **the topic of your page**.

(By the way, the ability for search engines to understand topics is called: [Semantic SEO](#).)

Here's how to get started with semantic SEO:

First, optimize your page around your target keyword just like you normally would.

Then, cover subtopics related to your target keyword.

That way, Google can fully understand the topic of your page (not just your keyword).

For example, this page on my site is a [list of 200 Google ranking factors](#):

The screenshot shows a blog post from Backlinko. At the top left, there is a share counter showing "45,036 shares" with icons for Twitter and Facebook. The main title is "Google's 200 Ranking Factors: The Complete List (2021)". Below the title, it says "by Brian Dean · Updated Jan. 22, 2020". The central image is a graphic of the Google search algorithm, featuring the Google logo, a search bar, and various data points like a progress bar and a pie chart. The entire image has a blue header and footer.

You might already know that Google uses over 200 ranking factors in their algorithm...

But what the heck are they?

Well, you're in for a treat because I've put together a complete list.

Because I cover subtopics (like Google penalties and site-level factors), Google knows what my content is about.

And because Google can fully understand my content's topic, it ranks this single page for over 2,400 keywords (according to Semrush):

live update

TOP ORGANIC KEYWORDS (2,462)



Keyword	Pos.	Volume	CPC (USD)
google ranking factors	1	320	4.40
200	20	27,100	1.50
seo ranking factors	1	170	0.00
search engine ranking factors	1	170	10.11
google ranking	9	1,900	6.32

Export

View full report

You can find related subtopics using a tool called [LSIGraph](#):

LSI Graph

Generate Latent Semantic Indexing (LSI) Keywords for your SEO content with our free LSI Keyword Generator tool.

Enter your keyword here

GENERATE



I'm not a robot



reCAPTCHA
Privacy - Terms

This tool shows you subtopics (and terms) that are related to the keyword you typed into it.

13. Embed Long Tail Keywords In Title Tags

Here's an example of this strategy in action:

I'll explain: A while ago I published a post called "White Hat SEO Case Study: How To Get a #1 Ranking."

White Hat SEO Case Study: How To Get a #1 Ranking



by Brian Dean ⓘ Last updated Sep. 29, 2016

Today you're going to learn how Emil rocketed his site to the #1 spot in Google.

(You'll also see how he turned this #1 ranking into \$100k in monthly recurring revenue)

But wait, there's more 😊



I'll ALSO show you how Richard boosted

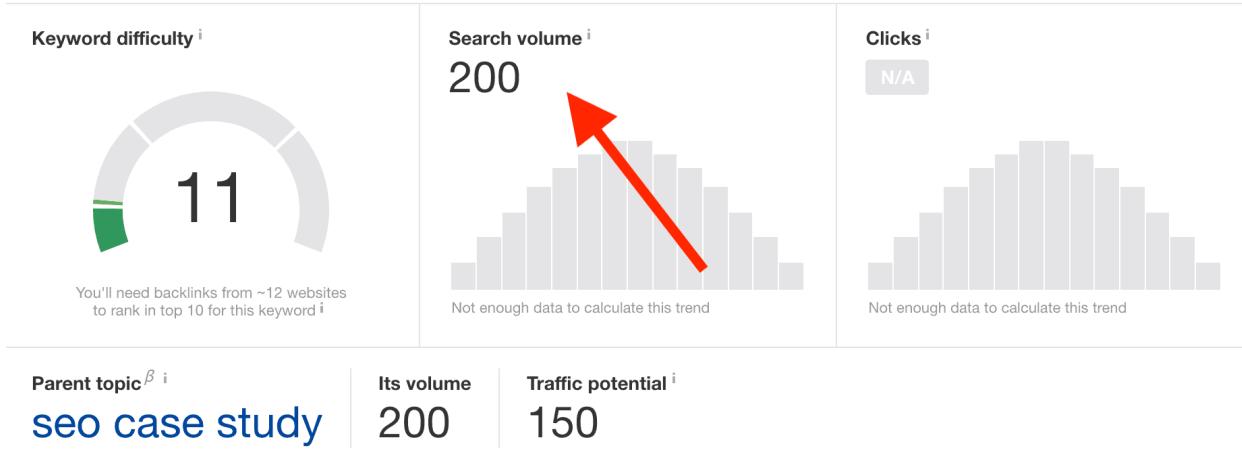
My target keyword for that post was, "white hat SEO".

So I included the keyword "white hat SEO" in the post's title.

But I didn't stop there...

I realized that the keyword "SEO case study" also got a decent amount of searches every month:

Overview: seo case study Data updated just now



So I decided to embed **that** long-tail keyword into the blog post title:

White Hat **SEO Case Study**: How To Get a #1 Ranking



by Brian Dean >Last updated Sep. 29, 2016

Today you're going to learn how Emil rocketed his site to the #1 spot in Google.

**SEO CASE STUDY
#1 RANKING**

And it hit #5 spot for "SEO case study" in a few short weeks.

As you might expect, the keyword "SEO case study" is MUCH less competitive than "white hat SEO".

Because of that, I got traffic from the keyword "SEO case study" within weeks.

And as that page has accumulated links, it made its way onto the first page for "white hat SEO".

A screenshot of a Google search results page for the query "white hat SEO". The search bar at the top contains the text "white hat SEO". Below the search bar, there are navigation links for "All", "Images", "News", "Videos", "Shopping", "More", "Settings", and "Tools". A status message indicates "About 997,000 results (0.51 seconds)". The first result is a link to "White Hat SEO: How to Rank Without Breaking the Rules | WordStream" with the URL <https://www.wordstream.com/white-hat-seo>. The snippet describes white hat SEO as the opposite of Black Hat SEO, focusing on improving search rankings while maintaining website integrity. The second result is a link to "What is White Hat SEO? Webopedia Definition" with the URL https://www.webopedia.com/TERM/W/White_Hat_SEO.html. The snippet explains that white hat SEO involves optimization strategies that focus on a human audience rather than search engines. The third result is a link to "7 White Hat SEO Techniques to Double Traffic | SEJ" with the URL <https://www.searchenginejournal.com/SEO>. The snippet discusses how white hat techniques can impact website traffic. The fourth result, which is highlighted with a red border, is a link to "White Hat SEO Case Study: How To Get a #1 Ranking - Backlinko" with the URL <https://backlinko.com/white-hat-seo>. The snippet provides a step-by-step case study for executing a successful white hat SEO campaign.

If I had *only* optimized for “white hat SEO”, I wouldn’t have received any organic traffic until I hit the first page for my target keyword.

Bottom line:

Find long-tail terms that you can embed into your titles.

You’ll get search engine traffic faster... and eventually, rank the page for more than one term.

14. Use Wikipedia for Keyword and Topic Ideas

Want to find untapped keywords that your competition doesn’t know about?

Try Wikipedia.

Why?

If you want to find keywords that are closely related to your seed keyword, you need **a human mind**.

Or better yet, the thousands of human minds that contribute to Wikipedia.

Here's how:

Head over to Wikipedia and enter a keyword (I'm going to use the keyword "insurance" in this example):

日本語
フリー百科事典
1 001 000+ 記事

Русский
Свободная энциклопедия
1 289 000+ статей

Italiano
L'enciclopedia libera
1 252 000+ voci

中文
自由的百科全書
863 000+ 條目



Deutsch
Die freie Enzyklopädie
1 907 000+ Artikel

Français
L'encyclopédie libre
1 723 000+ articles

Português
A encyclopédia livre
909 000+ artigos

Polski
Wolna encyklopedia
1 154 000+ hasł

 EN ▾ 🔍

Next, keep an eye out for sections on the Wikipedia entry that display closely related keywords and topics.

These sections are... The "Contents" box:

Contents [hide]

1 History

1.1 Early methods

1.2 Modern insurance

2 Principles

2.1 Insurability

2.2 Legal

2.3 Indemnification

3 Social effects

3.1 Methods of insurance

4 Insurers' business model

4.1 Underwriting and investing

4.2 Claims

4.3 Marketing

5 Types

5.1 Auto insurance

5.2 Gap insurance

5.3 Health insurance

5.4 Income protection insurance

5.5 Casualty

5.6 Life

Callouts and sidebars:

Financial market participants



Credit unions · **Insurance companies** ·
Investment banks · Investment funds ·
Pension funds · Prime brokers · Trusts

Finance · Financial market · Participants ·
Corporate finance · Personal finance ·
Public finance · Banks and banking ·
Financial regulation · Fund governance

V · T · E

Internal links:

Underwriting and investing [edit]

The business model is to collect more in premium and investment income than is paid out in losses, and to also offer a competitive price which consumers will accept. Profit can be reduced to a simple equation:

Profit = **earned premium** + investment income – incurred loss – underwriting expenses.

Insurers make money in two ways:

- Through **underwriting**, the process by which insurers select the risks to insure and decide how much in premiums to charge for accepting those risks
- By **investing** the premiums they collect from insured parties

The most complicated aspect of the insurance business is the **actuarial science** of risk assessment.

And "See Also" sections:

See also [edit]

- [Agent of Record](#)
- [Earthquake loss](#)
- [Financial adviser](#)
- [Financial services](#) (broader industry to which insurance belongs)
- [Geneva Association](#) (the International Association for the Study of Insurance Economics)
- [Global assets under management](#)
- [Insurance broker](#)
- [Insurance fraud](#)
- [Insurance Hall of Fame](#)
- [Insurance law](#)
- [Insurance Premium Tax \(UK\)](#)

You'll usually come away with fistfuls of keyword and topic ideas from a single Wikipedia entry.

If you want to find even more keyword ideas, click on an internal link.

Then simply follow the same process for that Wikipedia entry.

Rinse and repeat.

15. Find Link Building Opportunities From “Best of” Lists

If you do a lot of link building, you know that finding niche-relevant link prospects is not always easy.

What you may not realize is that bloggers in your niche create these lists for you in the form of "best of" blog posts.

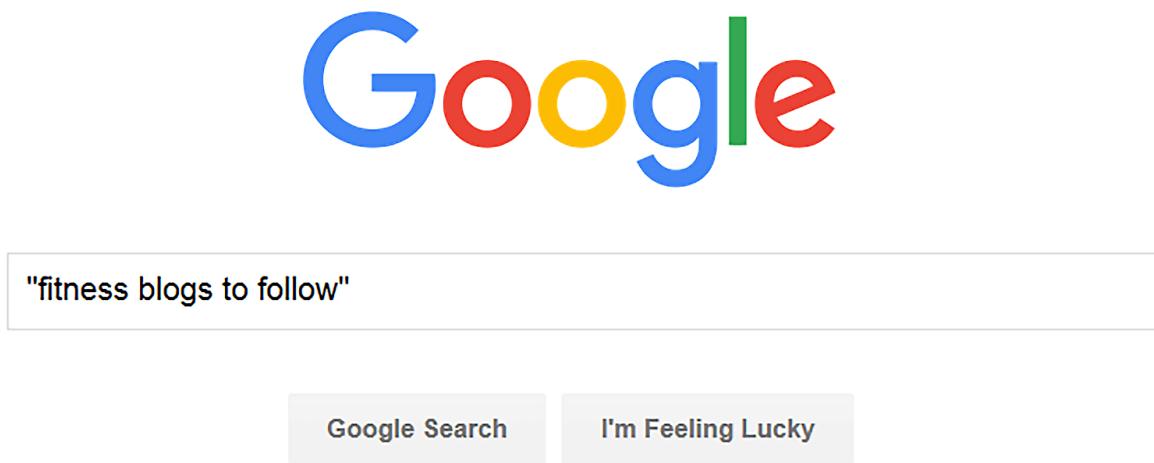
"Best of" blog posts are simply hand-curated lists of the best blogs in a specific industry.

How can you find these "best of" blog posts?

Use these search strings:

- "[keyword] blogs to follow"
- "best [keyword] posts 2024"
- "top [keyword] blogs to follow" + "2024"

For example, I just did a quick search for "fitness blogs to follow":



I found this list of 10 blogs in the fitness space:

The 10 best fitness blogs

By [Hannah Nichols](#) | Published Thursday 11 January 2018

Fact checked by Jasmin Collier

Want to get fit this year, but don't know where to start? We have chosen the best fitness blogs to empower you and help to get you started on your journey to tip-top physical fitness.

Getting up off the couch and taking part in regular physical activity is one of the most important things you can do to ensure you remain healthy.

Regular exercise can help to control your weight, strengthen your bones and muscles, and reduce your risk of cardiovascular disease, [type 2 diabetes](#), and some [cancers](#).

Furthermore, being active improves your mood, [mental health](#), mobility, and ability to complete tasks as an older adult, as well as increases your chances of living longer.

Adults are recommended to do at least 150 minutes of moderate-intensity aerobic activity, such as brisk walking, each week.



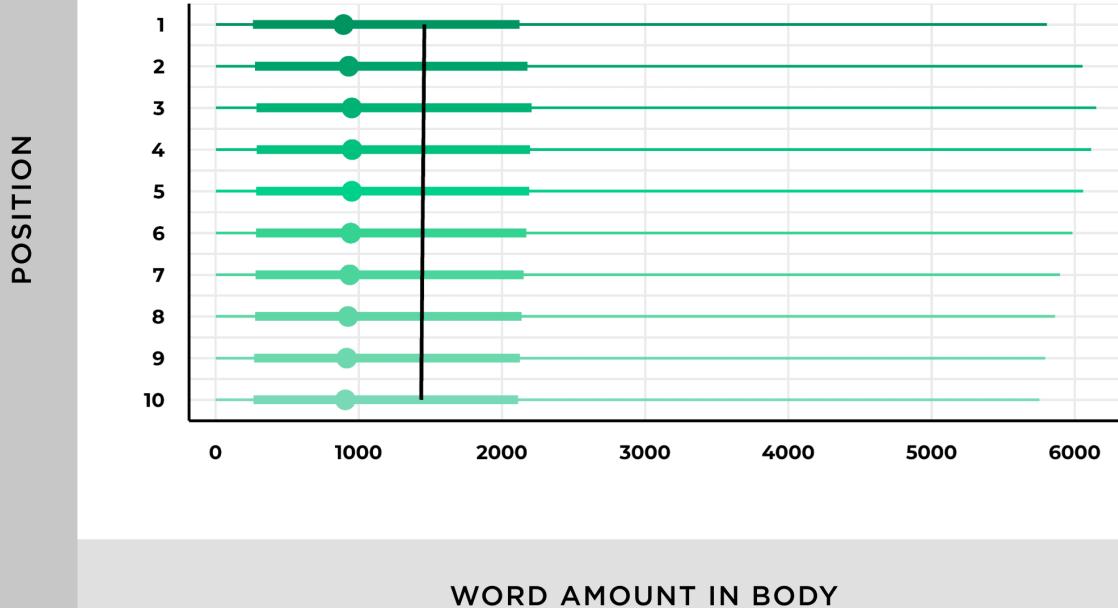
These 10 blogs are perfect places to reach out to the next time you want to promote a piece of content or build a long-term relationship.

16. Publish Content With At Least 1,447 Words

There's no denying it: longer content CRUSHES short 300-word blog posts.

In fact, [our study of 11.8 million Google search results](#) found that the average word count of a first page Google results was 1,447 words.

AVERAGE CONTENT WORD COUNT OF THE TOP 10 RESULTS IS EVENLY DISTRIBUTED



(Are long pieces of content mobile-friendly? According to our data, yes. Longer content also performed well for mobile searches)

Why do long posts work? First off, long posts show Google that you're providing in-depth information for searchers.

Which is something that Google (obviously) wants to see.

17. Remember the “First Link Priority Rule”

Let's say you have two links pointing to a page on your site... and both of those links are on the same page.

Which anchor text does Google pay attention to? The first one? The second one? Both?

According to the First Link Priority Rule, **only the first link**.

Why is this important?

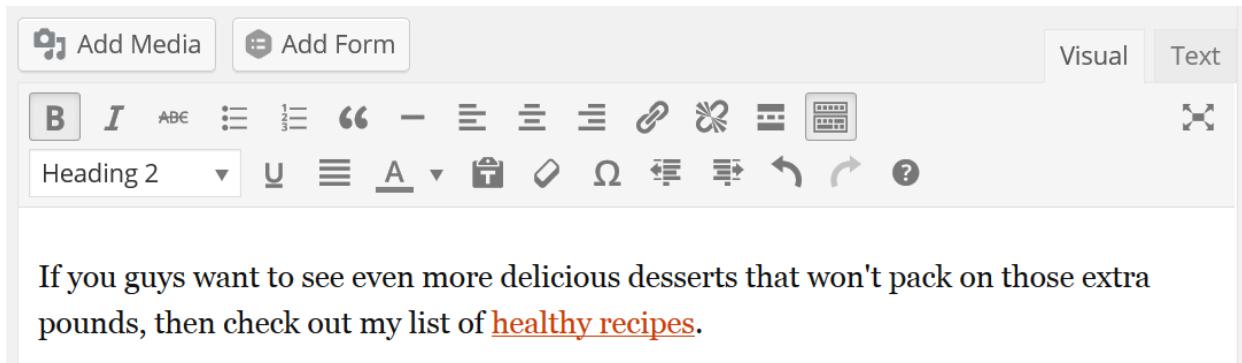
Let's say you have a navigation bar on your site, like this:

Because your navigation is at the top of the page, Google sees those links first.

Here's where things get tricky:

Let's say that you drop a link to your "Recipe Index" page in a blog post.

And that link has the anchor text: "healthy recipes".



The image shows the WordPress rich text editor toolbar. At the top left are buttons for "Add Media" and "Add Form". On the right are tabs for "Visual" and "Text", with "Text" being the active tab. Below the tabs is a row of icons for bold, italic, underline, and other text styles. Underneath this is a dropdown menu set to "Heading 2". To the right of the dropdown are icons for alignment, lists, and other document tools. A question mark icon is also present.

If you guys want to see even more delicious desserts that won't pack on those extra pounds, then check out my list of [healthy recipes](#).

Unfortunately, the "healthy recipes" anchor text is ignored by Big G.

Google only counts the anchor text it saw first: "Recipe Index".



Bottom line Takeaway:

Use keyword-rich anchors in your site's navigation.

As you just learned, the keyword-rich internal links below them don't count.

18. Create Your Own Keywords

This is one of the best pieces of SEO advice I've ever learned:

You always rank #1 for keywords that you create.

When you create something truly original (like a brand, product, or a step-by-step system) you're the only person optimizing for that term.

(After all, you made it up.)

And if your creation becomes popular, you'll suddenly find yourself ranking #1 for a high-volume keyword.

Let me show you an example:

A while back I published a post called: [Link Building Case Study: How I Increased My Search Traffic by 110% in 14 Days.](#)



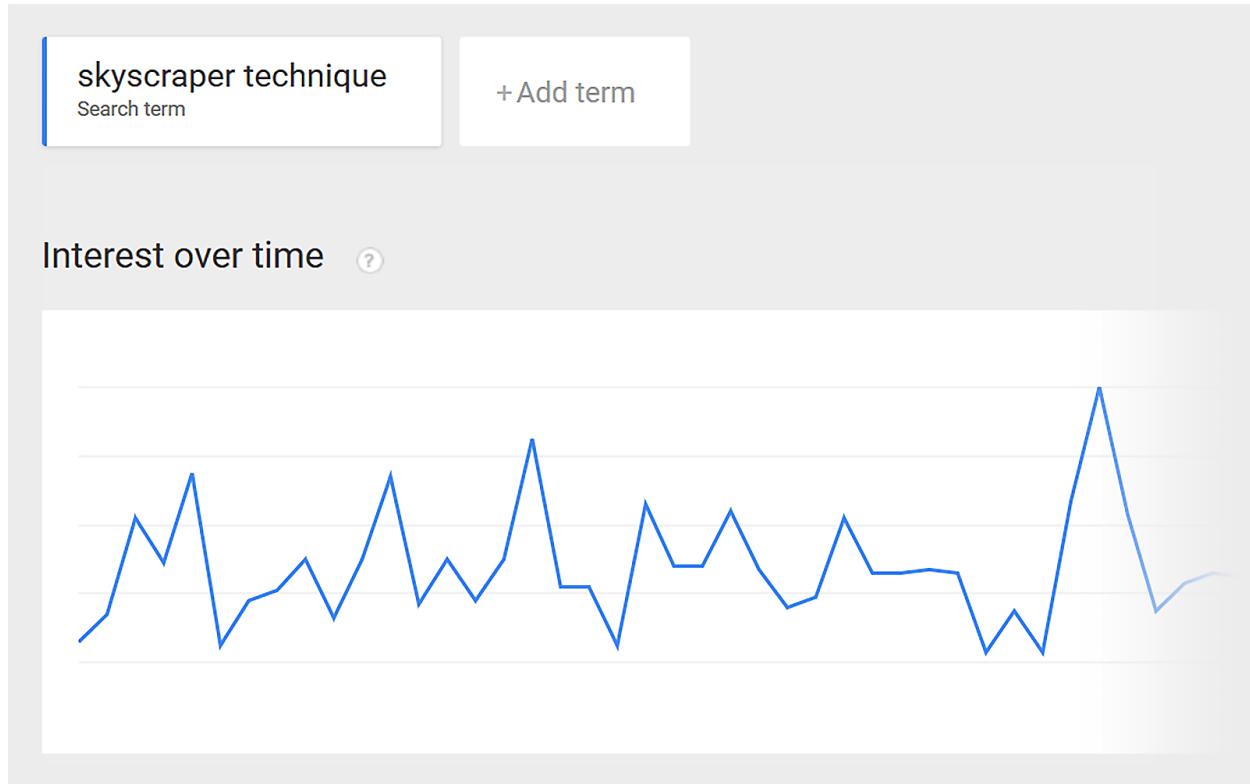
Here's the brutal truth about link building:

There are WAY too many people in internet marketing today that think "great content" is enough.

Now I could have optimized my post around a keyword like: "link building strategy".

Instead, I decided to create my own keyword: "**The Skyscraper Technique**".

Today, I get a steady stream of organic traffic from people searching for that keyword that I created.



How can you do the same thing?

The next time that you write about a technique that you created (whether it's a diet tip, productivity hack or system for growing tomatoes) **name it**.

19. Use Creative Seed Keywords

If you've been in the SEO world for a while you know that a keyword tool **is only as good as the seed keywords you put into it**.

In other words:

If you use the same seed keywords as your competition, you're going to see the same keywords they do.

Fortunately, there's a little-known tool that helps you get around this problem: SeedKeywords.com.



What do real people search for?

Find valuable keywords, with a little help from your friends. Simply create a search scenario and ask your contacts to type in the keywords they would use to solve it.

1 Create a scenario
for a search query

2 Give the unique URL
provided to your contacts

3 Watch your seed
keyword list grow

Here's how to use it:

First, head over to Seed Keywords and create a scenario.

(A scenario is what someone would use to find your business online.)



seedkeywords

By Red Evolution

Home

Create Scenario

Example Scenario

FAQ



Hit "create my scenario" and you'll get a special link.

Your Seed Keywords URL

Here is the URL to give to people you want to answer your scenario.



<http://www.seedkeywords.com/?id=9wkgxztm>

HINT: We'd advise clicking on the link and bookmarking it now as you will need it to access your seed keywords

Send this link to friends, family and target customers to see what keywords they would use:

The screenshot shows a laptop displaying the seedkeywords website. The main heading is "You want to up your link building skills. What would you search for?". Below it is a search bar with placeholder text "Please type the search words you would use if faced with this scenario or [create your own scenario](#)". To the right of the search bar is a "SUBMIT" button. Below the search bar, there is a link "See the results for this scenario [here](#)". A hint below the link states "HINT: You can answer the scenario as many times as you like".

Please type the search words you would use if faced with this scenario or [create your own scenario.](#)

YOUR SEARCH PHRASE HERE... [SUBMIT](#)

See the results for this scenario [here](#).

HINT: You can answer the scenario as many times as you like

And you'll get a list of outside-the-box seed keywords that you can pop into the Google Keyword Planner.

DOWNLOAD KEYWORDS AS CSV FILE				
Keyword	Submit Query to google.co.uk			
link building	Straight Search	Exact Match	intitle Search	✗
learn how to build links	Straight Search	Exact Match	intitle Search	✗
how to build links	Straight Search	Exact Match	intitle Search	✗

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