

Basics Of How Organic Search Traffic Content Campaigns Work Successfully

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Organic search traffic is
free traffic that comes
from **search engines**
(Google, Bing,
DuckDuckGo etc.)

Organic search traffic is the **best traffic** because people **trust** it more than advertisements, it's **free**, there is **endless opportunity** and ranking positions are **stable** for the **long-term**.

All the most successful health & wellness brands dominate in organic search traffic. It is their primary source of new customers.

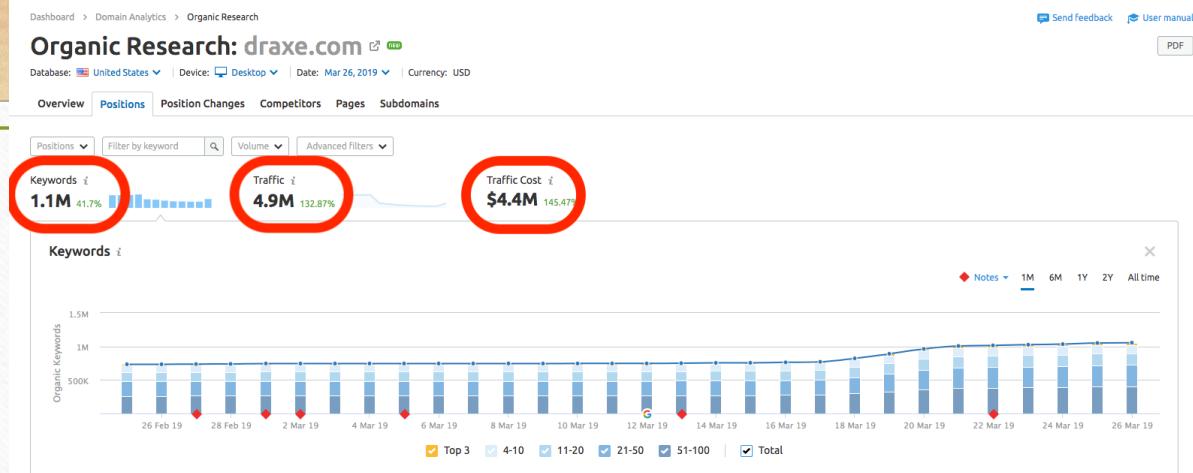
CASE STUDY 1 - Dr.Axe.com

One example of a supplement brand who has dominated the industry from Google search traffic alone is **DR AXE**.

Since 2015 Dr.Axe has been consistently dishing out quality informational health-related content on his website.

Today Dr.Axe gets more than **5 Million new visitors per month** from Google organic search alone. All this traffic is generated from his information blog posts he consistently writes.

The report above is from SEMRush and shows us some of the high-traffic keywords they rank for. Every single one of their keywords exists because they made an informational blog article just for it.



Organic Search Positions 1 - 100 (1,055,905)															Manage columns (15/15)	Export
	Keyword	Pos.	Diff.	Traffic	Traffic %	Volume	KD%	CPC (USD)	URL	Costs (USD)	Com.	Results	Volume Trend	SERP	Last Update	
>	dr axe	1	1	0	48,400	0.99	60,500	81.52	0.46 https://draxe.com/	22.3K	0.27	83.9M		Mar 26, 2019		
>	frankincense	1	1	0	42,535	0.87	90,500	71.50	0.74 https://draxe.com/nse/	31.5K	0.71	12.9M		Mar 26, 2019		
>	peppermint oil	1	1	0	34,780	0.71	74,000	83.48	0.65 https://draxe.com/its/	22.6K	1.00	104M		Mar 26, 2019		
>	keto diet	7	9	-2	30,000	0.61	1,000,000	83.22	0.35 https://draxe.com/ist/	10.5K	0.36	0		Mar 26, 2019		
>	maltodextrin	1	1	0	28,435	0.58	60,500	70.99	0.37 https://draxe.com/rin/	10.5K	0.13	6.1M		Mar 26, 2019		
>	eucalyptus oil	1	1	0	23,265	0.47	49,500	81.93	1.17 https://draxe.com/its/	27.2K	0.94	65.1M		Mar 26, 2019		
>	detox drinks	1	1	0	23,265	0.47	49,500	61.40	1.23 https://draxe.com/nks/	28.6K	1.00	78.9M		Mar 26, 2019		
>	essential oils	5	4	+1	21,070	0.43	301,000	74.85	1.59 https://draxe.com/its/	33.5K	0.99	1.1B		Mar 26, 2019		
>	what is tofu	1	1	0	19,035	0.39	40,500	84.31	0.08 https://draxe.com/ofu/	1.5K	0.02	97.8M		Mar 26, 2019		
>	daniel fast	1	1	0	19,035	0.39	40,500	76.76	0.97 https://draxe.com/ast/	18.5K	0.09	507M		Mar 26, 2019		
>	valerian	6	5	+1	18,400	0.37	368,000	84.89	1.27 https://draxe.com/ot/	23.4K	0.06	18.5M		Mar 26, 2019		
>	tea tree oil	3	3	0	18,090	0.37	201,000	81.85	0.71 https://draxe.com/its/	12.8K	1.00	208M		Mar 25, 2019		
>	kombucha	5	5	0	18,400	0.37	368,000	78.04	0.86 https://draxe.com/day/	15.8K	0.29	36.8M		Mar 26, 2019		
>	garcinia cambogia	6	6	0	18,400	0.37	368,000	86.35	1.83 https://draxe.com/gia/	33.7K	1.00	22.7M		Mar 26, 2019		
>	turmeric	6	7	-1	18,000	0.36	450,000	80.97	1.03 https://draxe.com/its/	18.5K	1.00	55.9M		Mar 26, 2019		
>	arugula	3	2	+1	17,550	0.36	135,000	76.82	0.69 https://draxe.com/ula/	12.1K	0.01	16.4M		Mar 26, 2019		
>	apple cider vinegar	9	9	0	16,500	0.33	550,000	74.09	0.35 https://draxe.com/ses/	5.8K	0.76	129M		Mar 26, 2019		
>	soy lecithin	1	1	0	15,557	0.31	33,100	80.28	0.70 https://draxe.com/hin/	10.9K	0.36	12.9M		Mar 26, 2019		
>	lavender oil	1	1	0	15,557	0.31	33,100	76.40	1.06 https://draxe.com/its/	16.5K	1.00	288M		Mar 26, 2019		
>	clove oil	1	1	0	15,557	0.31	33,100	83.34	0.45 https://draxe.com/its/	7K	1.00	42.3M		Mar 26, 2019		
>	frankincense oil	1	1	0	15,557	0.31	33,100	72.44	1.09 https://draxe.com/nse/	17K	1.00	12.8M		Mar 26, 2019		
>	magnesium supplements	1	1	0	15,557	0.31	33,100	81.92	1.37 https://draxe.com/nts/	21.3K	1.00	114M		Mar 26, 2019		
>	essential oils	6	5	+1	15,050	0.30	301,000	74.85	1.59 https://store.dra...ols/	23.9K	0.99	1.1B		Mar 26, 2019		
>	coconut oil	6	6	0	15,050	0.30	301,000	87.03	0.71 https://draxe.com/its/	10.7K	1.00	407M		Mar 26, 2019		
>	magnesium	5	5	0	12,300	0.25	246,000	83.87	0.41 https://draxe.com/nts/	5K	0.57	112M		Mar 26, 2019		
>	turmeric benefits	2	2	0	11,765	0.24	90,500	81.63	0.39 https://draxe.com/its/	4.6K	0.25	54.2M		Mar 26, 2019		
>	argan oil	2	2	0	11,765	0.24	90,500	66.00	1.70 https://draxe.com/air/	20K	1.00	53.4M		Mar 26, 2019		
>	banana	10	11	-1	11,562	0.23	246,000	90.50	0.54 https://draxe.com/ion/	6.2K	0.06	744M		Mar 26, 2019		
>	witch hazel	5	4	+1	11,550	0.23	165,000	80.33	0.30 https://draxe.com/zel/	3.5K	0.81	53.7M		Mar 27, 2019		

CASE STUDY 2 - HumNutrition.com

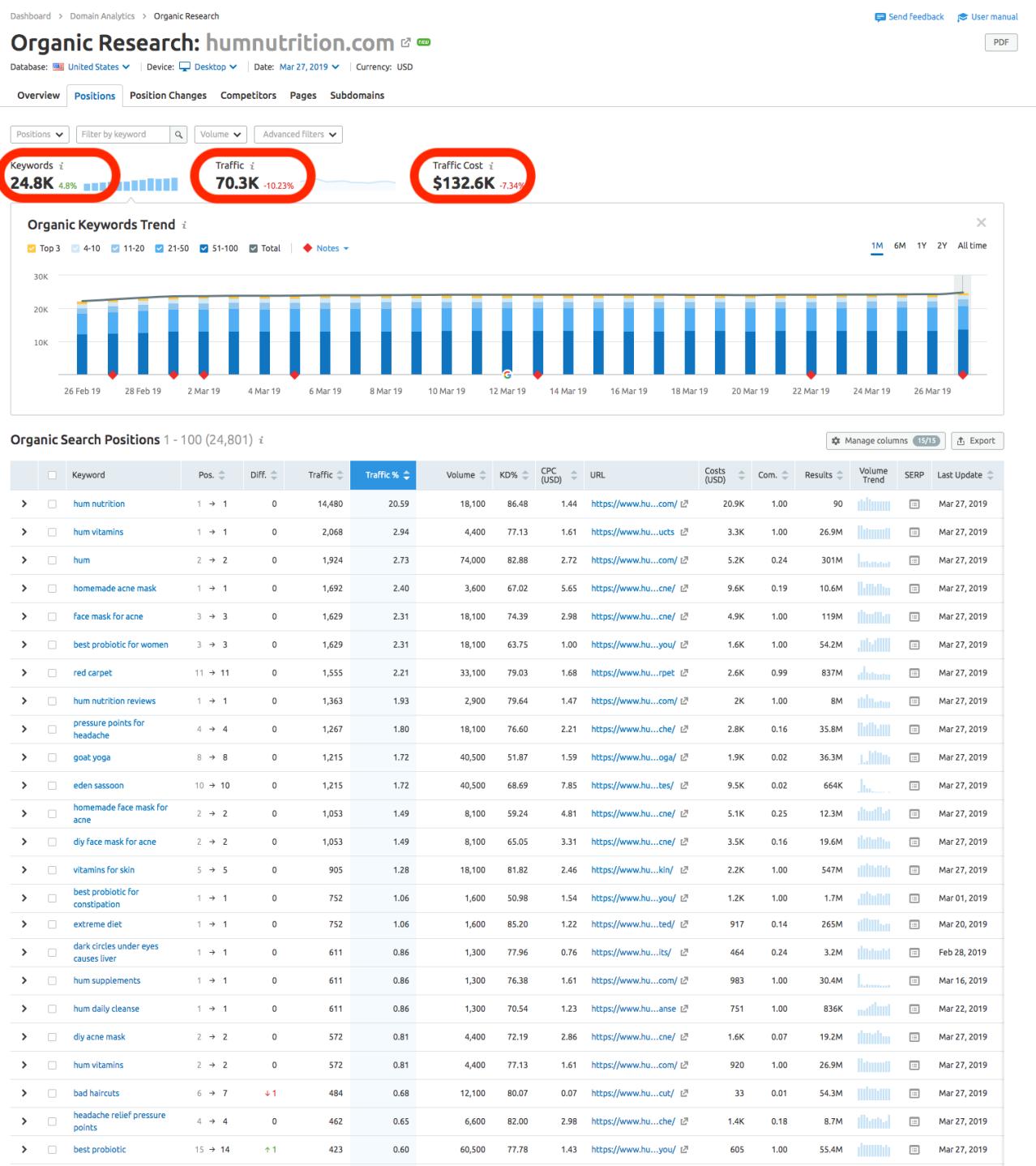
Another example of a website dedicated to giving out quality keyword-focused blog articles and achieved a huge audience from it.

The report on the right shows a few keywords they rank for. (We can't possibly fit them all on this article.) HumNutrition.com creates great information content every day.

Majority of their articles are focused towards a high traffic keyword.

Today they get more than **70,000 visitors to their website per month.**

All with the simple formula of creating blog articles, and gaining authority.



CASE STUDY 3 - PerfectKeto.com

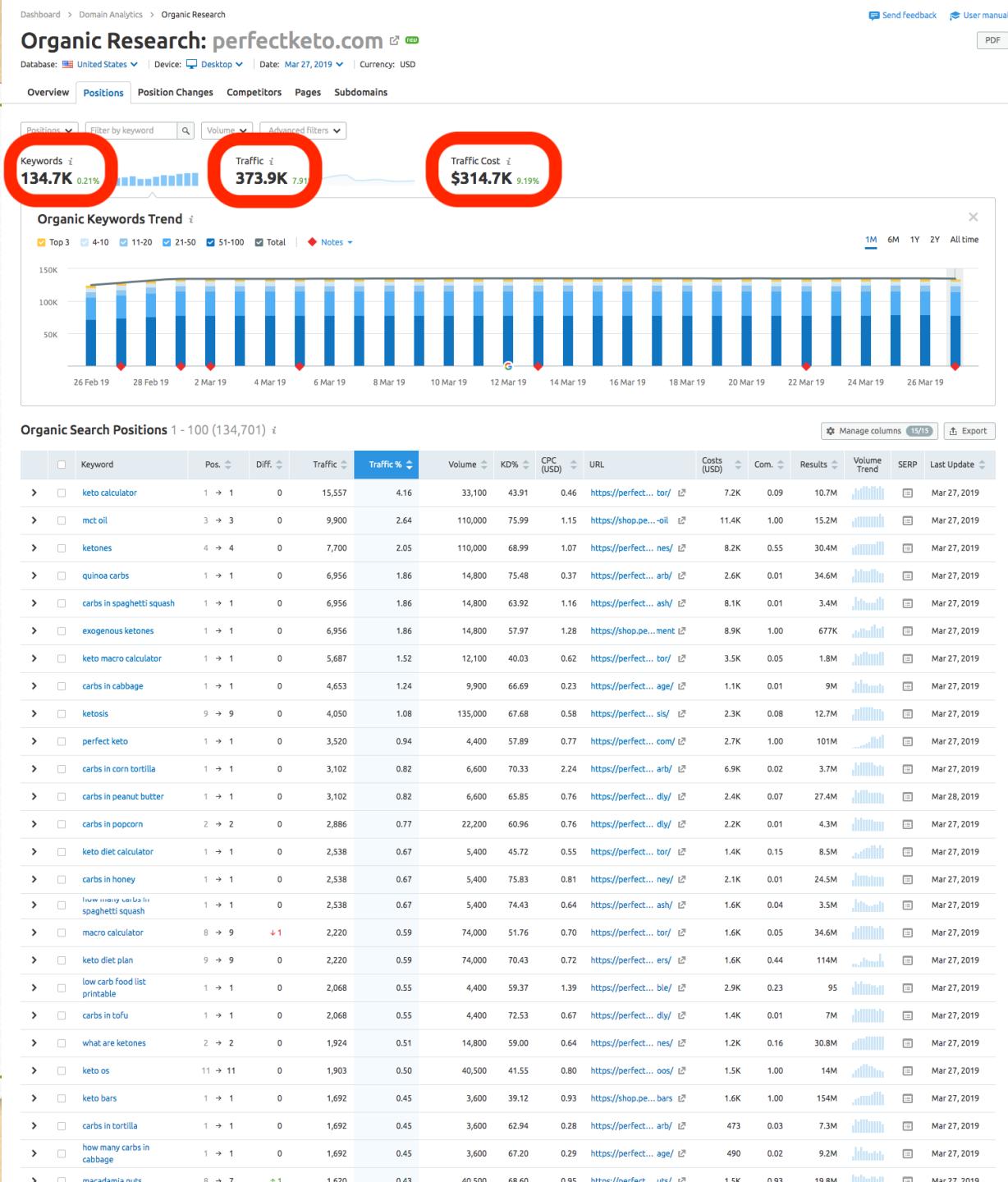
This website PerfectKeto.com took full advantage of the new Ketogenic diet craze.

There are many types of questions and topics regarding this, and they commit to cover them all!

PerfectKeto.com is great at creating quality informational blog posts consistently.

Today they get more than **370,000 visitors to their website per month.**

Sticking to that formula of creating information blog articles focused on high traffic keywords.



Organic search traffic
content campaigns work
by combining two general
factors.

Two Primary Factors That Affect Organic Search Traffic

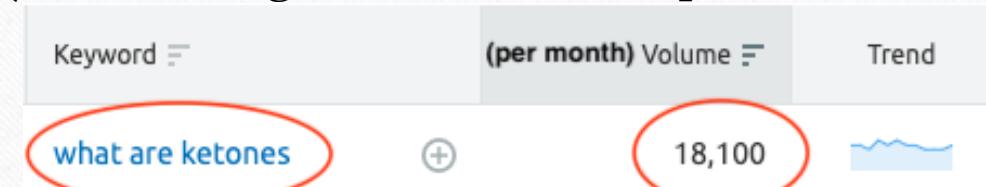
- 1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases.**
- 2. Number of outside trustworthy websites mentioning & linking to your domain and author.**

1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases **EXPLAINED**

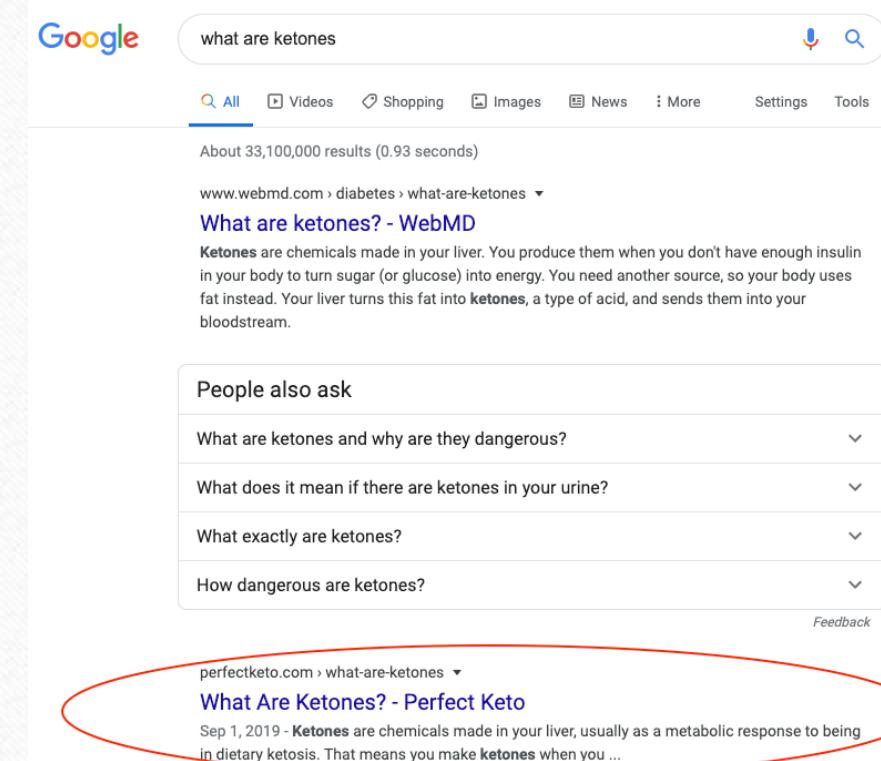
(1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases EXPLAINED)

The overall technique is to rank on search engines **organically/naturally**. Every search variation has different results. You must prioritize ranking for searches that are **relevant** to your business and get **high traffic**. Target informational searches in research article posts, and transactional searches in product/service pages.

(This search gets 18,100 searches per month average)



(Perfectketo.com showing number 2 on this search expect about 25% of traffic to click through)



(1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases EXPLAINED)

(The Perfectketo.com web page ranking for “what are ketones” search traffic)

Simply put the research article is there to “give the best possible solution for the searcher”

Perfect Keto Blog

All Articles Popular Keto Nutrition Guides Food Quality Keto Recipes Podcast

All Articles Guides Keto >

What Are Ketones?

Fact Checked by Dr. Anthony Gustin, DC, MS Published September 1, 2019 by Emily Ziedman

What are ketones and what do they do to the body? Read on for a full overview of ketones and their important role in a ketogenic diet.



In this article

1. What Are Ketones?
2. Wait — Are Ketones Dangerous?
3. Types of Ketone Bodies
4. Ketone Formation
5. Why Does Our Body Use Ketones?
6. How to Test Your Ketone Levels
7. Ketone Side Effects
8. Ketone Level Warnings

Ketones are chemicals made in your liver, usually as a metabolic response to being in dietary ketosis.

That means you make ketones when you don't have enough stored glucose (or sugar) to turn into energy. When your body senses that you need an alternative to sugar, it transforms fat into ketones.

You might think that you have to be on a ketogenic diet or be in a state of ketosis to have ketones in your bloodstream. But you have ketones in you quite often.

(1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases EXPLAINED)

Depending on your products and services, there are many searches that can funnel **huge** amounts of **steady & free** traffic leading to business.

Weight Loss
Joint Support
Cognitive & Mind
Digestion
Sports & Fitness
Beauty

(1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases EXPLAINED)

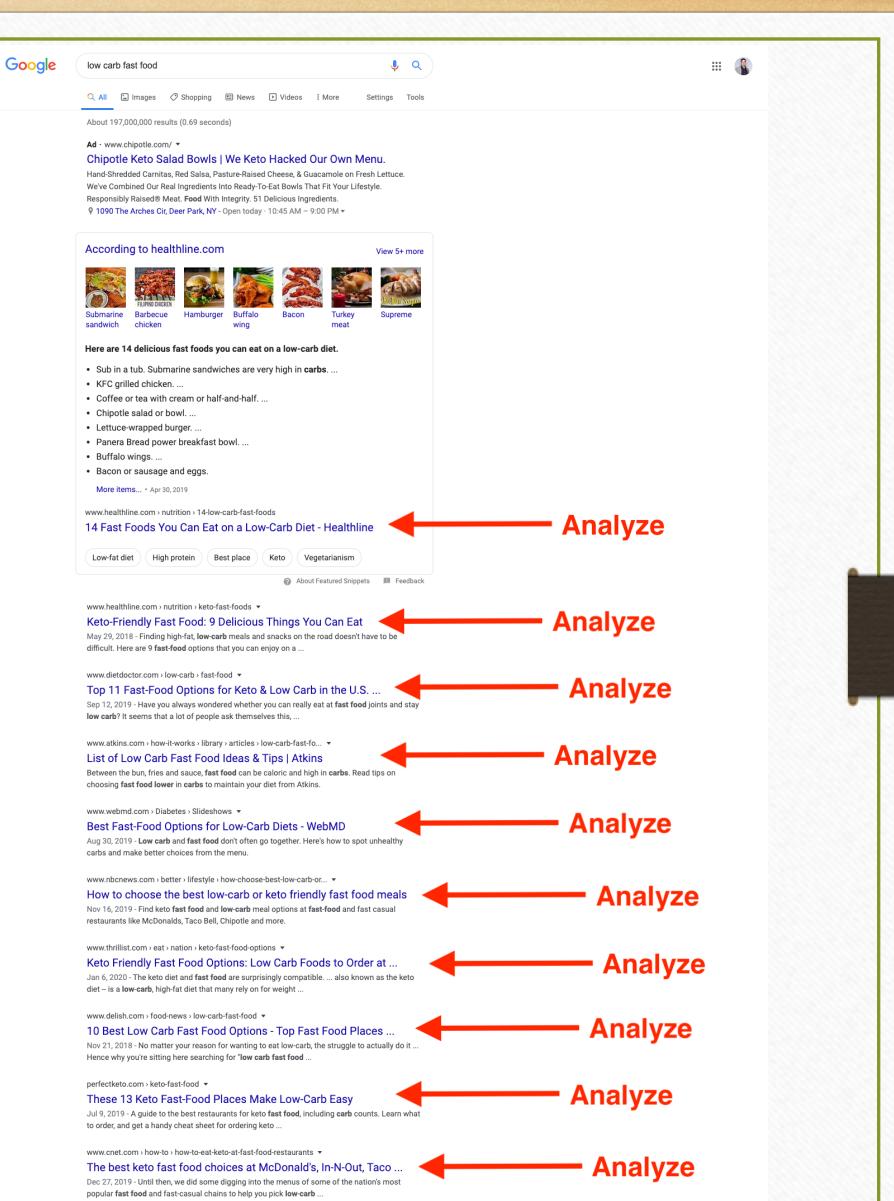
First you must **identify** as many of those **high-traffic searches** that make sense for your business as possible. We recommend starting with at least 100 potential searches.

Keyword	Search Volume	CPC
what is keto diet	246000	0.42
keto diet for beginners	74000	0.59
how to gain weight	60500	0.1
what is mct oil	40500	0.45
keto diet meal plan	33100	0.82
foods high in calcium	33100	0.24
keto diet food list	33100	0.41
carbs in sweet potato	33100	0.3
keto chocolate chip cookies	33100	1.07
keto diet plan for beginners	27100	0.69
cauliflower mac and cheese	27100	1.33
low carb ice cream	27100	2.37
free keto diet plan	27100	0.59
how to start keto diet	22200	0.55
keto diet menu for beginners	22200	0.54
how to lower triglycerides	22200	0.96
intermittent fasting 16 8	22200	0.63
keto instant pot recipes	22200	0.07
what can you eat on the keto diet	18100	0.29
high protein low carb foods	18100	0.67
how many carbs in eggs	18100	0.89
pork loin roast recipe	18100	0.76
how many carbs in avocado	18100	1.07
fasting for weight loss	18100	1.23
how long does it take to get into ketosis	18100	0.64
how to lose body fat	18100	1.25
how to increase testosterone	18100	2.64
what to eat on keto diet	18100	0.32
low carb fast food	18100	1.22

(1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases EXPLAINED)

Then you must **analyze** all those potential searches to see the level of **competition** you're up against.

You determine competition by entering the key phrase to Google and analyzing the **top 10 results** on the **first page search** you are targeting.



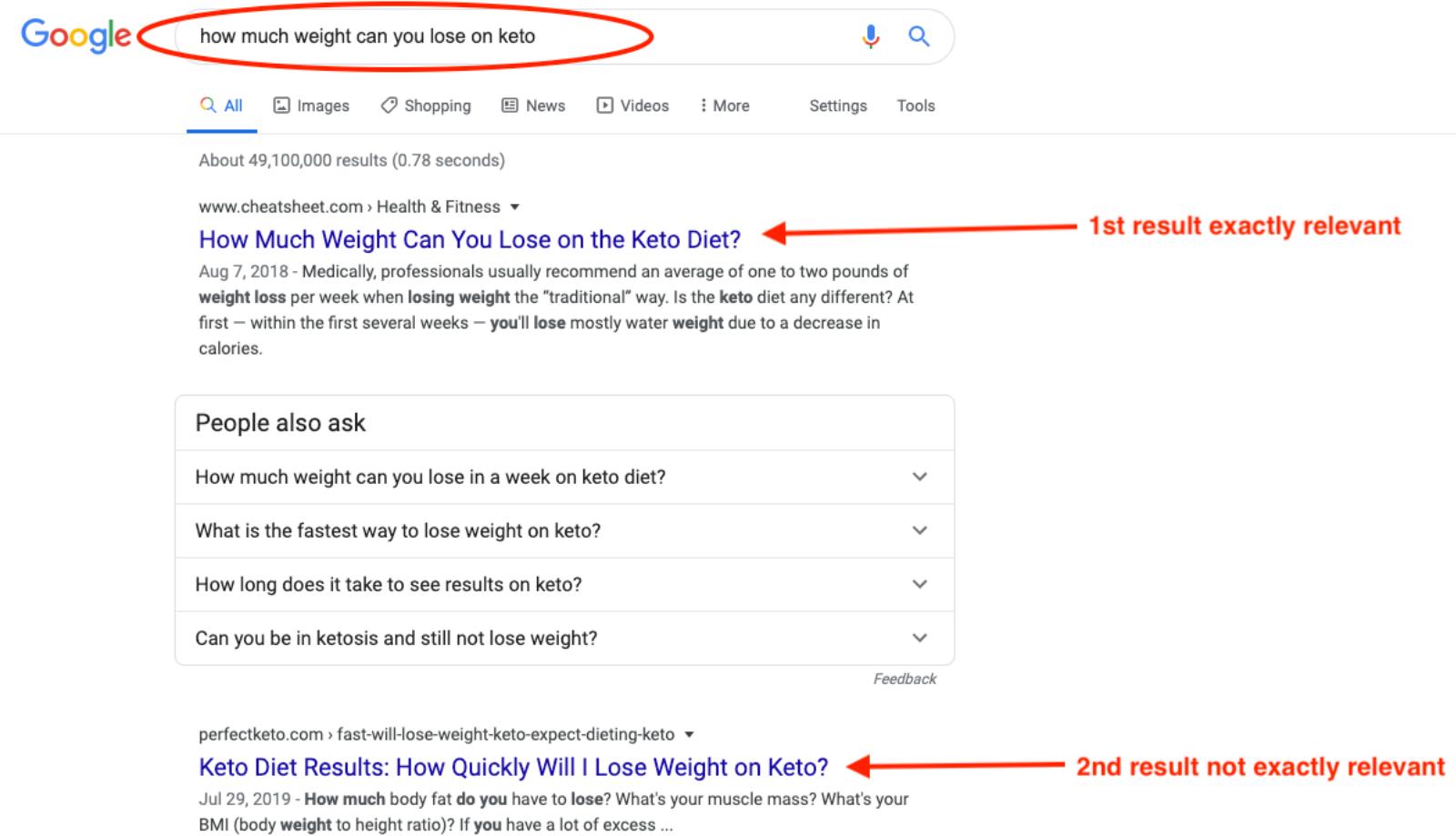
(1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases EXPLAINED)

When analyzing the level of
competition you look for 3
primary factors in the first
page search results

(For presentation purposes we will compare only the first 2 results)

(1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases EXPLAINED)

1. How relevant is the title & content of the results from the search entered?



A screenshot of a Google search results page. The search query "how much weight can you lose on keto" is highlighted with a red oval. The results show approximately 49,100,000 results found in 0.78 seconds. The first result is a link to "www.cheatsheet.com" titled "How Much Weight Can You Lose on the Keto Diet?", dated Aug 7, 2018. A red arrow points to this result with the text "1st result exactly relevant". Below it is a "People also ask" section with four collapsed dropdowns: "How much weight can you lose in a week on keto diet?", "What is the fastest way to lose weight on keto?", "How long does it take to see results on keto?", and "Can you be in ketosis and still not lose weight?". The second result is a link to "perfectketo.com" titled "Keto Diet Results: How Quickly Will I Lose Weight on Keto?", dated Jul 29, 2019. A red arrow points to this result with the text "2nd result not exactly relevant".

Google | how much weight can you lose on keto

All Images Shopping News Videos More Settings Tools

About 49,100,000 results (0.78 seconds)

www.cheatsheet.com · Health & Fitness ▾

How Much Weight Can You Lose on the Keto Diet? ← 1st result exactly relevant

Aug 7, 2018 - Medically, professionals usually recommend an average of one to two pounds of weight loss per week when losing weight the "traditional" way. Is the keto diet any different? At first — within the first several weeks — you'll lose mostly water weight due to a decrease in calories.

People also ask

How much weight can you lose in a week on keto diet? ▾

What is the fastest way to lose weight on keto? ▾

How long does it take to see results on keto? ▾

Can you be in ketosis and still not lose weight? ▾

Feedback

perfectketo.com · fast-will-lose-weight-keto-expect-dieting-keto ▾

Keto Diet Results: How Quickly Will I Lose Weight on Keto? ← 2nd result not exactly relevant

Jul 29, 2019 - How much body fat do you have to lose? What's your muscle mass? What's your BMI (body weight to height ratio)? If you have a lot of excess ...

(1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases EXPLAINED)

2. What is the quality of competition research articles? How many words written, images, videos, etc.



Perfectketo.com higher quality research article



Cheatsheet.com lower quality research article

(1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases EXPLAINED)

3. What is the **authority** (trustworthiness) of the competition?

Domain/URL	Backlinks ⓘ	Referring Domains ⓘ	Referring IPs ⓘ	Authority Score ⓘ
● perfectketo.com	447K	5.5K	6.4K	60 ⓘ +1
● cheatsheet.com	🏆 6.4M	🏆 38.8K	🏆 36.3K	🏆 69 ⓘ

Based on those **3 factors** you must **tag each potential search** based on its level of **competition** in the current search results.

Depending on the competition of the search will determine **how much** research, written words, images, videos, etc. must go into the research piece to rank as the 1st result.

In other words your research article must be **MUCH BETTER** than anything currently ranking for our targeted search. Especially if the competition has higher authority.

(1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases **EXPLAINED**)

Once we know our **lower-competition** targeted key phrases, it's time to **create** our research articles & publish them to rank!

(1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases EXPLAINED)

When writing your article it is crucial to reference scholarly research and extremely reliable sources. Avoid referencing other competing blog post articles.

The screenshot shows a research article titled "Ketogenic diets: Boon or bane?" from the Indian Journal of Medical Research. The article is dated September 2018, volume 148, issue 3, pages 251–253. The authors are Joshi Shilpa¹ and Viswanathan Mohan^{2,*}. The article discusses the prevalence of obesity and the challenges of managing it through medical intervention. It also highlights the popularity of the ketogenic diet as a dietary intervention. The page includes sections on what are ketogenic diets, types of ketogenic diets (Standard, Cyclical, Targeted, High-protein), and physiological principles. The right sidebar provides links to similar articles in PubMed, cited articles in PMC, recent activity, and links to PubMed.

(National Center for Biotechnology Information Search database)

(1. High-quality research articles published under your brand that targets business category relevant highly-searched informational key phrases **EXPLAINED**)

Writing must be **SEO optimized and highly relevant** for our targeted key phrases. Formatted to be **fun-to-read**. Contain H1, H2, H3, H4, H5 & H6 headings, images, alt text in images and a video if applicable.

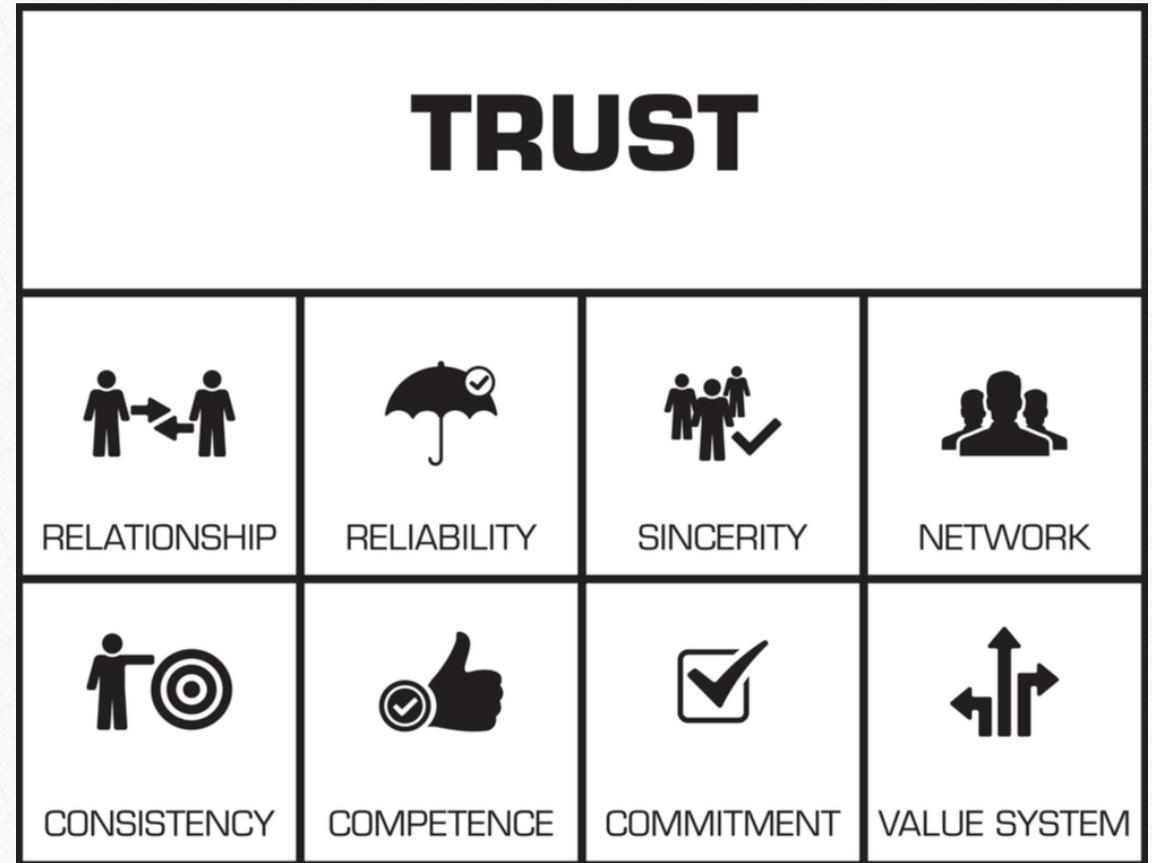
The “**fun-to-read**” factor is because Google & other search engines look at is “**User metrics**” on your ranking page. Meaning they will compare how **long a user is on your page** and how **engaged** they are versus who you are trying to rank closer to the 1st search result for.

So things like **quality, relevance to the search, images & videos** can make an article more interesting to read and make a big difference for user metrics which effects ranking.

2. Number of outside
trustworthy websites
mentioning & linking to
your domain and author
EXPLAINED

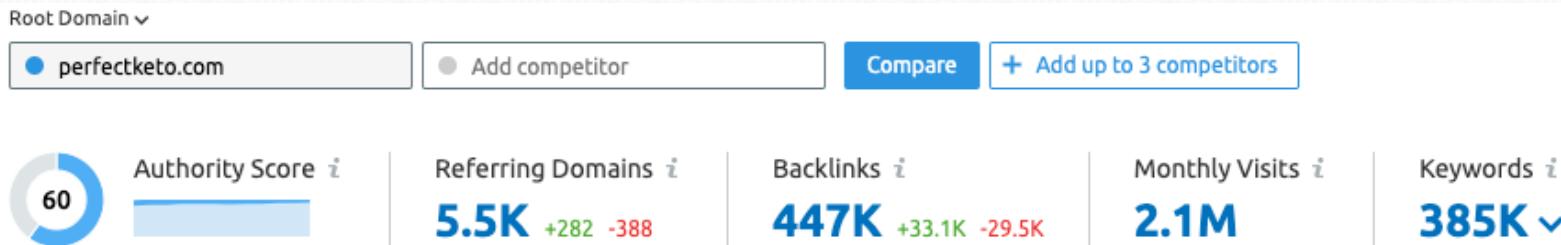
Building domain & author authority is very similar to **public relations**.

Google & search engines factor in how **trustworthy** the source of the ranking research article when determining where to rank it on the results.



Search engines determine **trust** by **collecting data** on every website ever made. They mainly look at **domain authority & author authority**.

Your **domain authority** is how trustworthy your **website** is. This is mostly determined by how many **outside** high-authority websites **link & mention** your website.



(Example of one outside website linking to that perfectketo.com)

Page AS	Source Page Title and URL	Ext Links	Int Links	Anchor and Target URL
58	Porterhouse Grain Fed Steak Online The Meat Club Singapore www.themeatclub.com.sg/product/msa-graded-porterhouse-500g-chilled/ ↗	9	88	Grass Fed www.perfectketo.com/benefits-of-grass-fed-beef/ ↗

(2. Number of outside trustworthy websites mentioning & linking to your domain and author EXPLAINED)

(Example of one outside website (themeatclub.com) linking to an article on perfectketo.com, increasing their authority)

The Meat Club website interface. At the top, there are navigation links: ABOUT, SHOP PRODUCTS, HOW IT WORKS, RECIPES, a search bar, and a user sign-in area. Below the header, there are three product cards:

- GRASS-FED EYE FILLET TENDERLOIN STEAK (200G) - CHILLED**: 100% Grass Fed. Club Price: \$18.00, Single Purchase: \$22.50. Buttons: ADD TO CART.
- 100% GRASS-FED MINCE BUNDLE (5 PACKS) - FROZEN**: Frozen 100% Grass Fed Beef Mince Bundle (5 packs/). Price: \$40.00. Buttons: ADD TO CART.
- 100% GRASS-FED MIXED BEEF BUNDLE (5 PACKS) - FROZEN**: Frozen 100% Grass Fed Mixed Bundle (5 packs /). Price: \$63.00. Buttons: ADD TO CART.

A red arrow points from the third product card to the Perfect Keto article page, with the text "(Click!)" written in red next to it. A blue banner at the bottom states: "Earliest date for delivery is Friday, February 07".

The Meat Club footer contains links to various sections: ABOUT, CUSTOMER SERVICE, CONTACT US, FOLLOW US, and links to FARM NEWS, PRIVACY, REVIEWS, TERMS OF USE, and WHOLESALE. It also includes payment method icons for Stripe, PayPal, VISA, DISCOVER, MasterCard, and AMEX.

Perfect Keto Blog article titled "The 7 Benefits of Grass Fed Beef: The Nutritional Powerhouse". The article is categorized under All Articles, Popular, Keto, Nutrition, Guides, Food, Quality Keto, Recipes, and Podcast. It was published on August 22, 2018, by Perfect Keto Staff. The author is Dr. Anthony Gustin, DC, MS, and the article is fact-checked. The article discusses the nutritional advantages of grass-fed beef compared to grain-fed beef, including higher omega-3s, lower hormones, and antibiotics. It also mentions five other surprising pluses.

Grass-fed beef is one of the most nutrient-dense proteins you can buy. It has an extensive micronutrient profile and contains a good amount of brain-boosting omega-3 fatty acids.

Still, some skeptics argue that there isn't a difference between grass-fed and conventional beef.

Below, you'll learn the difference between grass-fed and grain-fed beef, seven unique health benefits of grass-fed beef, and where to buy it.

Birthday Cake Keto Bars are here! The answer to your sweet tooth. 17g of fat, 3g of net carbs, incredibly delicious. Shop Now.

How do I choose the highest quality beef? (Chapter 6: Quest... Watch later Share

The KETO ANSWERS BOOK

How do I choose the highest quality beef?

(2. Number of outside trustworthy websites mentioning & linking to your domain and author **EXPLAINED**)

Author authority is the same thing, but outside sources are simply mentioning the **author** name.

The image contains two screenshots of websites. The top screenshot is from the 'PERFECT KETO' blog. It shows a post titled 'Keto Diet Results: How Quickly Will I Lose Weight on Keto?'. Below the title, it says 'Fact Checked by Dr. Anthony Gustin, DC, MS' and 'Published July 29, 2019 by Brenda Godinez'. The author's photo and bio are circled in red. The bottom screenshot is from the 'Lifehack' website. It shows a profile for 'Brenda Godinez', described as a 'Health writer, blogger & food photographer'. Her photo and bio are also circled in red. Both screenshots have a red oval highlighting the author's information.

These mentions & backlinks will occur naturally over-time when you publish excellent **quality** content.

The higher the quality of your research article, the people who read it will be **more likely** to mention and reference it.

There are **five** different techniques to speed up the process of being mentioned & linked we found works best:

Technique 1: Promoting, recycling & and referencing **each research article** is crucial.

First, you must publish the article on your website & wait 24 hours to establish we are the **original source** of the content.

Then we recommend re-using & referencing each research article on Facebook, Facebook Groups, Twitter, YouTube, Pinterest, LinkedIn, LinkedIn Publishing, Your Email Newsletter, Quora, Reddit, Medium, Mix.com, relevant forums, etc.



Quora

digg

Medium



Technique 2: Reference outreach is a surprisingly effective technique.

Whoever we **reference** in our research articles, we reach out to them simply **thank**ing them for their information and notifying them we used their content in our research article.

Many times this person will be proud we referenced their content and share our research article and get us more authority.

← Shop PERFECT KETO Blog Search Perfect Keto

All Articles Popular Trending Success Stories Macro Calculator Weight Loss Keto Nutrition Recipes Supplements Exercise Podcast

Sources:

- <http://www.diapedia.org/metabolism-insulin-and-other-hormones/51040851169/ketone-body-metabolism> ← Contact & thank author
- <https://labtestsonline.org/understanding/analytes/blood-ketones/tab/sample/> ← Contact & thank author
- <http://www.diabetes.org/living-with-diabetes/complications/ketoacidosis-dka.html> ← Contact & thank author
- <http://ethos.bl.uk/OrderDetails.do?uin=uk.bl.ethos.581361> ← Contact & thank author
- <https://www.ncbi.nlm.nih.gov/pubmed/19227486/> ← Contact & thank author

 Fact Checked by
Dr. Anthony Gustin, DC, MS, author of [Keto Answers](#)
Founder and CEO of Perfect Keto & Equip Foods, host of The Keto Answers Podcast, CrossFit coach, strength coach, nutrition planning for hundreds of athletes.

 Emily Ziedman
Emily Ziedman received her Master's Degree in Nutrition Research and has worked in the health and nutrition field for 10 years. Upon receiving her Nutrition Degree, Emily began working in a clinical setting with clients one on one. After several years of clinical practice, she was called to affect change on a larger scale and began her work in the food industry. With her research degree, it's her passion to bridge the gap between well-informed research and the general public.

 f t o < 314 SHARES

[Load Comments](#)

Technique 3: Guest posting works by creating research articles to be published on **outside websites**.

To do this you must reach out to high-authority websites that write about a relevant category to yours. The idea is to offer an original article to be published on their website.

Some websites will accept your written article and publish it on their site. Some may charge a varying guest posting fee. Within the article you wrote it will link and mention your website & brand.



Technique 4: Releasing newsworthy press releases. Doing something newsworthy, creating media around it and releasing a press release is a great way to get a large wave of mentions & authority.

The **better the story**, the more mentions and links you will get.



Technique 5: Is participating in product reviews & interviews.

In this process, we reach out to **influencers** in your category and offer to send them your products for free for them to review or participate in an interview with them.

Depending on reviewers they may charge varying fees



Consistency is key! You can start by writing **1 article per week** along with following **all the techniques** to maximize authority and you will see **dramatic** results within **6-months!**



GETKNOWNPROS
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