

How to Steal the Best SEO Tricks From TOP 5 Online Marketing Experts

Who are you? A beginning internet marketing manager? Or perhaps an expert in online marketing?

Or maybe you're working on your blogging skills, and are on your way to becoming the next big hit.

Do you want the inside scoop on our gurus' favorite SEO secrets and tricks?

I'm talking **Robbie Richards, Ramsay Taplin, Bryan Harris, Brian Dean and Neil Patel!**

And I'm going to reveal these experts' secrets and tricks in this article!

Apply these key strategies for the fast growth of your own blog!

Those people, whose posts we read on a near daily basis, reveal the intricacies of their skills. Their posts are filled with helpful pieces of advice!

Just these TOP 5 online marketing experts alone have **526 blog posts**. On average, each post consists of **more than 4,000 words!!!** That means you can read one post in just **18 minutes**. However, it takes more than **157 hours** of reading ALONE to learn these 5 experts' SEO recommendations in their entirety!

So what should we do when there is simply too much information?

I'm the same kind of person you are. I mean, look at how much information exists on the Internet, and how fast the world moves today.



3,194,809,791

Internet Users in the world



993,444,238

Total number of Websites



126,476,593,146

Emails sent [today](#)



2,529,441,455

Google searches [today](#)



2,334,250

Blog posts written [today](#)



500,317,611

Tweets sent [today](#)



5,366,043,148

Videos viewed [today](#)
on YouTube



129,382,892

Photos uploaded [today](#)
on Instagram



109,288,238

Tumblr posts [today](#)

[More than 2 million blog posts](#) are written each day. What strategy should we use to stand out? What exactly should we concentrate on to get high-quality traffic? My answer is to analyze the best people and their material!

That's why, after brushing up my knowledge — which is, OH MY GOD, 15 years old already — **I'm sharing experts' content marketing strategies with you.** Experts use these strategies in their blogs every single day. I analyzed the most shared and highest-traffic articles in order to discover the secrets of success.

I've conducted a thorough analysis of experts' blogs to collect detailed information and crack their secrets.

Join me to find out:

- How to steal and borrow content and strategies in an appropriate way!

The Best On-Page SEO Secrets Used by Content Marketing Gurus

I kicked off my SEO analysis by searching the influencers' most popular pages, that which is shared by social media users, as well as the most visited pages by means of tools like Buzzsumo and Ahrefs.

To make the results as precise as possible, step-by-step, I used more manual methods, examining each one of these pages in turn. In my opinion, at the moment, there's no convenient and **100%** effective SEO tool, which would be an indispensable aid in the analysis.

Patience and thoroughness are an analyst's greatest tools. 😊

These are the SEO tricks and secrets I've learned:

What should you know about a perfectly optimized blog?

It doesn't take a lot of time to get a lot of traffic. Most experts' blogs are just a couple of years old.

>> Robbie Richards – 07/07/2014

>> Ramsay Taplin – 08/08/2010

>> Bryan Harris – 10/21/2013

>> Brian Dean – 12/21/2012

>> Neil Patel – 09/30/2014

** date of publication of first blog post*

For example, [Neil Patel's blog](#) is visited by more than 100,000 users every month — he surpassed his goal! Also, [backlinko.com](#) by Brian Dean recently exceeded 100k unique visitors in a month!

I'm learning a lot and so will you.

October's Monthly Visitors: **123,867**

★ Brian Dean

To: [REDACTED]

How I took Backlinko from zero to 106k visits per month

Hey,

I'm PUMPED!

Why?

I recently hit my goal to get 100k unique visitors per month at Backlinko.

The main rule of successful blogs really is **80%** promotion, **20%** content creation. This rule, first expressed by Derek Halpern, is a heated topic nowadays more than ever before. When you become as successful a blogger as Brian Dean, the rule becomes about **50/50**. In his words, on average, the composition of an excellent post takes him **15-20** hours.

SEO strategy from the king of backlinks, Brian Dean, is divided into three important stages:

Here's the deal:

Your success or failure with SEO hinges on 3 things:

1. **Keywords:** Your ability to find low-competition, high-converting keywords
2. **Content:** Your ability to create SEO-optimized content around those keywords.
3. **Promotion:** Promoting your content so that people link to it from authoritative, relevant sites.

BACKLINKO

Now I'll shed some light on the first stage.

Search for the right keywords: Your traffic ranking directly depends on the keywords for which you optimize your article. If you select them in the wrong way, don't expect traffic. If you choose highly competitive keywords, you will be fighting against the giants for your place on search pages, which is inevitably a losing situation. Assess the power of your blog objectively, as well as the weight and content of each page.

You can start selecting keywords from **Google Keyword Planner** (*don't forget GKP hack from Brian Dean, and insert not only seed keywords, but also any other websites and competitors' pages — Wikipedia, Pinterest, Quora*), **keywordtool.io**, **kwfinder.com**.

For beginner bloggers, it's very efficient to follow advice and select long tail queries. You have a chance at standing out if you write topical and useful material.

The simplest recommendation for competition assessment is downloading [MozBar](#) and taking a look at how strong your competitors are.

The 6 Basic Components Of A Strong SEO Strategy For ...

www.forbes.com/.../the-6-basic-components-of-a-strong-seo-strate... ▾ Forbes ▾

Aug 3, 2012 - One of the main marketing **strategies** that can help online retailers build a successful Internet business is search engine optimization (**SEO**), the process of tailoring your website to the algorithms that search engines use to rank websites based on "signals" that the site emits.



SEO Strategy Case Study: 963% More Organic Traffic

backlinko.com/seo-strategy ▾

Aug 17, 2015 - Looking to see a real life **SEO strategy** in action? Then check out this case study where you'll learn how one site took his site to the #1 spot for a ...



To delve deeper into the process, you'll need professional SEO analysis. You can't do without it if you'd like to blog as your main source of incomes — in fact, your business demands it!

So, what strategies do other experts choose?

[Robbie Richards](#) wrote his first blog post in July 2014, and after just 15 posts, he's teaching others how to reach over 200,000 site views per month.

Want to send 200,000 people to your site?

I'll show you how to do it with 15 blog posts

Let's Do This!

I don't Need Traffic

How did he reach 200,000 views?

He chose the perfect strategy to promote his blog:

- Gorgeous evergreen content
- Long-form blog posts

- Effective SEO optimization of pages given all the latest trends
- Promotion of his posts

Let's dig further into the topic and learn how Robbie Richards and other online experts optimize their pages.

Unrivaed practices to create the best content for your blog:

http://www.robberichards.com/ Search! Export + Create Alert

Enter a topic or domain: big data, cnn.com. [Advanced Search Options](#) [Save Search](#)

[Content](#) [Backlinks](#)

Sort by: [Total Shares](#) Page 1 of 5

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
Content Marketing Case Study: How To Increase Traffic 272% In 30 Days (Without Spending A Penny) robberichards.com - More from this domain By Robbie Richards - Sep 30, 2014 Article	506	823	2.8k	0	289	4.4k
80 Online Marketing Experts To Watch In 2015 (By Category) robberichards.com - More from this domain By Robbie Richards - Jan 27, 2015 Article	304	256	427	0	217	1.2k
58 Experts Reveal Best Keyword Research Tool For SEO robberichards.com - More from this domain By Robbie - Apr 22, 2015 Article	90	148	475	98	300	1.1k

Content creation is long and difficult work, but when you know exactly what you're doing, like Robbie Richards, you'll get [this kind of post](#), more than 5,000 words long and containing **85** images.

104 comments and **7,7k** shares!

Excellent!

7.7k Shares

Case Study: How I Increased Traffic 272% In 30 Days (Without Spending A Penny)

September 30, 2014 by [Robbie](#) — **104 Comments**

Have you ever written (what you thought) was an epic piece of content only to see it sink into oblivion.

No social engagement. No backlinks. No email signups. No traffic. Nothing!

It's a common story. In fact, there are **2 million** new blog posts published *everyday*.

This post contains affiliate links, so we can only imagine the income Robbie gets from this one alone.

Carry on!

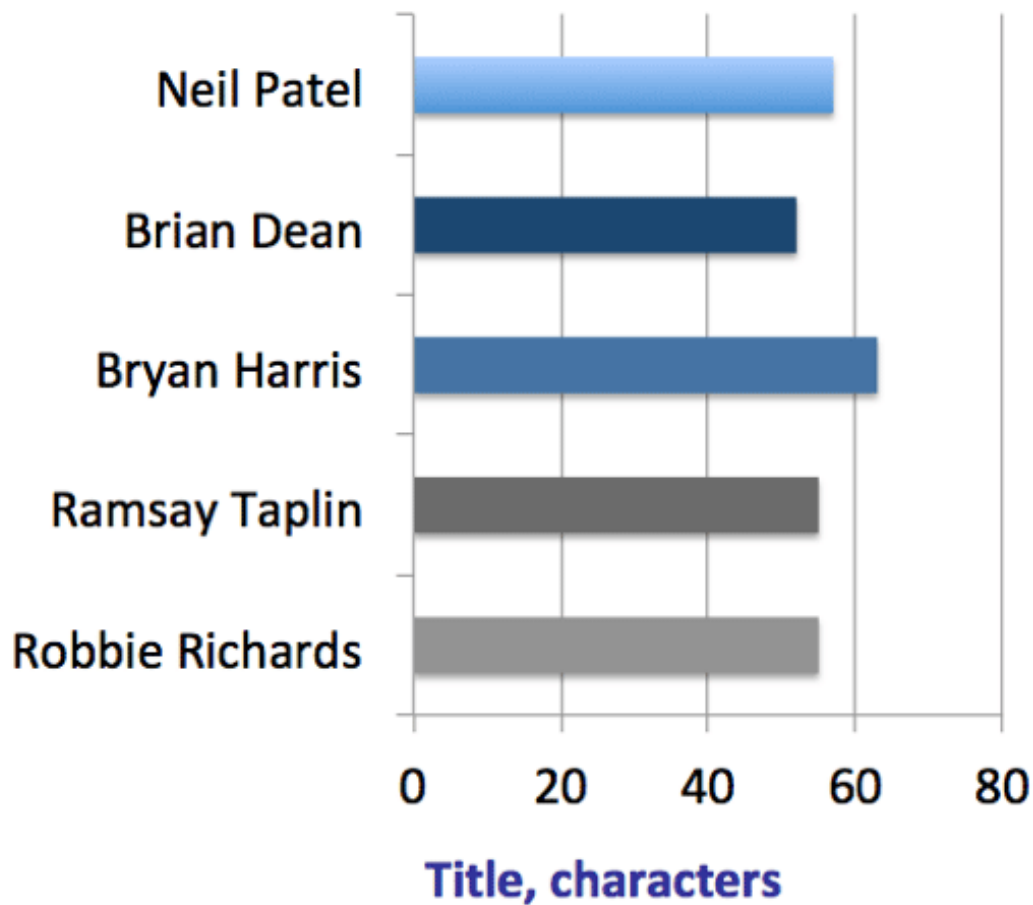
Let's quickly examine, in detail, the main tricks of on-page SEO, using the example of these experts' 5 most-shared articles.

URL OF BLOG POST	TOTAL SHARES
http://www.robberichards.com/seo/case-study-triple-traffic-in-30-days/	4428
http://www.blogtyrant.com/best-about-us-pages/	1355
http://blog.videofruit.com/online-course-sell/	626
http://backlinko.com/google-ranking-factors	14962
http://neilpatel.com/2015/03/17/how-to-use-growth-hacking-to-attract-and-retain-customers/	2353

Trick 1: Main rules of writing a title for a blog post:

Never, ever forget the most important on-page SEO factor — your title tag!

1. **The Title tag** of all experts' posts, in general, consists of **56** characters.



2. **It has a descriptive character** . You'll clearly understand what you'll find inside.

3. **Almost always, it contains statistics, numbers, data or a list** . For example:

- *Content Marketing Case Study: How To Increase Traffic 272% In 30 Days (Without Spending A Penny)*
- *A 44-Point Checklist for Starting a Quality Blog*
- *How to launch an online course and make \$220,750 in 10 days*
- *21 Actionable SEO Techniques You Can Use Right Now*
- *21 Resources For Mastering Online Marketing*

4. And of course, **the keywords for which the blog post is optimized** .

5. The position of keywords isn't quite as important, but still try to **place them toward the beginning**.

6. **In the majority of posts, the title duplicates H1**. Only Brian Dean and Robbie Richards have certain posts that deviate from this strategy.

Like:

- *How To Promote Your Blog Posts To Get 19,011 Social Shares (**TITLE**) >> (**H1**) How To Promote Your Blog Posts To Get 19,011 Social Shares (Without Spending A Penny) by Robbie Richards*
- *Google Keyword Planner – No-Nonsense Guide to Finding Awesome Keywords (**TITLE**) >> (**H1**) Chapter 2: How to Use the Google Keyword Planner*

and

- *Viral Marketing Case Study: 17,584 Visitors In One Day (**TITLE**) >> (**H1**) Viral Marketing Case Study: How a Brand New Blog Generated 17,584 Visitors In One Day by Brian Dean*

In these cases, a shorter title was necessary, since Google cuts a part of it from the search results. Plus it's more useful in **CTR** (when the user can read your title in full, he will be able to understand its meaning sooner and will want to follow the link to your website).



Brian's
Take

“ You don't always need to start your title with your target keyword. But if there's a keyword that you're gunning for, make sure to put it towards the beginning.

Trick 2: How online marketing experts write header tags (H1-H3) for SEO

In most posts, the headline H1 is the same as the title, with an average length of **55** similar characters.

That's why it's very easy to understand the main keywords when you analyze the SEO of your competition.

how to launch an online course

how to rank in google

start a blog

On experts' pages, it is located on the visible part of the screen, set off in large print and color in the general style of the blog.

How to launch an online course and make \$220,750 in 10 days




BRYAN HARRIS / [69 COMMENTS](#)

How to Rank Higher in Google by Making Search Visitors Happier

Written by Neil Patel on August 29, 2015

Revealed: 19 Things to Know Before You Start a Blog

 102 Intelligent Opinions, Leave Yours.

All headlines attract attention, making you want to know what's coming next.

Don't forget the main rules of writing headlines:

- Appeal to others' sense of curiosity!
- Appeal to the emotions, preferably via statistical data.
- Use numbers and How To's!

You just click on their article in Google search results and start looking through the [subheads](#).

What concerns other subheads — **H2, H3, H4** — is that they are also used, and so I recommend using them as well. It will make the reading process easier, especially for scanners.

Robbie Richards doesn't use H2 in his articles (*only in the list of posts!*).

25 List Building Strategies: From Zero to 4,476 Email Subscribers in 10 Months

August 25, 2015 by [Robbie](#) — [16 Comments](#)



Building an email list should be your number one priority. Period. Why? It allows you to generate traffic and REPEAT customers on demand. Think about it... An email list is something people opt into. They actually want to hear from you. You can build a relationship with your readers. People buy from those they trust. [...]

Filed Under: [Email](#)

H2

Thrive Leads Review: 1,124 New Email Subscribers In 60 Days

June 25, 2015 by [Robbie](#) — [17 Comments](#)

On the other hand, Richards actively uses H3, like in his famous post [16 Explosive Content Promotion Strategies](#) (*H3 is used **18 times** throughout the blog post.*)

#1: Snip.ly

H3

[Snip.ly](#) is a powerful new tool that allows you to use content curation to drive targeted traffic to your website.

#2: Weekly Roundups

H3

Weekly link roundups might be one of the most underrated content promotion strategies on the planet. Where else can you find people that are actively looking to link (and send targeted traffic) to your content?

Trick 3: Even Neil Patel and Bryan Harris forget (perhaps intentionally) about Meta Description

Page Info:



URL: <http://neilpatel.com/2015/03/17/how-to-use-growth-hacking-to-attract-and-retain-customers/>

Title: How To Use Growth Hacking To Attract and Retain Customers

Meta keywords:

Meta description:

← **EMPTY :(**

Page Info:



URL: <http://blog.videofruit.com/email-list/>

Title: How to double your email list in 24 hours (Case Study) | Videofruit

Meta keywords:

Meta description:

← **EMPTY :(**

Of course, [according to MOZ](#), you know that the optimal text length in meta description shouldn't exceed **155** characters.

```
<head>
<meta name="description" content="This is an example of a meta description. This will
often show up in search results.">
</head>
```

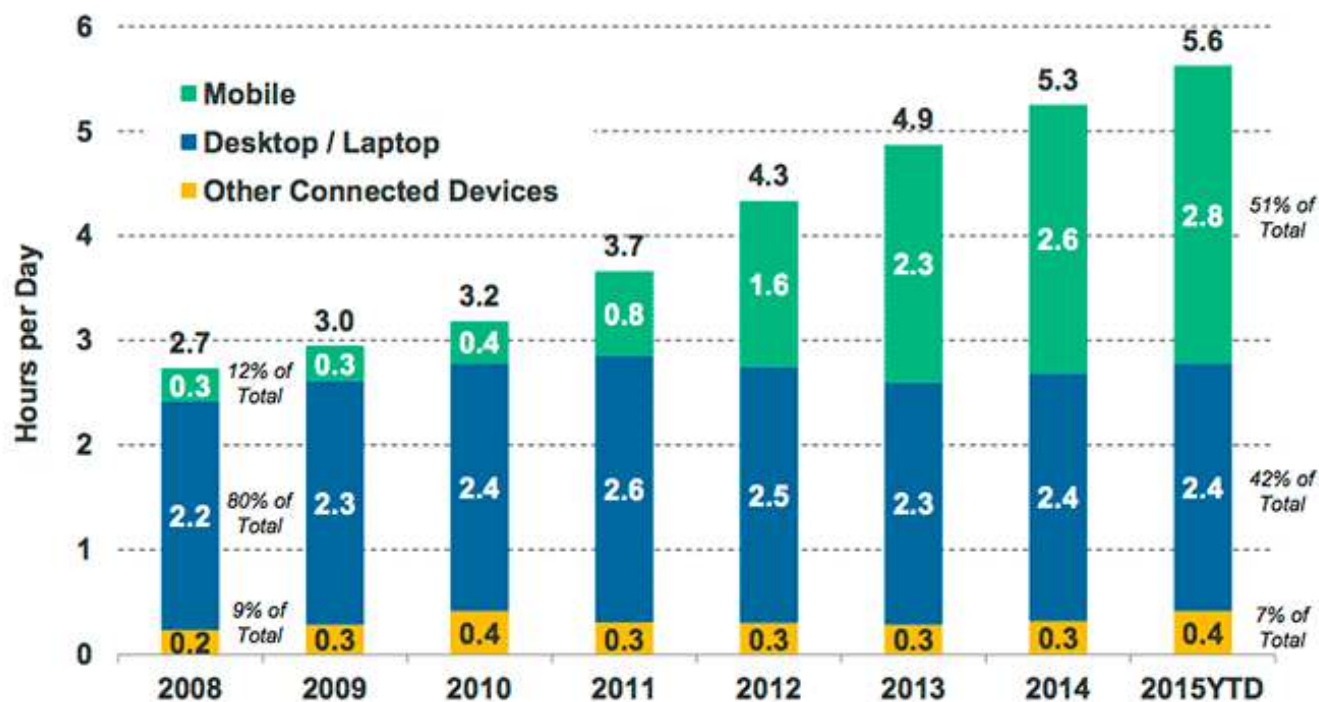
Optimal Length for Search Engines

Roughly 155 Characters

The majority of bloggers follow this rule, no matter what country they're in. Anyway, we shouldn't forget that we all use our mobile phones or tablets. In the US, [according to the latest statistics](#) internet usage from mobile phones exceeds internet usage via personal computers by **9%**. Each day, we use our phones for almost **3 hours** as a means of accessing digital media.

Internet Usage (Engagement) Growth Solid +11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA

Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD



Source: eMarketer 9/14 (2008-2010), eMarketer 4/15 (2011-2015). Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking.

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That's why, if you want a mobile user to see your complete description in Google search results, don't exceed **117** characters in meta description.

80 Online Marketing Experts To Watch In 2015 (By Category ...

www.robberichards.com/list/online-marketing-experts-to-watch/

A list of the best minds in online marketing, broken down by category - SEO, CRO, PPC, social media, email marketing, ...

Element	Length	Chars		Length	Pixels	
		Displayed	Truncated		Available	Remaining
Title	58	57	1	490	552	62
Description	156	117	39	1002	763	-239

On average, the length of experts' meta description is roughly **120** characters.

Brian Dean and Ramsay Taplin are well aware of this meta description secret, since they both have such descriptions, the length of which does not exceed **113** characters.

Trick 4: Quick advice! How to select and use keywords correctly for SEO

You know how important it is nowadays to write excellent content and optimize blog posts for SEO.

How can we do even better? What should we pay attention to and prioritize?

The answer is keyword research!

Let's see how *Ramsay Taplin* does it with his blog.

But first, let's open his article [Revealed: 19 Things to Know Before You Start a Blog](#).

Top 5 Pages

[Learn more >](#)

#	URL	# of Keywords	Traffic
1	www.blogtyrant.com/start-a-blog-2014/	728	9,706
2	www.blogtyrant.com/increase-internet-download-speed/	1,069	4,068
3	www.blogtyrant.com/best-blog-host/	665	1,201
4	www.blogtyrant.com/start-a-fashion-blog/	219	1,112
5	www.blogtyrant.com/how-to-start-a-blog/	129	716

According to the data from [Ahrefs](#), this page attracts the most visitors. So what's the secret?

Let's examine it by looking at the keywords on the page: What phrases has *Ramsay* selected and used, and how has he emphasized them in the content?


ORGANIC SEARCH POSITIONS 1 - 100 (379)

[Export](#)

Keyword	Pos	Volume	CPC	Com.	Traffic %	Costs %	Results	Trend	Last update	SERP source
how to start a blog	12	49,500	6.91	0.73	3.53	4.79	1,390,000,000		5 days ago	
starting a blog	2	12,100	7.80	0.73	8.65	13.23	1,310,000,000		5 days ago	
best blog sites	8	9,900	3.10	0.28	1.63	0.99	743,000,000		4 days ago	
how to make a blog	11	9,900	4.42	0.76	2.55	2.21	2,920,000,000		4 days ago	
start a blog	1	6,600	6.57	0.83	17.06	21.98	2,310,000,000		4 days ago	
how to blog	8	6,600	3.50	0.71	1.08	0.74	2,280,000,000		4 days ago	
blogging sites	9	4,400	3.15	0.71	0.72	0.44	2,590,000,000		4 days ago	
how to start a blog for free	11	4,400	5.72	0.62	1.13	1.27	1,110,000,000		4 days ago	
make a blog	11	3,600	5.37	0.84	0.92	0.97	2,860,000,000		4 days ago	

TOP keywords that attract the most traffic to this page:

start a blog
starting a blog
how to blog
blogging sites



Get Keywo

[Web](#)
[Videos](#)
[News](#)
[Books](#)
[Shopping](#)
[More ▾](#)
[Search tools](#)

About 2,320,000,000 results (0.52 seconds)

Start Your Own Free Blog - Top10WebBuilders.com

Ad www.top10webbuilders.com/Start-Blog ▾

4.7 ★★★★★ rating for top10webbuilders.com

The Top 10 Best Free **Blog** Platform. **Start** a Free **Blog** & Free Domain.
Top 10 Website Builders has 906 followers on Google+

[Create a Free Blog](#)
[Create a Free Website](#)

[Free Domain Name](#)
[Top 10 Website Builders](#)

Start Your Own Blog Today - Weebly.com

Ad www.weebly.com/StartYourOwnBlogToday ▾

4.3 ★★★★★ rating for weebly.com

Create Your Unique **Blog** Today. Free Domain & Hosting. **Start** today!
Drag & Drop Site Builder · Best Free Blogging · Try It Free
Weebly has 18,969 followers on Google+
[Start Your Something](#) - [High Quality Themes](#) - [Inspiration Center](#) - [Visit Our Blog](#)

"Create A Blog" - Step-By-Step Guide for Beginners

Ad www.theblogbuilders.com/Create-a-Blog ▾

Have a **blog** in 20 minutes!
The Blog Builders™ has 640 followers on Google+
[Marketing Your Blog](#) - [Blog Setup](#) - [The Basics](#) - [Learning To Blog](#)


Revealed: 19 Things to Know Before You Start a Blog

www.blogtyrant.com/start-a-blog-2014/ ▾

Jun 30, 2015 - Thinking about **starting a blog**? Here's 19 things you must know in order to succeed including the best set up. (Now updated for 2015.)
[Start a Blog in 2015](#) - [Why I switched to AWeber](#) - [Start a New Blog](#)

1) PA: 51
335 links / 41 RDs

DA: 54
30 225 links / 896 RDs


Link Analysis

The times of repeatedly typing an exact combination of the keywords in the content have passed. I didn't find these repetitions of the same keyword on a single page I examined. It's simply not necessary anymore.

Nowadays related and synonymous LSI keywords rule.

Latent semantic indexing (LSI) is an **indexing** and retrieval method that uses a mathematical technique called singular value decomposition (SVD) to identify patterns in the relationships between the terms and concepts contained in an unstructured collection of text.

Latent semantic indexing - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/Latent_semantic_indexing Wikipedia ▾

Feedback

Google has learned to interpret page content — its gist — by means of closely-related words or synonyms that are relevant to page title in question.

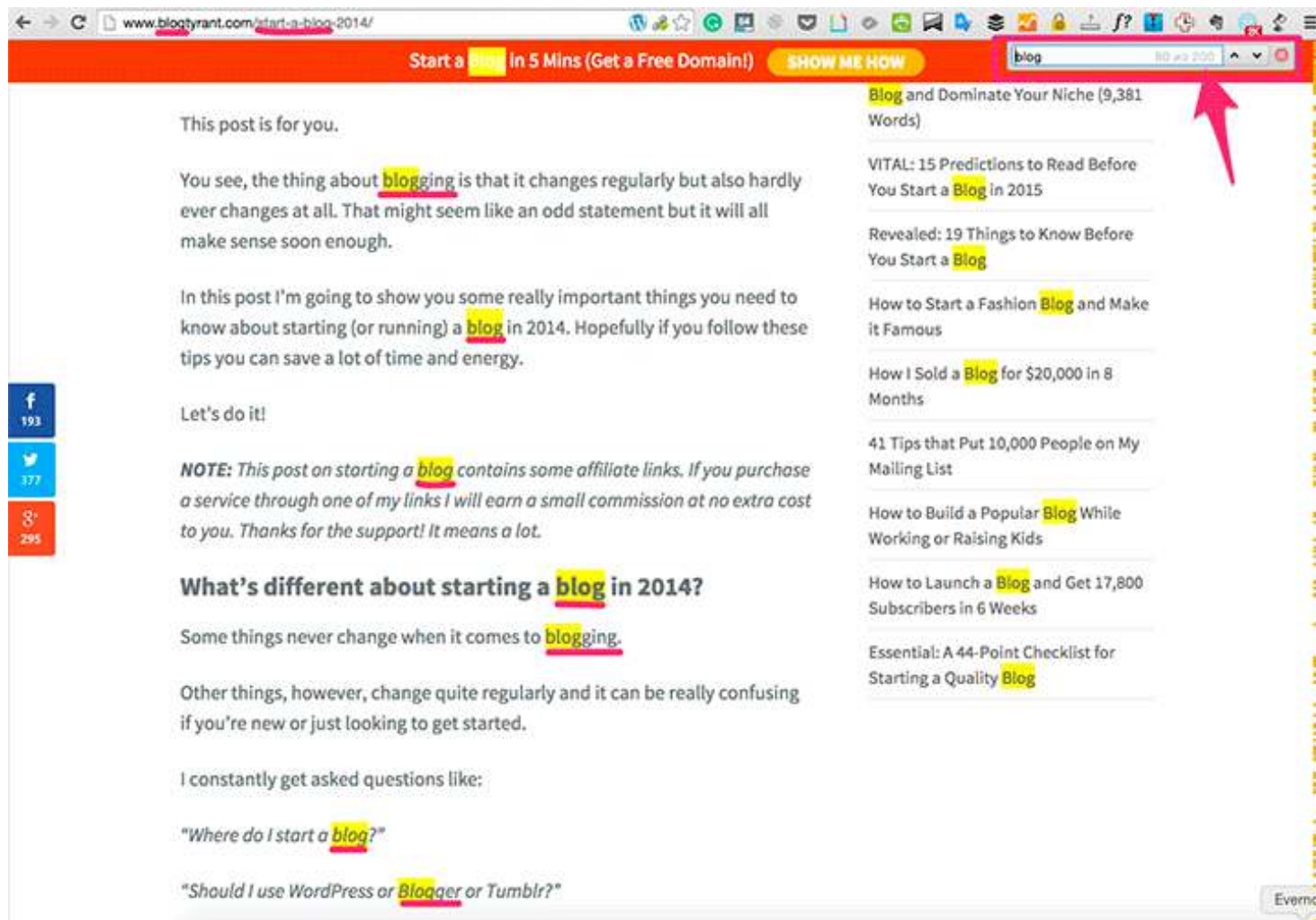
That's why, first of all, it's very important to understand **the user's intention** when he types his query into Google: What words he will use and, most importantly, what answer he wants to get.

You can find the phrase “*start a blog*” just **6 times** in the content of this post (*an exact match!*). And that's within the **3,841 words** of the article!

But single words, like “*start (starting)*“, have been mentioned **44 times** already.

And “*blog (blogging)*” is repeated **200 times** (*including in the comments*)!

Take a look for yourself!



Maybe you'll ask: *He used these words so many times, so why wasn't he filtered by Google to show up first in the search listings?*

The answer is simple.

Ramsay Taplin didn't use exact matches of his main keywords repeatedly; rather, he used the words that are absolutely necessary when it comes to giving a full answer.

The word "blog (blogging, blogger)" repeats 200 times

post – 78
site – 46
start (starting) – 44
great – 36
content – 31
best – 17

His blog is influential (**5 years** and **896 root domains** refer to it from **30,225 backlinks**) and relevant, and on this exact page the user gets a real answer to the question of how to start a blog.

Neil Patel, in turn, is the king of long tail keywords.

Long tail keywords are those three and four **keyword** phrases which are very, very specific to whatever you are selling. You see, whenever a customer uses a highly specific search phrase, they tend to be looking for exactly what they are actually going to buy.

Three good reasons to target long tail keywords! - Wordtracker

www.wordtracker.com/.../keyword.../three-go... WordTracker Keyword Tool ▾

[Feedback](#)

In his post about [Improving Your Google Rankings](#), you will hardly find any exact matches for keywords.

Nevertheless, you'll see a lot of relevant words, such as:

The word *link(s)* repeats **202 times**

site – 185

keyword(s) – 129

rank (ranking) – 113

google – 104

search – 92

post(s) – 91

article – 80

content – 78

blog – 78

seo – 63

check – 45

improve (improving) – 43

website – 37

guide – 32

anchor text – 30

traffic – 28

research – 26

increase – 26

link building – 18

penalized – 17

google ranking – 15

penalty – 13

penalties – 6

And indeed, how is it possible to decipher improving positions on Google without using words such as links, SEO, keywords, link building and [Google penalty](#).

After spending dozens of hours on the analysis of my favorite content marketing specialists' posts, I can see that nowadays it's very important to select keywords as thoroughly as possible. Keywords are an integral part of the first positions during the searching process, and in terms of directing traffic to your favorite blogs.

My advice: First determine your main keywords, and then type them into Google. Analyze the top 3 search results with any keywords density tool or Chrome extension, like [SEOquake](#) This will be

enough to form a list of relevant keywords and synonyms. Traffic on long tail keywords, furthermore, won't be slow to arrive. I'm just **begging you** not to forget your task: to give a comprehensive answer to the user.

Trick 5: What about tags **STRONG**, **EM**, **LI**?

In order to attract user attention, every blogger uses bold fonts, italics or a list with bullet points. Although they has not been a ranking factor for quite some time, some keywords can still be found in these tags. That's how you highlight the information you want to reach the reader. Robbie Richards, Ramsay Taplin, Bryan Harris, Brian Dean and Neil Patel are not exceptions.

Ten years ago, a number of SEO specialists set off keywords in bold type, inserting them in almost every sentence. And it worked! But now we live in 2015, and the rules have since changed. **Thank God for that!**

In his epic post blog.videofruit.com/online-course-sell/ Bryan Harris **113 times** emphasized words with tags strong, **20** em, **40** li. His intention was unrelated to the importance of keywords, but rather to make users more comfortable as they read his substantial article.

The eyes intuitively capture and process the information that has been set off.

I was completely scared to death in the days leading up to the launch.

I had no idea that it would be a smash hit.

"What if I just spent 3 months building something and no one buys it?"

"I'm the email list guy. What if I just built an email list of people who won't buy from me? How could I possibly continue teaching about something I suck at?"

*"I'm about to have a kid. This launch **BETTER** go well or I'm going to have to go back to working for someone else."*

The night before the launch, I was laying in bed talking to my wife about how scared I was.

Our conversation went something like this:

ME: "I have no idea what's going to happen tomorrow."

HER: "What's the worst-case scenario?"

ME: "I sell a handful of copies and make \$5,000."

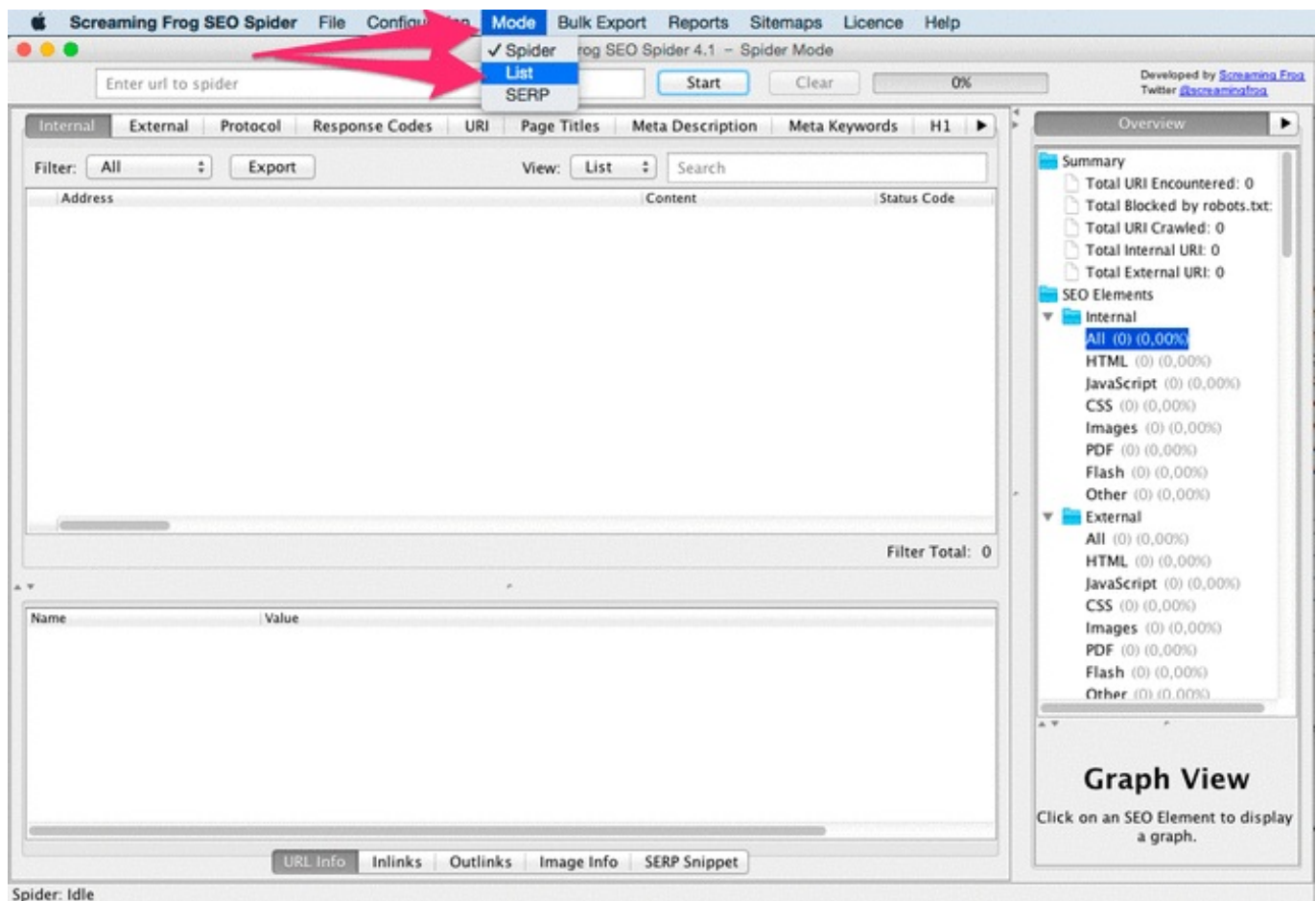
As opposed to headings and subheadings, setting off in tags has a purely visual effect, and it helps the reader pay better attention to the key moments.

Trick 6: How to set up an internal link structure

There's a great program for analyzing sites called [Screaming Frog SEO Spider](#). It gives users the opportunity to check their blogs for broken links, external and internal links, pages that don't exist anymore and redirects, defining Title, H1 and a number of other features.

There's a little trick to this strategy, which I learned rather unexpectedly for myself, as soon as I started taking a look at it. I'd like to emphasize that I still don't know all the features of this program. There is, I will say, a limit for scanning: **500 URLs**. Sometimes that isn't enough, even if the blog has **220** articles, like *Ramsay Taplin's*. The scripts are indexed, as well as many other elements.

If your goal is to learn the internal link structure of the site, you can load a list of necessary pages. (*I didn't notice any limitations on these.*)



In order to identify which pages Ramsay Taplin placed internal links to specific blog posts, you need to do the following:

1. Select List (found in the Mode menu)
2. Press the button Upload List
3. Copy links to all blog post pages in advance
4. Press Paste in the open menu
5. Select OK

And that's it!

Page scanning and all data collection will begin.

Then you should choose the page you need. For example www.blogtyrant.com/best-blog-host/, and select **Inlinks** in the lower window.

As a result, you'll get the list of all pages that refer to this post — with anchors too.

FROM	TO	ANCHOR TEXT
www.blogtyrant.com/how-to-get-google-to-send-you-119717-visitors-every-month/	http://www.blogtyrant.com/best-blog-host/	blog hosting
www.blogtyrant.com/blogging-mistakes/	http://www.blogtyrant.com/best-blog-host/	own domain name and self hosting setup
www.blogtyrant.com/blogging-career/	http://www.blogtyrant.com/best-blog-host/	sign up for a domain name and hosting package
www.blogtyrant.com/15-very-facts-on-starting-a-self-hosted-blog/	http://www.blogtyrant.com/best-blog-host/	blog hosting review
www.blogtyrant.com/6-things-that-are-working-extremely-well-for-blogs-right-now/	http://www.blogtyrant.com/best-blog-host/	a shared hosting package where you can add ‘unlimi
www.blogtyrant.com/start-a-free-blog/	http://www.blogtyrant.com/best-blog-host/	that is the self-hosted version I use
www.blogtyrant.com/how-to-launch-a-blog/	http://www.blogtyrant.com/best-blog-host/	BlueHost review
www.blogtyrant.com/how-to-start-a-blog/	http://www.blogtyrant.com/best-blog-host/	sign up for a hosting package with BlueHost
www.blogtyrant.com/how-to-start-a-blog/	http://www.blogtyrant.com/best-blog-host/	Blog hosting review
www.blogtyrant.com/btxp-002-5-big-experiments-for-a-successful-sidebar/	http://www.blogtyrant.com/best-blog-host/	I recommend BlueHost
www.blogtyrant.com/what-should-i-blog-about/	http://www.blogtyrant.com/best-blog-host/	someone like BlueHost
www.blogtyrant.com/start-a-blog-2015/	http://www.blogtyrant.com/best-blog-host/	blog hosting review
www.blogtyrant.com/affiliate-income/	http://www.blogtyrant.com/best-blog-host/	signs up for a BlueHost hosting package
www.blogtyrant.com/blogging-strategy/	http://www.blogtyrant.com/best-blog-host/	a self-hosted blogging setup
www.blogtyrant.com/checklist-for-starting-a-blog/	http://www.blogtyrant.com/best-blog-host/	Here’s why I recommend BlueHost for new bloggers
www.blogtyrant.com/21-critical-tasks-to-perform-as-soon-as-you-start-a-blog/	http://www.blogtyrant.com/best-blog-host/	why I recommend BlueHost
www.blogtyrant.com/start-online-business-work-from-home/	http://www.blogtyrant.com/best-blog-host/	This goes for starting a blog as well
www.blogtyrant.com/content-writing/	http://www.blogtyrant.com/best-blog-host/	start a blog
www.blogtyrant.com/start-a-fashion-blog/	http://www.blogtyrant.com/best-blog-host/	blog hosting
www.blogtyrant.com/start-a-blog-2014/	http://www.blogtyrant.com/best-blog-host/	blog hosting
www.blogtyrant.com/wordpress-blog/	http://www.blogtyrant.com/best-blog-host/	blog hosting review
www.blogtyrant.com/evergreen-content/	http://www.blogtyrant.com/best-blog-host/	why Blue Host is good for WordPress
www.blogtyrant.com/how-to-write-good-writing/	http://www.blogtyrant.com/best-blog-host/	start one up
www.blogtyrant.com/make-money-blogging/	http://www.blogtyrant.com/best-blog-host/	WordPress blog host
www.blogtyrant.com/growing-a-blog/	http://www.blogtyrant.com/best-blog-host/	your own domain and professional website
www.blogtyrant.com/about-blogging/	http://www.blogtyrant.com/best-blog-host/	self-hosted blogging setup
www.blogtyrant.com/make-money-blog/	http://www.blogtyrant.com/best-blog-host/	self-hosted WordPress
www.blogtyrant.com/search-engine-ranking-positions-display/	http://www.blogtyrant.com/best-blog-host/	and you should be!
www.blogtyrant.com/why-im-opening-blog-tyrant-to-guest-posts-with-a-slight-difference/	http://www.blogtyrant.com/best-blog-host/	exhausting
www.blogtyrant.com/beginner-blogging-seo/	http://www.blogtyrant.com/best-blog-host/	own domain and hosting
www.blogtyrant.com/beginner-blogging-seo/	http://www.blogtyrant.com/best-blog-host/	blog hosting review
www.blogtyrant.com/cut-bills/	http://www.blogtyrant.com/best-blog-host/	blog hosting
www.blogtyrant.com/how-to-podcast/	http://www.blogtyrant.com/best-blog-host/	your host gives you enough storage space
www.blogtyrant.com/donate-button/	http://www.blogtyrant.com/best-blog-host/	Blog hosting
www.blogtyrant.com/make-ebook/	http://www.blogtyrant.com/best-blog-host/	learn more
www.blogtyrant.com/stay-home-moms-make-good-money-blogs-online-business/	http://www.blogtyrant.com/best-blog-host/	own domain and web host
www.blogtyrant.com/stay-home-moms-make-good-money-blogs-online-business/	http://www.blogtyrant.com/best-blog-host/	blogging host
www.blogtyrant.com/how-to-blog/	http://www.blogtyrant.com/best-blog-host/	blogging host

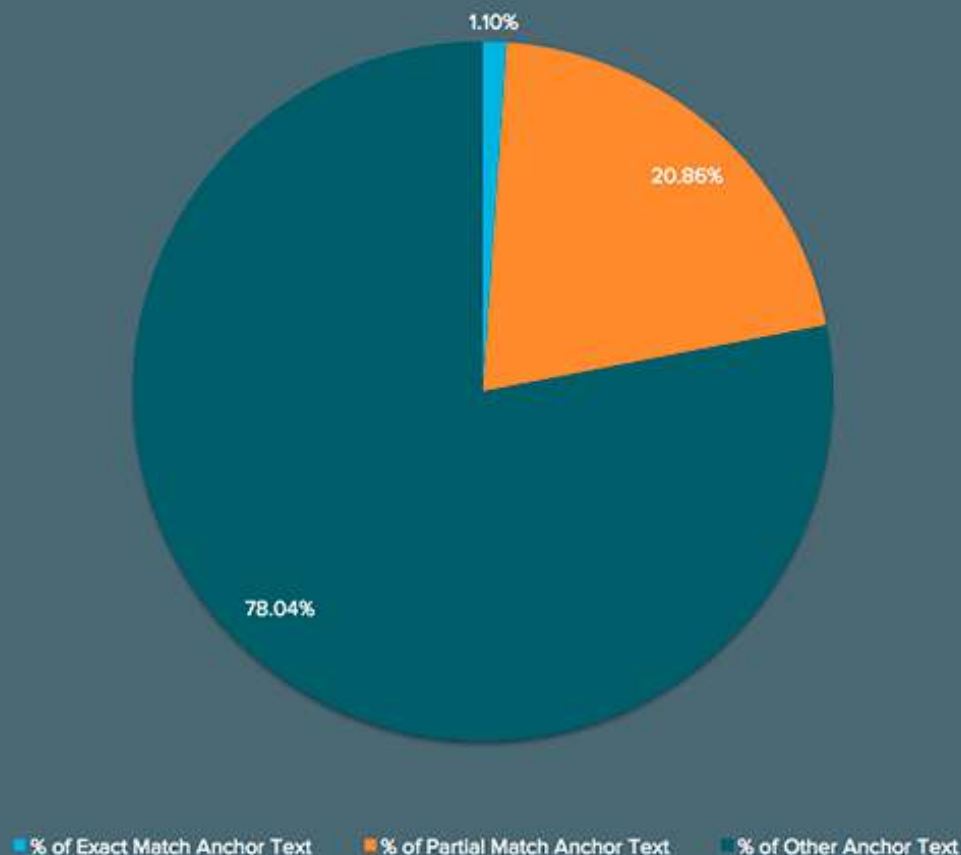
In my opinion, people pay very little attention to the significance of internal links.

This is likely due to the fact that the link, whether it is internal or external, remains a link throughout. Its task is to point out the importance of the information to which it refers, which is hidden behind it.

In any case of rivalry, the correct internal interlinking can easily improve your position on Google.

According to the research conducted by [Matthew Barby](#) the percentage of exact keyword matches in anchors does not exceed **1.1%**, or **20.86%** of partial matches.

Anchor Text Distribution for Top 100 Referring Organic URLs



The same statistics can be applied to your internal link placement strategy.

Dilute them, or place them on phrases that have a particular meaning or context.

Above all else, be useful to the user.

The benefits of internal links are obvious, both for User + and Google +.

On the screenshot with the anchors, you'll notice a frequent repetition of the phrase "*blog hosting*" — **10 times**, to be precise! There are a lot of other variants of this phrase too. In total, *Ramsay Taplin* refers to the post "Blog Hosting Review" on **41** pages of his blog, with **32 unique anchors**.

For the keywords *blog hosting*, this page is the second to appear on Google search results. Pretty cool, *right?*

It also has **211** backlinks from **28** root domains, and is beloved on social networks.

All online SEO experts' key posts will have similar results.

Have a look:

URL	Internal Links from other pages	Unique Anchors
http://www.robberichards.com/seo/16-explosive-content-promotion-strategies/	15	13
http://www.blogtyrant.com/how-to-start-a-blog/	237	14
http://blog.videofruit.com/quickest-way-to-start-a-business/	11	8
http://backlinko.com/on-page-seo	41	7
http://neilpatel.com/2014/12/02/improve-google-rankings-without-getting-penalized/	68	25

Pay attention to the sidebars.

CLASSIC POSTS

[My Ultimate Guide on How to Start a Blog and Dominate Your Niche \(9,381 Words\)](#)

[VITAL: 15 Predictions to Read Before You Start a Blog in 2015](#)

[Revealed: 19 Things to Know Before You Start a Blog](#)

[How to Start a Fashion Blog and Make it Famous](#)

[How I Sold a Blog for \\$20,000 in 8 Months](#)

[41 Tips that Put 10,000 People on My Mailing List](#)

[How to Build a Popular Blog While Working or Raising Kids](#)

[How to Launch a Blog and Get 17,800 Subscribers in 6 Weeks](#)

[Essential: A 44-Point Checklist for Starting a Quality Blog](#)

RECENT POSTS

[25 List Building Strategies: From Zero to 4,476 Email Subscribers in 10 Months](#)

[Thrive Leads Review: 1,124 New Email Subscribers In 60 Days](#)

[How To Get 1,691 Visits From Reddit In 27 Days \(Without Spending A Penny\)](#)

[How To Create High-Converting Lead Magnets In Under 10 Minutes](#)

[58 Experts Reveal Best Tools For Keyword Research](#)

POPULAR ARTICLES

[17 Untapped Backlink Sources](#)

[Google's 200 Ranking Factors: The Complete List](#)

[How I Increased My Search Traffic by 110% in 14 Days](#)

[SEO Strategy Case Study: From #6 to #1 In One Week](#)

[On-Page SEO: Anatomy of a Perfectly Optimized Page](#)

[How to Get Backlinks With Guestographics](#)

[How I Ranked My Site #1 For The Keyword "Backlinks"](#)

[Keyword Research: The Definitive Guide](#)

Popular posts

Recent posts

[The Step-by-Step Guide on Improving Your Google Rankings Without Getting Penalized](#)

[8 Google AdWords Hacks That'll Double Your Conversion Rate](#)

[The Definitive Strategy for Driving Organic Traffic Without Ranking in Google's Top 10](#)

[7 Deadly AdWords Mistakes That'll Make You Broke \(And How to Fix Them\)](#)

[How to Write a 2000-Word Article in 2 Hours](#)

It's a very powerful tool to improve the weight of your pages, so use it carefully.

Most experts use sidebars to promote the pages they want to attract the most attention to, like ultra-interesting posts that have generated a lot of buzz.

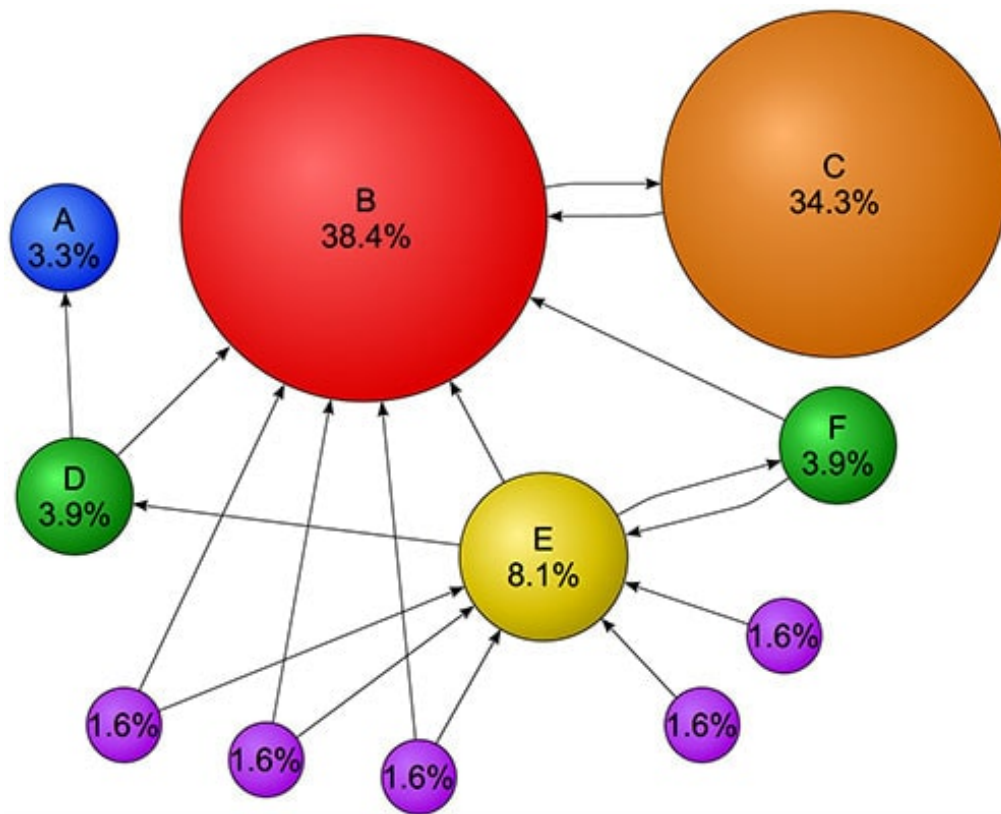
Bryan Harris, however, stopped using the sidebar not too long ago. He conducted an experiment, and without a sidebar, [the indexes of his conversions increased by 26%](#).

It's up to you to decide whether to use the sidebar and the links to your key posts. After all, everybody has their own goals.

Trick 7: Use outbound links in your blog posts

In the past, bloggers were afraid of incorporating links to other sites in their blogs. They thought doing so would redirect people from their content.

Judging from my SEO experience, this was absolutely true. Multilayer systems of PageRank computation were created, *like this one*:



But the calculations and fear of losing weight is no longer topical. Google changed its ranking algorithms a long time ago.

Now a link to a different site is associated with redirecting the user to another related site, where he or she can find more information regarding the same topic. It's a very logical system! Google understands it well.

After a detailed analysis of top modern online expert blogs I came to the conclusion that you should incorporate links in your blog, and a lot of them at that. Of course, it plays a significant role in the promotion strategy. Later on they might contact those they've mention in the article, which often leads to backlinks and sharing.

The difference in the number of internal links versus external ones in blog posts is substantial.

Just look at this:

URL	Internal Links	External Links
http://www.robberichards.com/social/how-to-promote-your-blog-post/	5	34
http://www.blogtyrant.com/start-a-blog-2015/	14	39
http://blog.videofruit.com/quickest-way-to-start-a-business/	3	6
http://backlinko.com/conversion-rate-optimization	3	219
http://neilpatel.com/2015/02/10/seo-copywriting-how-to-write-content-for-people-an	8	104

I think it's high time for every blogger to place links to other sites on his or her blog. That's how we help people access the information they need.

Trust me, they will remember your blog regardless. They'll value it even more than they would without those outside links.

In general, Neil Patel places **91** outbound links in his posts.

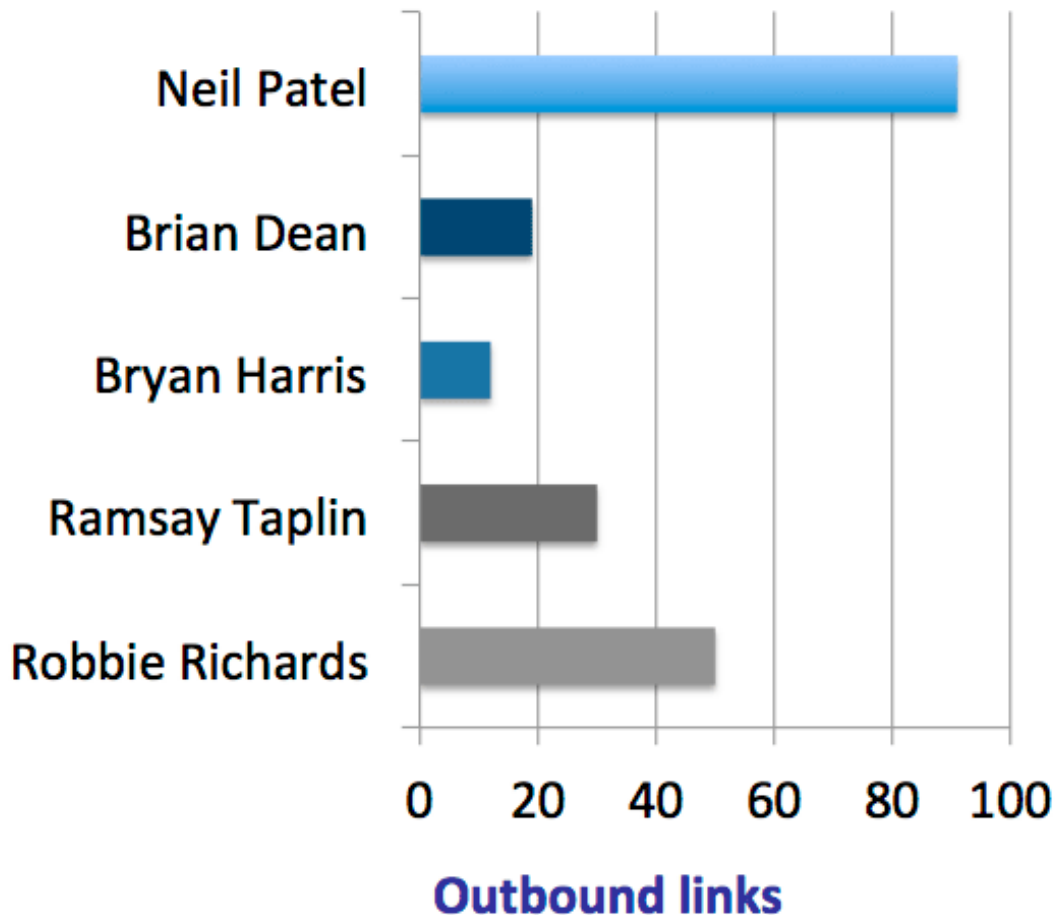
Robbie Richards >> **50**

Ramsay Taplin >> **30**

Brian Dean >> **19**

Bryan Harris >> **12**

**data is based on the analysis of top popular pages, with the exception of non-standard posts.*



That's terrific!

Trick 8: How many images to use in your articles and how to optimize them

In the digital era, where so much information flashes before our eyes, you've got to stand out somehow. Among the best ways to do so is by **adding images to your posts**.

Many people are already aware of this trick, and use it on a larger scale. Slides, infographics, animated images and videos are frequently used.

Yes, visual information is perceived as an asset to bloggers, according to research conducted by [the Optimal Targeting blog](#).

HOW WELL DO YOU UNDERSTAND THIS MESSAGE WITH BOTH IMAGES AND TEXT?

OUR BRAIN PROCESSES VISUALS **60,000x** FASTER THAN TEXT



90%

OF INFO TRANSMITTED
TO THE BRAIN IS VISUAL



50%

OF YOUR BRAIN IS ACTIVE
IN VISUAL PROCESSING



70%

OF YOUR SENSORY RECEPTORS
ARE IN YOUR EYES



40%

OF PEOPLE RESPOND
BETTER TO VISUALS

People remember

IMAGES



80%

TEXT



20%

SOUND



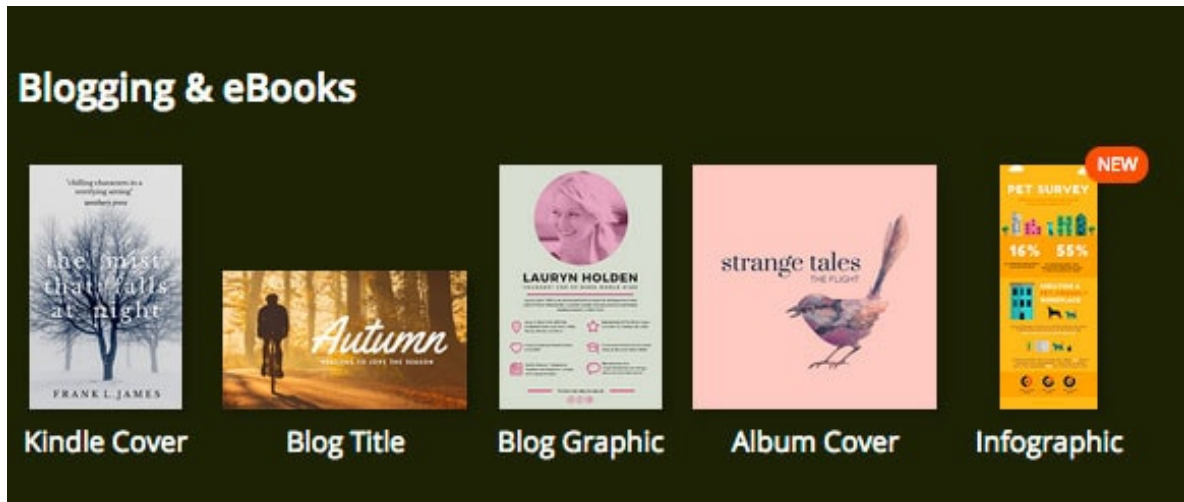
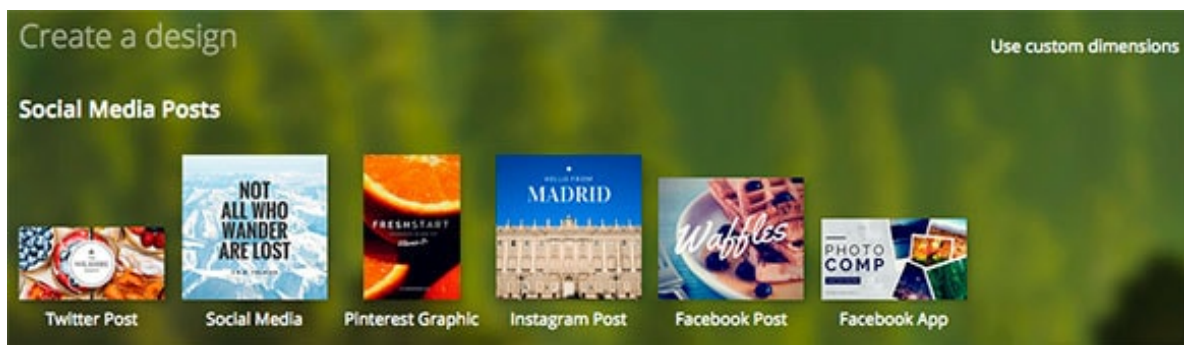
10%

FUSION IS KEY

Our content marketing experts know this secret. They are armed and ready for battle.

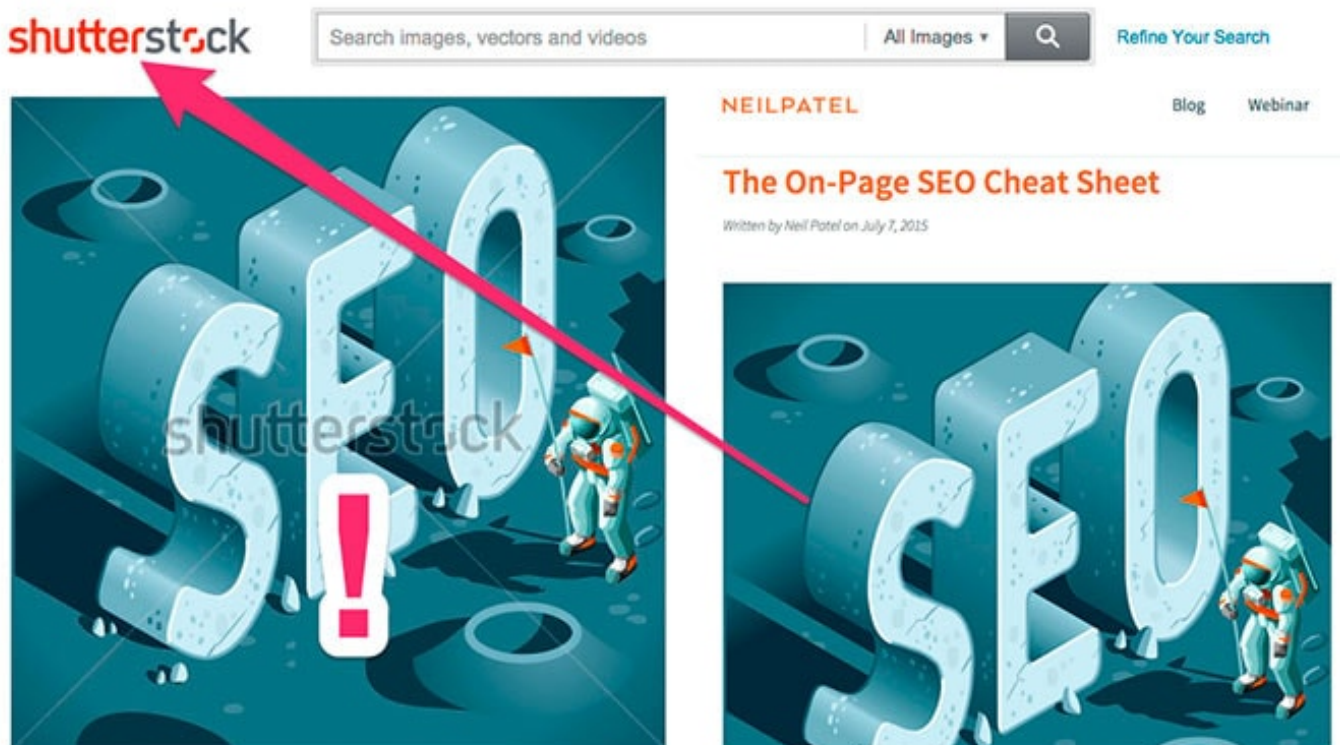
It's pretty hard work, and often bloggers turn to freelancers or virtual assistants find and properly insert images in their articles. But if you are a beginner blogger, start with canva.com.

Canva is an obligatory tool that absolutely must be in your arsenal.



In their posts, these marketing kings use so many images and screenshots that sometimes it seems impossible to spend as much time as they do on their projects. They are worth it, though, and are sure to pay off in the long run.


In his articles, *Neil Patel* often uses a paid stock image as his main picture. Take a look at this, for example:



Ramsay Taplin prefers images from the [photostock Dreamstime](#).

He invests his money in this kind of content, which is the right thing to do.

Essential: A 44-Point Checklist for Starting a Quality Blog

 66 Intelligent Opinions, Leave Yours.



The better the image, the more likely your post will stand out on social media. It'll be sure to gather more likes and retweets than ever before!

Let's see how many images our experts use (and in what format), and how they optimize them in their posts.

http://www.robberichards.com/seo/13-killer-link-building-strategies/ >> 90+ PNG mostly, but some JPG

http://www.blogtyrant.com/best-about-us-pages/ >> 60+ JPG mostly

http://blog.videofruit.com/online-course-sell/ >> 43+ PNG mostly

http://backlinko.com/seo-techniques >> 80 PNG mostly, but some JPG

http://neilpatel.com/2015/02/17/the-ultimate-google-algorithm-cheat-sheet/ >> 89 PNG mostly

As you can see, there are loads of images in the content. Most of them are in PNG format, which you can [learn more about here](#).

Unfortunately, even experts forget to optimize and compress their images from time to time, although they recommend doing exactly that in many of their articles.

For example, look at this page:

The screenshot shows the Google Developers PageSpeed Insights interface. At the top, the Google Developers logo is visible. Below it, the navigation bar includes 'Products' and 'PageSpeed Insights'. The main heading is 'PageSpeed Insights' with a 'G+' icon. The URL being analyzed is 'http://backlinko.com/conversion-rate-optimization'. There are two tabs: 'Mobile' (selected) and 'Desktop'. A red box highlights the '51 / 100 Suggestions Summary' section. Below this, a red box highlights the 'Should Fix: Optimize images' section. The text under this section states: 'Properly formatting and compressing images can save many bytes of data. Optimize the following images to reduce their size by 702.1KiB (33% reduction).'. Two specific suggestions are listed: 'Compressing and resizing http://backlinko.com/.../uploads/2014/11/optimizely-homepage.png could save 120.4KiB (72% reduction).', and 'Compressing and resizing http://backlinko.com/.../ntent/uploads/2014/11/product-filter.png could save 94.3KiB (62% reduction)'. A laptop displaying the analyzed page is shown on the right.

or

Google Developers

Products > PageSpeed Insights

PageSpeed Insights

<http://neilpatel.com/2015/06/27/21-resources-for-mastering-online-marketing/> ANALYZE

Mobile Desktop


51 / 100 Suggestions Summary

I Should Fix:
Optimize images

Properly formatting and compressing images can save many bytes of data.

Optimize the following images to reduce their size by 871.3KiB (40% reduction).

Compressing and resizing <http://72gpf1za5iq428ekh3r7qjc1.wpengine.netdna-cdn.com/wp-content/uploads/2015/06/image404.jpg> could save 327.1KiB (85% reduction).



Among SEO experts, one of the most popular tips regarding image optimization is naming the file and signing in ALT tag.

Out of 5 experts, only *Brian Dean* follows this rule consistently, with almost every image.

Let's open the HTML code for one of his recent posts [SEO Campaign Case Study: 1,117 Social Shares and 15% More Organic Traffic \(In 2 Weeks\)](#) and see.

```
</p><p>Instead, he rolled up his sleeves and got to work on creating a Qwestographic for his client.</p><p>And the results spoke for themselves. The infographic generated 1,117 social shares, 12 Backlinks and 15% More Organic Traffic (In 2 Weeks)</p></strong></p><p>The infographic he created for his pest control client generated 1,117 social shares, 12 Backlinks and 15% More Organic Traffic (In 2 Weeks)</p></strong></p><p>An influx of backlinks from 12 different domains.</p><img class="aligncenter wp-image-6858" alt="infographic social shares" data-bbox="100 600 300 620" style="border: 4px solid #cccccc; width: 552px height: 354px;"/><p>An infographic showing how to defeat garden pests with other 1706959293" target="_blank">Lifehacker</a>#8230;</p><img class="aligncenter wp-image-7175" alt="referring backlinks ahrefs" data-bbox="100 620 300 640" style="border: 4px solid #cccccc; width: 552px height: 354px;"/><p>Lifehacker infographic placement" width="518" height="587" /><p>#8230;and a popular newspaper website in Maine called "a href="http://bangordailynews.com/2015/04/30/homestead/everything-you-need-to-know-about-keeping-peas-out-of-your-garden-in-one-infographic/" target="_blank">The Bangor Daily News</a>)</p><img class="aligncenter wp-image-6860" alt="newspaper backlink" data-bbox="100 640 300 660" style="border: 4px solid #cccccc; width: 552px height: 354px;"/><p>All these social shares and mentions generated a huge surge in referral traffic.</p><img class="aligncenter wp-image-6902" alt="infographic traffic" data-bbox="100 660 300 680" style="border: 4px solid #cccccc; width: 552px height: 354px;"/><p>It shouldn't come as a surprise to hear that all of these Grade-A backlinks boosted FCE Pest Control's #8217;s Google rankings.</p><p>In fact, these backlinks increased FCE's #8217;s first page rankings for high-converting keywords like "exterminator NYC" and "google first page search results" width="421" height="695" /><p>And because of this rankings boost, FCE's #8217;s overall organic traffic shot up by 15% in just 2 weeks.</p><img class="aligncenter wp-image-6861" alt="google first page search results" data-bbox="100 680 300 700" style="border: 4px solid #cccccc; width: 552px height: 354px;"/><p>site-wide organic search engine traffic google analytics" width="534" height="380" /><p>As you can see, you CAN succeed with white hat SEO!#8230;</p><p>#8230;even if you're working in a "niche" niche.</p></strong></p>
```

Dean not only describes the image in ALT tag, but also uses keywords in the file name.

It's a great practice! It will certainly bear its fruit in the form of minimal image traffic. Besides, it informs the search engine what the page is about.

The following is much more common:

```

width="585" height="185" /></p>
<p>The results page will show where your site ranks for the term, as well as the first page on your site that comes up in search results for the topic.</p>

width="842" height="309" /></p>
<p><strong>Check your site speed:</strong>Next, it's important to check site speed, as this is a <a href="http://searchengineand.com/google-now-counts-site-speed-as-ranking-factor-39708" target="_blank">major Google ranking factor</a>. <em>If your site is slow, you have little chance of a high search position</em> and will affect your chances of making sales too. According to <a href="http://www.webperformancetoday.com/2014/04/09/web-page-speed-affect-conversions-infographic" target="_blank">WebPerformanceToday</a>, Walmart experienced a sharp decline in conversions when its page load times increased from 1 to 4 seconds.</p>

width="566" height="575" /></p>
```

Not so good, Patel! The name of the file is simply `imageXXX` and `alt` is empty. You will not get the crops in traffic in such a way.

Trick 9: SEO Friendly URL. Is it necessary?

The URL of your page is part of the puzzle in response to the visitor. One of the first things people see in the search results are your title, description and URL.

[Get Keyword Difficulty](#)

[Web](#)
[Images](#)
[Videos](#)
[News](#)
[Maps](#)
[More](#)
[Search tools](#)

About 139,000,000 results (0.84 seconds)

Best *On Page SEO Tool* - Elitesiteoptimizer.com

Ad www.elitesiteoptimizer.com/SEOtool

On Page SEO Element Extractor Start 60 Days Free Trial Now!

On-Page Ranking Factors - SEO Best Practices - Moz

<https://moz.com/learn/seo/on-page-factors>

SEO Best Practice. Content pages are the meat of websites and are almost always the reason visitors come to a site. Ideal content pages should be very specific to a given topic—usually a product or an object—and be hyper-relevant. The purpose of the given web page should be directly stated in all of the following areas ...

1) PA: 82	978 links / 306 RDs	DA: 94	21 370 557 links / 52 829 RDs	Link Analysis
-----------	---------------------	--------	-------------------------------	---------------

On-Page SEO: Anatomy of a Perfectly Optimized Page

backlinko.com/on-page-seo

Jul 28, 2015 - 2. Goal=Start Title With Keyword. Your title tag is the most important on-page SEO factor. You also want to pay attention to where you place your keywords in your title.

2) PA: 72	766 links / 279 RDs	DA: 72	21 901 links / 2 873 RDs	Link Analysis
-----------	---------------------	--------	--------------------------	---------------

Together all these characteristics influence user behavior and the desire to click. The higher the CTR is, the more you benefit from Google. If other parameters are equal, your page will rank higher up in the search results.

Rand Fishkin wrote an excellent article called [15 SEO Best Practices for Structuring URLs](#) . Be sure to read it!

First and foremost, take care of the user, along with the readability of your URL. Google will appreciate it.

Let's see how the experts are doing with URLs:

URL	Characters
http://www.robberichards.com/seo/best-keyword-research-tool/	26
http://www.blogtyrant.com/start-a-blog-2015/	17
http://blog.videofruit.com/quickest-way-to-start-a-business/	32
http://backlinko.com/google-keyword-planner	22
http://neilpatel.com/2015/03/17/how-to-use-growth-hacking-to-attract-and-retain-customers/	57

At the moment, everyone uses the master key when forming a URL...

...except for *Neil Patel*, whose URL is generated automatically based on the name of the post and the date of publication.

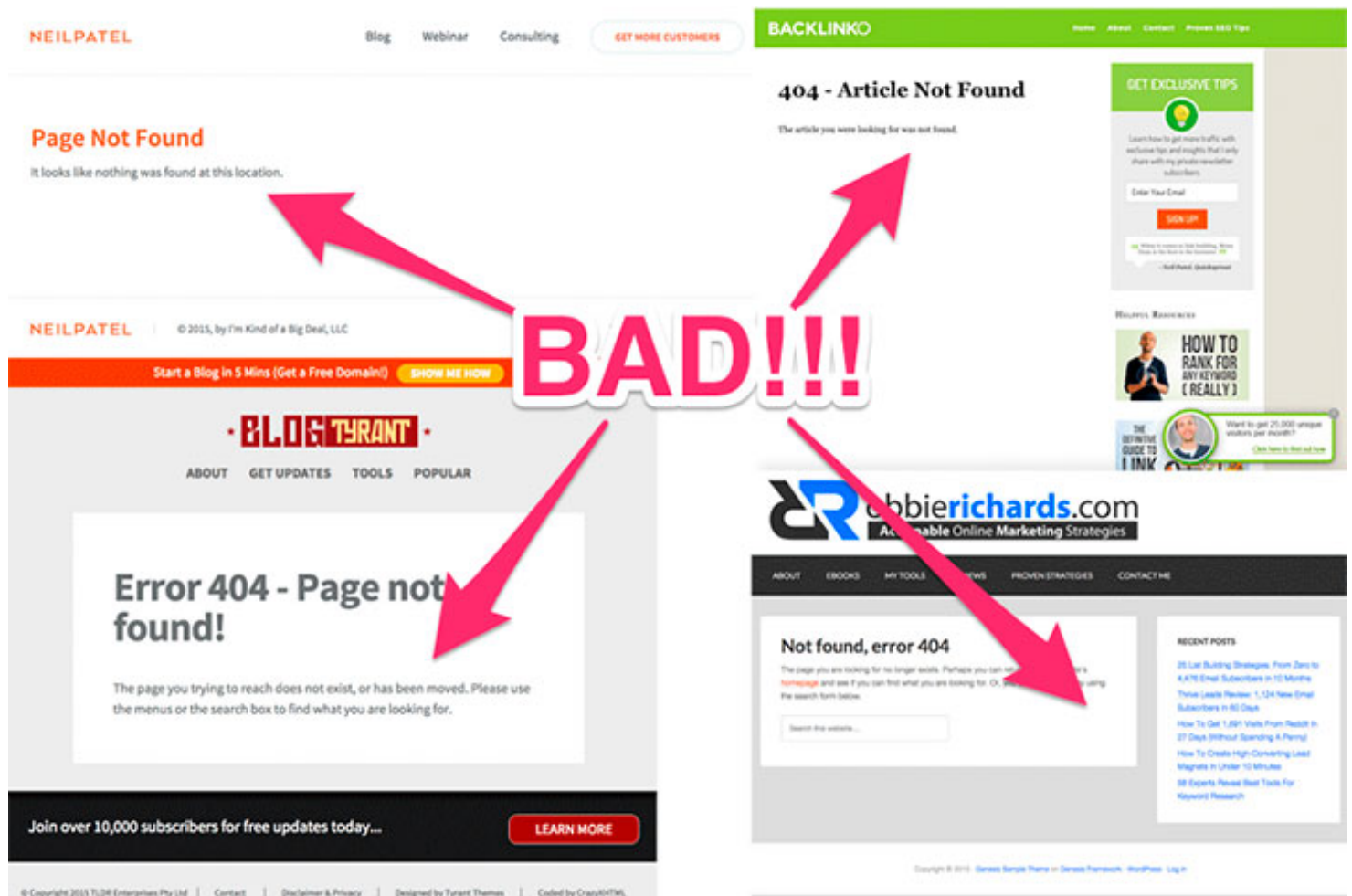
URLs typically consist of **3 to 5 words**, which keeps them short and readable.

Trick 10: 404 error page. Why do we forget about CTA?

How many broken links or pages do you have even though they no longer exist?

Do you know that people make misprints when they give links to you?

All this leads people to *your* 404 page. What do they see there? Normally this:



This means that the page in question is nowhere to be found. The user will likely leave your blog — maybe for good.

When you see the following...



WIN-WIN!!!

VideoFruit
AWESOME VIDEO. MADE EASY

404

Holy Smokes! Unfortunately, the information you're looking for is unavailable.

BUT WAIT!

Don't leave empty handed.
Grab this **free video training!**

[free ebook!](#)

FREE COURSE: How to Create Explainer Videos (without learning any special software)

[Click Here For Free Instant Access](#)

[Click Here For Free Instant Access](#)

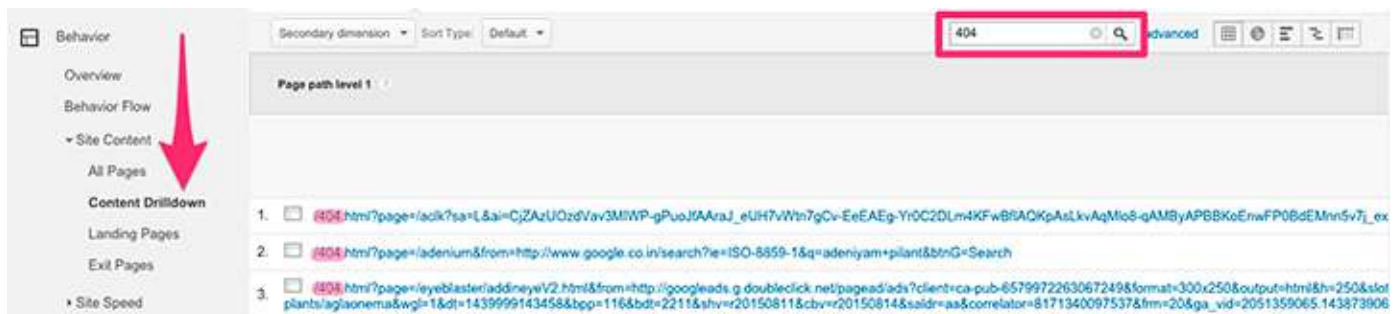
© 2015 Videofruit.com / All Rights Reserved

...you are likely to want to download this free eBook, which will result in your subscribing to Bryan Harris. It is no less important than your About page on your blog. Many people forget about it, and experts are no exception.

Indirectly, but this page also affects your page ranking in the search results. After all, behavioral factors have always existed.

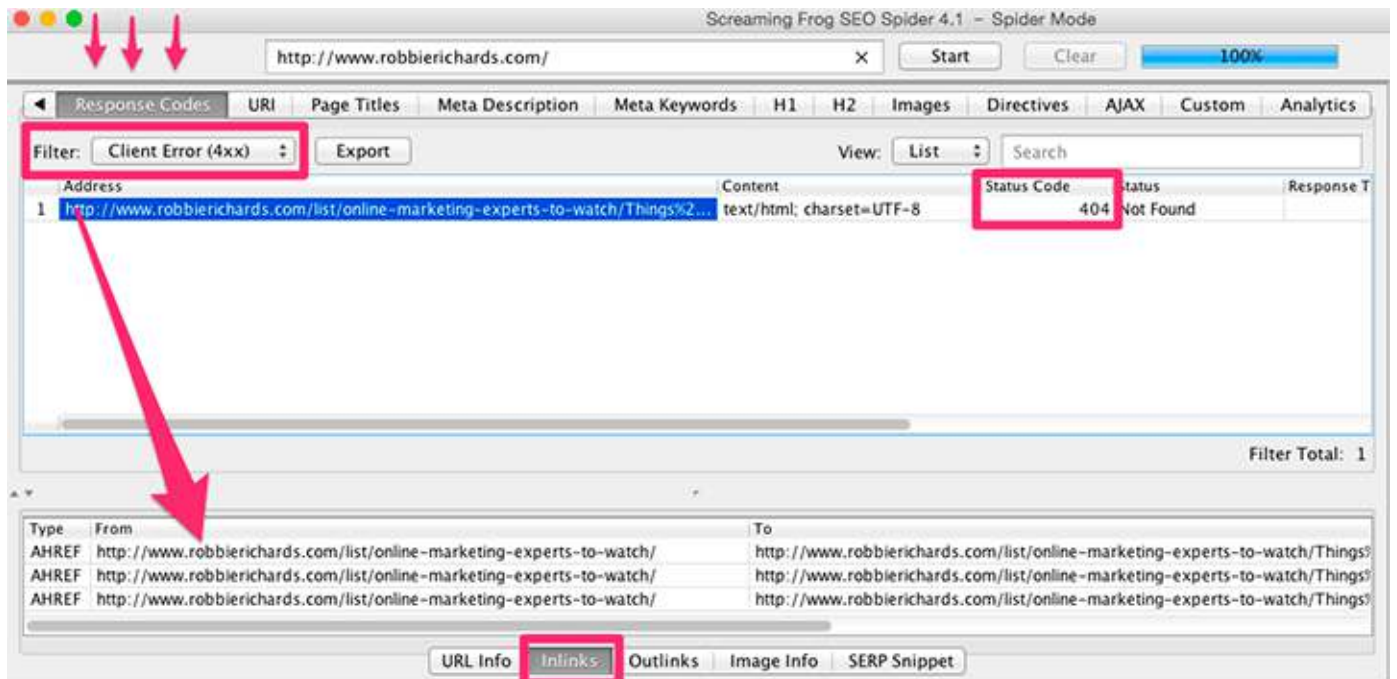
It is possible to find 404 error pages on your blog with the help of any option:

- **Google Analytics.** Go to Behavior → Site Content → Content Drilldown and look for “404” in the search



- **Google Search Console.** Go to Crawl → Crawl Errors

- Use the program **Screaming Frog SEO Spider**. Enter your URL and find in the table Status Code, go to the tab Response Codes.



- Identifying which page has a broken link is very easy. Just find the tab Inlinks in the lower window.


- **BrokenLinkCheck**. This is an excellent and free tool to find broken links.. You can also find broken links on the websites to which you give links.

1

Enter your URL (e.g. www.example.com) - by doing so you agreed to these [Terms](#)

2

Security code

 [Generate new code](#)

☒ Report **distinct** broken links only
☐ Report all occurrences of each dead link (may be slower)

Find broken links now !

To see link's location in the source HTML click on [src](#) below

#	Broken link (you can scroll this field left-right)	Page where found	Server response
1	http://backlinko.com/marytkincaidauthor.com	url src	404
2	http://backlinko.com/contact-2	url src	404
3	http://backlinko.com/ecashkenya.com	url src	404
4	http://backlinko.com/www.dollartrick.com	url src	404
5	http://yudhabook.com	url src	508
6	http://techpctricks.com	url src	508
7	>">http://backlinko.com/seo-techniques/www.tameaburdphotograph>>	url src	404
8	http://www.vijayakumar.me	url src	bad host

Trick 11: Present your blog with the fastest hosting

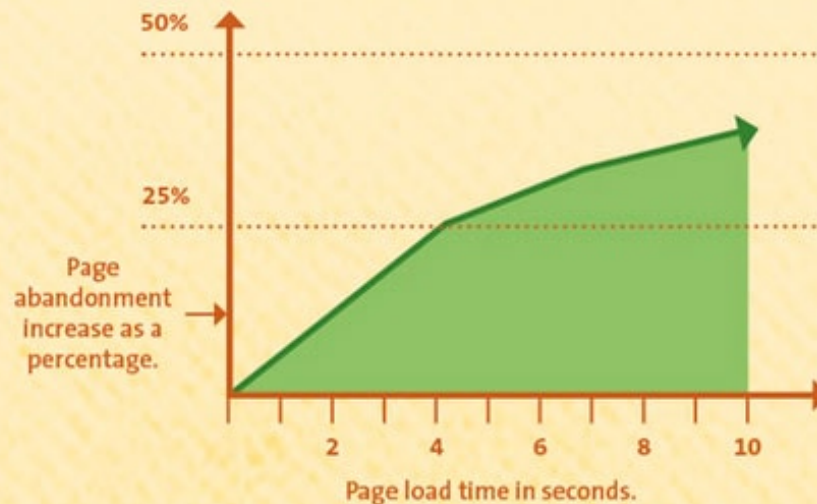
You may have read the article [How Loading Time Affects Your Bottom Line](#) from Kissmetrics. In case you haven't, **take a quick look**, and then come back here.



EVERY SECOND COUNTS

Loading time is a major contributing factor to page abandonment. The average user has no patience for a page that takes too long to load, and justifiably so.

Observation: slower page response time results in an increase in page abandonment, as demonstrated in the following chart.



Speed.

Is it still a factor nowadays?

Internet provider speeds have grown enormously in recent years. Just a few years ago, they seemed a fairytale, but now fast internet speed has become a reality.

But really, you shouldn't relax with your blog. Our lives have quickened over the years too. Now we do not wait, for anything; we tear the web apart to access information, valuing every moment.

You type the query into Google, open several sites quickly, look them through, scan the headlines and then...

If your content has not loaded in its entirety, users are most likely waiting on great images and styles, background and icons, menus and the sidebar. What will we do about this, you and I? Most users would leave the site.

Ideally, it shouldn't take more than 2 seconds for you page to load!

There are many tips on how to improve the loading speed of your pages, as well as a number of plugins.

I'll tell you what hosting experts tend to use.

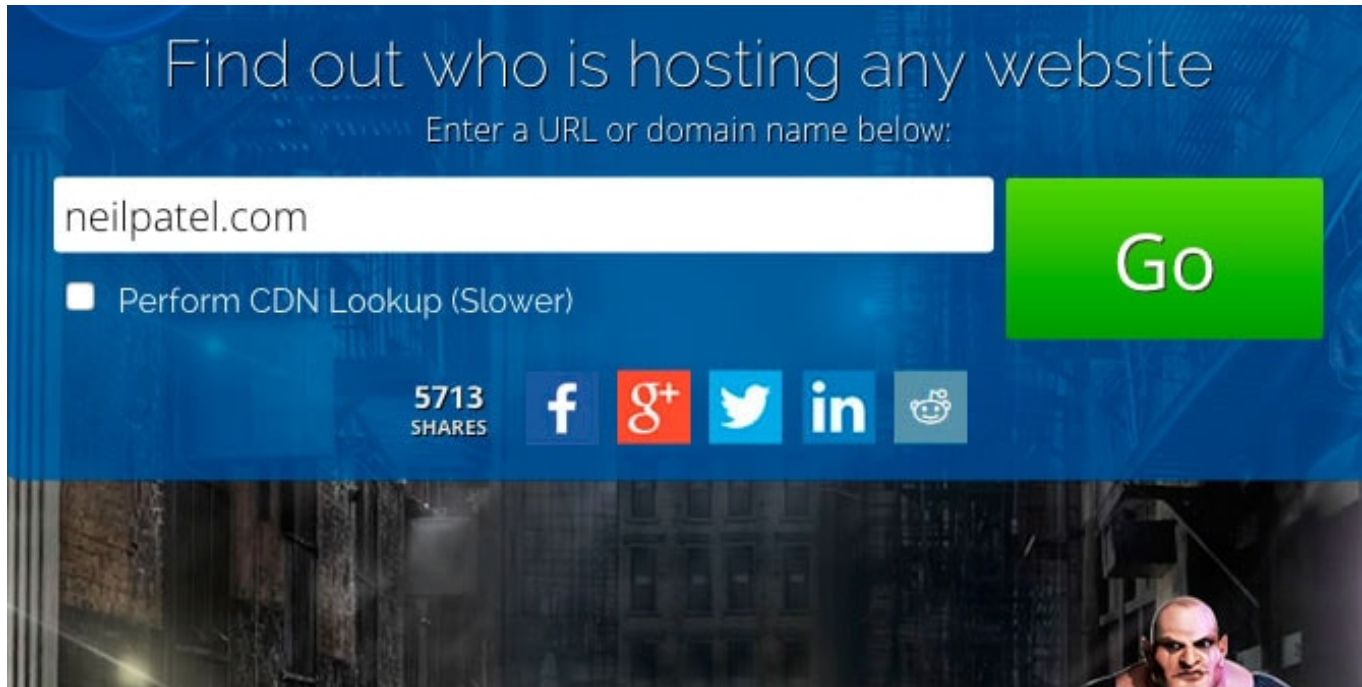
What host to choose for your blog?

A blogger's choice of host affects a number of factors: *How quick the response is, where it is located, what software is*

installed on it, and more.

Many companies claim to be the best, saying that they offer the fastest hosts for your WordPress blog. **But is that really so?**

My advice: Check the main keywords in Google search results and find competitors. Make a list of them, and check what their loading speed is via [pingdom here](#). And to find out what hosts they use, [check them out here](#).



Neilpatel.com is hosted by WP Engine

Do you want to know which hosts the best bloggers use, and what their loading speed should be?

HEROES	Average page speed (via PINGDOM)
Robbierichards.com is hosted by Bluehost	4,1 s
Blogtyrant.com is hosted by KnownHost	1,6 s
Videofruit.com is hosted by WP Engine	2,5 s
Backlinko.com is hosted by Linode	0,7 s
Neilpatel.com is hosted by WP Engine	1,8 s

You should take into account that these pages are huge, **4,000 words on average**, and with dozens of pictures!

The best loading speed around for blog posts rests with **Brian Dean**.

How did he manage to accomplish this?

The answer is here <https://www.linode.com>, and in Cloudflare CDN.

In contrast to other experts, *Brian Dean* has a virtual cloud server with SSD drives that are configured for his needs. The advantage by no means a standard set of installed software.

If you know a programmer or system administrator with the knowledge on how to configure the server and all corresponding security measures, turn to him or her.

Otherwise, find one yourself, and pay him or her to install the necessary software on the server according to *your* needs!

This will help you achieve a fantastic loading speed. It'll be a great investment in your future.

Trick 12: How much content you need to maximize site visitation

[The personal experience of Neil Patel](#) shows that posts longer than **1,500 words** get **68%** more tweets and **22%** more likes on Facebook.

Ramsay Taplin also wondered whether it is better to write long posts and came to the conclusion that it is crucial that the content adds value, and that it's not worth chasing the perfect length.

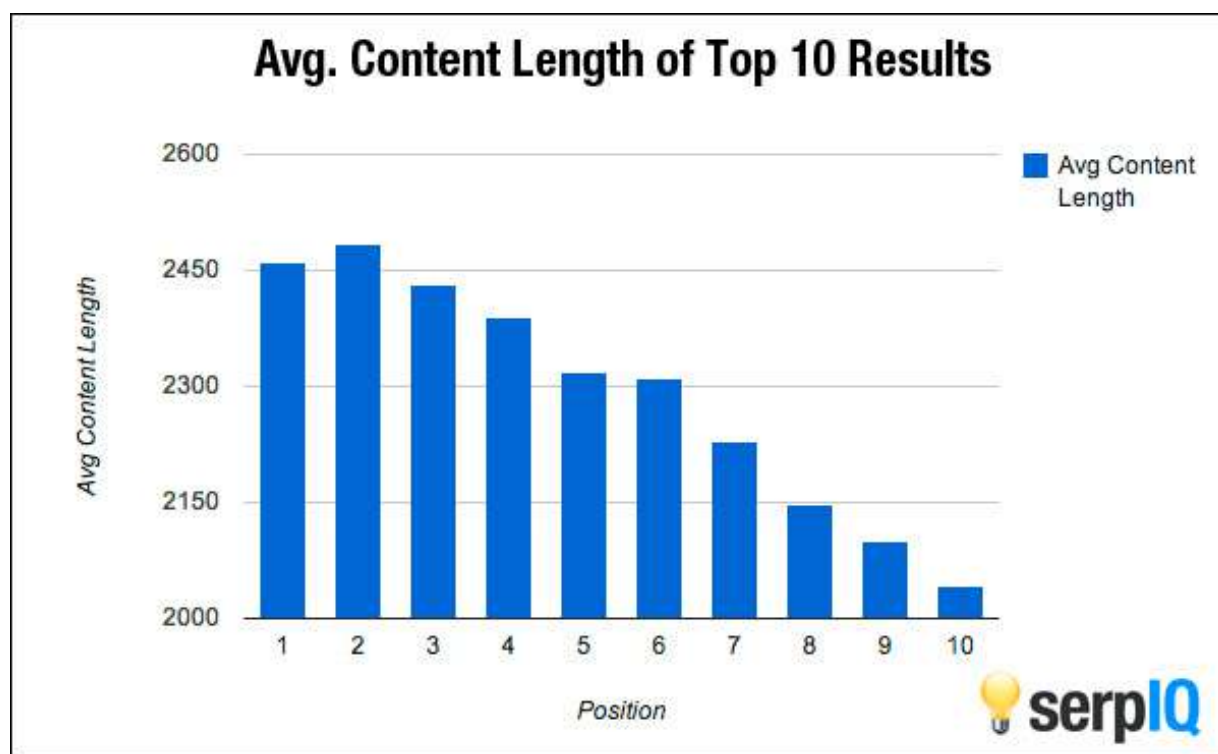
I agree.

HOWEVER, studying his 6 pages shows clear dependency.

URL	Word count	Shares
http://www.blogtyrant.com/best-about-us-pages/	2749	1331
http://www.blogtyrant.com/start-a-blog-2014/	3841	1015
http://www.blogtyrant.com/how-to-start-a-blog/	9532	906
http://www.blogtyrant.com/checklist-for-starting-a-blog/	1840	664
http://www.blogtyrant.com/best-blog-host/	2637	544
http://www.blogtyrant.com/start-a-blog-2015/	3617	542
http://www.robberichards.com/seo/case-study-triple-traffic-in-30-days/	5550	6473
http://www.robberichards.com/seo/13-killer-link-building-strategies/	7263	5357
http://www.robberichards.com/seo/16-explosive-content-promotion-strategies/	5334	1534
http://www.robberichards.com/list/online-marketing-experts-to-watch/	7512	1035
http://www.robberichards.com/seo/best-keyword-research-tool/	5523	1142
http://www.robberichards.com/social/how-to-promote-your-blog-post/	5459	720

If you read a lot of content marketing bloggers like I do, then you are bound to come across some advice on using long form content.

It is mentioned in numerous posts that there should be more than **2,000 words per post**.



This image with the statistics from [serplQ](#) was used in articles by almost everyone who spoke about the ideal length of a blog post. However, this article was written three years ago!!!

I studied the most-shared and highest-traffic pages from the content experts themselves to determine the ideal length of an article.

They are the ones **shared the most often** on social networks, and they rank highest in the search.

Here are the results:



Honestly, I did not expect to see such figures.

If you are involved in internet marketing and want to compete with Robbie Richards and Neil Patel, then you obviously should play by these rules.

The average length of the blog posts I analyzed is **over 4,000 words per post!!!**

WOW!

Personally, I appreciate extensive articles that cover a topic in its entirety. Each time I get a newsletter from my favorite experts, I read it with immense pleasure. After all, there will be knowledge and experience necessary for us bloggers to achieve our goals.

Should I write dozens of posts per month to be as successful as these experts are?

No, definitely not.

Brian Dean and Robbie Richards are perfect examples.

There are **32** posts and **9** detailed guides on keyword research and link building on Backlinko. Brian Dean's first post was published in late December 2012. It turns out he published just 1 post per month on his blog.

And Robbie Richards, with only **15** posts, found success in just one year.

Neil Patel did the same, a genius of content writing performance. In one of his blogs he published **112** long posts over the course of 14 months. This resulted in **123,867 visitors** in October.

Trick 13: Use only great off-page SEO techniques

You have written an excellent article, selected keywords, pressed publish in your blog and...

Nothing.

Nothing will happen if you do not pay attention to off-page SEO.

What does SEO success consist of? What should you prioritize?



In SEO, off-page optimization implies work with external factors that have an impact on your blog, or on a particular page.

You can — and should — control them, especially when you have just started your blog. It is important to spend **PLENTY** of time on your technique.

The purpose of off-page SEO is to get links to your information. When you see stunning content, in any niche, it will accumulate links from other websites, or people will share the content via social networks. It must be noted, however, that this does not happen by itself.

Promotion should be controlled and direct.

I'll tell you about some of the SEO techniques that are often used by the experts *nowadays*, and about the techniques these experts used at the beginning of their careers.

Trick 14: How many backlinks there should be in your blog

They are necessary.

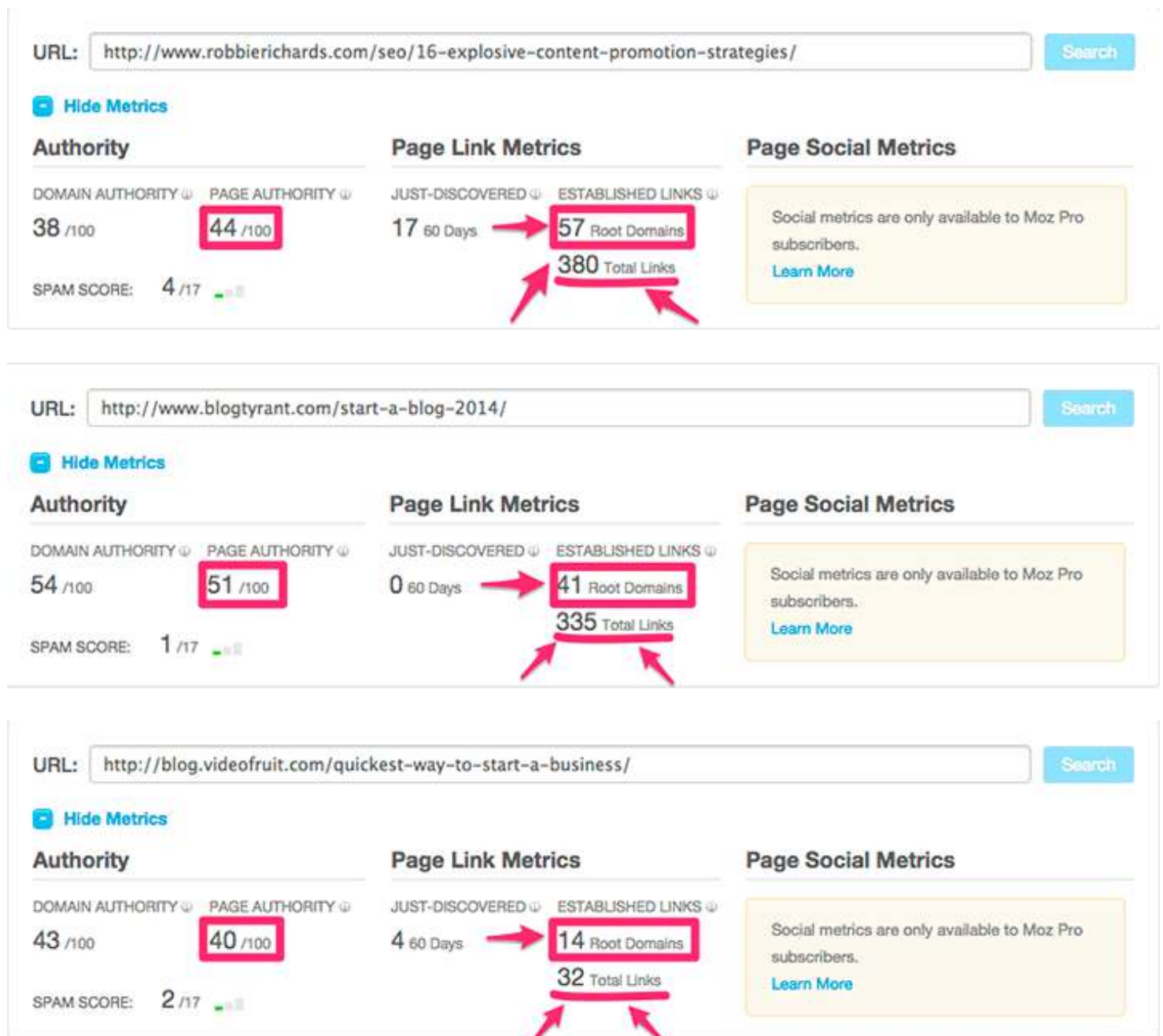
You cannot go without them.

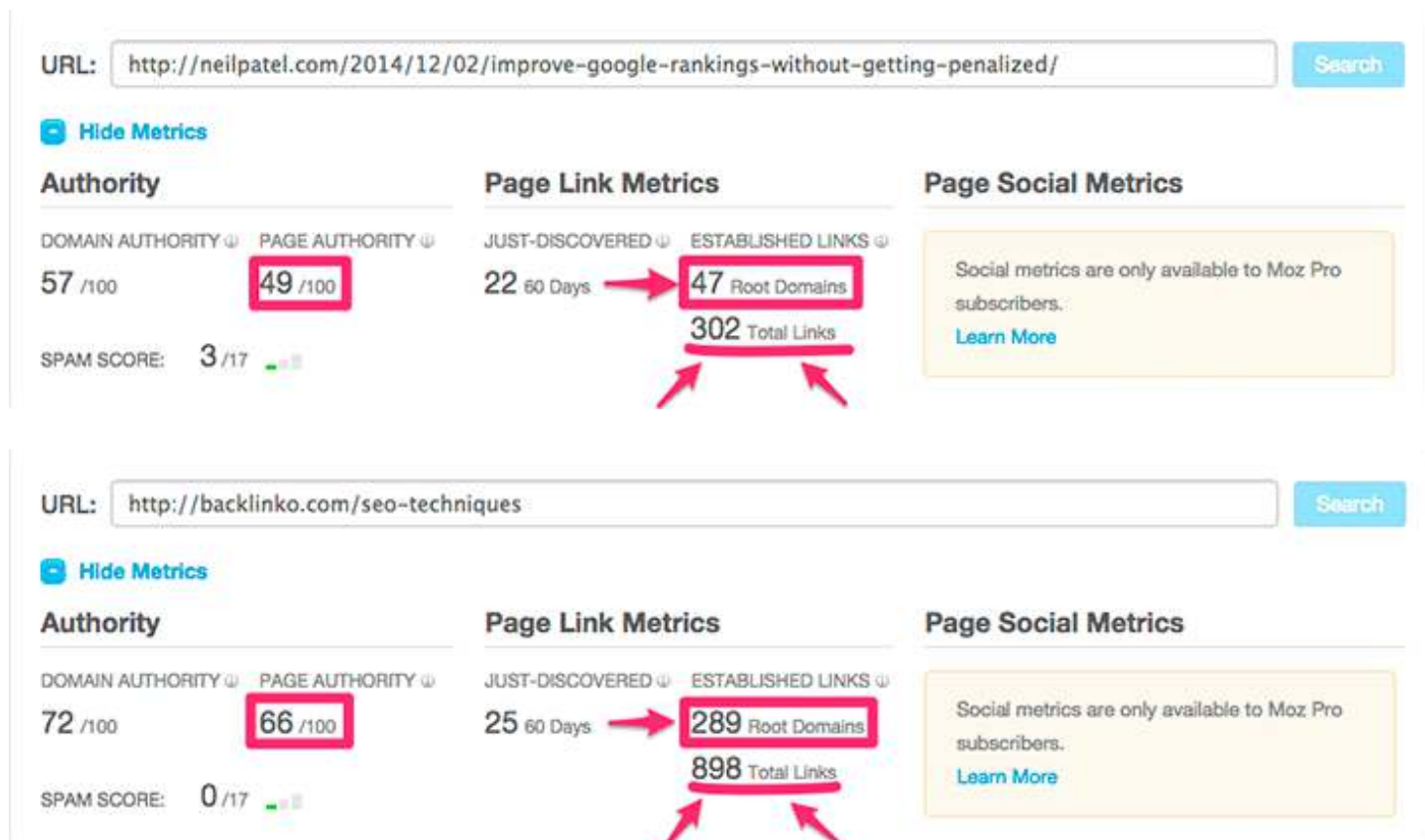
Remember this, and always keep this thought in your head each time you write a post. Do not let the thought that you have already written the best article, that readers will love you and that you will rank high in the search engine, lead you astray.

No.

This will not happen unless you are already an influencer, with a large base of subscribers and hundreds of thousands of visitors.

Let's see how many external links there are to our experts' most popular pages:





These numbers of inbound links are HUGE.

Yes, they are well-known people in the world of internet marketing. People give most links themselves. In fact, in doing so they boost their own authority, at least in the eyes of the reader. And yet, these people do a lot of work to promote their posts.

Guest posts, infographics, connections with other influencers via email, partnership via social networks, and the search for people who are interested in the topic at hand, and communicating with them through a variety of sources — this may sound like a lot of work, but it's what experts do on a daily basis.

My advice: If you're at the very beginning of the road to success, start with an SEO analysis of your competitors. Just steal their links! Try to locate there. Currently there are countless tools that can help you, including SEMrush, Open Site Explorer, Ahrefs, Buzzsumo and Topsy. You do not have to buy the paid versions. The data they will give you for free will be enough to compile a list of interested people with whom you should get in touch.

Trick 15: Activity in the social media and its importance for SEO

Twitter, Facebook, Google +, LinkedIn and Pinterest accounts are a must.

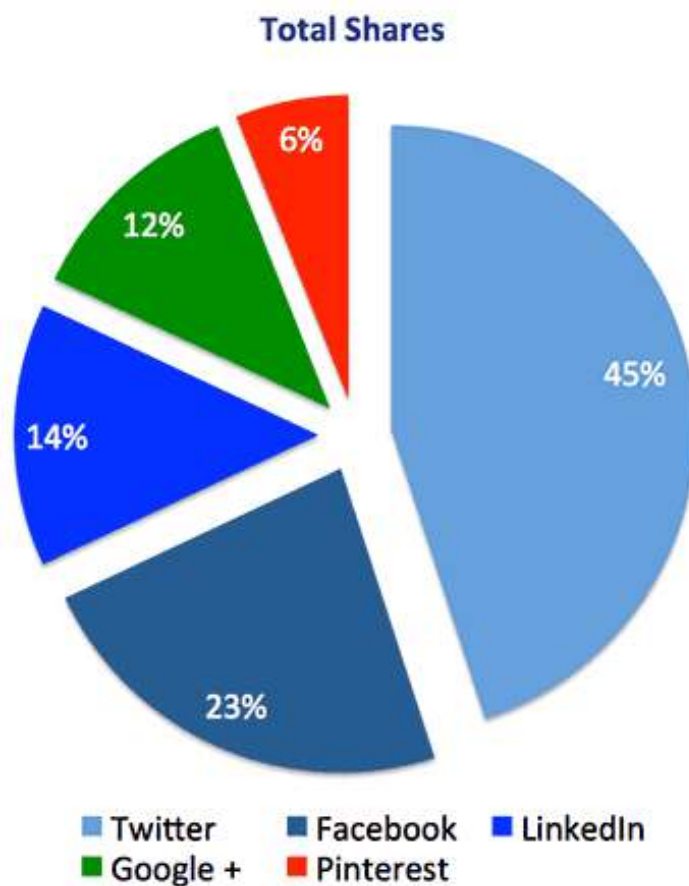
In which social networks should you be the most active if you are involved in internet marketing?

* data is based on the statistics of top expert blog post shares

Let's open our experts' social networking pages — those from which they get the most shares.

Now let's examine the winners:

#1 Twitter



Internet marketing specialists love Twitter! On average, their content gets retweeted twice as much as they receive Likes on Facebook. If you're looking for online marketing specialists, they are all on Twitter, and they're very active.

And yes, the traffic from Twitter is much less than from your email list.

If you are a beginner and, *just like me*, you are going to climb the Mt. Olympus of internet marketing, you ought to pay special attention to this source of traffic. Twitter is ideal for networking, and communicating in general.

It's easy to find influencers and experts in any niche, by using the tools on [Followerwonk](#) or [Topsy](#).

In my opinion, the principle of Twitter is perfect: People can get in touch with one another easily and fast.

And Twitter's character limit accommodates the pace of modern life in the best way possible. Rushing along, running and reading on the go — what could be more convenient than just 140 characters?

Do you want to write more? Write a personal message, where the limit is 10,000 characters.

Twitter, I love you!

#2 Facebook



BACKLINK

Link building
SEO
Internet Marketing



Backlinko
Website

Like Share ...

Timeline About Photos Likes Videos

3,007 people like this

Post Photo / Video

f Videofruit

Michael Home 20+ Find Friends

Videofruit
SOME VIDEO, MADE EASY



Videofruit
Computers/Technology

Like Message ...

Timeline About Photos Videos More

1,603 people like this

Status Photo / Video

f robbierichards.com

Michael Home 20+ Find Friends



robbierichards.com
Actionable Online Marketing Strategies



robbierichards.com



Aside from Neil Patel, none of the top 5 experts pays much attention to his Facebook page.

Most of Patel's Facebook content consists of inspirational quotes.

Furthermore, I have checked that photos, and not posts, reach the bulk of your audience on Facebook. People share photos more willingly, and they Like and comment on them more often than they would a simple post.

I suppose that since the traffic from this social network is minimal, and that it doesn't have any outstanding results in the internet marketing niche, the development is given less time. Perhaps the key to this difficult lock has yet to be found, which means that you and I have a real chance of occupying this niche.

In other areas, including entertainment, Facebook is an extremely effective tool. However, that has yet to be the case for internet marketing.

Does the number of Likes directly influence your post ranking in Google?

It has a minimal effect for SEO, but a huge effect as part of a behavioral factor — if your blog is really visited, and your articles read.

Trick 16: Partnership relations: you are not the only one on the internet

To be successful, you must know people in the right places. They, and they alone, will promote your blog and your brand.

Let's take a look at how Brian Dean takes advantage of this method. Recently, he held a workshop with SumoMe, in the format of a webinar.

Your free bonus material includes:

- A step-by-step case study (how I boosted my organic traffic **by 110%** in 2-weeks)
- The **exact checklist** I use to optimize content at Backlinko
- My **personal swipe file** of link building tutorials and techniques
- And more

<http://backlinko.com/sumome>

BACKLINKO

I'm pretty sure that nearly all the **1,000** webinar participants have used the link to the landing page.

Brian Dean didn't stop there, as he gave an [interview to Pat Flynn](#) about backlinking.

It's all part of promotion and SEO, as links, and behavioral factors only increase from such collaboration.

Trick 17: Guest posts: all experts take advantage of this

When I was doing research on where they were published, I was surprised to find out how much Neil Patel writes.

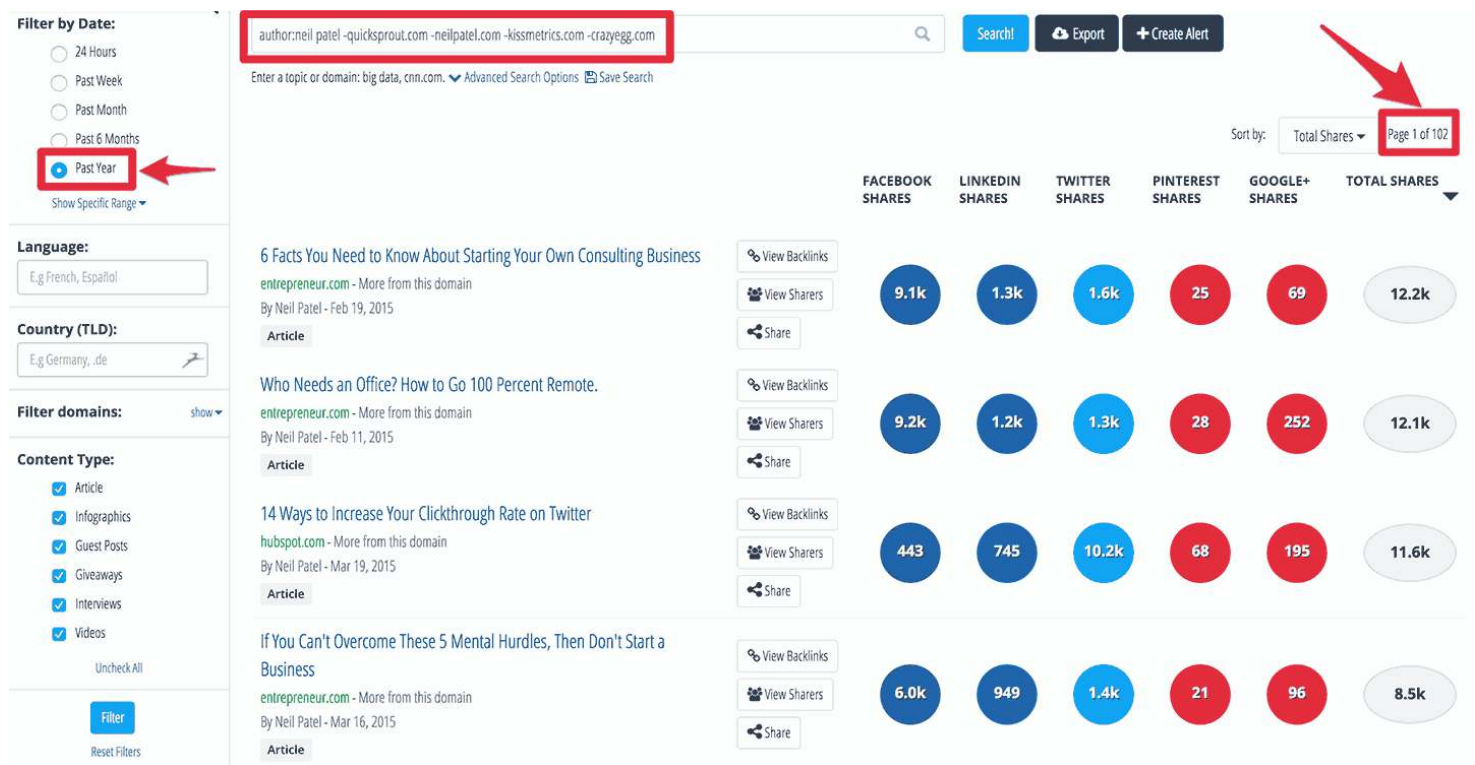
You cannot even imagine **how much!**

That was what made me hesitate a bit. I wondered whether he really wrote all those articles himself.

Does Neil Patel cheat?

In April 2015, he wrote that he publishes about [100 guest posts per year](#), which striking in and of itself.

I probed a little further and looked at [Buzzsumo](#), removing his other blogs from the results.



Buzzsumo found about **500 guest posts for Neil Patel**.

And they all were published within a year!

***My advice:** I can only say one thing — once the king of content writes so many guest posts, it really means something. Do not think that Google disapproves of guest posts. Google is against user fraud and manipulation of link weight values. If your site is relevant to your blog, and your guest posts adds value for the reader, there will be no negative consequences. Let's see how often other experts use guest posts in their off-page SEO.*

Robbie Richards >> **5x**

Ramsay Taplin >> **30x**

Bryan Harris >> **10x**

Brian Dean >> **50x**

Neil Patel >> **300x???**

Where do they place them?

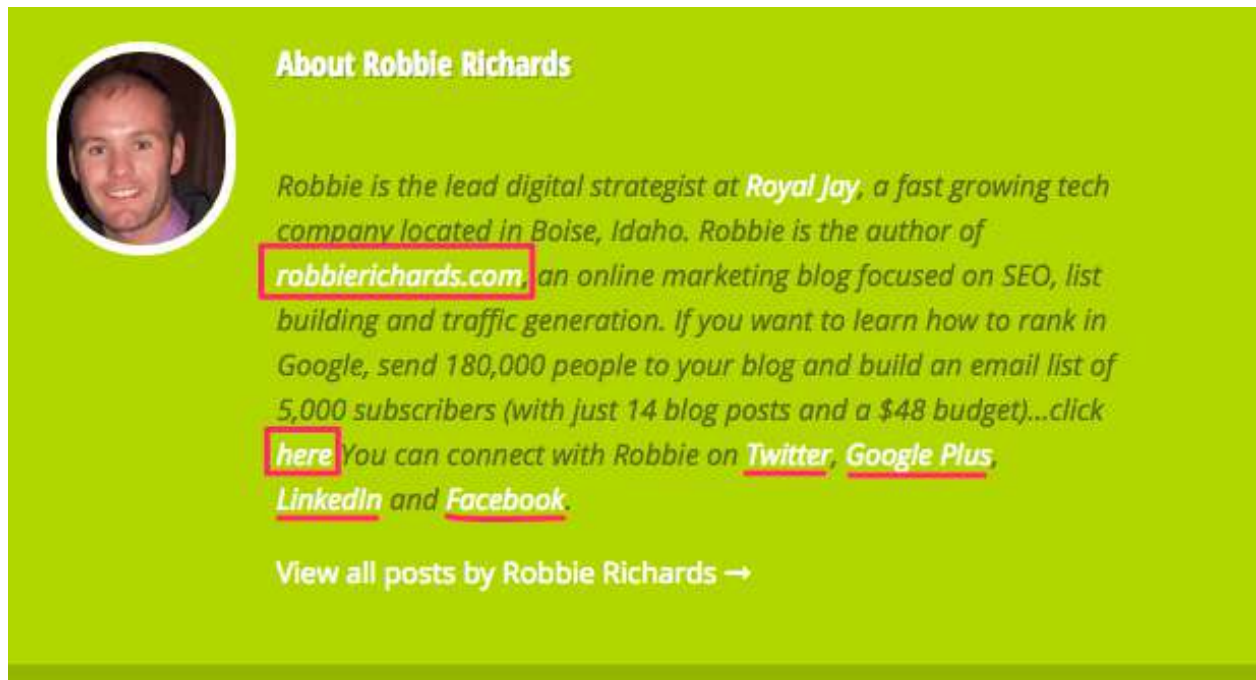
I got a pretty big list of guest posts — [you can download it here](#) (no email required*).

The main sites in which experts in online marketing publish their guest posts are as follows:

I hope this list will be useful for you.

Links to their blogs will be in a brief biography section at the bottom of the page, just like you see here:

<http://www.entrepreneur.com>
<http://blog.hubspot.com>
<http://sumome.com>
<http://www.semrush.com>
<http://www.digitalmarketer.com>
<http://www.copyblogger.com>
<http://www.problogger.net>
<http://boostblogtraffic.com>
<http://www.smartpassiveincome.com>
<https://blog.kissmetrics.com>
<https://blog.bufferapp.com>
<http://blog.leadpages.net>
<http://contentmarketinginstitute.com>
<http://www.searchenginepeople.com>
<http://searchenginewatch.com>
<http://www.searchengineguide.com>
<http://www.searchenginejournal.com>

A screenshot of a bio snippet for Robbie Richards on a green background. On the left is a circular profile picture of a man with short brown hair and a beard. To the right of the picture, the text reads: "About Robbie Richards" in bold. Below that, in italics: "Robbie is the lead digital strategist at **Royal Jay**, a fast growing tech company located in Boise, Idaho. Robbie is the author of **robbierichards.com**, an online marketing blog focused on SEO, list building and traffic generation. If you want to learn how to rank in Google, send 180,000 people to your blog and build an email list of 5,000 subscribers (with just 14 blog posts and a \$48 budget)...click **here** You can connect with Robbie on **Twitter**, **Google Plus**, **LinkedIn** and **Facebook**." At the bottom, it says "View all posts by Robbie Richards →".

About Robbie Richards

*Robbie is the lead digital strategist at **Royal Jay**, a fast growing tech company located in Boise, Idaho. Robbie is the author of **robbierichards.com**, an online marketing blog focused on SEO, list building and traffic generation. If you want to learn how to rank in Google, send 180,000 people to your blog and build an email list of 5,000 subscribers (with just 14 blog posts and a \$48 budget)...click **here** You can connect with Robbie on **Twitter**, **Google Plus**, **LinkedIn** and **Facebook**.*

View all posts by Robbie Richards →

TOP 15 SEO tricks from blogging influencers:

1. **Optimize and compress images** in exchange for a faster loading time. Use Photoshop, or tools such as <http://optimizilla.com>
2. **Test different hosts** and choose the fastest one. Find out where your competitors place their sites and compare the loading speed. (*WebhostingHero and Pingdom will help you.*)
3. Form a unique **CTA in headings and in the titles** of your posts. Pay attention to your competitors' headlines when you get the results of typing keywords in the search engine. You will also understand what types of posts are the most popular.
4. **Describe your meta description with a call to action.** It is best to limit it to **117** characters so that mobile phone users can see your full description.

5. **Optimize your content** for long tail and other relevant queries. Analyze the content of your competitors' pages on your queries, including what words they use. You must use all the words that are relevant to the user's question, and what he or she (*and a search engine*) should expect to find on your page. A comprehensive answer will always be rewarded.
6. **Create high-quality, well-researched content** with data and explanatory images. It won't be easy to make your way through content marketing if you write short features. In this niche, the length of posts is very important, and each one ought to add up to a minimum of **4,000 words**. Update your content so that it always remains fresh and topical. Have a look at *how Brian Dean* updates all his posts each month.

Google's 200 Ranking Factors: The Complete List

by Brian Dean

Last updated Oct. 21, 2015



17 Untapped Backlink Sources (Updated)

by Brian Dean

Last updated Oct. 8, 2015



7. **Lead the user wisely**. Keep your goals in mind when you write each post. If your goal is to sell something, create a sales tunnel, and try even the most absurd options. Sometimes success comes from where you expect it the least.
8. **Check your posts for any broken links** from time to time. (*Screaming Frog SEO Spider* and *Brokenlinkcheck* are the best helpers!) Neither the user nor the search engine likes malfunctioning links. We access them and find ourselves face-to-face with a 404 error page, which means we will likely leave the page forever. It is essential that you customize *your* 404 page.
9. **An internal link is still a link!** Do not write your posts just like that, without taking a second look. You should always have the internal structure of your blog right before your eyes. Each new post is a part, an item in your promotional strategy. Reinforce and nourish these posts with other articles, by offering internal links to the posts that are useful for you and your readers.
10. **Do not be afraid to refer to other bloggers or influencers** in your niche. Help people find the answers to their questions right on your page. This will be the first step toward building a mutually beneficial relationship.
11. **Don't get too relaxed with the promotion** of your posts. As far as I am aware, backlinks are still quite relevant! Even if you've become an expert, and your blog has a huge traffic ranking, you need to keep building partnerships with other bloggers, giving interviews, commenting on other posts in the thematic groups and communities on Google +, LinkedIn and <http://inbound.org> This is business, and the rules are the same throughout. You need the team, and you definitely need assistants.
12. **Focus only on functioning traffic sources**. Do not deplete your energy by doing everything at once. Find out where your target audience is and play off of that.
13. **Invest money in your future**. Paid and custom images, the set of SEO tools — you have to pay for everything, and that is absolutely normal. Everything will pay off when people start paying you!

14. **Analyze and measure everything**. As Brian Dean said,

That's when I decided to step outside of the "blogging about blogging" world and do something that I should have done from day 1: **Study successful blogs in my niche.**

Always start by studying the strategies of the topic experts in your niche!

15. **Be yourself**. We love individuality and idealize experts, but these are the same people who were just beginning their careers some time ago. Make mistakes and move forward, and know that hard work will always be rewarded, no matter what obstacles you face. Come up with your own SEO tricks, like Brian Dean and his legendary [Skyscraper Technique](#).

Conclusion: How to Improve Your Blog Ranking

In order to rank high in search engines, and to get a lot of organic traffic, you must observe the rules of SEO — both the game and the business.

You should listen to expert advice, test their strategies yourself and constantly learn new things.

My name is [Michael Pozdnev](#), and I've done my best to reveal all the tricks TOP 5 SEO content marketing experts swear by. All it took was a thorough analysis of their blogs.

Would you like to see *your* results in just a few seconds?

It took me **more than 60 hours** to perform this SEO analysis:



And now it's your turn.