21 UNTAPPED SEO TECHNIQUES Checklist

BACKLINKO

One of the best pieces of marketing advice anyone ever gave me was from AppSumo founder Noah Kagan:

"Double down on what's working"

The only problem is:
With so much confusing and conflicting SEO information out there, how do you know what actually works?

Fortunately for you, you've read my post and downloaded this checklist.

Here I'll show you how to execute 21 powerful SEO techniques (including 2 bonus strategies not found in the post).

Let's rock.

1 FIND BROKEN LINK BUILDING OPPORTUNITIES ON WIKIPEDIA

- Use this search string in Google:
  site:wikipedia.org [keyword] + "dead link

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

- Hit ctrl + f and search for "dead link"

- Take a broken link that you found and pop it into ahrefs (or your link analysis tool of choice).

- Reach out to the site owners that have the broken link on their site. Let them know about their broken link (and pitch a piece of content on your site as a replacement).

2 DISCOVER UNTAPPED KEYWORDS ON REDDIT

- Head over to Reddit search and search for a keyword in your niche (if you sold premium coffee, you'd just search for things like "organic coffee")

- Keep an eye out for threads where people tend to ask a lot of questions (like an AMA or Q&A thread).

- Next, scan the thread for potential keywords. Terms that pop up again and again are perfect.

3 FIND LINK PROSPECTS ON DELICIOUS

- First, head over to Delicious and search for a broad keyword related to your industry

- Find content that's similar to yours and has a lot of bookmarks:

- Click on the bookmark link for a piece of content that looks like a good fit. This will show you all of the people that saved the link.

- Next, look at one of the profiles to see if they have a website listed. If so, head over to their site to find their contact information.

- Finally, reach out to them to let them know about your similar piece of content.

4 COPY ADWORDS ADS TO MAKE KILLER TITLE AND DESCRIPTION TAGS

- First, take a look at the Adwords ads for a competitive keyword in your space (it doesn't have to be the exact keyword you're trying to rank for, but it should be similar)

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

- Work the elements that seem interesting and compelling into your title and description tags.

5 FIND A+ LINK PROSPECTS ON ALLTOP ☐

- Go to the AllTop homepage and search for a keyword.
- Next, find the categories that fit best with your site's topic. AllTop will show you their hand-picked list of quality blogs in that category.
- Now you have a long list of some of the best blogs in your industry. And these bloggers are the exact people that you want to start building relationships with.
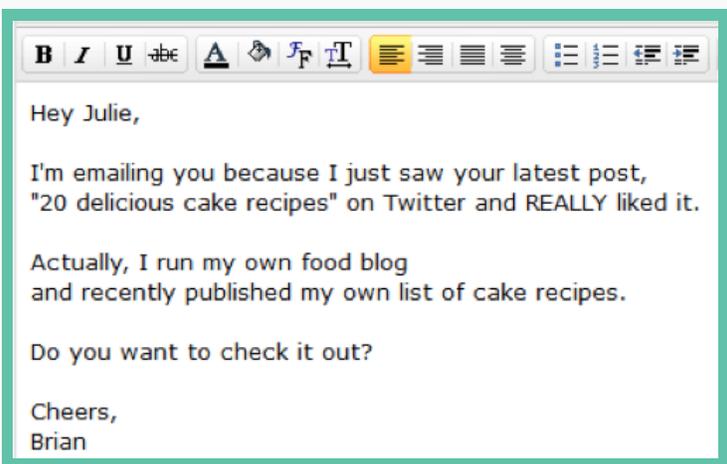
#1

7 LINK OUT TO AUTHORITY SITES ☐

- Link to at least 3 quality, relevant resources in every piece of content that you publish. That will show Google that your page is a Hilltop Hub.
- (More information on Hilltop here: http://en.wikipedia.org/wiki/Hilltop_algorithm)

9 USE THE WORD "BECAUSE" IN YOUR OUTREACH EMAILS ☐

- Use the word "because" very early in your outreach emails.
- Here's an example blogger outreach pitch that leverages the word "because" early on:

Hey Julie,

I'm emailing you because I just saw your latest post, "20 delicious cake recipes" on Twitter and REALLY liked it.

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

Do you want to check it out?

Cheers,
Brian

6 USE BENEFIT-FOCUSED CONTENT CURATION ☐

- Find 8-12 benefits that your readers want. For example, if you had a fitness blog, your benefits would be things like "Lose Belly Fat" and "Run a Faster Mile".
- Find content on other sites (and your own) that help people achieve those benefits.
- Create chapters around each of your benefits. Link to the content you found under each chapter.
- Reach out to the people you mentioned in your guide. They're usually happy to share it so they can show off to their followers :-)

8 SEND JUICE TO PAGES SITTING ON PAGE 2 OR 3 ☐

- Use Google Webmaster Tools to find keywords where you rank on the 2nd or 3rd page. These are keyword with an average position of 11-30.
- Identify authoritative pages on your site using the Top Pages tab from Open Site Explorer.
- Go to those pages and add internal links. Finally, add internal links from those authoritative pages to the pages that needs a boost.

ADD INTERNAL LINKS

10 WRITE MINI BLOG POSTS FOR YOUTUBE DESCRIPTIONS ☐

- Add 200+ word descriptions to your YouTube videos. This will help them rank higher for your target keyword... and show up for often as a "related video".
- Include your keyword 2-3 times in that description.

You Tube

11 REVERSE ENGINEER THE RESULTS ON PAGE 6

- Go to pages 2-10 and look for sites that once had great content…but are now a bit on the neglected side.

- Use a tool like ahrefs, Majestic SEO or Open Site Explorer to find links pointing to that site.

- Leverage The Skyscraper Technique to improve on their content and build more quality backlinks to your site.

## 13 HACK WIKIPEDIA FOR KEYWORD AND TOPIC IDEAS

- Head over to Wikipedia and enter a seed keyword.

- Next, keep an eye out for sections on the Wikipedia entry that display closely related keywords and topics, like the Contents, internal links and "See Also" section.

KEYWORD & TOPIC IDEAS

15 PUBLISH CONTENT WITH AT LEAST 1000 WORDS

- Make your blog posts at least 1000 words. 2500+ words is even better. The 21 SEO Techniques post that you read is over 5000 words. And you can see how many social shares and links that post has generated.
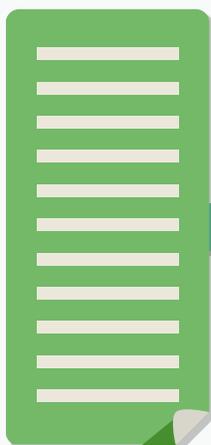
BLOG POST

12 EMBED LONG TAIL KEYWORDS IN TITLE TAGS

- Find super-long tail keywords that you can include in your title tag.

  For example, I published a post called "White Hat SEO Case Study: 348% More Organic Traffic in 7 Days."

  My target keyword for that post was, "white hat SEO." And I obviously included the keyword "white hat SEO" in the post's title.

  But I didn't stop there.

  I realized that the keyword "SEO case study" also got some decent traffic.

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

  Within days I was ranking #1 for "SEO case study."

  Embed that keyword into your title tag.

14 USE "BEST OF" LISTS TO FIND AWESOME LINK TARGETS

- Use these search strings to find lists of high-quality blogs in your niche.

  "[keyword] blogs to follow"

  "best [keyword] posts 2013″

  "top [keyword] blogs to follow" + "2013″

- Incorporate these blogs into your site's link building and blog outreach.

16 REMEMBER THE "FIRST LINK PRIORITY RULE"

- If you have two links on your page, make sure one at the top has keyword-rich anchor text (this is usually your site' navigation)

17 CREATE YOUR OWN KEYWORDS

- Name and brand your strategies and techniques. Not only does this establish you as a thought leader, but it can land you serious amounts of search engine traffic (You always rank #1 for keywords that you create.)
- (Examples: The Skyscraper Technique and Inbox Zero)

19 USE EXPERT ROUNDUPS TO GENERATE LINKS AND SOCIAL SHARES ON AUTOPILOT

- Collect the top blogs and websites in your niche (you can find them using SEO Technique #14 from this checklist: "Use Best of Lists to Find Awesome Link Targets").
- Put their name, blog, social media and contact information in a spreadsheet.
- Come up with a topic in your niche that your group of experts could shed some light on. Topics that your target audience struggles with is ideal.
- Email the experts on your list using this template:

> Hey John,
>
> I'm emailing you today because I'm putting together an expert roundup about buying a new car.
>
> The question I'm asking is:
> **"What is the ONE car buying tip you'd give to someone in the market for a new car?"**
>
> I know you're busy so a response of 50 or so words is more than enough.
>
> Thanks in advance!
>
> Cheers,
> Brian

- Publish the roundup and email your contributors to let them know that it's live.

18 GET PRODUCT REVIEWS AT SCALE USING TOMOSON

- Create a "Promotion." A promotion simply describes the product that you're giving away.
- Next, set criteria for blogs that are allowed to participate in your promotion. You can filter by Alexa rank, Twitter followers, PageRank and monthly visitors.
- After you post your promotion, bloggers will start to apply for it. That way, you can see if the blog is a good fit before sending them anything.
- Finally, send them your product and get your links!
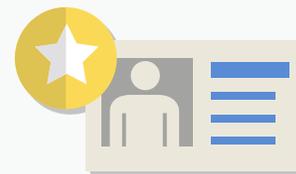
20 FIND NICHE-SPECIFIC LINK BUILDING OPPORTUNITIES USING FLIPPA

- Head over to Flippa and click on All Listings ->Categories. Find the **broad category** that fits best with your niche.
- Look for sites for sale with a PageRank of at least 2.
- Read the description to find niche-specific link building opportunities that the site used to land links.

21 USE FACEBOOK ADS FOR KEYWORD RESEARCH

- Head over to Facebook Ads and click on "Create and Ad." Then, choose Page Likes –> Continue
- Scroll down to the "interests" section of the next page.
- Next, enter a keyword in the "Precise Interests" field. Facebook will actually suggest keyword ideas for you, similar to Google Suggest.
- Choose a Topic or Precise Interest from the list of suggestions. Facebook will show you a list of "Suggested Likes and Interests." These make *fantastic* seed keywords to enter into the Google Keyword Planner.

CRAZY LONG LISTS

People LOVE linking to insanely long lists of helpful items. In today's world, where "7 tips for…" are everywhere, an insanely long list makes you INSTANTLY stand out.

Here are two examples of ridiculously long lists from the web:

100 Ways to Conserve Water
(Over 800 Linking Root Domains)

101 Ways to Build Link Popularity
(Over 650 Linking Root Domains)

- Identify a topic in your industry where a list of items would make sense and add value.
- Organize your list into categories. If your list is "101 ways to eat healthier", divide the list up into categories like "breakfast", "low-carb desserts", "mindset" etc.
- Create your long list. #hustle
- Publish your list. Reach out to people linking to any shorter lists out there and give them a heads up about your list.

HERE'S WHAT TO DO NEXT

1

Send me a message to my personal email address brian@backlinko.com to let me know what you think of this guide.

2

Follow me on Twitter where I share helpful content on SEO, conversion rate optimization and inbound marketing.

3

Pat yourself on the back.
You just read a 5-page checklist ;)

BACKLINKO

THE UPSIDE DOWN GUEST POST

The Upside Down Guest Post is like a regular guest post… but way better.

Why? Because most guest posts backlinks have a VERY obvious footprint for Google to identify and devalue.

(For example, links embedded in an author bio box)

Unless you strategically place your guest posts to minimize your footprint and maximize their value, it's only a matter of time before they become less powerful.

And that's EXACTLY what The Upside Down Guest Post does.

Instead of a low-quality link buried at the bottom of a page, the Upside Down Guest post puts your link *exactly* where Google wants it: surrounded by unique content.

How? First, let me show you what NOT to do…

When most people put contextual links to their site within a guest post, they do something like this:

For example, of you were running a dry cleaner in Chicago, you'd want to make sure that you have a presence on social media sites like Twitter and Facebook.

That not only looks spammy to the blog owner and the reader… but to Google too.

The Upside Down Guest Post takes a slightly different approach…

Instead of jamming your link into a sentence that doesn't make sense…

…you're adding your link as a "helpful resource" within the body of the article.

For example, if you were publishing an article about how to write a book, you'd have sections like:

Coming up with ideas

Creating chapters

Writing an outline

With the Upside Down Guest post you actually add a little list of useful links after each section.

Of course, you should list a piece of your content as one of those resources.

If you want to take this to another level…

You can also link to other pages on the web that already link to your site.

That will send juice to THOSE pages…making them more powerful

(This is white hat tiered link building at its best).