

# BACKLINKO

HOW TO AVOID THE  
4 FATAL SEO MISTAKES

WORKSHEET

# How to Avoid the 4 Fatal SEO Mistakes

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Most people struggle with SEO because they follow “best practices” from so-called SEO experts.

And as you saw in the video, most of these “SEO best practices” are actually HUGE mistakes.

Specifically, there are 4 Fatal SEO Mistakes that block most people from success.

**(Note:** Make sure to **watch the video** before reading on. Otherwise, this worksheet won’t make any sense.)

I obviously don’t need to go over the mistakes here because you saw them in the video.

But I wanted to cover some additional content here in this worksheet to help you sidestep these mistakes... for good.

And in the next lesson we’re going to get into some insanely actionable stuff. Specifically, you’re going to learn how to use The WASP Method to help your site hit Google’s first page... FAST.

But for now, let’s dive into this worksheet:

There are 3 steps you need to take in order to avoid the 4 fatal SEO Mistakes from today’s lesson.

## 1 Step #1: Move Your Publishing Schedule To “Quality” Over “Quantity”

As you saw in the video, Backlinko has grown to 140,000+ unique visitors per month with only 36 total blog posts.

When I tell this to people they can’t understand it. They say, “I thought that Google loved sites with lots of unique content. How can you get so much traffic with only 36 posts?”.

The fact of the matter is this:

Google doesn’t reward big sites with lots of content.

They reward sites with the BEST content (in other words, content with the most quality backlinks pointing to it).

In my premium business training course, SEO That Works 3.0, I show you exactly how to create the types of content that Google wants to rank.

But for now, it's time to move your content marketing focus from "quantity" to "quality".

**Here's a quick story to illustrate how this works:**

When I launched my weight loss blog in 2010, I updated it CONSTANTLY.

That's because I read this advice plastered all over the web:

"The secret to first page rankings is to keep your site updated with unique, quality content".

And you know what?

Back in the day Google DID reward sites that updated all the time.

But regularly updated blogs became so common that they stopped giving them any special treatment.

Today, Google's #1 goal is to show their users the BEST result. If it's from a site that hasn't been updated in a year? So be it.

That's why I want you to make your next post something truly special.

Does it take time and work? Yes.

But as I proved to you in the video, it works.

## 2 Step #2: Commit to Promoting Your Next Blog Post

With my old weight loss blog, I followed the "Publish and Pray" approach.

Whenever I published a new post I would just publish... and pray that someone linked to it.

And guess what? ZERO people linked to me.

Flash forward to 2013 when I first launched Backlinko. Instead of "Publish and Pray", I promoted everything that I published.

And it worked!

Because I published the **right types of content** (and promoted them), Backlinko quickly zoomed to the first page for insanely competitive keywords like "on page SEO" and "link building".

As you can see, content promotion works.

But like anything in marketing, there's a right way and a wrong way to promote your content.

And in the next lesson I'll show you the right way.

Specifically I'll walk you through a step-by-step process called The Content Roadshow that I personally use to promote my content.

But for now, let's move onto step #3.

### 3 Step #3: Set a Big Fat SEO Goal For Your Site

You've already made a lot of progress simply by following steps 1 and 2 from this worksheet.

Now that you're on the right path with your SEO, it's time to set a goal...

...a goal that identifies what you want to accomplish over the next few months.

Specifically, what keywords do you want to rank for? How much monthly traffic do you want to get?

And most important of all:

#### WHY do you want to do all this?

To have more freedom?

To make more money?

To travel the world?

To spend more time with your kids?

Try to be as specific as possible with your goals. But don't sweat the numbers too much.

For example, a few years ago, one of my goals was to generate over 100,000 unique visitors per month. Why 100,000? Because it was a nice round number that sounded cool :-)

#### ACTION STEP: Set Your SEO Goals Right Here

My goal with SEO is to generate \_\_\_\_\_ visitors per month. One way to do that is to rank in the top 3 for my target keyword: \_\_\_\_\_.

This goal will help me \_\_\_\_\_, which is very important to me.

Example:

My goal with SEO is to generate **100,000** visitors per month. One way to do that is to rank in the top 3 for my target keyword: **keyword research**.

This goal will help me **have more free time that I can spend traveling**, which is very important to me.

### WHAT'S COMING NEXT

Now that you're on the right track with SEO it's time to get into the nitty gritty.

In the next lesson you're going to learn how you can use the WASP Method to hit Google's first page in record time.

So keep an eye out for the next lesson.

-Brian Dean