

BACKLINKO

HOW TO CREATE CONTENT
PEOPLE WANT TO SHARE

WORKSHEET

How to Create Content People WANT To Share

So you now understand how easy it can be to grow an online business when you generate more targeted traffic.

And as you saw in the video, white hat SEO is (by far) the BEST way to bring more targeted visitors to your site.

(Important Note: If you didn't watch the video, this worksheet won't make any sense. So make sure to watch the entire video before you continue reading)

Now:

If you're already having success with SEO -- and want to scale your success -- great! This free series will help you do just that.

And if you're struggling with SEO? You're also in the right place.

Remember: I struggled with SEO for 4 long years before I finally figured things out in the summer of 2012. And the 2-step formula that I outlined in the video helped me go from "zero" to "hero" in record time.

Then, in early 2013, I used this same formula to scale my success. That's when I launched Backlinko.

Even though Backlinko was in the extremely competitive internet marketing industry, I quickly grew my blog from zero to 10,294 unique monthly visitors in just 6 months.

And then from 10,294 to 56,846 monthly unique visitors in under a year.

(Today, Backlinko generates over 140,000 unique visitors per month).

And it's all thanks to these 2-steps:

1. Publish an awesome piece of content
2. Promote that content

And in this worksheet I'll help you get started with the first step:

Publish an awesome piece of content.

Let's dive right in:

1 Step #1: Find Influential People In Your Niche

This is HUGE.

Unless you can describe your target customers as “influential bloggers and journalists”, your target audience isn’t going to share your content or link to your site. And if no one links to you, you’re NOT going to rank in Google.

And if they don’t share your content, you’re not going to increase traffic to your website.

There’s a simple reason for that:

Your target customers don’t run websites in your niche!

For example:

The content on my old nutrition site was aimed at people looking to lose weight.

My target audience? They loved it.

The influencers in the health and fitness world? They hated it.

As it turns out, the influencers in my niche (health and fitness bloggers) thought my content was too basic and “rapid fire”. With very few exceptions, these influential people ONLY share in-depth articles.

That’s one of the reasons Steve Kamb at Nerd Fitness succeeded where I failed.

His in-depth, 3,000-word blog posts (like his [Beginner’s Guide to Intermittent Fasting](#))...

...attracted backlinks from influential health and fitness bloggers with ease.

While my short list posts struggled to get ANY links. And because I didn’t get any links, my site got nowhere near the first page.

Bottom line: Publishing content that appeals to your target customer isn’t enough. You ALSO need to publish content that **your influencers** will share and link to.

How about an example?

David is an SEO That Works graduate that heads up content marketing at iSEEit, a mobile CRM (Customer Relationship Management) tool.

Before David wrote a single word, he looked for people that tended to share content about CRM software, lead generation and online sales.

And David quickly found a group of people that loved to share content on those specific topics:

Sales bloggers.

And David's [first piece of content](#) was aimed squarely at this group.

Today, that post ranks in the top #5 for a keyword that his customers search for every day: "Sales advice".

As you can see, to succeed with white hat SEO, you need to create content that appeals to influencers.

Question is:

How do you do it?

I cover the exact step-by-step process for finding influencers in my new premium training program, SEO That Works 3.0.

But for now, here's a quick technique to get you started:

 **ACTION STEP: Use Google to Find 5-10 Influencers**

Simply Google keywords that will bring up blog posts in your niche... or in a related niche.

Then list the people who wrote those posts in the table below.

For example, let's say you run a photography business.

Searching for a keyword like "wedding photography Boston" will bring up your competitors... not influential bloggers.

On the other hand, searching for THESE keywords will help you find influencers that you can create content for:

"iphone photography tips"

"lighting for a photo shoot"

"how to choose a camera lens"

"best cameras for food photos"

Remember: these influencers don't need to write directly about what you sell.

For example, Mike Bonadio runs a digital marketing agency in New York.

And one of his clients runs a pest control business. Good luck finding influencers that blog about cockroaches and mice!

But Mike realized that there's a huge group of influencers that write about the related topic of **pest control in gardens:** gardening bloggers.

So he created [an infographic](#) that appealed to bloggers that write about gardening. And it was a huge success! That infographic was featured in mega-authority sites (like LifeHacker).

Here are a few more examples to help you work through this step:

| IF YOU RUN MARKETING FOR... | YOU'D SEARCH IN GOOGLE FOR... |
|--|--|
| A Local Attorney Website | "how to register a trademark", "how to pass the bar exam", "ways to get out of a ticket". |
| Ecommerce Website That Sells Coffee Mugs | "health benefits of coffee", "what is fair trade coffee?", "coffee with the most antioxidants" |
| A Digital Marketing Agency Website | "advanced SEO tips", "guide to pinterest marketing", "facebook ad bidding strategies" |

List 5-10 Influencers In Your Industry (Or a Related Industry) Here.

| NAME |
|------|
| |

Once you've identified the influential people in your industry, it's time for step #2...

2 Step #2: Find Out What Your Influencers Care About

After you know exactly who the influencers in your space are, it's time to figure out what they care about.

Because once you understand which topics push their buttons, you can create content that appeals to them.

Example:

A few years ago I created an infographic for a client in the investing niche. The topic? Inflation.

Even though that niche is far from "interesting", our infographic went viral. We're talking thousands of targeted visits in the first two days.

Now there are dozens of reasons this infographic did so well, from the design to the content promotion campaign.

But a good chunk of its success was due to one simple thing:

It appealed to the influencers in the personal finance space.

I'll explain.

At the time, I noticed that a lot of high-powered financial bloggers were up in arms about inflation.

So I decided to create an infographic that highlighted the problem they cared so much about.

And it worked GREAT.

Bottom line: If you want influential people to share your content, find out which topics they care about most.

ACTION STEP: List 3-5 Topics That Would Appeal To These Influencers

Using the list of influencers you found in step #1, find a few topics that they tend to cover most often.

How? Skim their last five blog posts. Spend a few minutes seeing what types of topics they talk about (and link to). When you do, you'll usually walk away with 4-5 topics that you can create content around.

(You can also look at their social media profiles -- like Twitter and Facebook -- to see what types of content that they tend to share)

For example, if you check out the latest posts at Backlinko, you'll notice that most of my recent content revolves around video SEO and Google RankBrain.

List 3-5 Topics That Might Appeal To These Influencers Right Here.

TOPICS

Now that you know what topics your influencers tend to share, how do you create content around those topics?

And more importantly: how do you promote that content?

Over the next week I'll show you exactly how to do it.

Specifically, you'll learn about the 4 Fatal SEO mistakes that hold people back from success with white hat SEO.

I'll also show you the exact step-by-step process I used to rank in the top #3 for the keyword "list building" (to date, this post has brought in 80,237 visitors).

For now, just get an idea of what topics your influencers tend to share and talk about.

And I'll see you soon.

-Brian Dean