

BuzzSumo: The Definitive Guide



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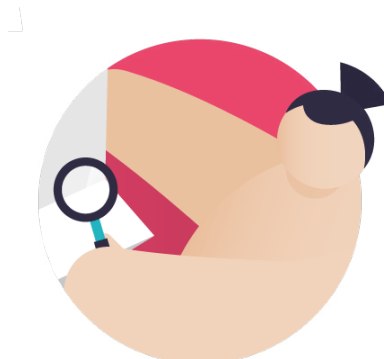
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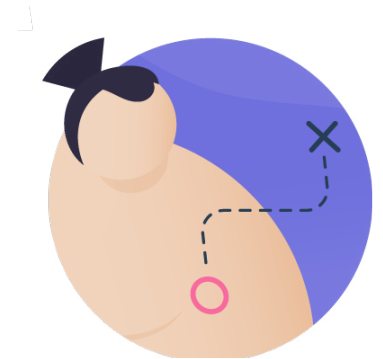
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Chapter 1

Find Content Ideas





In this chapter you'll learn how to use BuzzSumo to create better content.

Specifically, I'll show you how to find proven content ideas that work GREAT.

(Including lots of real life examples of these steps in action)

Find Awesome Topics With a Keyword Search

[Share](#)

This is BuzzSumo's bread and butter feature.

Just enter a keyword related to your industry...

Most Shared

[Search](#)

[How to run an Advanced Search](#) ✓

Search our entire database of content, sorted by social engagements. [Learn more about using Most Shared.](#)

[Take a Quick Tour](#)

...and get a list of the most popular content on that topic.

Page 1 of 215

How to run an Advanced Search ▾

① Results not relevant enough? Click here to search for "Paleo Diet" in the article's title only

Sort by: Total Engagements ▾

		Facebook Engagements	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagements ↓
IBIH 5 Day Keto Soup Diet - Low Carb & Paleo I Breathe I'm Hungry By Carol Virge Says — Jun 15, 2017 ibreatheimhungry.com	<input type="checkbox"/> Save <input checked="" type="checkbox"/> View Backlinks <input checked="" type="checkbox"/> View Sharers <input checked="" type="checkbox"/> Share	5.3K	6	7K	0	7	2	12.4K
WHY I QUIT PALEO KETOGENIC DIET & WENT PLANT-BASED - Dr. Lim Aug 9, 2017 youtube.com Video Why Post	<input type="checkbox"/> Save <input checked="" type="checkbox"/> View Backlinks <input checked="" type="checkbox"/> View Sharers <input checked="" type="checkbox"/> Share	11.9K	203	0	0	16	10	12.1K
Paleo Diet Recipes: 9 Asian Recipes by Nom Nom Paleo By Nom Nom — Mar 9, 2018 greatist.com	<input type="checkbox"/> Save <input checked="" type="checkbox"/> View Backlinks <input checked="" type="checkbox"/> View Sharers <input checked="" type="checkbox"/> Share	544	15	4.6K	0	17	4	5.1K
IBIH 5 Day Keto Soup Diet - Low Carb & Paleo I Breathe I'm Hungry By Heather Says — Jun 15, 2017 ibreatheimhungry.com	<input type="checkbox"/> Save <input checked="" type="checkbox"/> View Backlinks <input checked="" type="checkbox"/> View Sharers <input checked="" type="checkbox"/> Share	3K	17	2.1K	0	2	10	5.1K
Meet Grace, Who Has Been On A Strict Paleo Diet Since Birth By Daniel Pike — May 1, 2018 providi.com	<input type="checkbox"/> Save <input checked="" type="checkbox"/> View Backlinks <input checked="" type="checkbox"/> View Sharers <input checked="" type="checkbox"/> Share	3.9K	11	22	0	4	0	4K

Share

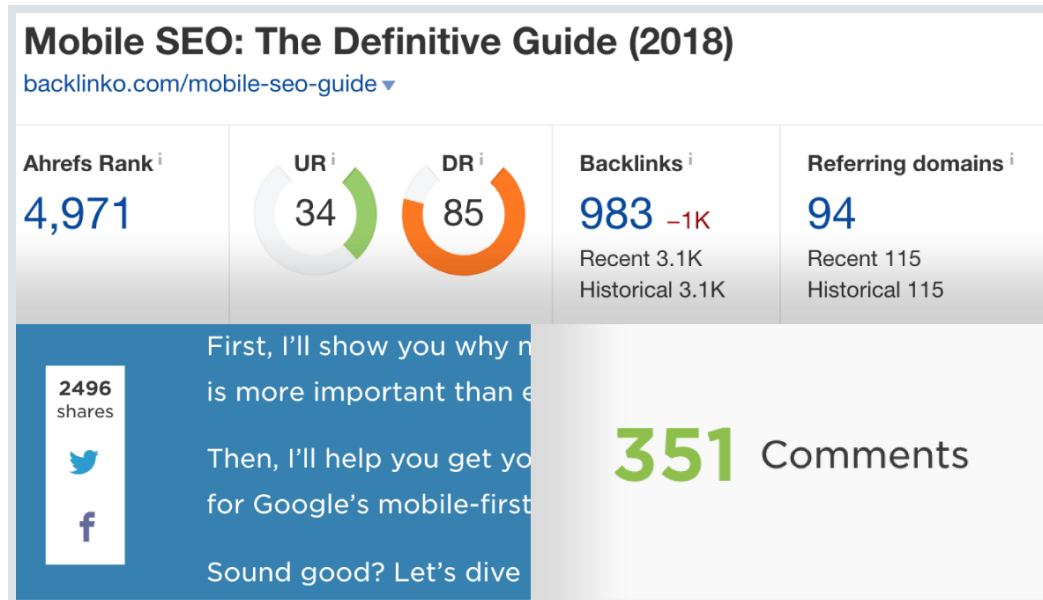


Don't let the simplicity fool you. This is a VERY powerful feature.

In fact, BuzzSumo's keyword search helped me create one of my most successful posts of 2018 (so far): [The Definitive Guide to Mobile SEO.](#)



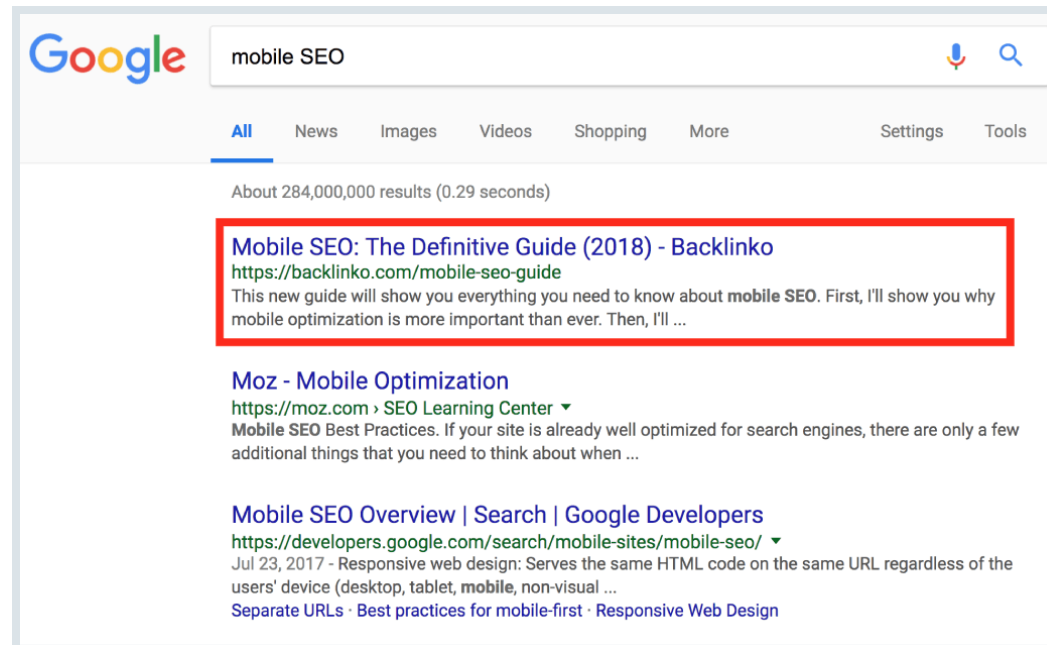
To date, this single piece of content has generated 2400 social shares, 351 comments and links from 90+ different domains.



Share



Also, this post currently ranks in the top 3 for my target keyword “mobile SEO”.



Share



And I got the idea for this post from BuzzSumo.

Here's how it went down...

[Share](#)

A few months back I did a BuzzSumo search for “SEO”:

Most Shared

Search

[How to run an Advanced Search](#)

That way, I could quickly find content in the SEO space that got lots of shares and links.

I also used a few filters to zero-in on relevant results.



☒ Only B2B Publishers

☐ One Result Per Domain

☐ Exclude Large Publishers

☐ Only Large Publishers

Content Type ⓘ >

Language ⓘ >

Country (TLD) ⓘ ∨

.com (.com)

Word Count ⓘ >

Filter Domains ⓘ >

Apply Filters

Reset Filters

(More on that later) And I noticed that 4 of the top 20 pieces of content were about: **mobile SEO**.

Share



Helping users easily access content on mobile By Google Webmasters — Aug 23, 2016 googleblog.com	Save View Backlinks View Sharers Share	6.2K 3K 200 587 2463 111 10K
Using page speed in mobile search ranking By Google Webmasters — Jan 17, 2018 googleblog.com	Save View Backlinks View Sharers Share	3.3K 3.9K 15 137 2188 48 7.3K
Rolling out mobile first indexing By Google Webmasters — Mar 26, 2018 googleblog.com	Save View Backlinks View Sharers Share	4.3K 2.7K 4 261 1727 28 7.2K
The importance of micro-moments: The mobile customer journey - Search Engine Land By Jim Yu — Jun 14, 2016 searchengineland.com	Save View Backlinks View Sharers Share	4.6K 1.3K 0 2 16 15 6K

When I dug deeper, I realized that 3 MORE of the top 20 posts at least touched on the topic of “mobile SEO”.



So in total:

7 out of 20 (35%) of the most popular posts in the entire world of SEO were about mobile optimization.

That's when I realized: "I better get cracking on a mobile SEO post!".

I also realized something else:

None of those 7 posts actually showed people how to optimize their site for mobile devices!

So I decided to fill in that content gap with a guide overflowing with actionable tips:

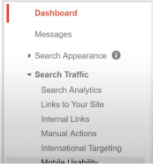
Share



Use Google's Mobile Usability Test

This nifty tool found in the [Google Search Console](#) lets you know if your site has any mobile usability issues.

To use it, head over to your GSC account. Then click on "Search Traffic" → "Mobile Usability".

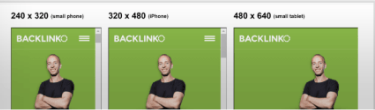


How Does Your Responsive Site Actually Look? Check Out This Cool Tool

It's one thing to see how Google views your mobile site. But nothing beats actually seeing your site on different devices.

So if you use responsive design on your site, I recommend checking out [this free tool](#).

It'll show you how your site looks on iPhones, tablets and more:



Don't Forget the "Viewport Content" Tag


Do you use responsive design? If so, don't forget the viewport meta tag.

This tag changes the size of your page based on the user's device.

And Google recommends that you setup your viewport meta tag like this:

```
HTML
<meta name="viewport" content="width=device-width, initial-scale=1">
```

If you forget this tag, or if it's not configured correctly, your site could look funky to mobile users.



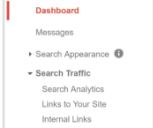
Fix Your Mobile CTR, Get More Traffic

I probably don't need to tell you that your organic click-through-rate is a [HUGE Google ranking factor](#).

And if Google sees that mobile users don't click on your result, they're going to downrank you.

But how do you know if your CTR is up to snuff? Here's the exact process:

First, head over to the [Google Search Console's Search Analytics](#) section.



Because my content was based on a proven topic — and contained information no one else covered in one place — it did REALLY well.

Share



Steal Your Competitor's Best Content Ideas

Did you know you can search in BuzzSumo with a domain?

Well, you can. And it's REALLY cool. When you do, you'll see that site's best-performing content.

Most Shared

backlinko.com

Search

Save Search

Export

How to run an Advanced Search

Sort by

Total Engagements

Facebook Engagements

Twitter Shares

Pinterest Shares

Reddit Engagements

Number of Links

Evergreen Score

Total Engagements

SEO in 2018: The Definitive Guide

By Brian Dean — Oct 25, 2017

backlinko.com

3.7K

1.4K

133

26

394

80

5.3K

Google RankBrain: The Definitive Guide

By Brian Dean — Jan 9, 2018

backlinko.com

3.5K

1.1K

195

2

285

26

4.8K

Voice Search SEO: How to Optimize in 2018

By Brian Dean — Feb 28, 2018

backlinko.com

How Article

1.7K

989

68

5

253

16

2.7K

Mobile SEO: The Definitive Guide (2018)

By Brian Dean — Mar 21, 2018

backlinko.com

960

524

32

0

92

4

1.5K

Google Search Console: The Definitive Guide

By Brian Dean — May 15, 2018

backlinko.com

552

522

101

1

32

0

1.2K

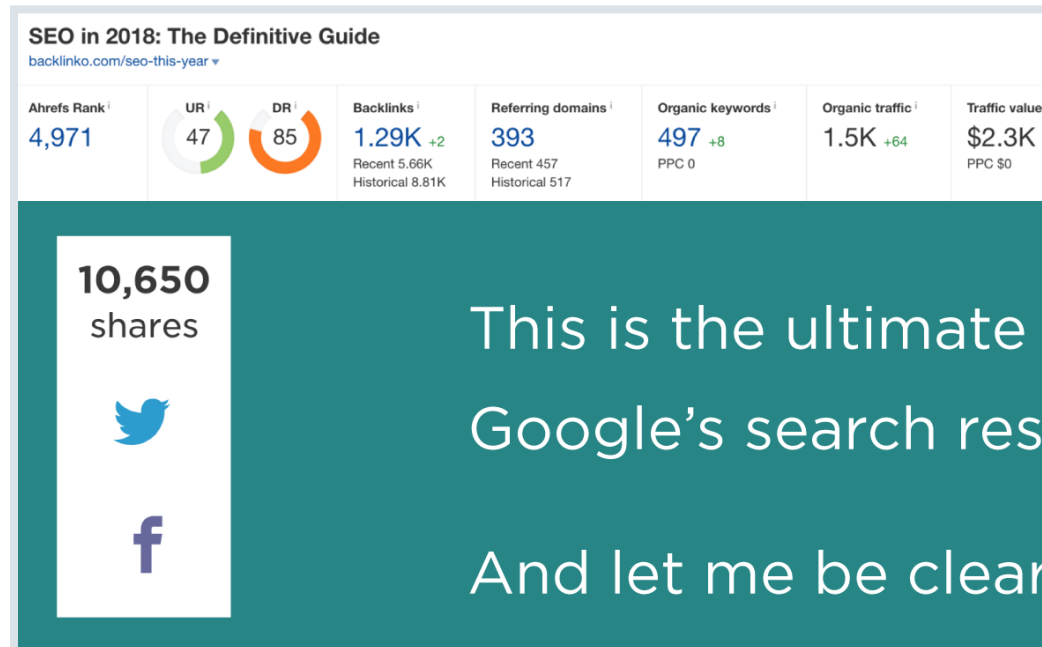
And this feature helped me create one of my best-performing pieces of content... ever.

Share

The content? [SEO in 2018: The Definitive Guide.](#)



Not only has this guide racked up a boatload of shares and links...



...but it's consistently one of my 10 pages in terms of monthly organic traffic.

Share



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
Organic Traffic							
1. /							
2. /how-to-rank-youtube-videos							
3. /on-page-seo							
4. /seo-techniques							
5. /google-ranking-factors							
6. /blog							
7. /seo-tools							
8. /increase-website-traffic							
9. /seo-this-year	11,051 (4.19%)	10,041 (4.36%)					
10. /google-keyword-planner							

Let me walk you through the exact process that I used to develop and create that piece of content.

First, I popped Moz.com into BuzzSumo search.

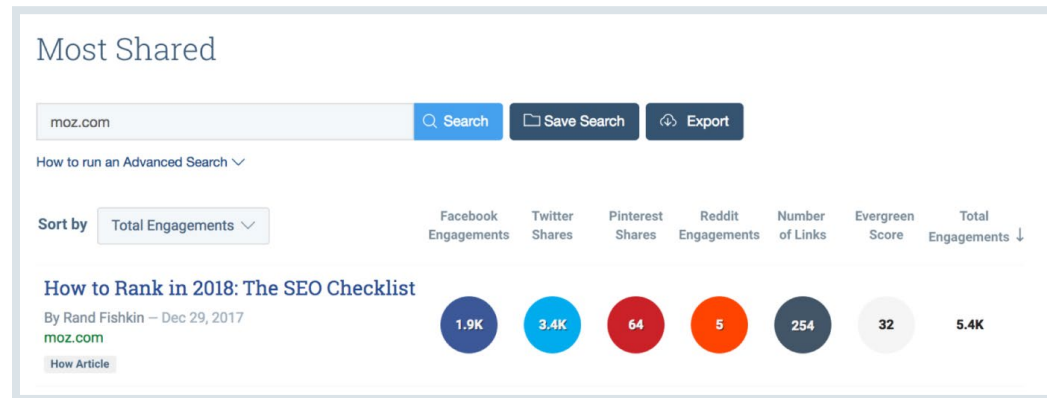
Most Shared

How to run an Advanced Search ▼

And I noticed something surprising right away:

The #1 post from the Moz blog (out of 400+ posts) was about...
SEO in 2018.

Share

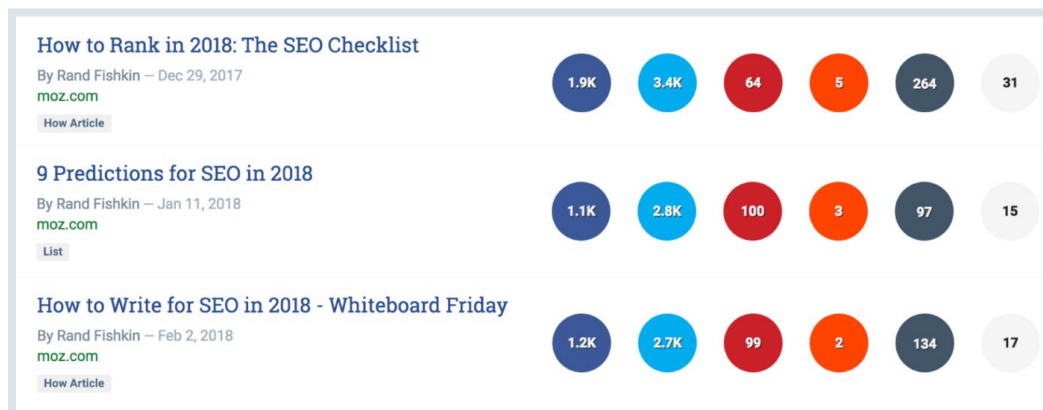


Say whaaaaat?!

It gets better:

3 of their top 10 posts were on that exact same topic

Share

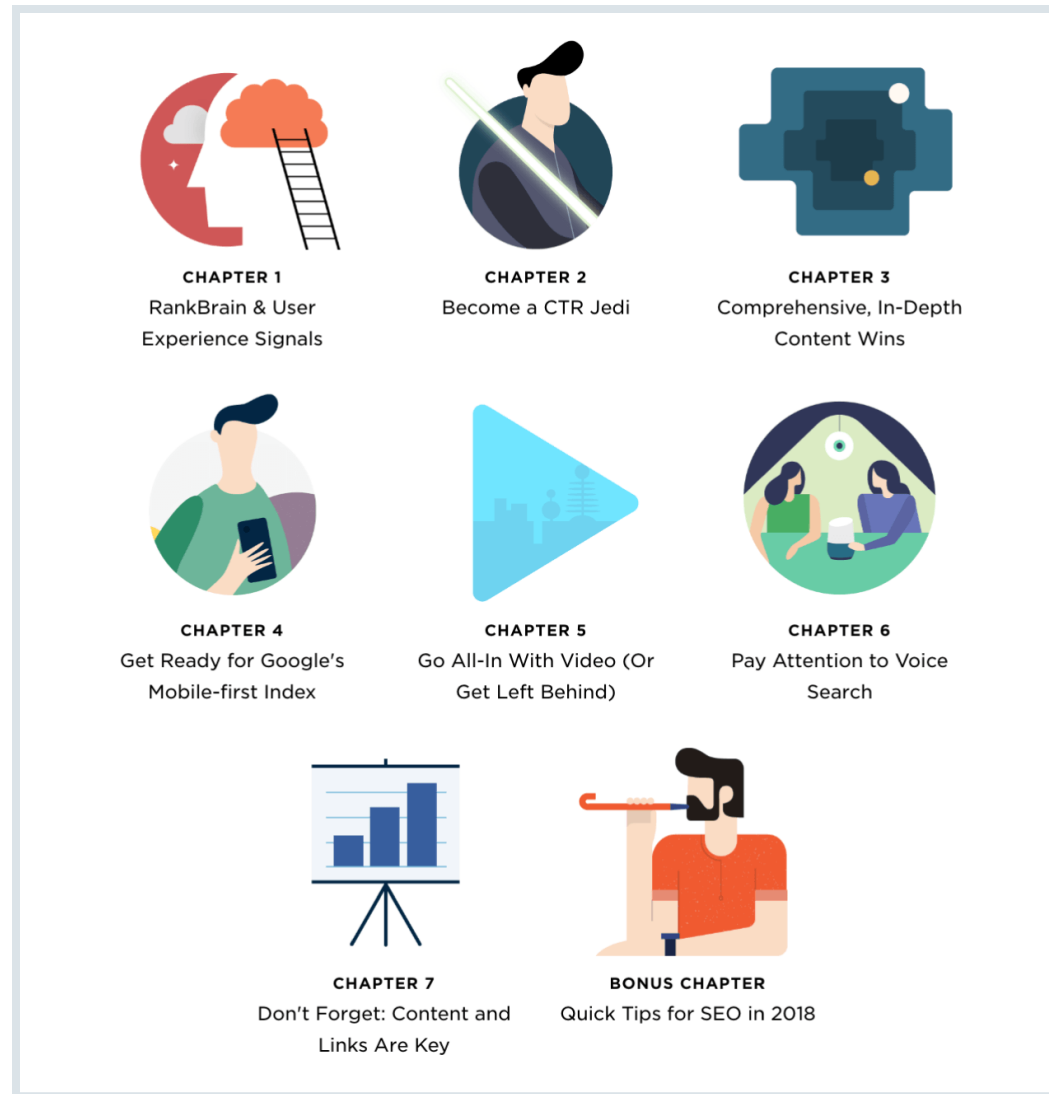


At this point I had NEVER even considered writing an “SEO in 2018” post.

(Why? Most of them are lame prediction posts that provide zero value)

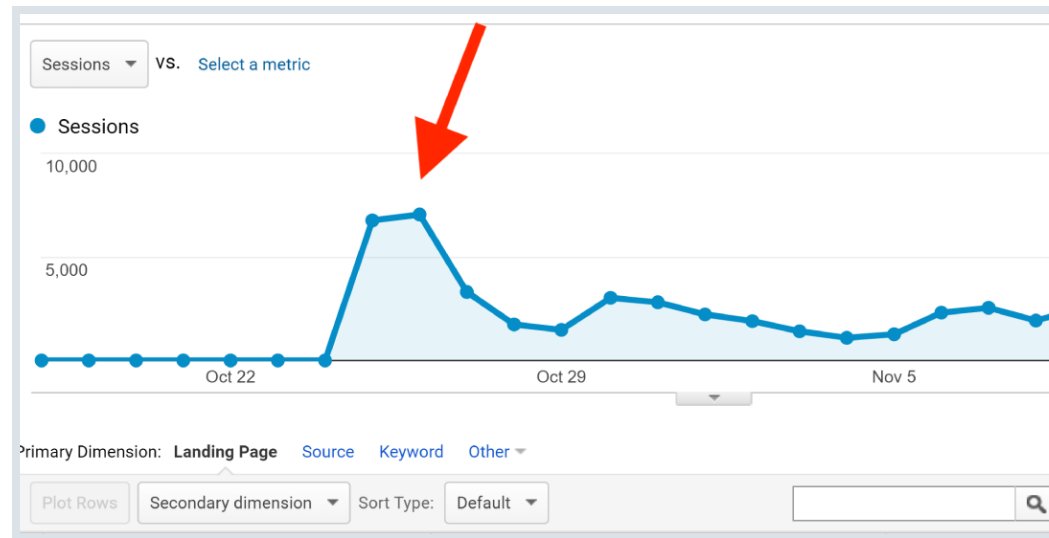
But considering how well that topic performed for Moz, I had to give it a shot.

Instead of a prediction post, I decided to include actual steps people could use to get their site ready for the upcoming year.



And like I mentioned earlier, that post absolutely crushed.

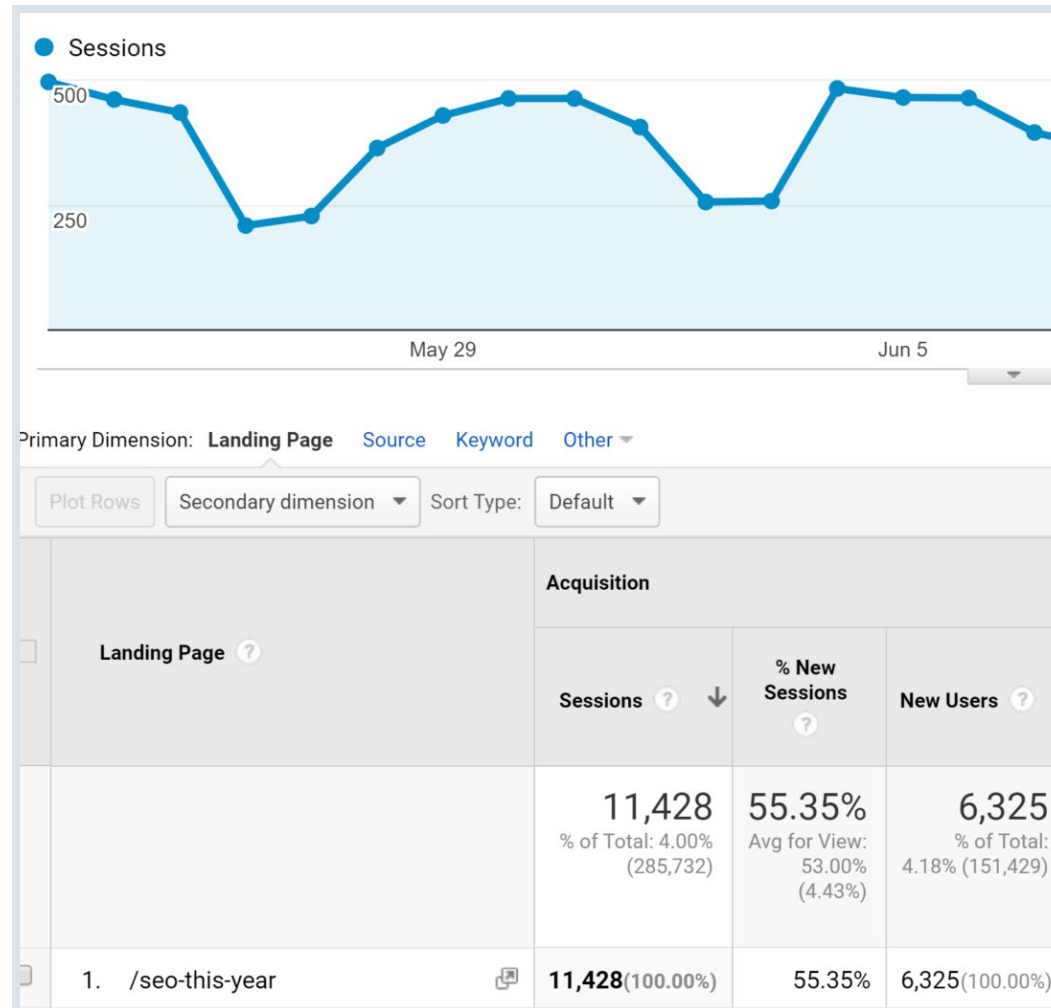
It got an initial wave of traffic in the first week...



Share



...and even though the post is over 6 months old at this point, it still brings in a consistent stream of traffic from Google, social media and blogs:



But that's not the main reason I use the Question Analyzer.

I mainly use this feature **to find long tail keywords**.

Why? Well, when someone asks a question on Reddit, it usually means they Googled it first... and came up empty.

In other words: Lots of people are searching for that question... but the results stink!

So if you can create a piece of content that answers that exact question, you can get boatloads of traffic.

Here's a real-life example: Earlier this year I decided to update [this post](#).

Share



The screenshot shows the Backlinko website layout. At the top is a green navigation bar with the 'BACKLINKO' logo and links for 'ABOUT', 'CONTACT', and 'SEO HACKS'. The main content area features an article titled 'YouTube SEO: The Ultimate Guide' by Brian Dean, last updated on September 29, 2016. The article text discusses YouTube as a search engine and a traffic source, mentioning that YouTube has over 30 million visitors per day. A red graphic with a magnifying glass over the YouTube logo and the text 'YOUTUBE SEO THE ULTIMATE GUIDE' is placed next to the text. A 'Free Bonus' box at the bottom of the article offers a free checklist. On the left side, there are social media share icons for Twitter (330 shares) and Facebook (1427 shares). On the right side, there is a green sidebar with a 'Get Exclusive Traffic Tips' section, which includes a sign-up form for an email newsletter and a quote from Neil Patel of Quicksprout.

BACKLINKO ABOUT CONTACT SEO HACKS

YouTube SEO: The Ultimate Guide

by Brian Dean · Last updated Sep. 29, 2016

You probably already know that YouTube is the world's second biggest search engine...

...and a **huge** untapped traffic source.

(In fact, YouTube gets over 30 million visitors **per day**)

Today I'm going to show you the ins and outs of YouTube SEO, including how you can rank videos in both Google and YouTube.

Free Bonus: Download a free checklist that will show you how to quickly execute this strategy. Includes 2 bonus YouTube marketing techniques not found in the post.

Get Exclusive Traffic Tips

Learn how to get more traffic with exclusive tips and insights that I only share with my private newsletter subscribers.

Enter your email address...

Sign Up

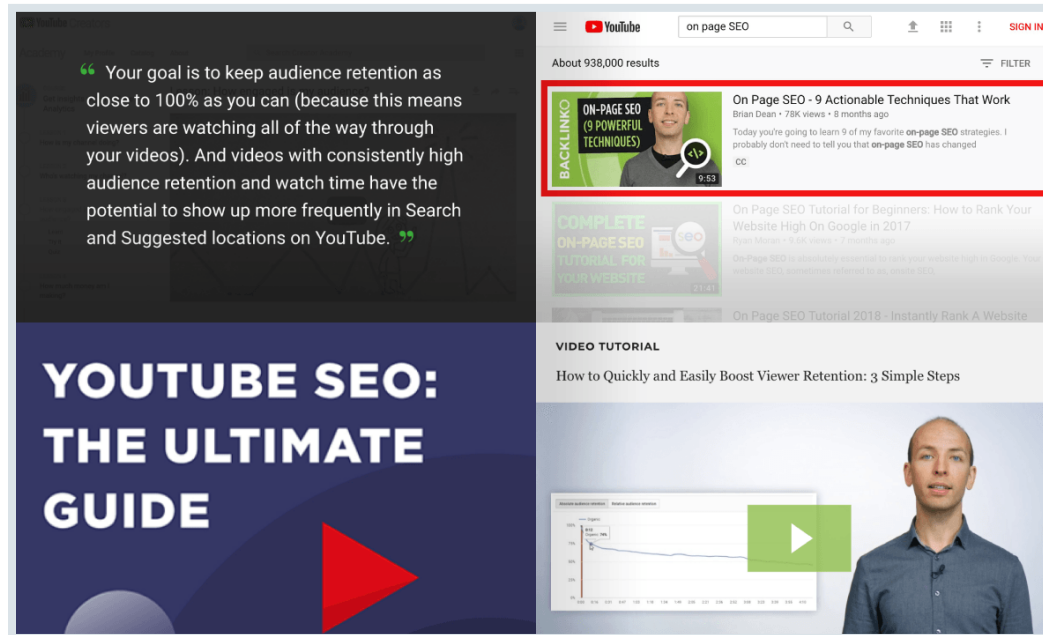
When it comes to link building, Brian Dean is the best in the business.

Neil Patel · Quicksprout

ESSENTIAL RESOURCES

So I added new screenshots, updated old content, and deleted outdated stuff:

Share



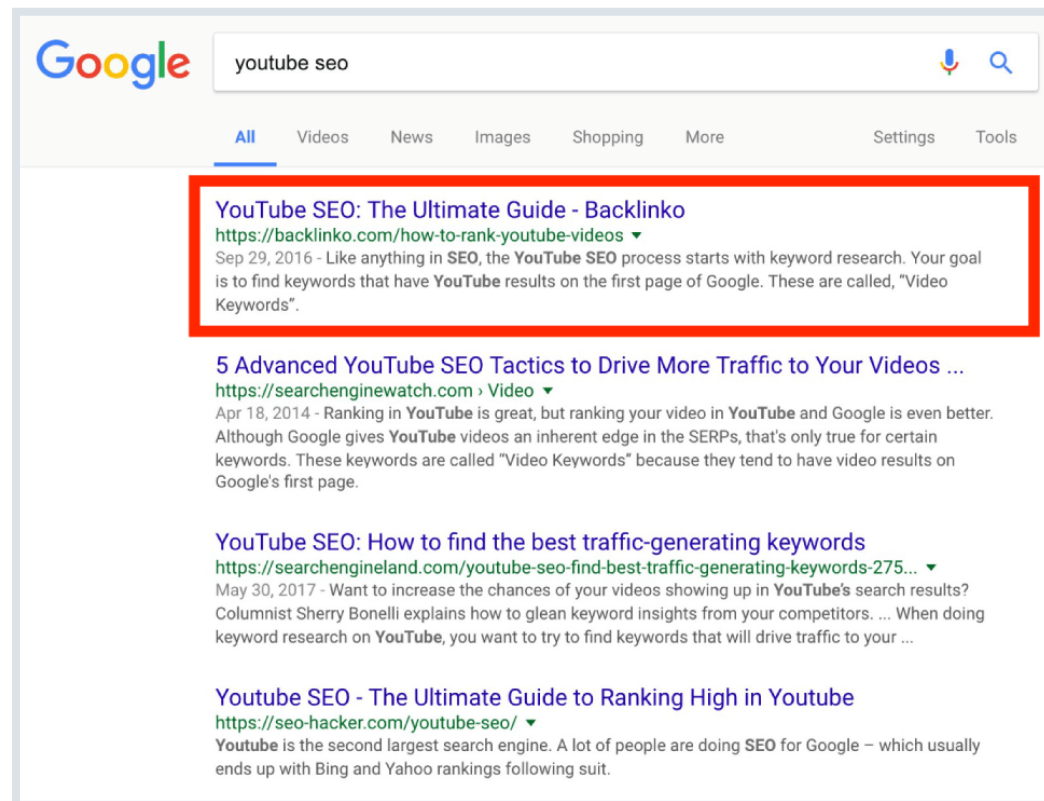
I also realized that the title tag was leaving A LOT of traffic on the table.

You see, the old title tag was:

YouTube SEO: The Ultimate Guide

As you can probably guess, my target keyword for that page was: “YouTube SEO”.

And sure enough, my post ranked #1 in Google for that term:



But I also realized that I could get even MORE Google traffic to that page by including a long tail keyword in the title tag.

Share



The question is: What long tail keyword should I pick?

[Share](#)

Well, back in the day, I would fire up the [Google Keyword Planner](#) and type “YouTube SEO” into it



▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

Your landing page

Your product category

Targeting ?

United States

All languages

Google

Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months

Customize your search ?

Keyword filters

Keyword options
Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Keywords to include

[Get Ideas](#)

But that would only give me super-similar variations of “YouTube SEO”.

Share



Locations: United States Language: English Search networks: Google

Keyword ideas [DOWNLOAD KEYWORD IDEAS](#) Last 12 months Jun 2017 – May 2018

☒ Exclude adult ideas

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> youtube seo	1K – 10K	Low	–	\$1.71	\$6.64	
<input type="checkbox"/> youtube search	10K – 100K	Low	–	\$1.14	\$3.00	
<input type="checkbox"/> video seo	100 – 1K	Low	–	\$3.34	\$10.22	
<input type="checkbox"/> youtube google search	1K – 10K	Low	–	\$1.85	\$2.81	
<input type="checkbox"/> youtube search engine	100 – 1K	Low	–	\$1.08	\$3.30	
<input type="checkbox"/> youtube seo tools	100 – 1K	Low	–	\$3.21	\$11.60	
<input type="checkbox"/> youtube video seo	100 – 1K	Low	–	\$1.90	\$7.59	

(And as you can see, most of these variations have really low search volume)

Instead, I logged into BuzzSumo and typed “YouTube SEO” into the Question Analyzer:

Question Analyzer

☒ Search by Keyword
 ☐ Search by Domain (Forum)
 ☐ Search by Subreddit



YouTube videos

31 questions mention **YouTube videos**.

[How to rank youtube videos..? \(ewebdiscussion.com\)](#)

[How do I promote YouTube videos other than social media platforms and using **YouTube SEO**? \(quora.com\)](#)

[How to Re-Upload banned YOUTUBE video without footprint ? \(blackhatworld.com\)](#)

[SERP dominated by YouTube videos - Does that make it harder to rank a blog? \(blackhatworld.com\)](#)

[What is the best way to rank YouTube videos higher leaving SEO? \(quora.com\)](#)

[What is the maximum limit of description on YouTube videos? \(webmasterbabble.com\)](#)

rank

15 questions mention **rank**.

[How to rank youtube videos..? \(ewebdiscussion.com\)](#)

[SERP dominated by YouTube videos - Does that make it harder to rank a blog? \(blackhatworld.com\)](#)

[What is the best way to rank YouTube videos higher leaving SEO? \(quora.com\)](#)

[**YouTube SEO** 2017 - Do you think that it could be somehow prevented to rank high? \(blackhatworld.com\)](#)

[How do I rank as #1 in a YouTube search with my videos? What parameters are Google looking at while ranking all the videos? \(quora.com\)](#)

[How to Rank my Comment on YouTube? \(blackhatworld.com\)](#)

One particular question stood out right away: “How to rank youtube videos?”:

My post answered that question. But it wasn’t optimized around that term.

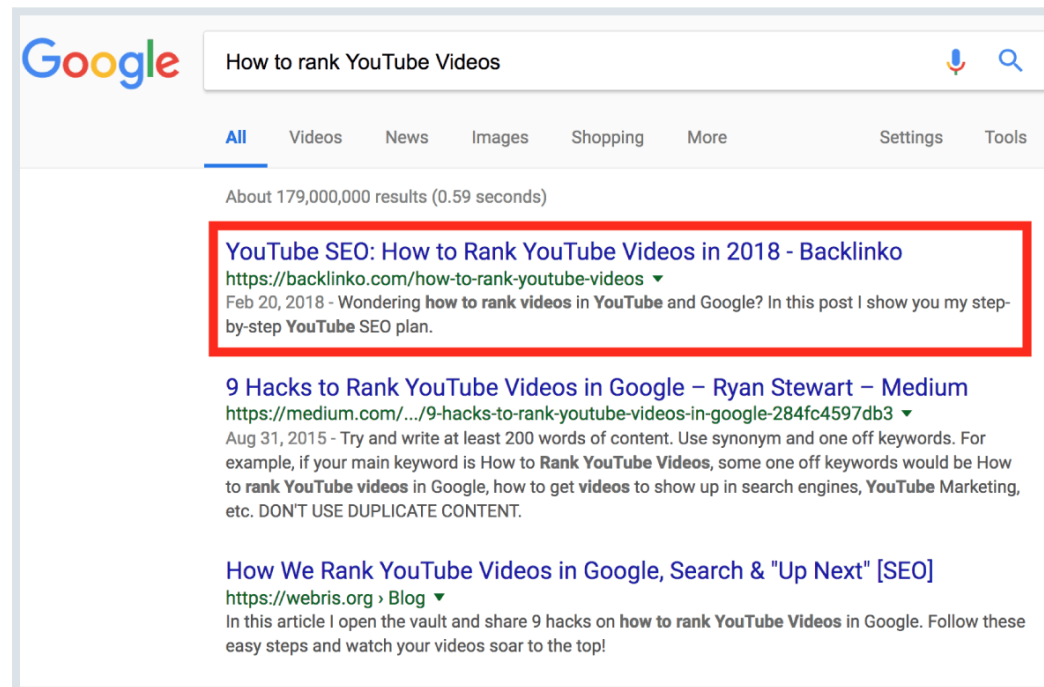
So I added a shortened version of that long tail keyword to my title tag:

```
<title>YouTube SEO: How to Rank YouTube Videos in 2018</title>
```

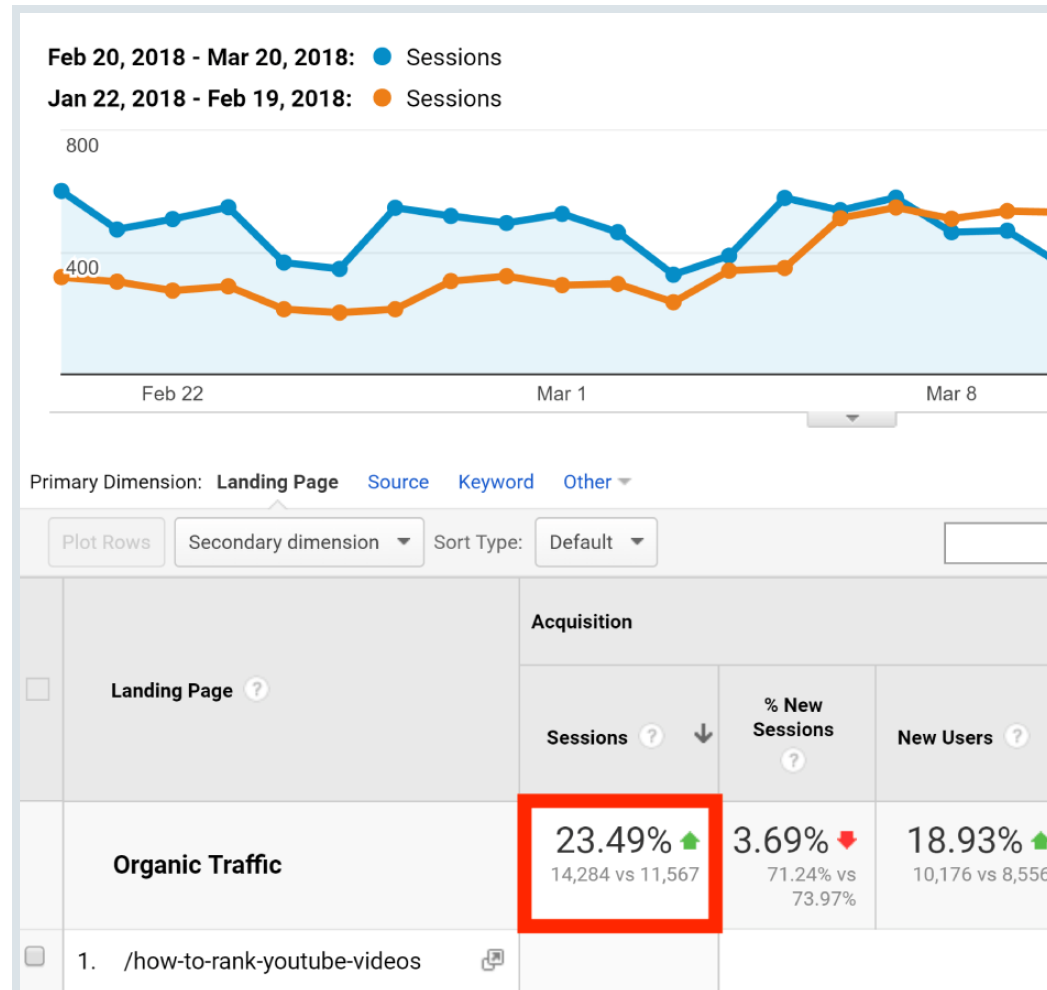
Share



And it quickly hit the #1 spot for that long tail keyword:



Which helped boost monthly organic traffic to that page by 23.49%.



Not bad.

Hack Facebook's News Feed With Facebook Analyzer

Share

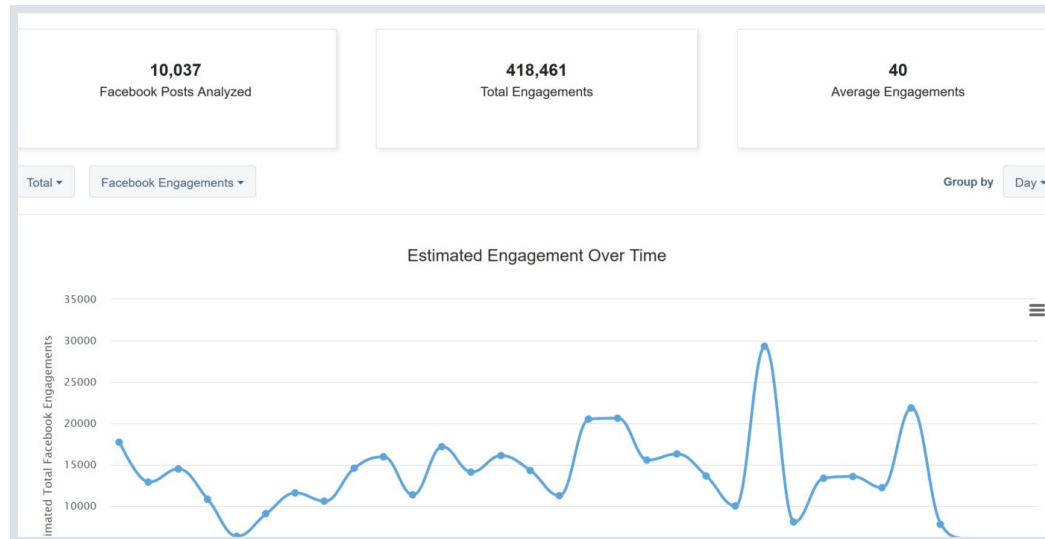


There's no doubt about it:

It's harder than ever to get your Facebook posts to appear in your follower's NewsFeeds.

But there's a simple way to get around this problem: BuzzSumo's Facebook Analyzer.

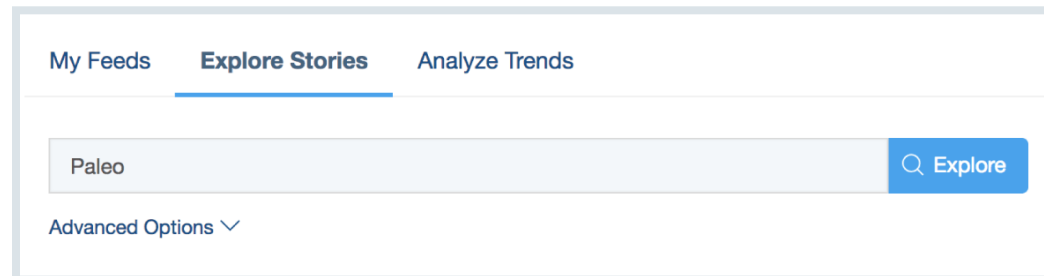
This tool shows you content that's working right now on Facebook.



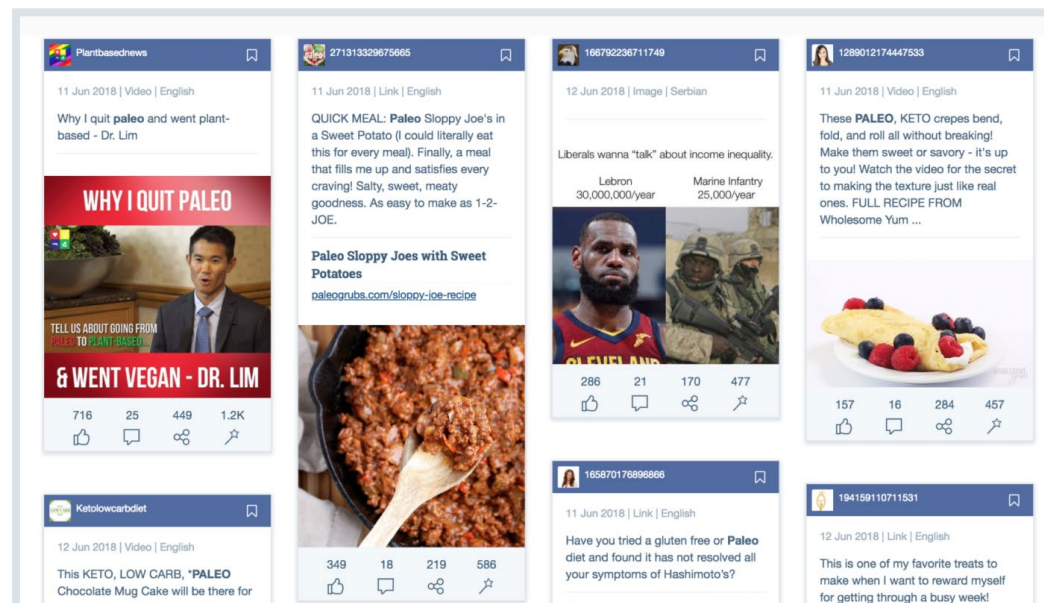
That way, you can easily replicate unicorn posts that actually get organic reach.

For example... Let's say you run a Paleo diet blog.

You'd do a search for "Paleo":



And you'll see the exact Paleo-related posts that got the most interactions over that time period.





Pro Tip: Set the date range for “Past 6 Months” or “Past Month”.

Filter by Date ⓘ

- ☐ 24 Hours
- ☐ Past Week
- ☐ Past Month
- ☒ Past 6 Months
- ☐ Past Year
- ☐ Past 2 Years
- ☐ Past 5 Years
- ☐ Specific Range

By default, BuzzSumo shows you content from the past 24 hours, which is an extremely small timeframe. So it's important to set those filters so you're seeing content that's done well over the last few months.

If you want to dig deeper, hit “Analyze Trends”:

Share



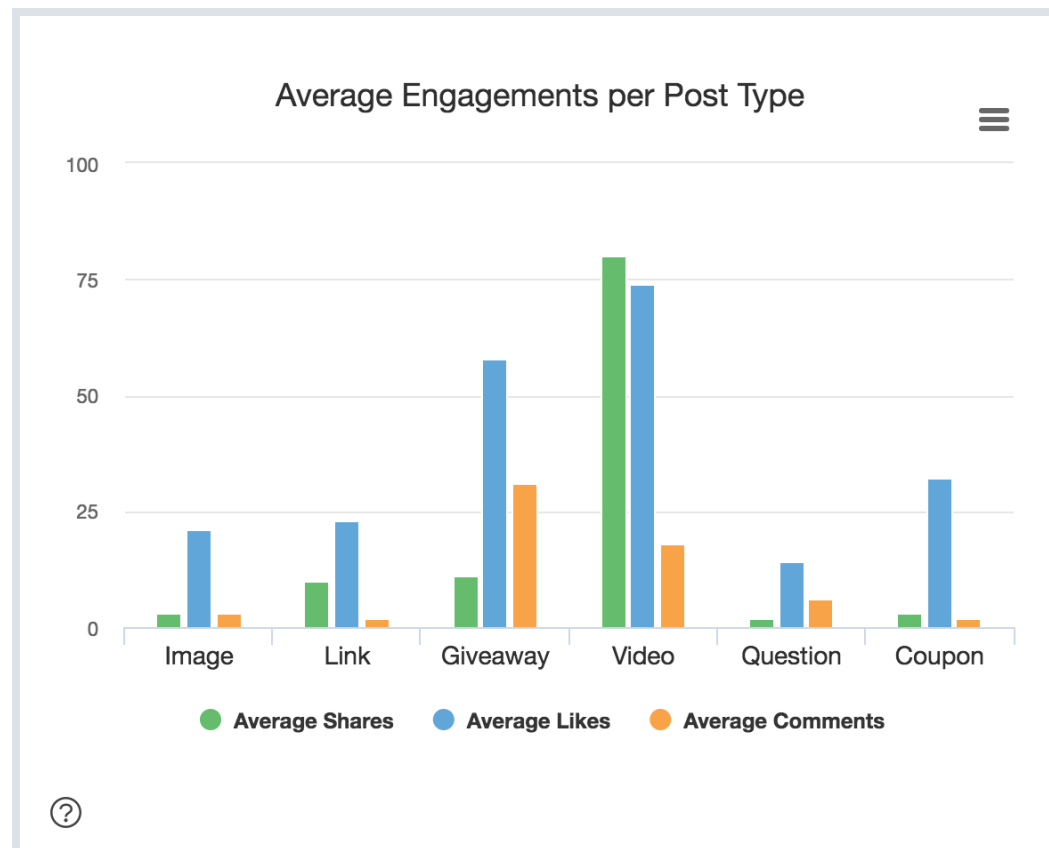
[My Feeds](#) [Explore Stories](#) [Analyze Trends](#)

[Analyze](#) [Save](#)

[Advanced Options](#)

This will show you what the most successful Facebook posts have in common (in terms of format, length, publishing time, and more).

For example, in the Paleo diet space, videos CRUSH other post formats:




You can also use this feature to analyze a specific Facebook page. That way, you can see what's working for your direct competitors.

Share



Sort by: Comments ▾




163071317072771

12 Jun 2018 | Link | English

Time to bust out your Instant Pots!
Summer Italian Chicken is packed with flavor!

**Instant Pot (Pressure Cooker)
Summer Italian Chicken - Nom Nom Paleo®**

nomnompaleo.com/post/148597361748/pressure-cooker-summer-italian-chicken




170

11

71

252




163071317072771

12 Jun 2018 | Link | English

This Shrimp Cobb Salad with Lemon Vinaigrette is packed with deliciousness and ready for the summer!

Shrimp Cobb Salad with Lemon Garlic Vinaigrette {Paleo, Whole30} | The Paleo Running Momma

paleorunningmomma.com/shrimp-cobb-salad-paleo-whole30/



131

4

45

180

BACKLINKO

BACKLINKO.COM

Get More Results From Your Content With “Content Analysis”

Share



So you’ve found a proven topic. Great.

The question is: what do you actually write?

Well, no tool is going write a post for you. (AI is good, but not that good... yet)

That said, BuzzSumo’s “Content Analysis” can help you write stuff that actually works.

I’ll show you how this works with an example... A while back I was sitting down to write my mobile SEO guide.



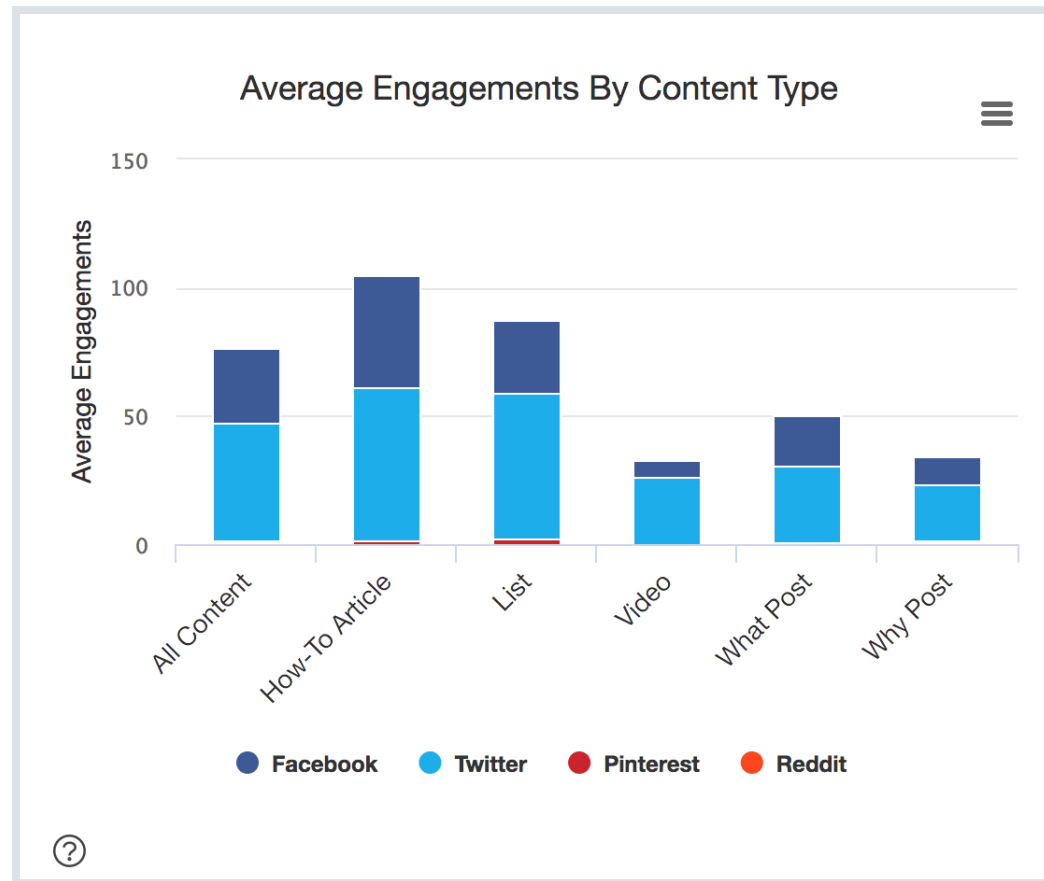
I already had an idea of how to structure and write the post.

But I used “Content Analysis” to make sure my content would actually work.

First, I looked at what content type worked best for this topic.

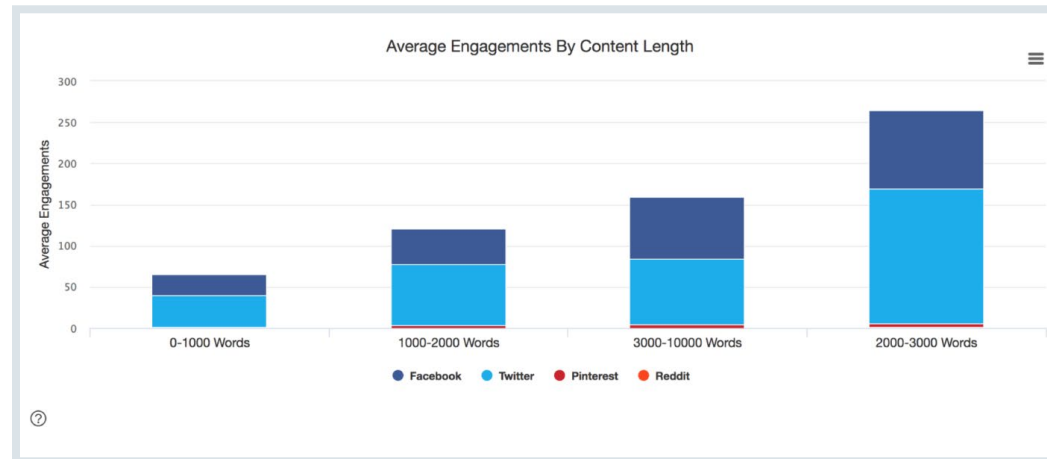
And sure enough, “How-to Articles” did best:

Share



Which was PERFECT because I planned on writing a how-to guide. I also noticed that longer content about mobile SEO performed best (in terms of social shares):

Share



I tend to publish long content anyway. But it was nice to get confirmation that longer content worked well for this particular topic.

So... Publishing content based on proven topics and formats already puts you ahead of 90% of your competitors.

But as you probably know, hitting the “publish” button is only the first step. To get your content to the first page of Google in 2018, you need to actively promote it.

That’s where Chapter 2 comes into play...

Chapter 2

Find Influencers



Find Influencers With a Keyword Search

Share



This is by far the easiest way to find influential people in a specific niche.

Pop in a keyword... and get a list of peeps that write about that topic.

Search Bios Search Content Shared

paleo Search Save Search Export Sort by: Relevancy ▾

How to run an Advanced Search ▾ All Links Shared

	① PAGE AUTHORITY	① DOMAIN AUTHORITY	① TWITTER FOLLOWERS	① RETWEET RATIO	① REPLY RATIO	① AVERAGE RETWEETS
John Durant (85) johndurant @johndurant wildventures.vc unfiltered contrarian. nyt bestselling author of the paleo manifesto and spartan fit. founder of wild ventures. Blogger Influencer	21	17	31.9K	44%	30%	9.0
Michelle Tam (98) nomnompaleo @nomnompaleo nomnompaleo.com James Beard Award nominated @NYTimes bestselling cookbook author, Saveur Award winning food blogger, & Webby Award winning app creator. Blogger Influencer	69	62	74.2K	8%	60%	0.5
Steph Gaudreau (96) stephgaudreau_ @steph.gaudreau stupid easypaleo.com Helping women build stronger bodies and minds + own their inner power. Loves: Lifting, cats, cold brew, and LOTR. StupidEasyPaleo CEO. Blogger Influencer	44	50	26.1K	4%	19%	0.6

Note: BuzzSumo only searches Twitter bios. So if an influencer doesn't use your search term in their Twitter bio, they won't show up.

For example, if you search for “link building”, my Twitter profile won’t show up because I don’t have that term in my Twitter bio:

Share



link building

Search

Save Search

Export

Sort by: Relevancy

How to run an Advanced Search

All Links Shared

<

That said, a keyword search is still a great way to start building an influencer list.

And once you’ve gone through the results, it’s time to...

Use “Search Content Shared” to Discover Influencers

[Share](#)

At the end of the day, the goal of content promotion is to get someone to share YOUR content with THEIR audience.

That share can be in the form of a Facebook post. Or a link.

Either way, you need to get your content in front of people that are likely to share it.

And the best way to do that?

Use “Search Content Shared”.

Instead of searching through Twitter bios, this feature reveals people **that have recently shared content on your topic**.

(Which means they’re super likely to share your content too)

For example, a while back I was getting ready to publish [this SEO case study](#) on my blog:








I knew this post had the potential to do REALLY well.

IF I could get it in front of the right people.

Here's what I did...

First, I did a "Search Content Shared". That way, I could get a list of people that had recently shared SEO and content marketing case studies.

People that shared content related to SEO case study							Export Twitter Ad Audience	New Search
	① PAGE AUTHORITY	① DOMAIN AUTHORITY	① TWITTER FOLLOWERS ↓	① RETWEET RATIO	① REPLY RATIO	① AVERAGE RETWEETS		
Gerardo Lara  @giaralopez about.me/GLaraLopez News, articles, guides, presentations and more about social media and... <i>Shared: How long does it take to deindex low-quality or thin content published by accident? [case study]</i> Blogger Influencer	46	92	1.1M	8%	0%	0.4		
Google Analytics  (14)  @googleanalytics google.com/analytics Google's analytics solutions offer powerful and integrated measurement tools for today's biggest enterprises. Learn more at https://t.co/dY9D7rRuPS <i>Shared: The Anatomy of a \$97 Million Page: A CRO Case Study</i> Influencer Blogger	-	-	1.1M	39%	5%	22.1		
Larry Kim  (72)  @larrykim @kim_larry bit.ly/LarryKim-LinkedIn CEO @MobileMonkey,, Founder @WordStream (acquired for \$150M) Columnist @Inc, @Medium, @CNBC. Startups, AdWords, Chatbots. Popularized Unicorns in Marketing. <i>Shared: How "Message Match" Can Lift Conversion Rates by 212.74% [Case Study]</i> Influencer Blogger Journalist	62	74	797.7K	20%	23%	83.0		

And I sifted through the results to uncover people that were likely to actually share my post.

(Specifically, people that have a decent Twitter following... and write about SEO and content marketing)

And I easily found a bunch:

Share



	<p>Michael Brenner ✓ @brennermichael marketinginsidergroup.com Marketer, consultant, speaker, author, and CEO of @MKTGinsiders. Teaching leaders to focus on work that creates more impact by championing others. <i>Shared: How We Got a 32% Organic Traffic Boost from 4 On-Page SEO Changes (Case Study)</i> Influencer Blogger</p>	-	-	101K	2%	25%	2.7
	<p>Chris Makara □ @chrismakara chrismakara.com/about Digital Marketing Strategist & @Bulkly Founder [https://t.co/kcevSH1o8c] - Ambidextrous bowler skilled in #SEO, #SocialMedia, #Automation & #Analytics. □□□ <i>Shared: Google Questions and Answers: A Case Study</i> Blogger Influencer</p>	24	27	87.4K	4%	18%	0.7
	<p>AJ Ghergich ✓ @seo ghergich.com SEO & Content Marketing Expert. I Share articles, guides and studies around SEO & marketing. <i>Shared: Is Content Pruning Good for SEO? Case Studies + Experts' Opinions</i> Influencer Blogger</p>	45	40	85.5K	20%	49%	12.8

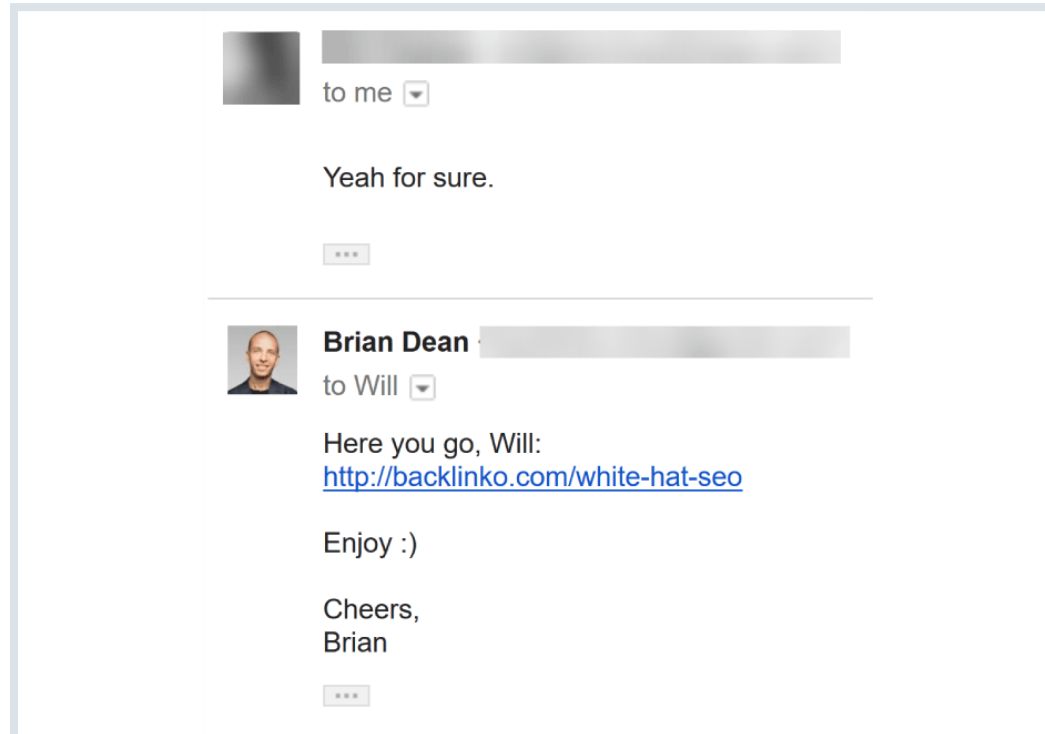
Then, I emailed each of them this message:

	<p>Brian Dean <[redacted]></p>	☆	
<p>to will ▾</p>	<p>Hey Will,</p>	<p>I noticed that you tweeted one of my favorite content marketing posts last week, "10 Ways to Make Your Content Marketing Go Viral" (from Jeff Bullas).</p>	<p>I actually have a new content marketing case study coming out next week.</p>
<p>Want a heads up when it goes live?</p>	<p>Cheers, Brian Dean</p>		

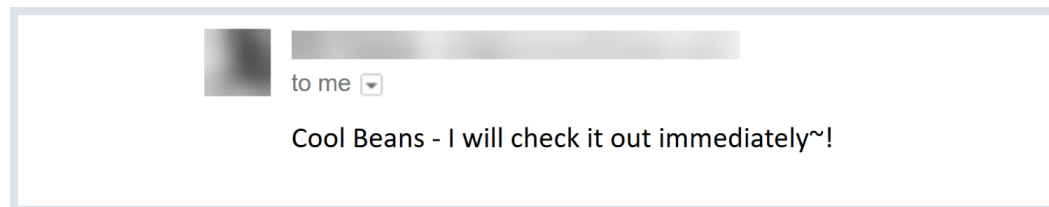
(As you can see, I made sure to personalize this email script for each person that I reached out to)

And when someone said they were interested in my post, I sent them a link:

Share



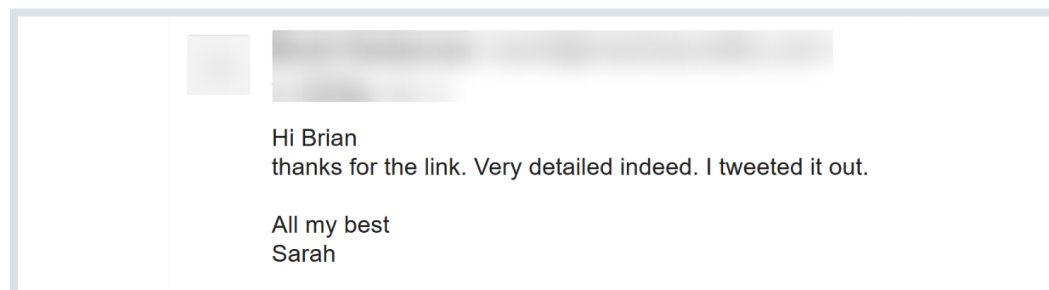
Because I wasn't pushy, a good chunk of the people I reached out to happily read my post...



Share



...and shared it:



Find The Top Authors In Your Industry

Share











You can also use BuzzSumo to find the biggest and baddest authors in your industry.

Top Authors

SearchExport

So: what can you do with this information?

First, you get access to a list of the top bloggers and journalists that write about your topic.

<input type="text" value="paleo diet"/> Search Export				
	AUTHOR	ARTICLES PUBLISHED	AVERAGE ENGAGEMENTS	TOTAL ENGAGEMENTS ↓
	Nom Nom	16	322	5,155
> View Top Content				
	Robb Wolf 	9	219	1,967
> View Top Content				
	Joanne Eglash 	5	146	728
> View Top Content				
	Paleo Leap 	8	50	403
> View Top Content				
	Esho Tower	96	4	393
> View Top Content				

(Which is helpful for building your influencer list)

Share

But the #1 benefit of this feature is that you see what influencers write about.

- Topics.
- Angles.
- Formats.

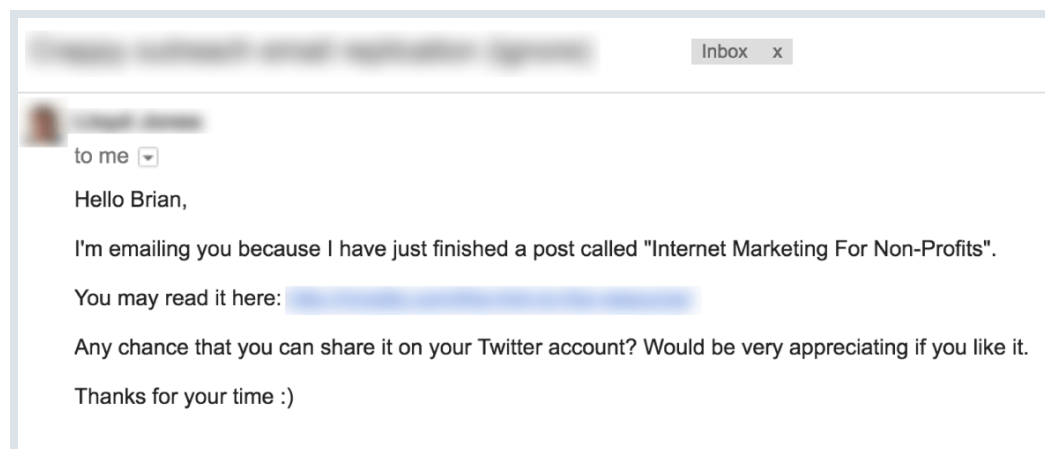
You get the idea

Why is this important? If you want influencers to share your content, **they need to actually like your content.**

I know, I know: “thanks Captain Obvious!”.

But it’s true.

In fact, I get email pitches like this all the time:

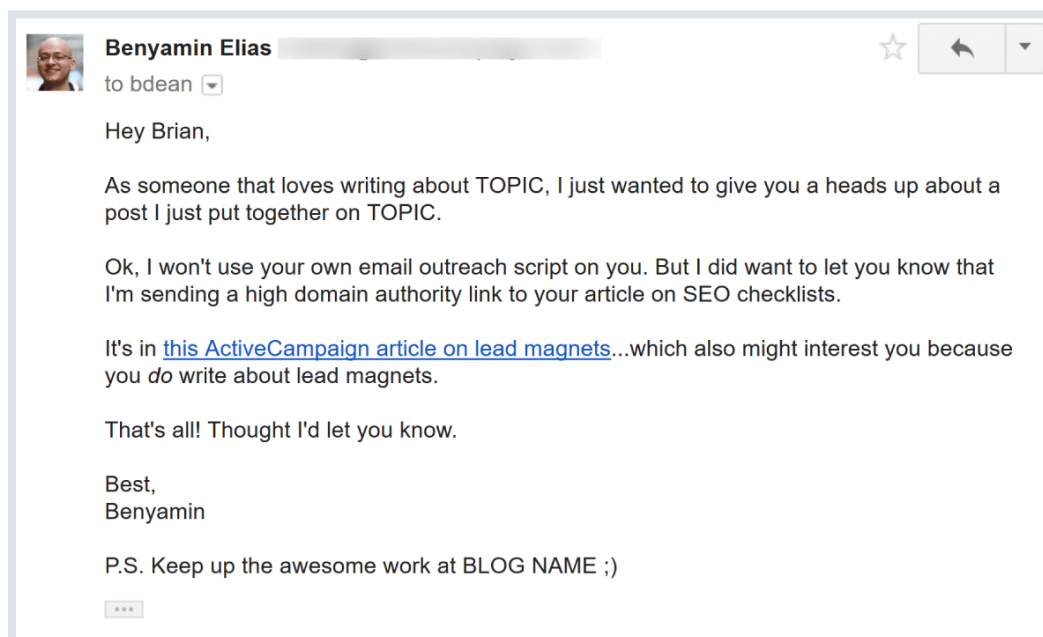


There's a ZERO percent chance I'll share that content. Why?

Because I've never written about or shared anything about marketing for nonprofits.

On the other hand, check out this hilarious outreach email someone recently sent me:

Share



Yup, this is a top-notch outreach email. But if Benjamin was pitching content on a topic I didn't care about, I'd still hit "delete" without thinking twice.

Fortunately, the content he's pitching (an actionable guide to lead magnets) is in my wheelhouse.

And that's why I decided to share it.

Share



**Brian Dean**
@Backlinko

Following

Lead Magnet Ideas and Examples: How to Grow Your Email List with Lead Magnets –



Lead Magnet Ideas and Examples: How to Grow Your Email List with Lead M...
You got website traffic! Isn't that great? Whether you're pulling in 100 visitors a week, a thousand, or more, any amount of traffic to your website is a good start fo...
activecampaign.com

Chapter 3

Monitor Mentions (and Links)





In this chapter I'll show you how to get the most out of BuzzSumo's "Monitoring" feature.

In my opinion, this is THE most powerful feature on the entire platform.

Seriously.

And in this chapter you'll learn how to use Monitoring to build strategic relationships, get more [backlinks](#), and see what people are saying about you online.

Turn Unlinked Mentions Into Backlinks

Share



Usually, when someone mentions you in a blog post, they link to you.

Usually.

But there are times when someone mentions your brand... without linking to your site.

Here's an example:

Average Time Watched

I was watching a video by Brian Dean from [Backlinko.com](https://backlinko.com) and he mentioned something very interesting about YouTube videos in reference to ranking them. For example, it's one thing to have views, but a completely different element is average time watched. The longer a video is watched, the better because this means you are providing more value than your competitors. Many people often use manipulative software to increase the views and time watched, but YouTube has a sophisticated algorithm in place to make sure the views are quality. For example,

The question is:

HOW do you find these unlinked mentions?

BuzzSumo Monitoring.

Just add a new “Brand Mention” for your brand:

Share



What's the brand name?

We'll let you know when we find an article that mentions the brand name

☐ Case sensitive matching

Results **MUST ALSO** contain **ALL OF** these keywords:

Results must **NOT** contain these keywords:

And you'll see forums, blogs and news sites that mention your brand.

Share



Why I Spend \$16,302 Each Month Producing Content That Google Won't Rank

neilpatel.com - Block domain DA: 76

When you do a Google search, what do you see? Lists of websites, maybe an answer to your question, some images, some ads that you usually ignore, and even some products that you can buy. There are tons of different types of content you see when you do a Google search. But what's one form of content that you barely see on Google? Well, technically two forms of content. It's video and audio content. Whenever you perform a Google search, it's rare to see videos or audio files that rank high on page...

Total Engagements: 266

159 107 0 0

7 Techniques For Keeping Users Engaged in 2000+ Word Blog Posts | Ep. #291 - Single Grain

By Single Grain singlegrain.com - Block domain DA: 58

In Episode #291, Eric and Neil discuss 7 techniques for keeping users engaged in 2000+ word blog posts. You don't want your blog post to read like a lecture—your readers will drop like flies. Instead, in you employ even just a few of these techniques, you're bound to increase that engagement and keep your audience scrolling down... Time Stamped Show Notes: 00:27 – Today's topic: 7 Techniques For Keeping Users Engaged in 2000+ Word Blog Posts 00:43 – First technique is to make sure that your post i...

Total Engagements: 0

0 0 0 0

11 Unusual LinkedIn Hacks Used by the Pros - Small Business Trends

By Larry Kim smallbiztrends.com - Block domain DA: 78

Through the years, LinkedIn continues to grow as a platform to generate quality leads for businesses. In fact, 80% of B2B leads come from LinkedIn, and fully 79% of B2B marketers say that LinkedIn has been an effective avenue for lead generation. Whatever your business goals are, whether to have wider visibility, to increase product sales, to improve customer service or to grow brand awareness, there is so much to gain by using LinkedIn to promote your products or services. These goals are pr...

Total Engagements: 83

18 64 1 0

Results with a little link icon actually linked to you:

Ahrefs' Rank Tracker just got even better!

By Tim Soulo ahrefs.com - Block domain DA: 77

...circles, I have only two competitors in my project for ahrefs.com. Moz and Backlinko. But based on the "share of voice" for my tracked keywords, I should...

Total Engagements: 24

10 14 0 0

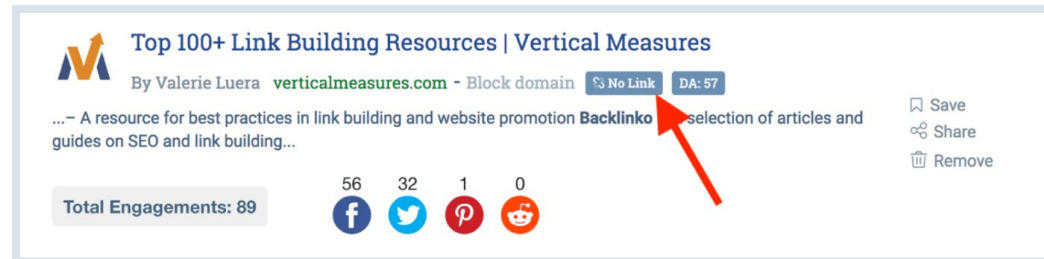
Save

Share

Remove

And results with “no link” mentioned your brand... without linking to you:

Share



Simple.

Find Who Links To Your Competitors

Here's the deal: People that link to your competitors are VERY likely to link to you too.

Now: You COULD find your competitor's backlinks with a tool like Ahrefs.

(And that definitely works)

But there's one problem with that approach:

It's hard to find people that recently linked to your competition.

Instead, you end up sifting through thousands of links... many of which are 5+ years old.

Enter: Monitoring

Share



With Monitoring, you see the exact sites that JUST linked to your competitors:



10 Ignored SEO Tasks That Can Boost Your Rankings in 2018

semrush.com - Block domain DA: 82

Search ranking will make or break your business, 46.8% of the global population accessed the Internet in 2017, and that figure is expected to reach 53.7% by 2021 . The number of daily searches on Google is over 4 billion, and the top five results get 65% of the clicks. In fact, 75% of users don't even click past the first page of the search results. Paid Ads won't save you either, with 80% of search engine users avoiding them all together. With so much on the line for those lucrative top spots, ...

Save Share Remove

4 mins ago

Total Engagements: 5

0 5 0 0

f t p r



What Is Keyword Research And Why Is It Essential For SEO? | Skilful SEO

skilfulseo.com - Block domain

I assume that you know the basics of SEO since you are trying to figure out how to undertake keyword research. Therefore, I don't want to bore you with theory. However, I don't rule out that some part of my audience belongs to newbies. Consequently, I'd like to shed light on some theoretical aspect of the subject. Besides, sometimes it's essential to realize how to prepare your mind for the new data. As always, this article will contain a lot of data. So, please use the document outline for navi...

Save Share Remove

4 hrs ago

Total Engagements: 0

0 0 0 0

f t p r

It even shows you how many times that piece of content has been shared... and the Domain Authority of the site:



10 Ignored SEO Tasks That Can Boost Your Rankings in 2018

semrush.com - Block domain DA: 82

Search ranking will make or break your business, 46.8% of the global population accessed the Internet in 2017, and that figure is expected to reach 53.7% by 2021 . The number of daily searches on Google is over 4 billion, and the top five results get 65% of the clicks. In fact, 75% of users don't even click past the first page of the search results. Paid Ads won't save you either, with 80% of search engine users avoiding them all together. With so much on the line for those lucrative top spots, ...

Save Share Remove

Total Engagements: 5

0 5 0 0

f t p r

It even shows you how many times that piece of content has been shared... and the Domain Authority of the site:

Share





10 Ignored SEO Tasks That Can Boost Your Rankings in 2018

semrush.com - Block domain **DA: 82**

Search ranking will make or break your business, 46.8% of the global population accessed the Internet in 2017, and that figure is expected to reach 53.7% by 2021 . The number of daily searches on Google is over 4 billion, and the top five results get 65% of the clicks. In fact, 75% of users don't even click past the first page of the search results. Paid Ads won't save you either, with 80% of search engine users avoiding them all together. With so much on the line for those lucrative top spots, ...

Total Engagements: 5

0



5



0



0



 Save
 Share
 Remove

Easy peasy.

Find Conversations About Your Brand

Share



In my opinion, BuzzSumo has one of the best brand monitoring tools on the market.

And I should know.

I've tried em' all.

And since I started tracking mentions with BuzzSumo in 2014...

[Http://backlinko.com/](http://backlinko.com/)

URL: <http://backlinko.com/> Created: Sep 2, 2014

...I've noticed that it finds more brand mentions than any other tool.

Note: I'm talking purely about mentions on news sites, blogs, Q&A sites (like Quora), and online communities. BuzzSumo doesn't track mentions on social media platforms like Facebook.

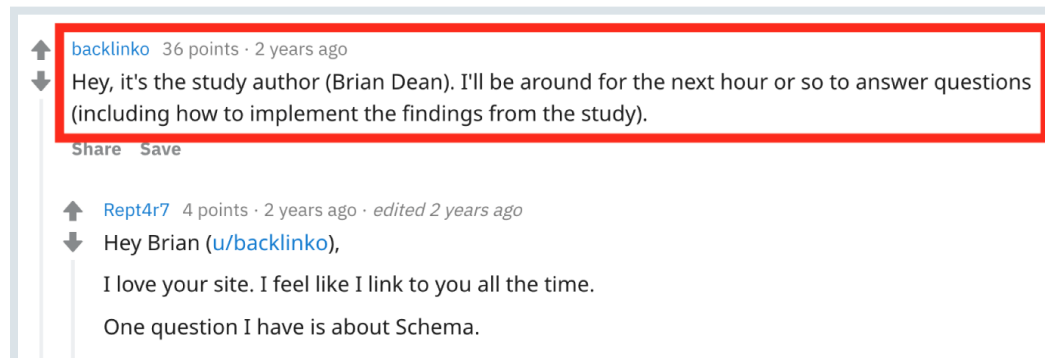
Anyway...

Why is this helpful?

Well, whether you like it or not, **people are gonna talk about you online.**

And if you keep tabs on those conversations, you can see what people like (and don't like) about your brand.

And if it makes sense, step in and participate in the conversation.



Fortunately, in my case, conversations about me and Backlinko are mostly positive:

Share



Fortunately, in my case, conversations about me and Backlinko are mostly positive:

Share



↑ [-] [GreenwoodsUncharted](#) 2 points 29 days ago
 ↓ Brian Dean at [Backlinko.com](#) goes pretty in-depth on long-form content, like REALLY long form. Personally, I have had great results with 10k+ words posts ranking highly. It usually takes longer, but you can rank highly for so many good keywords if you have a great article and you are patient.
 permalink embed save report give gold reply

↑ [-] [rockinimelini](#) 2 points 29 days ago
 ↓ So true, and Google even confirmed that it will take one solid page over instead of many pages going for long tail. Brian is the shit though, are you enrolled in the STW?
 permalink embed save parent report give gold reply

↑ [-] [GreenwoodsUncharted](#) 1 point 29 days ago
 ↓ No, I'm not but I have had friends who have done it so I got the highlights from them! And I get his emails so I usually get the lead up to it each year. And yea he puts out a ton of great info.
 permalink embed save parent report give gold reply

↑ [-] [rockinimelini](#) 1 point 29 days ago
 ↓ Yeah, the guy is a beast. I dont think I have ever seen any bad quality stuff from him, all of his posts are massive in regards to word count and information.
 He even says himself that he has 40 posts or more and ranks super high against major publishers.
 What niche are you in? Would you mind sharing some of your biggest 10k words articles?
 permalink embed save parent report give gold reply

Mostly

↑ deyterkourjerbs 3 points · 4 years ago
 ↓ The Skyscraper Technique
 Repackaging. We're marketers, not 12 year old boys inventing cool names for things that already exist.
 I'm off to ingest protein using the powercrunch method. Afterwards I'll clean myself using the virtual waterfall strategy and initiate the moving micro tightrope protocol before I brush my teeth.
 Share Save

Either way, it's good to see what people are saying about me.

See Who Links To You

Share



You can ask BuzzSumo to send you an email alert whenever you get a new backlink.

How would you like to be alerted?

- ☐ An instant email alert
- ☒ A daily email digest (recommended)
- ☐ No email alerts

We'll email you a digest of top results every day. You'll also be able to view new results as they come in on the dashboard.

Tip: You can send alerts to multiple email addresses by adding them, comma separated on the Edit screen later.

[Back](#)[Next](#)

Or just review all of your new links once a day:

Share



The screenshot displays two article snippets from a Backlinko interface. Each snippet includes a profile picture, a title, a domain name with a 'Block domain' label and a DA score, a short text preview, and social sharing icons with engagement counts. The first snippet is for an article by neilpatel.com (DA: 76) titled 'Porque eu invisto \$16 mil por Mês Produzindo Conteúdos que o Google não Ranqueia'. It has 1 engagement on Twitter and 0 on Facebook, Pinterest, and Reddit. The second snippet is for an article by natlawreview.com (DA: 68) titled 'SEO Optimization for your Law Firm's Website'. It has 0 engagements across all social media platforms. Both snippets include 'Save', 'Share', and 'Remove' buttons.

Article 1:
neilpatel.com - Block domain DA: 76
Porque eu invisto \$16 mil por Mês Produzindo Conteúdos que o Google não Ranqueia
Quando você faz uma busca no Google, o que você vê? Listas de sites, talvez uma resposta à sua pergunta, algumas imagens, alguns anúncios que normalmente você ignora, e até alguns produtos que você pode comprar. Existem milhares de tipos diferentes de conteúdo disponíveis quando se faz uma busca no Google. Mas qual é a forma de conteúdo que praticamente não se vê no Google? Na verdade, dois tipos de conteúdo. São conteúdos em vídeo e em áudio. Toda vez que se faz uma busca no Google, é raro enc...
Total Engagements: 1
Facebook: 0, Twitter: 1, Pinterest: 0, Reddit: 0

Article 2:
natlawreview.com - Block domain DA: 68
SEO Optimization for your Law Firm's Website
By Lynne Anne Anderson
Tuesday, June 12, 2018 Where do people go to locate legal services and then research those services? They search the Internet, of course. How many lawyers are you competing against? That would be 1,335,962, according to the latest statistics from the American Bar Association . That's a lot of competition. To be fair, not all of them are in your neighborhood. But enough of them are in your area that people need to see your website pop up on the first search engine results page (SERP) of Google, ...
Total Engagements: 0
Facebook: 0, Twitter: 0, Pinterest: 0, Reddit: 0

(10x a day in my case)

So:

What can you do with this information?

Build relationships with the people that linked to you


Share



This is especially powerful for authors that write for multiple websites.

When you send them a quick “thank you!” message, they’re MUCH more likely to link to you in future articles.

For example, I noticed that I got a link from CrazyEgg a few days ago:




What is On-Page SEO and How it Can Affect Conversions

By David Zheng [crazyegg.com](#) - Block domain DA: 83

Optimizing a site can be a complex process. After all, Google's algorithm takes over 200 factors into consideration when ranking sites, so there are a lot of elements to optimize in order to achieve the rankings you want. These factors take place both on your site, and on other online properties — and in order to succeed in improving your online visibility, it's essential to understand the difference between on-page and off-page SEO. On this page, we'll focus on on-page SEO, or the process of o...

Total Engagements: 3

0



1



2



0



And when I clicked on the author’s name in BuzzSumo, I noticed that he wrote for A LOT of different marketing and online business blogs:

author:David Zheng

Search Save Search Export

How to run an Advanced Search

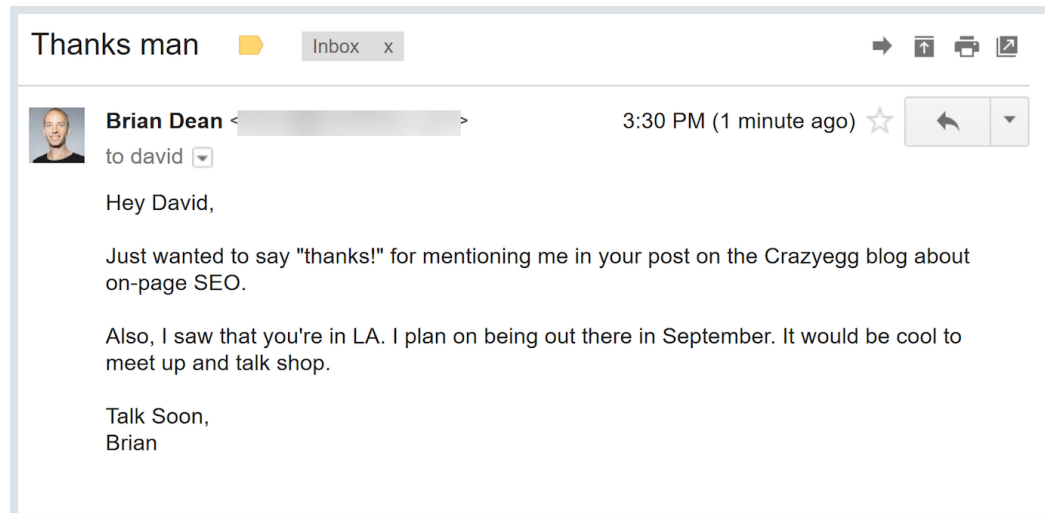
Sort by Total Engagements

	Facebook Engagements	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagements
Blog Content Promotion with Social Media By David Zheng - Feb 5, 2018 contentmarketinginstitute.com	475	1.6K	2	0	4	13	2.1K
How to Create a Professional Promo Video on a Shoestring Budget By David Zheng - Nov 16, 2017 hubspot.com How Article	459	638	28	2	33	17	1.1K
How to Connect With Influencers and Boost Your Conversions in 2018 By David Zheng - Feb 22, 2018 jeffbullas.com How Article	114	565	9	0	20	6	691
How Optimizing Your Website Speed Can Make You More Money By David Zheng - Nov 20, 2017 elumynt.com	124	155	0	0	5	3	279
Case Study: How to Reach \$2 Million Revenue Using Content Syndication - Be a WiseMerchant By David Zheng - Feb 1, 2018 wisemerchant.com How Article	5	144	0	0	2	0	149
Case Study: How to Sell 15,000 Bikes A Year With Niche Content Marketing - Be a WiseMerchant By David Zheng - Oct 19, 2017 wisemerchant.com How Article	47	68	1	0	4	2	116

Share



So I sent David a quick note to say “thanks” for mentioning Backlinko in his post.



Share



To be clear:

I'm not being manipulative or shady.

Instead, I'm building a strategic relationship with someone that writes content in my niche.

Chapter 4

Cool BuzzSumo Features



Monitor When and Where Keywords Are Used Online

Share



In chapter 3 I showed you how to use BuzzSumo Monitoring to track conversations of your brand online.

But what you may not know is that you can also use BuzzSumo to track mentions of KEYWORDS.

For example, I've been tracking the keyword "Skyscraper Technique" since 2015.

Skyscraper Technique

Keyword : skyscraper technique

Min 0 Engagement

Created: Nov 20, 2015

This report lets me know whether or not people are still talking about The Skyscraper Technique.

(Fortunately, they still are)

But you can also use this same feature to help get your content in front of people that are super likely to share it.

I'll explain how this works with an example...

Share

A few months ago I published [this voice search SEO study](#).



BACKLINKOABOUTCONTACTSEO HACKS

4532 shares

We Analyzed 10,000 Google Home Results. Here's What We Learned About Voice Search SEO

by Brian Dean · Last updated Feb. 28, 2018

10,000 Results
Voice Search Ranking Factors Study

We analyzed 10,000 Google Home search results to answer the question:

How do you optimize your site for voice search?

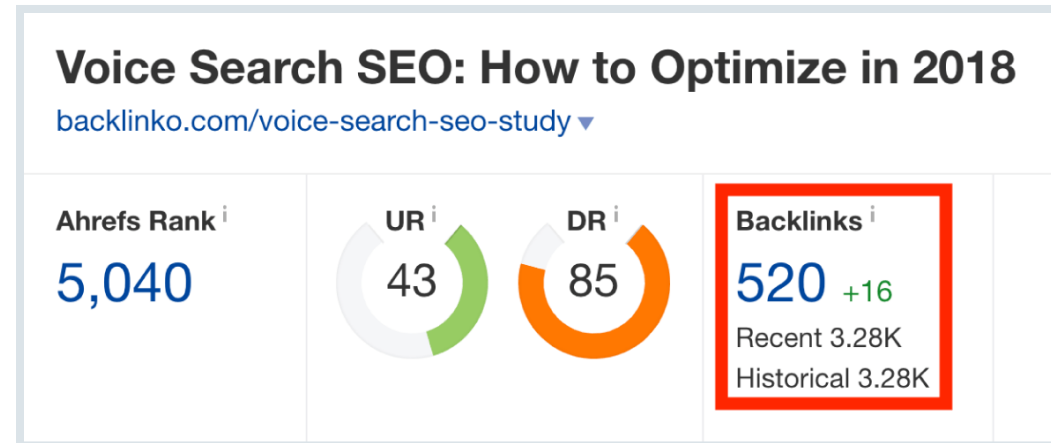
Specifically, we investigated the role of 11 potential ranking factors (including PageSpeed, Schema, and HTTPS) on voice search results.

And in this post I'm going to share what we discovered.

A Summary of Our Most Interesting Findings Are As Follows:

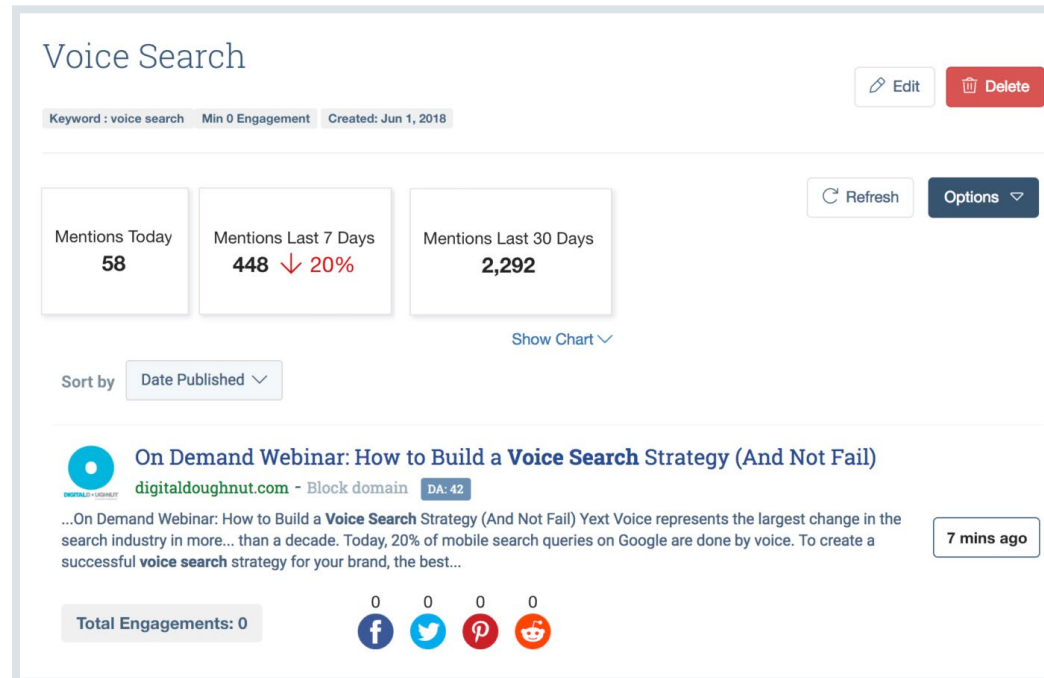
This post did pretty well in terms of links...

Share



...but I know it has the potential to get even MORE links. So I recently set up an alert for the keyword “voice search”.

Share



That way, I can easily find people that write about voice search... and show them my study.

Create Better Infographics

[Share](#)

There's no doubt about it:


Creating an infographic that stands out in 2018 is HARD.




Fortunately, you can **easily** increase the odds that your infographic gets results.

Here's how:

First, do a Most Shared search for your target keyword.

Most Shared

SEO 

 Search  Save Search  Export

[How to run an Advanced Search](#) ▾

Then, under “Content Type”, uncheck everything except “infographics”.

Share



Content Type ⓘ ∨

☐ Article

☐ How-To Article

☒ Infographics

☐ List

☐ Videos

☐ What Post

☐ Why Post

[Check All](#) / [Uncheck All](#)

That way, you can see the handful of infographics that people actually shared.

That way, you can see the handful of infographics that people actually shared.

Share



Infographic: 11 amazing hacks that will boost your organic click-through rates - Search Engine Land <small>By Larry Kim - Oct 5, 2016 searchenginelead.com</small> <small>Infographic</small>	Save View Backlinks View Sharers Share	1.3K 1.6K 2 0 5 22 2.8K
The perfect local SEO landing page <small>By Marcus Miller - Jul 8, 2016 searchenginelead.com</small> <small>Infographic</small>	Save View Backlinks View Sharers Share	1.4K 1.4K 2 3 10 13 2.7K
Why Infographics Should Be Part of Your SEO Strategy [Infographic] <small>By Amanda Zantal-wiener - Oct 3, 2016 hubspot.com</small> <small>Infographic</small> <small>Why Post</small>	Save View Backlinks View Sharers Share	621 1.9K 13 1 47 42 2.9K
Why Infographics Are Essential to a Successful SEO Campaign <small>By Will Fanguy - Aug 2, 2016 piktochart.com</small> <small>Infographic</small> <small>Why Post</small>	Save View Backlinks View Sharers Share	2.4K 3 5 0 7 3 2.4K
All of Facebook's Ad Targeting Options (in One Epic Infographic) <small>By Mary Lister - Jun 27, 2016 wordstream.com</small> <small>Infographic</small>	Save View Backlinks View Sharers Share	1.8K 412 3 1 41 21 2.2K
55 Must-Know SEO Tricks for Business Websites (Infographic) <small>By Rose Leadem - Feb 17, 2018 entrepreneur.com</small>	Save View Backlinks View Sharers	781 1.2K 98 0 119 10 2.1K

In B2B? Use This Filter

Share



If you're in B2B you'll quickly notice that certain BuzzSumo results are full of irrelevant stuff.

For example, it turns out that "Seo" is a common Vietnamese last name.

So when I search for "SEO" in BuzzSumo, the vast majority of results are from Vietnamese news sites:

HLV Park Hang Seo bắt ngờ lao đến ôm hôn thủ môn xuất sắc Bùi Tiến Dũng <small>Jan 23, 2018 hong.vn</small>	Save View Backlinks View Sharers Share	149.8K 5 0 0 0 5 149.8K
Những hình ảnh chứng minh 'bố già' Park Hang Seo thương các học trò như con <small>By Hihi — Jan 26, 2018 methongthai.org</small>	Save View Backlinks View Sharers Share	137.9K 1 0 0 0 4 137.9K
HLV Park Hang-seo xin lỗi CĐV vì U23 VN không vô địch <small>Jan 27, 2018 blogtamsu.com</small>	Save View Backlinks View Sharers Share	111.6K 0 0 0 0 10 111.6K
Xu hướng SEO 2018 - cơ hội và thách thức với SEOer <small>By Vietnamnet News — Sep 26, 2017 vietnamnet.vn</small>	Save View Backlinks View Sharers Share	94.4K 0 0 0 4 0 94.4K
HLV Park Hang Seo tạm chia tay Việt Nam xin về Hàn Quốc sau chiến tích lịch sử ở U23 Châu Á, biết được lý do ai cũng bật khóc <small>By Tieu Long — Jan 29, 2018 santinhay.com</small>	Save View Backlinks View Sharers Share	92.9K 1 0 0 0 13 92.9K

But when I check “Only B2B Publishers”...

Share



<input checked="" type="checkbox"/> Only B2B Publishers	
<input type="checkbox"/> One Result Per Domain	

...I get a clean list of results:

DuckDuckGo Hits Milestone 14 Million Searches in a Single Day - Search Engine Journal By Matt Southern — Jan 19, 2017 searchenginejournal.com	Save View Backlinks View Sharers Share	562	430	1	21.1K	50	6	22.1K
Best URL Shorteners For 2018 By Https://seo-hacker.com/au... — Apr 3, 2018 seo-hacker.com	Save View Backlinks View Sharers Share	26	29	10.7K	1	7	4	10.8K
Helping users easily access content on mobile By Google Webmasters — Aug 23, 2016 googleblog.com	Save View Backlinks View Sharers Share	6.2K	3K	200	587	2463	111	10K

Nice.

Get a Higher ROI From Your Content With “Evergreen Score”

Share



It's no secret that I'm a HUGE fan of publishing evergreen content.

(In fact, I only publish something if it's going to bring in traffic for years)

That said:

When you do a normal BuzzSumo search, the results are sorted by total shares:

Search results for "paleo" sorted by Total Engagements. The table shows four results with their respective social media shares and an Evergreen Score.

Sort by	Facebook Engagements	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagements
3 Ingredient Paleo Vegan Coconut Crack Bars (Keto, Sugar Free, No Bake) By Vicki Says - Oct 30, 2017 thebigmansworld.com	1.2K	6	221.7K	9	19	5	222.9K
Chicken Taco Lettuce Wraps (Low-Carb, Paleo , Keto) Mar 20, 2018 gimmedelicious.com	3.2K	3	205.7K	0	11	2	209K
4 Ingredient Paleo Vegan Chocolate Coconut Crack Bars (Keto, Sugar Free, No Bake) By Megan Says - Nov 20, 2017 thebigmansworld.com	1.1K	4	148.9K	0	29	7	149.7K
No Bake Paleo Vegan Chocolate Hazelnut Cookies (Keto, Sugar Free, Low Carb) By Lindapowell2013 Says - Feb 1, 2018 thebigmansworld.com	608	1	138.1K	0	10	7	138.7K

And you have NO idea whether those shares happened the day after the post went live...

...or months later.

Enter: The Evergreen Score.

The Evergreen Score shows you content that's continued to generate shares and backlinks... after the initial buzz.

For example:

If you do a normal BuzzSumo search for "SEO", my content doesn't crack the top 20:

Most Shared

SEO Search Save Search Export

How to run an Advanced Search ▾

① Results not relevant enough? Click here to search for "SEO" in the article's title only

Sort by Total Engagements ▾

	Facebook Engagements	Twitter Shares	Pinterest Shares
Best URL Shorteners For 2018 By https://seo-hacker.com/au... — Apr 3, 2018 seo-hacker.com	26	29	10.7K
20 SEO Myths You Should Leave Behind in 2018 By Hubspot — Aug 8, 2017 hubspot.com List	8.3K	29	29
Facebook's latest News Feed tweak penalizes Pages that solicit likes, shares - Marketing Land By Tim Peterson — Dec 18, 2017 marketingland.com	7.1K	365	8

Share



As you can see, the results are dominated by huge brands, like HubSpot and Marketing Land:

Share



20 SEO Myths You Should Leave Behind in 2018

By Hubspot — Aug 8, 2017
[hubspot.com](#)

[List](#)

Facebook's latest News Feed tweak penalizes Pages that solicit likes, shares - Marketing Land

By Tim Peterson — Dec 18, 2017
[marketingland.com](#)

Using page speed in mobile search ranking

By Google Webmasters — Jan 17, 2018
[googleblog.com](#)

Rolling out mobile-first indexing

By Google Webmasters — Mar 26, 2018
[googleblog.com](#)

Facebook tests removing organic Page posts from News Feed - Marketing Land

By Tim Peterson — Oct 23, 2017
[marketingland.com](#)

What Is SEO?

By Hubspot — Aug 8, 2017
[hubspot.com](#)

[What Post](#)

The New Age of SEO

By Hubspot — Nov 8, 2017
[hubspot.com](#)

But watch what happens when you sort the results by Evergreen Score:

Share



Most Shared [About Most Shared](#)

SEO Page 1 of 5000+

How to run an Advanced Search ▾

Results not relevant enough? [Click here to search for "SEO" in the article's title only](#)

Sort by **Evergreen Score** ▾

	Facebook Engagements	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score ↓	Total Engagements
SEO in 2018: The Definitive Guide By Brian Dean — Oct 25, 2017 backlinko.com	3.7K	1.4K	133	25	392	80	5.3K
Ubersuggest's Free Keyword Tool, Generate More Suggestions Jan 22, 2018 neilpatel.com	1.1K	101	99	1	9751	60	1.3K
The Lazy Writer's Guide to 30-Minute Keyword Research By Britney Muller — Jul 26, 2017 moz.com	2.4K	2.2K	83	3	118	57	4.7K

Bam!

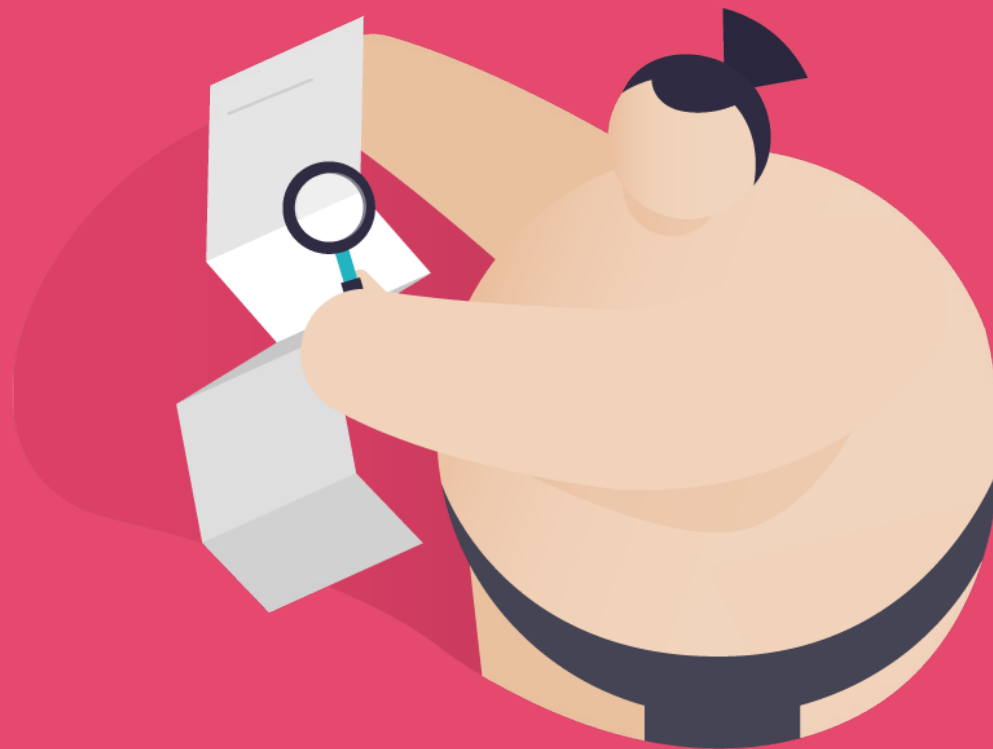
My “SEO in 2018” guide has a high Evergreen Score because it’s still valuable MONTHS after it went live.

(Which means people continue to share and link to it)

So if you wanted to create a piece of evergreen content about SEO, my guide would be a good model to follow.

Chapter 5

New Case Studies





In this chapter you'll see four all-new BuzzSumo case studies.

Specifically, you'll learn exactly how “normal” people used BuzzSumo to create viral content, build backlinks, improve their Google rankings, and more.

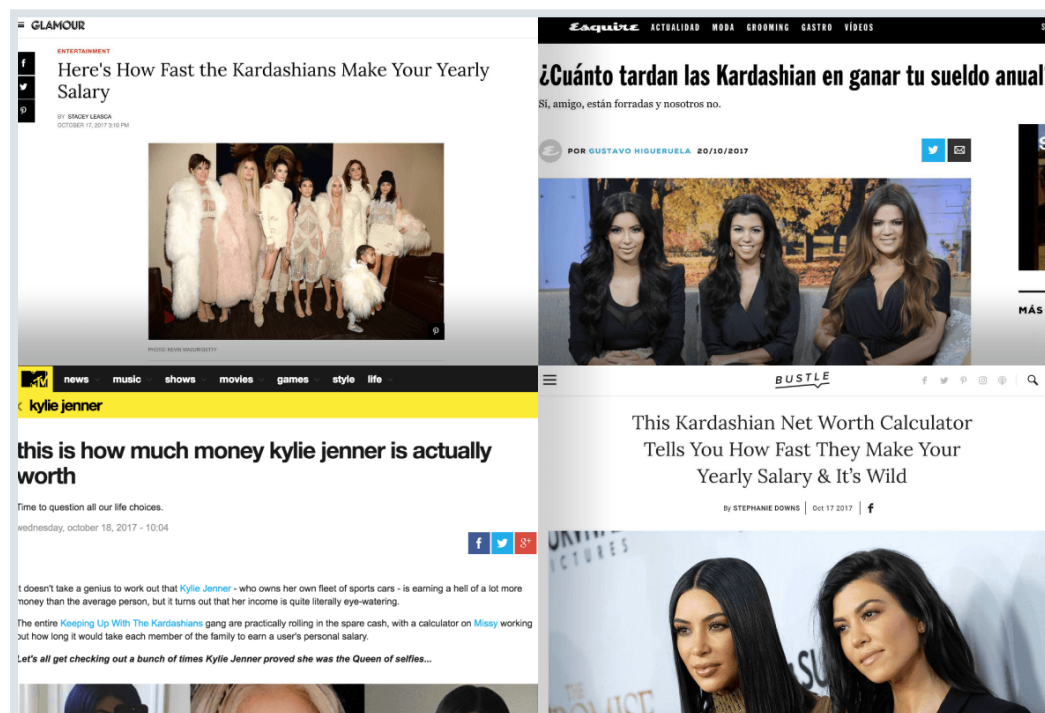
But first, let's kick things off with a case study that completely blew my mind...

Case Study #1: How James Got Featured on Mashable, Cosmopolitan, MTV, The Daily Mail, And More

Share



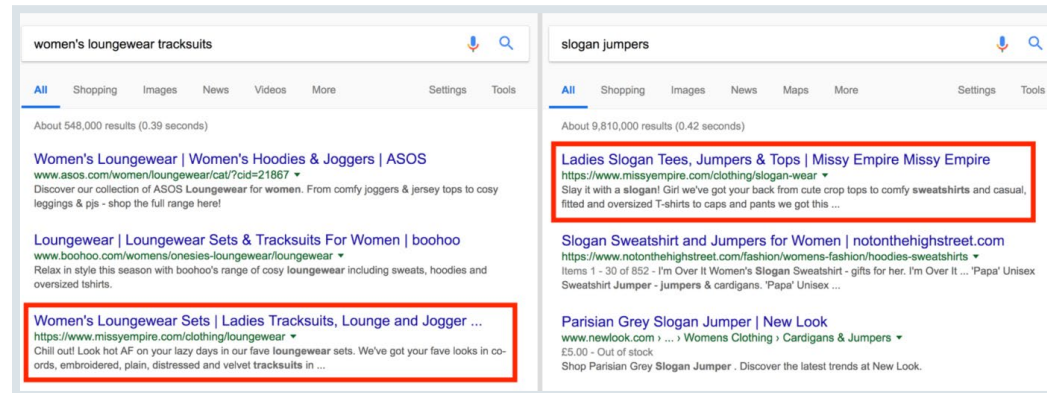
James Brockbank recently used BuzzSumo to get links and mentions on authority sites like Esquire, Glamour, MTV, Bustle and more:



It gets better:

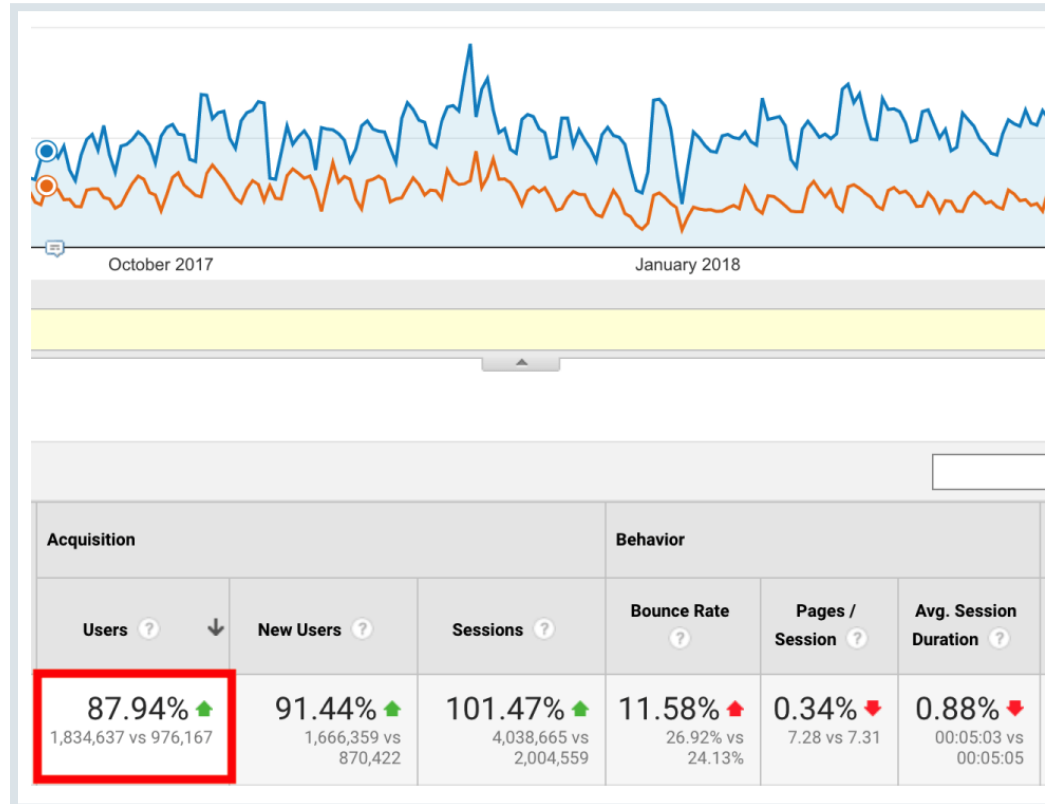
These links helped James' client rank on the first page of Google UK for terms like "women's loungewear tracksuits", "slogan jumpers", and a whole host of others... just in time for Christmas season.

Share



Overall, this single campaign boosted their search traffic by 87.9%:

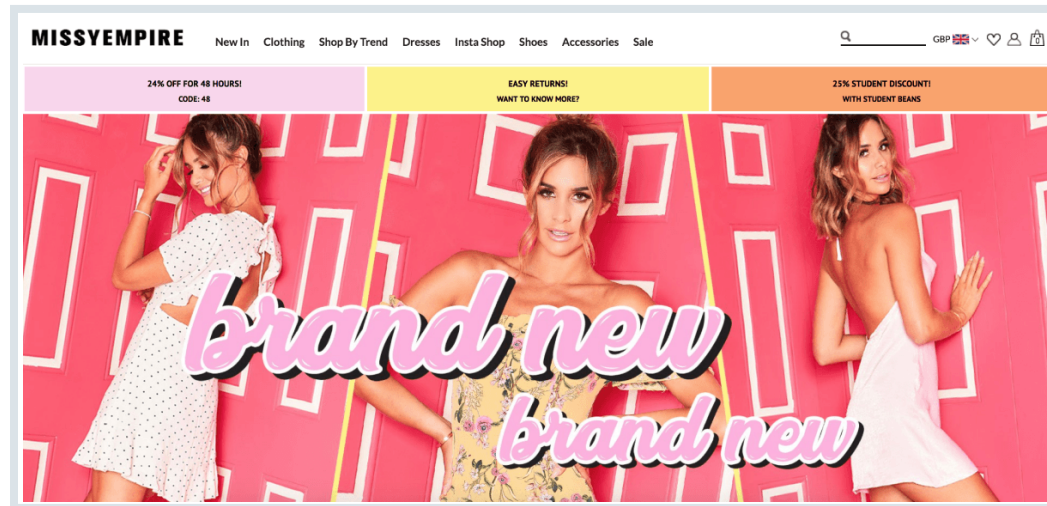
Share



Here's the full story...

James' client is the fashion ecommerce site Missy Empire.

Share



According to James:



“Our client had been producing ‘style guides’ and other blog content but struggled to earn links.”

So he decided to try something new:

Create something that fashion blogs and news sites would WANT to share

Share



So he used BuzzSumo's domain search to uncover fashion content that got lots of shares.

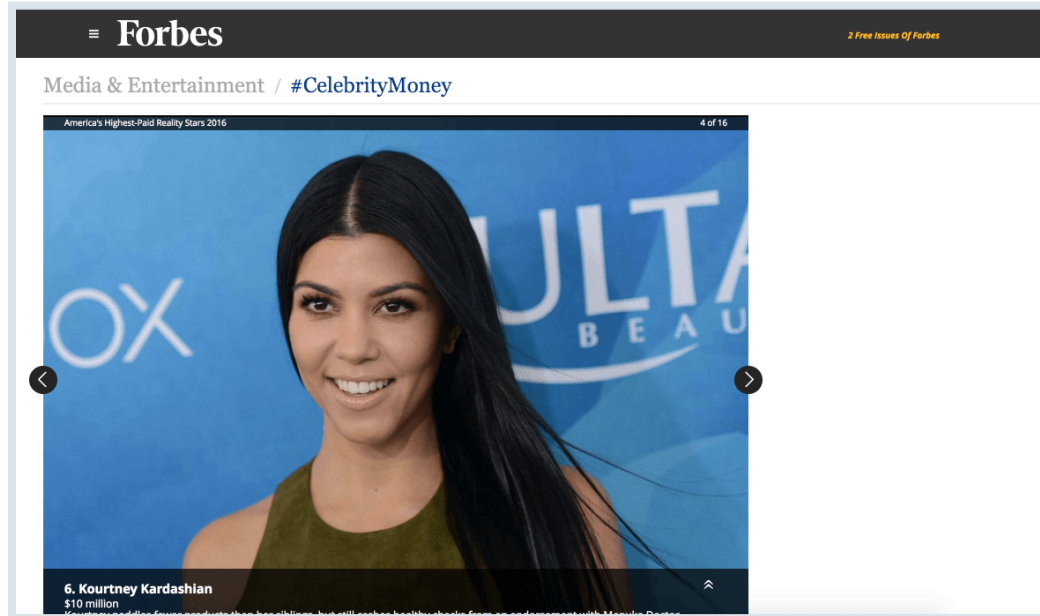
Khloé Kardashian Pregnant: All The News About Her Baby By Glamour – Sep 26, 2017 glamourmagazine.co.uk	Save View Backlinks View Sharers Share	3.1K	6	0	0	15
Kylie Jenner Pregnant: See The Baby Shower Pictures By Glamour – Sep 22, 2017 glamourmagazine.co.uk	Save View Backlinks View Sharers Share	2.7K	2	0	0	6
Kim Kardashian's Third Baby: Surrogate Pregnancy By Glamour – Jul 26, 2017 glamourmagazine.co.uk	Save View Backlinks View Sharers Share	1.9K	2	2	0	78
Kendall Jenner braless & wearing sheer tops By Ciara Sheppard – Aug 6, 2017 glamourmagazine.co.uk	Save View Backlinks View Sharers Share	1.4K	6	6	0	3
Kim Kardashian wears bra to dinner By Ciara Sheppard – Jul 11, 2017 glamourmagazine.co.uk	Save View Backlinks View Sharers Share	1.2K	3	3	0	4

And James could sum up what he found in one word:

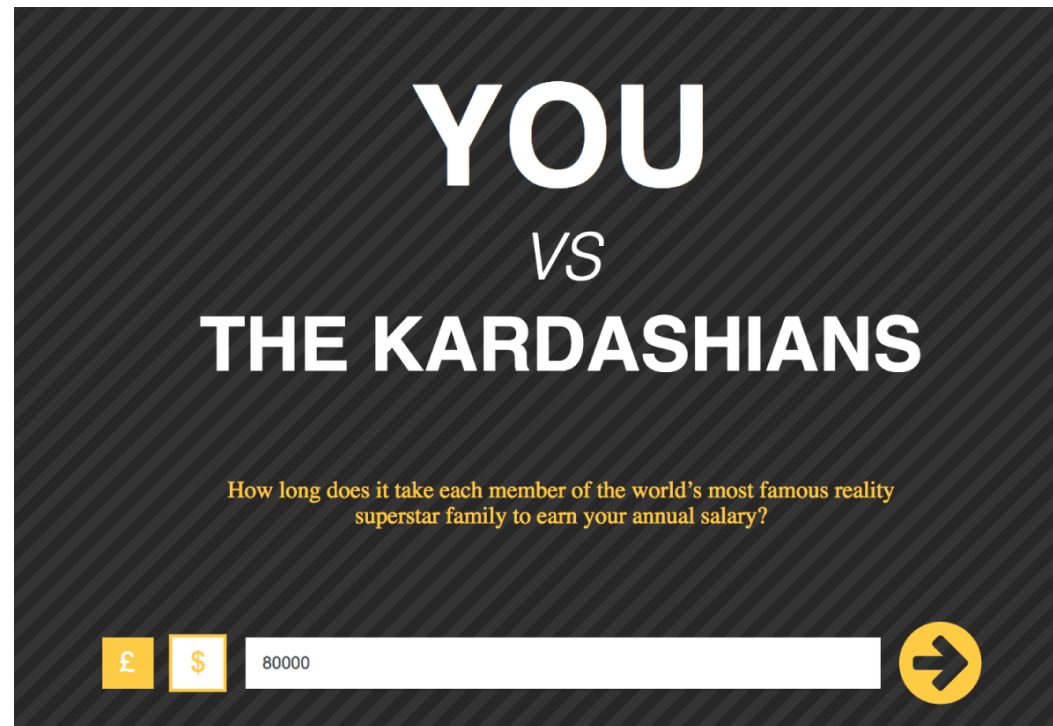
Kardashians.

James also stumbled on a “[Reality Superstar Rich List](#)” from Forbes. This page listed the earnings of every Kardashian family member.

Share



So James created a simple calculator that allows you to compare your earnings with the Kardashians.



And the press absolutely LOVED this tool.

In fact, to date, this tool has links from over 130 blogs and news sites:



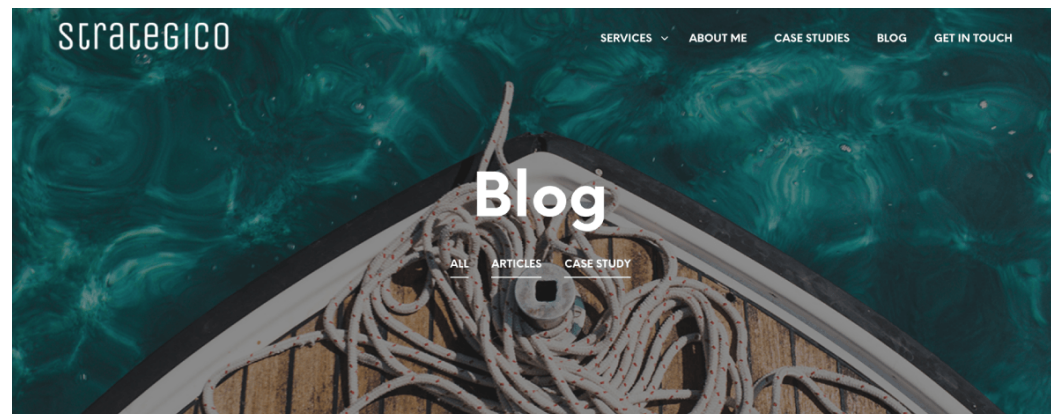
Case Study #2: How Matteo Got 190 Social Shares (And 64 New Backlinks) to a Brand New Blog

Share



Last year Matteo Gasparello had a problem...

You see, Matteo just launched a brand new digital marketing blog.



And Matteo knew that, for his blog to stand out, he'd need to publish a piece of EPIC content.

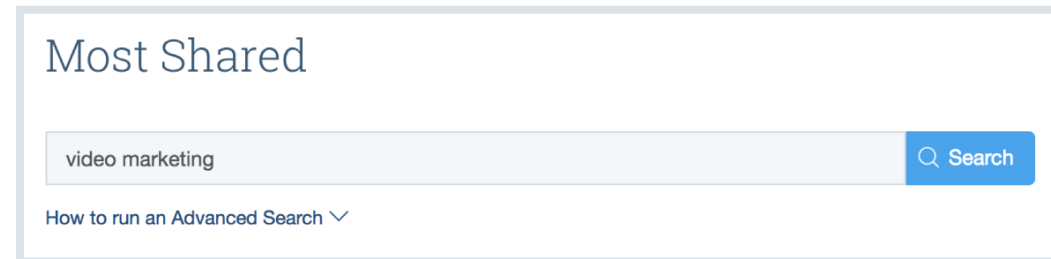
The problem was:

What kind of content should he publish? A list post? A tutorial?
How about a case study?

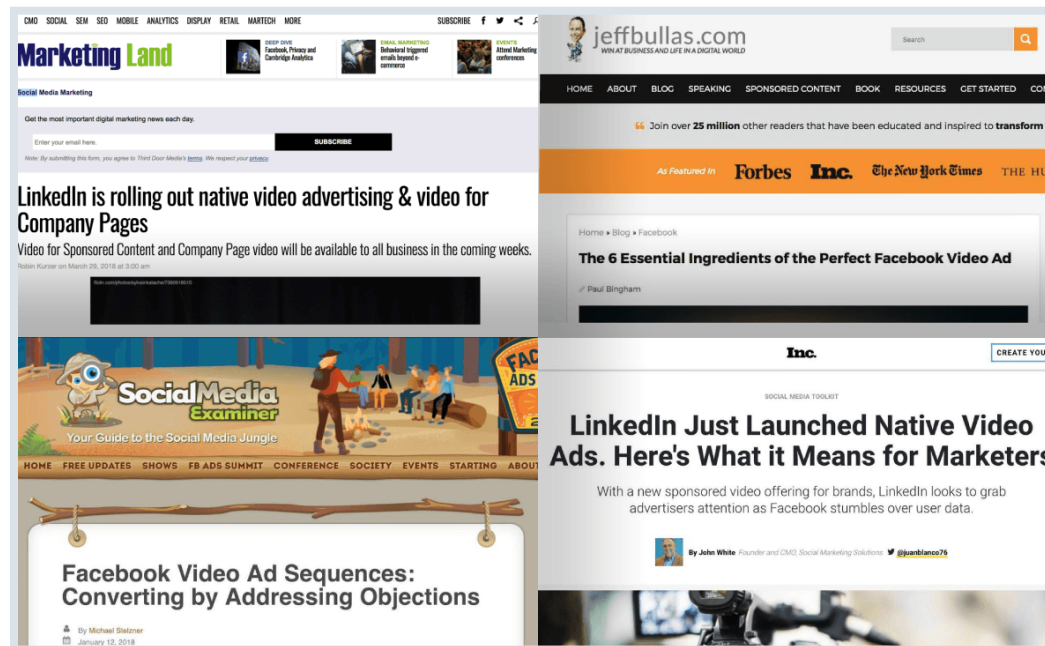
So he fired up BuzzSumo.

And he searched for terms like “video marketing”, “Facebook video ads” and “video advertising”:

Share

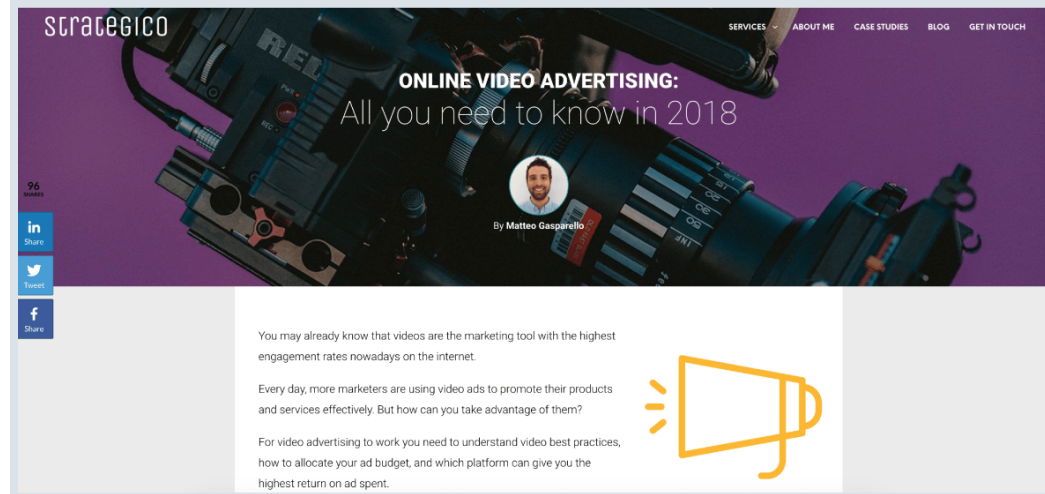


Matteo quickly noticed that these 4 posts did REALLY well:



So he incorporated what he liked from those 4 posts into a new guide: [Online Video Advertising: All You Need to Know in 2018.](#)

Share



Considering Matteo's blog was brand new, he knew that he couldn't just "publish and pray".

So he used BuzzSumo to find people that had shared content about video ads in the past:

Filter by Type:

- ☒ Bloggers
- ☒ Influencers
- ☐ Companies
- ☐ Journalists
- ☐ Regular People

☐ Active Influencers
☐ Ignore Broadcasters
☐ Verified Influencers Only
☐ Has Instagram Profile

Location:

[Apply Filters](#)
[Reset Filters](#)

Users that shared: "The 6 Essential Ingredients of the Perfect Facebook Video Ad" [jeffbullas.com](#) [Export](#)

[Back](#)


Sort by: Average Retweets Page 1 of 5

	PAGE AUTHORITY	DOMAIN AUTHORITY	TWITTER FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
Jane Kavanagh yourweb.ie Director at yourweb.ie, Social Media Insights and #Marketing Tips. Blogger Influencer	45	35	12.1K	12%	0%	4.5
Realty Blogger plus.google.com/u/0/+AdrienneHollis/posts A big fan of Real Estate, Social Media, Blogging, Working out and Sports among other things. Blogger Influencer	-	-	9.7K	68%	0%	4.2
SEMrush semrush.com Be a digital marketing rock star with SEMrush! Follow us for the best industry updates & tips and connect with top influencers via our weekly #SEMrushchat Company	60	79	74.7K	23%	37%	3.9

Share

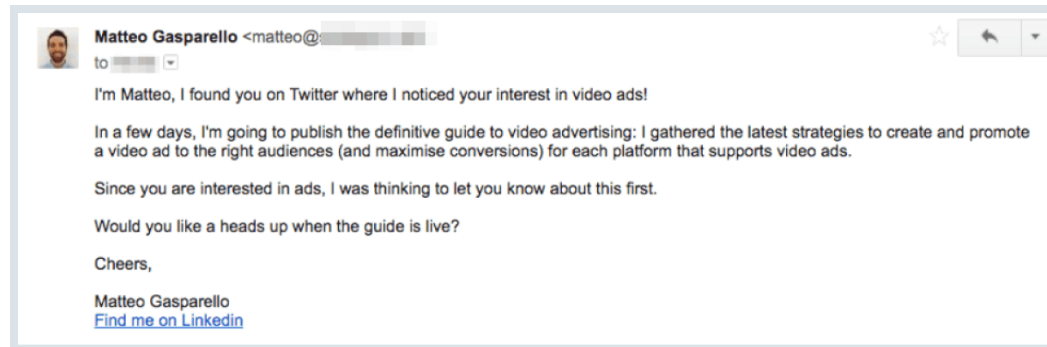


As Matteo put it:

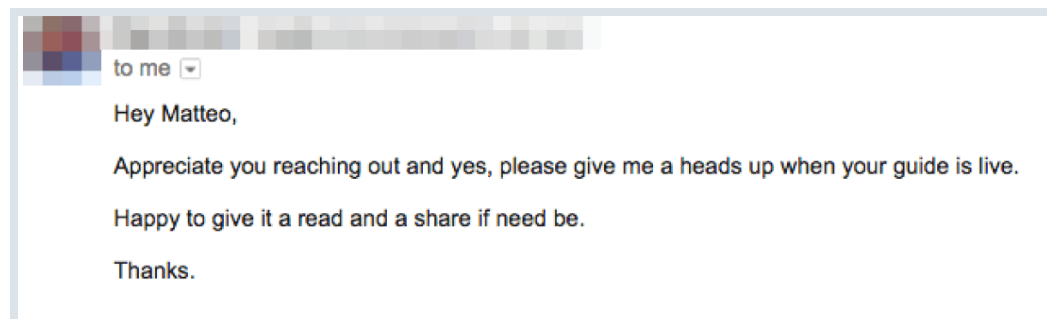


"Now it was only a matter of browsing through the results and contacting people that were really interested in video ads."

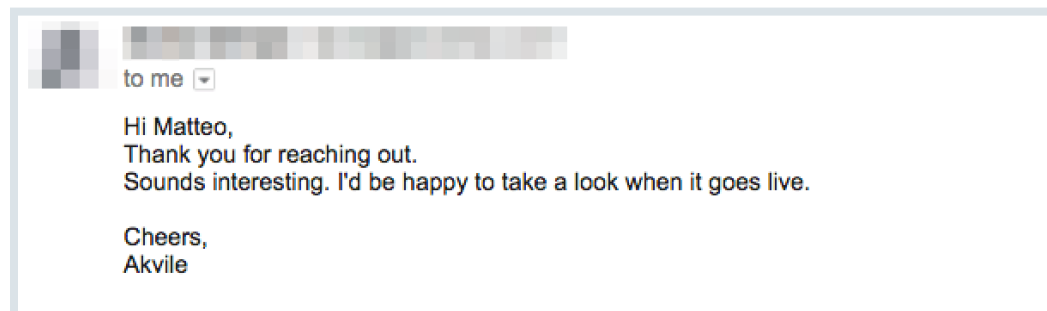
And he reached out to those folks with a personalized (and non-pushy) email:



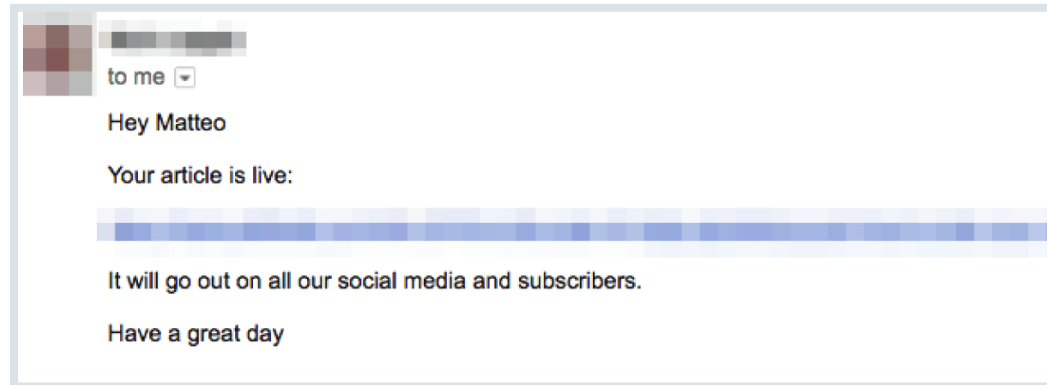
Because Matteo's outreach emails were targeted AND respectful, he got lots replies like this...



...and this.



And once Matteo started sending his excellent guide to people that were interested, the shares and links started to pour in:

[Share](#)

To date, Matteo's post has racked up:

- 64 backlinks
- 190 shares
- 2200 page views
- 120 new email subscribers

Not bad.

Case Study #3: How Neil Sheth Ranked His Client on the 1st Page of Google

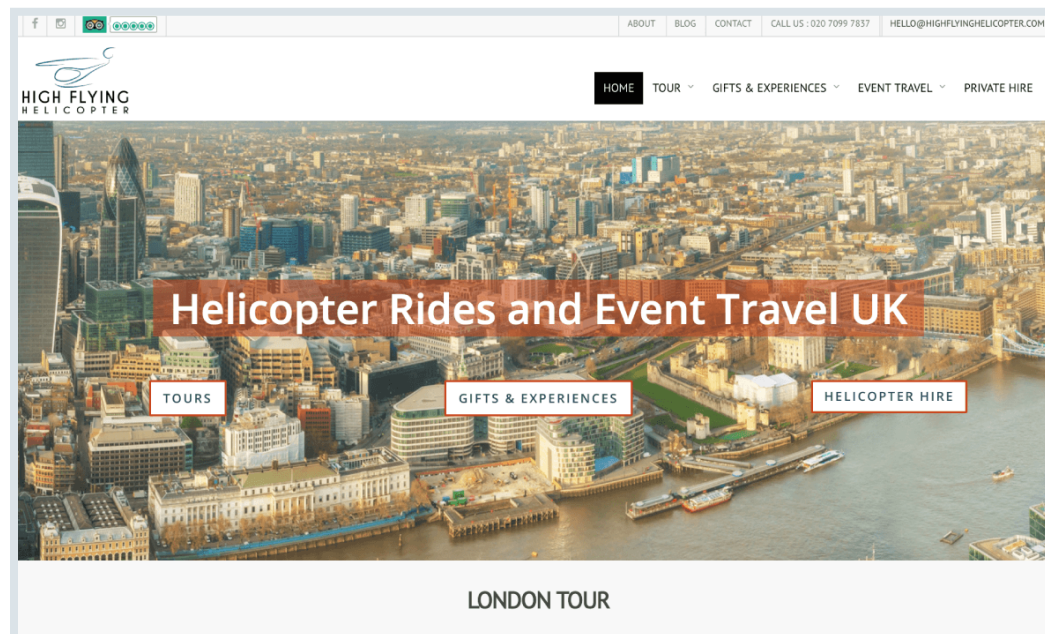
Share



Neil Sheth runs a digital marketing agency in London called Only Way Online.

A few months back Neil ran into a tough situation:

His client runs a helicopter rental business.



And like most SEO clients, Neil's client wanted to rank for keywords that their customers search for.

The problem was:

NO ONE wants to read content like: “5 Tips for Renting a Helicopter” or “Renting a Helicopter: The Ultimate Guide”.

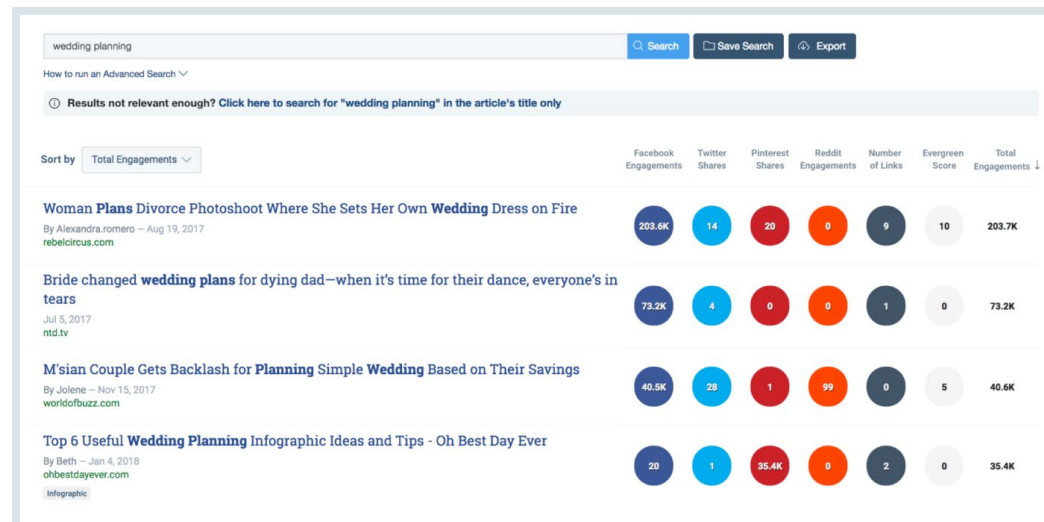
Which meant: he had to get creative.

Neil knew that lots of his client’s customers rented helicopters **for their weddings**.

So he decided to create a piece of content about planning a wedding.

Next, Neil used BuzzSumo to figure out what specific content formats performed best:

Share

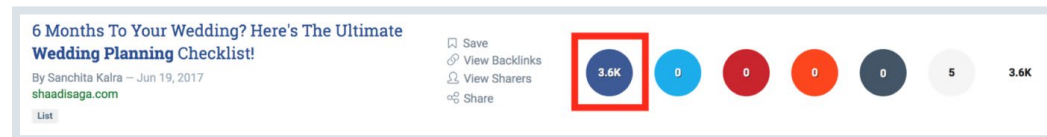


And he noticed something:

Most list posts (like “5 Tips for Planning Your Wedding”) didn’t get shared or linked to much...

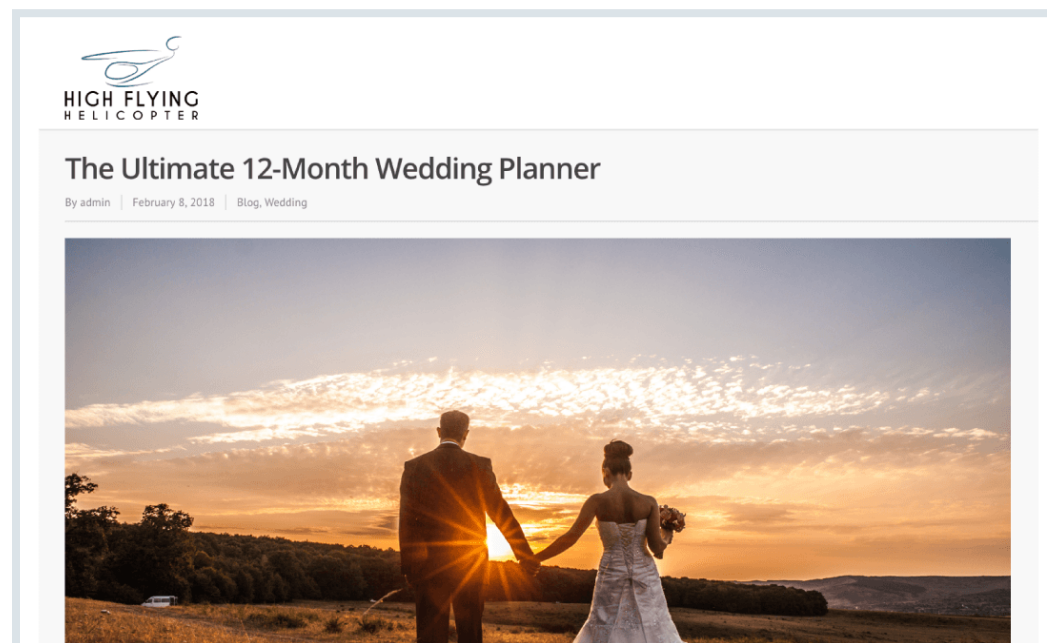
...but comprehensive guides did REALLY well.

Here’s an example:



So Neil set out to create the best darn wedding planning guide on the planet.

The result? The Ultimate 12-Month Wedding Planner.



Share



Because this guide provides so much practical value, it's received a handful of backlinks from niche-related wedding blogs:

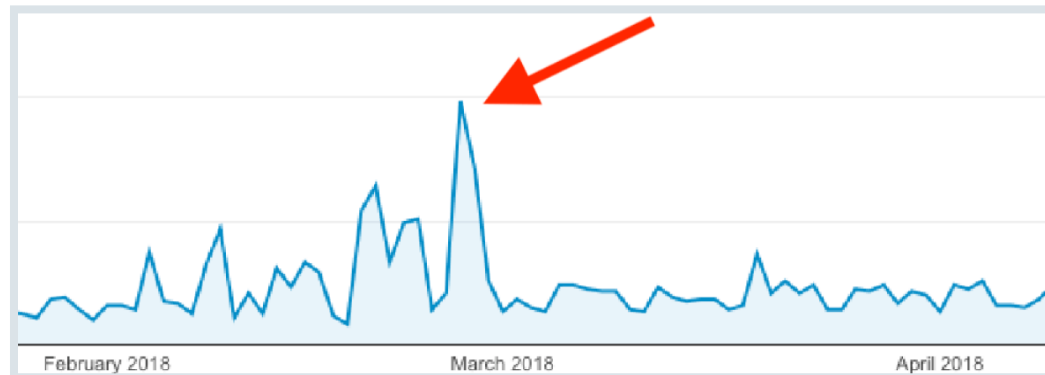
Share



other than yourself in charge of it. This person can keep track of time and make sure things are happening when they're supposed to.

I personally love this [12-Month Wedding Planner](#) from High Flying Helicopter.

No surprise: those links resulted in a spike in organic traffic for the entire site:



Those links also helped Neil's client grab a first page ranking for a keyword that brings in several new leads every month: "helicopter proposal London":

Share




AllVideosImagesNewsShoppingMore

SettingsTools

About 5,020,000 results (0.59 seconds)

Propose In Style - Helicopter Hire
<https://highflyinghelicopter.com/helicopter-experiences/propose-in-style/> ▼
The range of **Propose** in Style flights provide the perfect setting for you to pop the big question. From the adventure and beauty of a **helicopter** tour near **London's** ...

33 Places to Propose in London - Helicopter Hire
<https://highflyinghelicopter.com/33-places-propose-london/> ▼
2 Mar 2018 - From royal weddings to Shakespeare and Keats, **London** is every bit the whimsical, wonderful place to plan a **proposal**. See our 33 places to ...

Unique Helicopter Proposal over London - YouTube

<https://www.youtube.com/watch?v=sptochzCguw>
17 Aug 2015 - Uploaded by The Proposers
Sky1 asked us to help with TV show 'Extreme Phobias, Extreme Cures'. In the episode tackling vertigo, we ...

Case Study #4: How Andrew Holland Published a Piece of Viral Content That Generated 261,457 Visits

Share

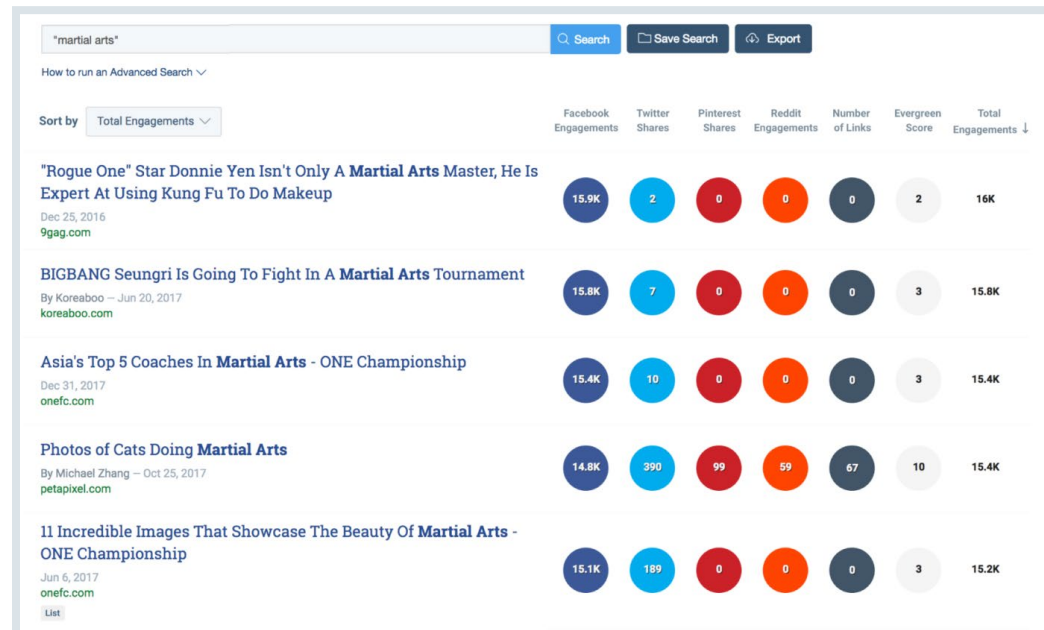


A while back Andrew Holland set a goal for himself:

Create a piece of content for his self-defense blog **that would go viral.**

Easier said than done, right?

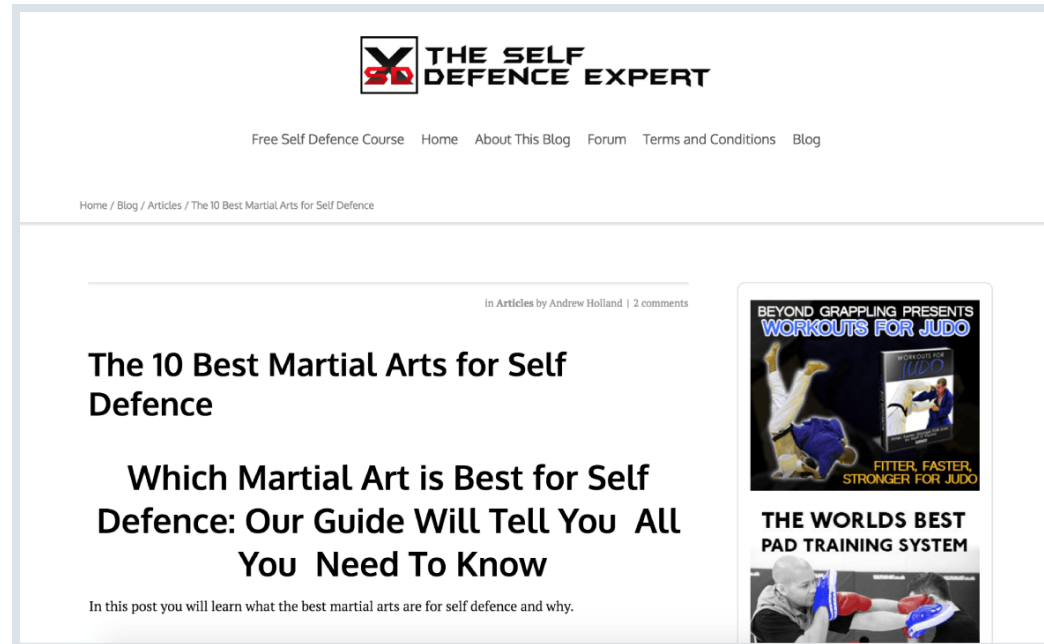
Rather than relying on pure luck, Andrew used BuzzSumo to see what types of content (and headlines) got the most shares in the martial arts world.



And Andrew saw that “best of” lists tended to do REALLY well.

Share

So Andrew got cracking on a list of the best martial arts for self-defense. That ultimately resulted in: [The 10 Best Martial Arts for Self Defence.](#)

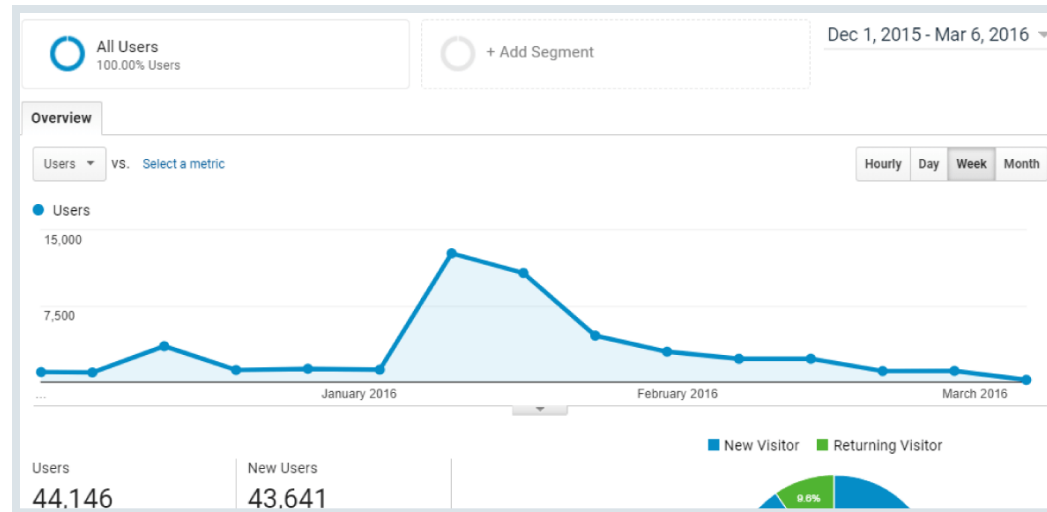


As you might expect, Andrew’s post was controversial.

Which meant:

People that loved Andrew’s content? They shared it. And people that hated Andrew’s content? They shared it too!

These shares led to a massive spike in traffic:



Share



(And 261,457 visits to date)

<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?
		872,946 % of Total: 100.00% (872,946)	386,095 % of Total: 100.00% (386,095)
<input type="checkbox"/>	1. /best-martial-arts/	261,457 (29.95%)	120,554 (31.22%)
<input type="checkbox"/>	2. /defence-lab-review-it-is-better-than-keys-i-fighting-method/	97,018 (11.11%)	39,863 (10.32%)
<input type="checkbox"/>	3. /lies-bad-self-defence-instructors-tell-their-students/	49,881 (5.71%)	23,145 (5.99%)
<input type="checkbox"/>	4. /the-fighting-style-of-jack-reacher-defence-lab/	41,189 (4.72%)	16,757 (4.34%)
<input type="checkbox"/>	5. /a-review-of-the-keys-i-fighting-method-known-as-kfm/	38,421 (4.40%)	15,781 (4.09%)

Then, Andrew did something interesting...

Because most of his shares came from Facebook, Andrew turned his post into a Facebook video.

[Share](#)

The video player shows a woman in a gym setting. The title is "The 10 Best Martial Arts for Self Defence". The video is 3:49 long. The post is from "World of Martial Arts Television". The description reads: "The 10 Best Martial Arts For Self-Defence: This is not in any order but you can't go wrong with any of these Martial Arts if you are looking for a system of self-defence. Is your system on the list?". The video was uploaded on 10/20/2017 and appears in 3 posts.

Total Video Performance

← Post Engagement ▾ **5,512**

👍 **3,493** Total Reactions - **1,768** from Shares

Reaction	Count
Like	3.2K
Love	64
Wow	126
Wow	23
Wow	3
Wow	3

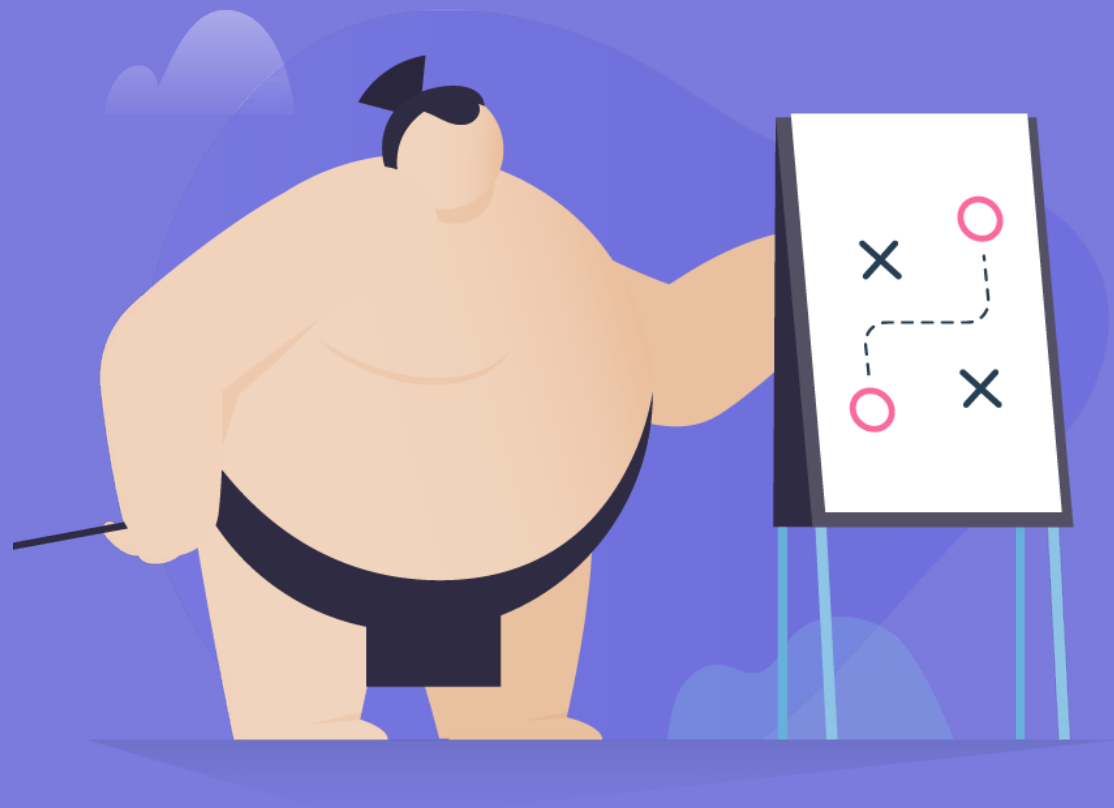
💬 **784** Total Comments - **337** from Shares

↗ **1,236** Total Shares

That video resulted in 174,000 views and over 1200 shares.

Chapter 6

Advanced Tips & Strategies





Basics? Check.

Case studies? Check.

Now it's time to dive into **advanced** BuzzSumo tips, strategies and tactics that you can use to hire freelance writers, find awesome keyword ideas, and more.

Let's do this.

Find (Quality) Freelance Writers

Share

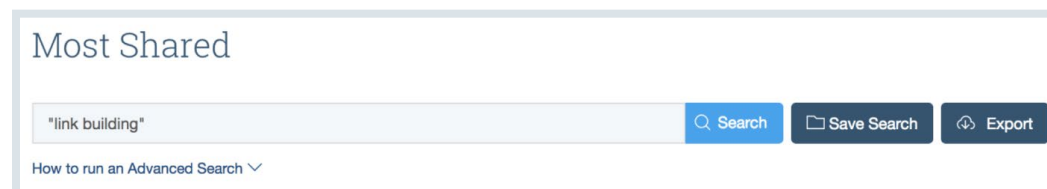


Finding a freelance writer is easy.

But finding a GOOD freelance writer? **That's another story.**

Fortunately, you can use BuzzSumo to find writers that actually know what they're doing.

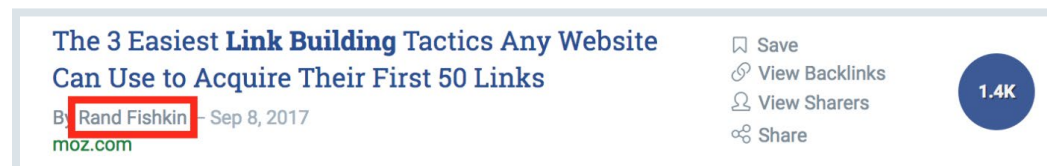
Here's how: First, search for your topic in BuzzSumo:



Then, keep an eye out for writers that tend to get lots of shares on their stuff.

Now:

Most of these writers are going to be big names... not freelancers:



But if you dig deep, you can find freelancers that know how to write kick butt content in your niche:

Share



5 easy but smart SEO wins to boost content and link-building efforts - Search Engine Land

By **Jeremy Knauff** - Mar 22, 2018
searchengineland.com

List

Save

View Backlinks

View Sharers

Share

854

1.2K

Pro Tip: Click on the author's name in the search results... and you can see everything they've published:

Page 1 of 3

How to run an Advanced Search ▾

Sort by Total Engagements ▾

	Facebook Engagements	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagements ↓
5 easy but smart SEO wins to boost content and link-building efforts - Search Engine Land By Jeremy Knauff - Mar 22, 2018 searchengineland.com List	854	1.2K	21	0	65	7	2.1K
13 outdated SEO tactics that should terrify you - Search Engine Land By Jeremy Knauff - Oct 30, 2017 searchengineland.com List	849	1.2K	14	5	60	11	2K
3 SEO tasks to start 2018 off with a bang - Search Engine Land By Jeremy Knauff - Jan 22, 2018 searchengineland.com List	778	1K	13	1	84	9	1.8K
4 tips for becoming a content-producing machine and generating more organic traffic - Search Engine Land By Jeremy Knauff - Jul 10, 2017 searchengineland.com List	757	881	1	0	7	10	1.6K

Create Targeted Content With “Search by Subreddit”

Share



Does your target audience hang out on a particular Subreddit?

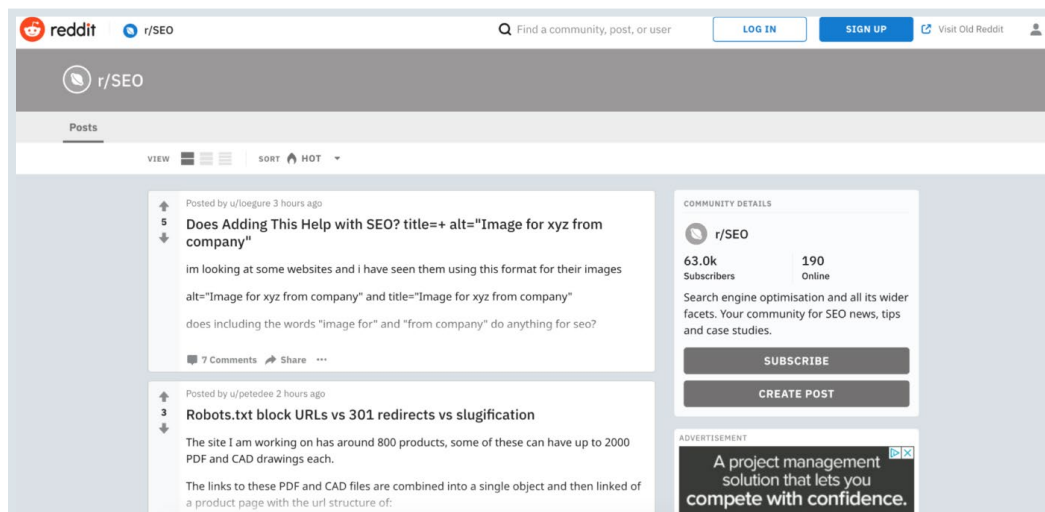
If so, BuzzSumo can show you the EXACT questions those folks ask.

(And the topics they’re most interested in)

Let me show you how this works with a real life example:

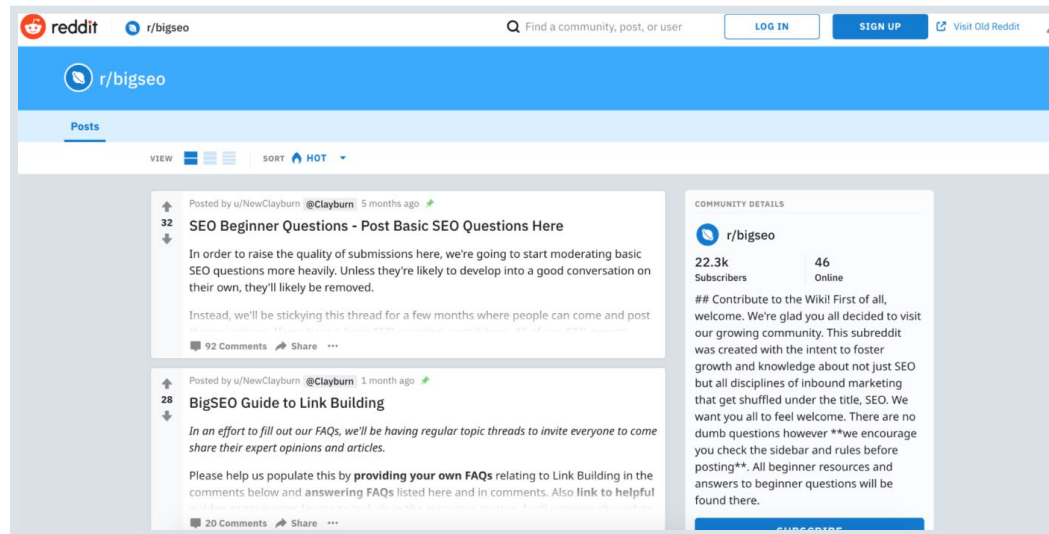
My content is designed to help professional marketers get higher rankings and more traffic.

So even though there is a r/SEO subreddit...



...it's full of newbs.

Instead, my target audience tends to hang out on [r/bigSEO](#).



And, using BuzzSumo, I can EASILY see the exact topics members of that subreddit are most interested in.

Here's how:

First, I head over to BuzzSumo's Question Analyzer. But instead of typing in a keyword, I hit "Search By Subreddit".

Share



Question Analyzer

☐ Search by Keyword
 ☐ Search by Domain (Forum)
 ☒ Search by Subreddit

Search



And BuzzSumo hooks me up with a list of topics that members of this subreddit tend to discuss most:



Nice.

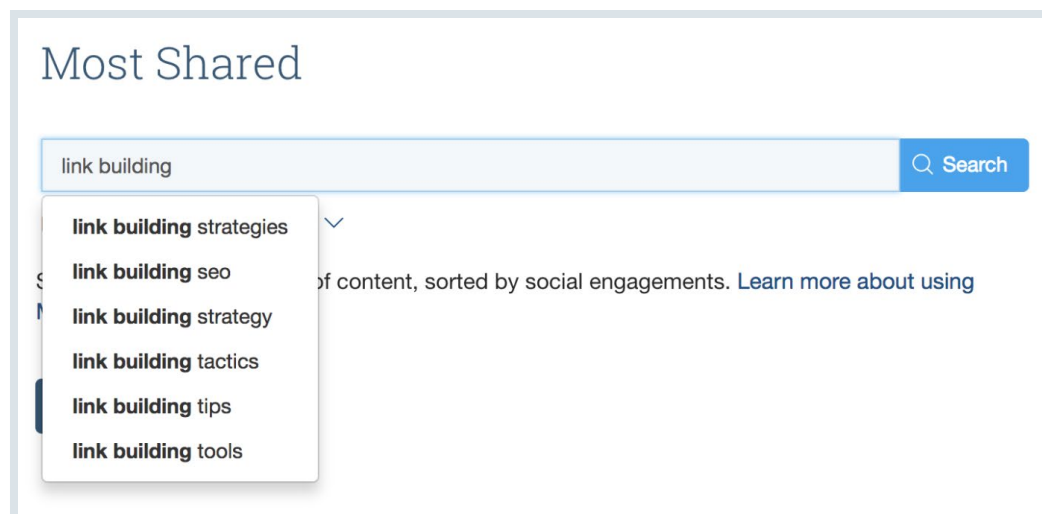
Find Keyword Ideas With BuzzSumo Suggest

Share

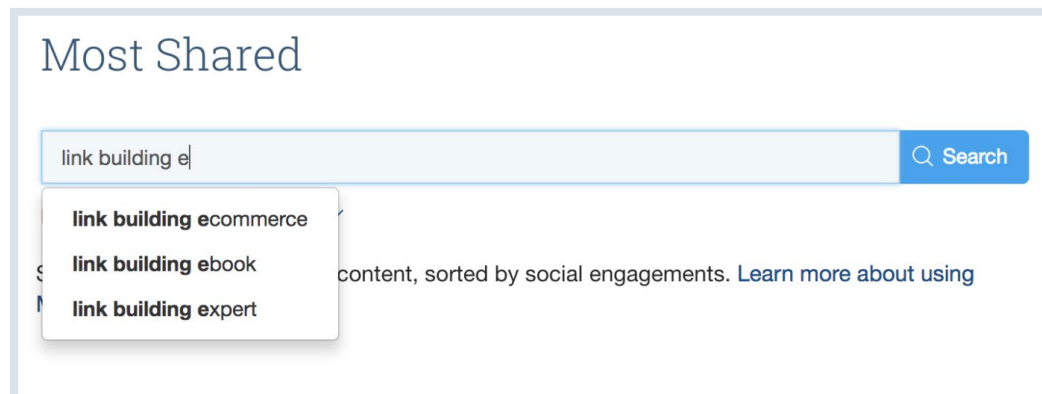


This couldn't be simpler: Just type a keyword into BuzzSumo search...

...and see what they suggest to you:



What's even cooler is that you can search for "Keyword A", "Keyword B" etc. to get even MORE keyword ideas:



Track Marketing Reach (and Backlinks)

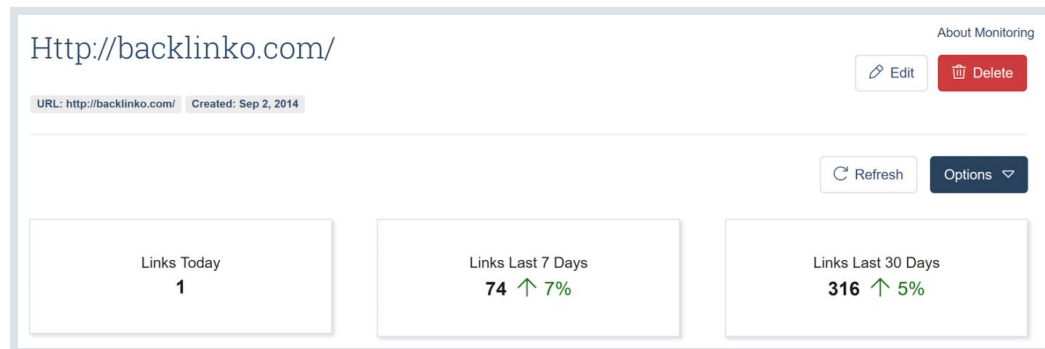
[Share](#)

Are MORE people talking about your brand this month?

It's not an easy question to answer.

That is, unless you track mentions and links with BuzzSumo.

When you set up mention monitoring, you can see how mentions and links change over time.



If you notice that more people are talking about you (in a good way), that's a sign that your marketing is working.

If not... it might be time to change things up.

Find Awesome Interview Opportunities

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Interviews are one of my FAVORITE ways to get targeted traffic (and links).

The only problem is:

It's REALLY hard to find high-quality interview opportunities.

Fortunately, BuzzSumo makes this process a cinch.

Here's how to do it:

First, find someone in your niche that tends to get interviewed a lot.

(I'll use my friend Noah Kagan in this example)

Then, type his or her name into BuzzSumo search:

Most Shared

[How to run an Advanced Search](#)

Why?

Well, unless someone is REALLY popular, they'll only show up in BuzzSumo's results **if they've been interviewed.**

For example: When I search for "Noah Kagan" in BuzzSumo, **18 out of the 20 results are places he's been interviewed.**

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The screenshot shows a list of search results for 'Noah Kagan' on BuzzSumo. A dark blue diagonal banner in the top right corner of the results area displays '18/20'. The results are as follows:

- 5 Exciting Social Media and Marketing Trends to Know in 2017 with Noah Kagan**
By Brian Peters – Aug 7, 2017
[bufferapp.com](#)
List
- Wednesday's Interviews: Neil Rackham, Noah Kagan, Vanessa Van Edwards, Ben Sardella, Alyssa Merwin, Emeric Ernoult, Lauren Wadsworth, Phil Freo, Conrad Wadowski, Greg Holmes, and Ed Fry**
Nov 16, 2017
[insidesalesummit.com](#)
- How to Start a Million-Dollar Business – Noah Kagan Interview | Art of Manliness**
By Art Of Manliness – Jun 22, 2017
[artofmanliness.com](#)
How Article
- 197:Technology and Tacos—From Fired Facebook Employee to Eight-Figure Founder, With Noah Kagan of Sumo**
By Nathan Chan – May 3, 2018
[foundr.com](#)

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