



# 10 SEO Lessons to Learn from Backlinko's Success

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## Who Is Brian Dean?

Brian Dean is the founder of Backlinko and is one of the web's leading experts on SEO and link building. He recently launched one of the most popular SEO training websites in the world and has become an internationally recognized expert and one of the most prominent voices in the digital marketing industry.

## Facts About Success

- The average entrepreneur fails 3.8 times before becoming successful.
- The biggest difference between failure and success is persistence.
- YouTube was launched after failing as a video-dating site.
- Twitter saw success after failing as a music service.
- Henry Ford had three failed businesses before launching Ford Motor Company at age 53.
- Stephen King's first novel *Carrie* was rejected 30 times
- J.K. Rowling's first novel *Harry Potter* was rejected by twelve publishers.
- Walt Disney was fired for "lacking imagination."
- Bill Gates' first company Traf-o-Data failed before he founded Microsoft.
- Failure is a natural part of the learning curve for all entrepreneurs, so the faster and more frequently you fail, the faster you will succeed.

# 10 Great Lessons We Can Learn from Backlinko

## 1. Be Willing to Burn Money Up Front

Entrepreneurs must recognize that their ventures can take months and possibly even years to really succeed. And while the saying “it takes money to make money” rings true, you need to balance the need to burn money upfront with the ability to pay your bills. Live cheaply for a while if you need to, but don’t risk losing your business because you aren’t willing to invest what you need to before it becomes self-sustaining.

## 2. Understand and Conform to Long-term Trends

It may be tempting to try to make a quick buck capitalizing on short-term trends, but you need to make sure that your business practices work in the long-term if you want to maintain growth and earn a solid reputation.

## 3. Follow Different Strategies to Scale Growth

Don’t limit yourself to one growth strategy. While you don’t want to try so many things that you can’t fully invest in any one tactic, you need to be aware of the benefits and limits of every tactic, as well as how you can leverage them to boost your name recognition. If you’re on a more limited budget, you may not be able to invest a tremendous amount of money into your PPC campaigns at first. Fortunately, there are other ways you can generate traffic while waiting for your organic search rankings to improve. Dean, for example, has gained a lot of visibility and loyal readers by e-mailing other thought leaders in his niche.

## 4. Make Outreach a Priority

The best place to start getting your content promoted is to share it with industry thought leaders who have already posted similar content on their social networks. Of course, you’ll also want to vet people according to the amount of social influence that they have. See how many real followers they have in their networks before reaching out to them.

## **5. Leverage All Available Data for Your Campaigns**

There are a number of great tools out there that can help you aggregate data for your marketing strategies. Buzzsumo is a great tool that allows you to enter a keyword and see what content is gaining shares on social media. Dean also recommends using Twitter APIs to find out what strategies are working out well. Of course, as with any digital marketing campaign, you're going to need to do your own testing and collect your own data for optimization purposes. However, you'll be starting from a better place if you have a sense of what works in advance.

## **6. Be Aware of Productivity Hacks**

How can one person single-handedly create a leading blog that generates close to 100,000 visits a month in one of the most competitive niches? It's all about managing productivity. You can reduce the need to have a massive team if everyone is as productive as possible. Regardless of the size of your company, it's important to keep looking for ways to improve efficiency as much as possible.

## **7. Develop Your Own Model**

Every successful entrepreneur needs to develop their own system for producing quality products. Since Dean operates a popular online marketing blog, in a sense, his product is his content. To ensure that every piece of content he puts out is top-notch, he created a 3-step content generation model:

1. Identify existing content in your niche. The best place to start is by seeing what content in your niche has already worked. This is where Buzzsumo and other similar tools play a role in his strategy.
2. Figure out what worked (and what didn't). In this next step, Dean carefully analyzes content that went viral in his niche, trying to break it down and find out what made it so successful.
3. Make it better. Dean recognizes that he needs to create the best content to stand out in such a crowded niche, and he does so by finding ways to improve on his competitors' content to get more traction from it.

## **8. Don't Jump the Gun on Non-Existent Trends**

While it's true that trends could have a significant impact on the success of your business, you need to be careful not to jump onto every single one that comes along too quickly in case you start acting on something that doesn't actually exist. It takes a lot of data to confirm that a trend has been established. Make sure that you test carefully and know that you have a statistically significant sample size before drawing any conclusions.

## **9. Never Forget Your Customers' Needs**

It may sound like obvious advice, but you'd be amazed at how many businesses choose not to follow it. Never forget the needs of your customers. This is something that far too many entrepreneurs get wrong. Dean also applies these principles when he's creating content for the purpose of getting new subscribers to his blog. Most bloggers have difficulty generating e-mail subscribers from their blog posts. Dean has been able to significantly boost conversions by tailoring his calls-to-action to specific blog posts.

## **10. Invest Time and Money in Areas that Lift Your ROI**

Every single decision an entrepreneur makes needs to be driven primarily by ROI. Spending a lot of time and money on something can be intimidating, but this is an investment that every entrepreneur needs to be willing to make in order to boost their returns. You shouldn't be hesitant to do this if you want to be as successful as Dean.

Brian Dean has become a leading voice in the digital marketing industry, and through past interviews with Growth Everywhere and other sources, he's offered a number of great insights that other entrepreneurs can learn from as well.

If you're trying to boost growth on your own website, start applying these suggestions today. In addition, take some time to check out the full Backlinko blog. No matter what challenges you're facing, you're sure to find some interesting insight there.