



**How to Date an Entrepreneur
(Plus the #1 SEO Tip)**

Eric Siu: What is your number one SEO tip? So Neil and I talk a lot about content marketing on SEO on our podcast just because it's a lot ... I mean this is content marketing right here. We'll always say the top two factors when it comes to SEO, you have content and you have links, right? So I think we'll always start with content marketing first because that's led to this. Neal started blogging first, and then it led to doing videos, speaking engagements, it's led to the podcast. And it just leads to a whole host of other things.

So you start with the base first. I think, no matter if it's ... the example I give is, this girl named Shaleen Johnson, right? So she sells courses. She starts with a Facebook Live first, content right. And then she parlays that, all the content in there becomes blog posts for example. And it might become webinars after. It might become social posts. You're taking a whole framework there and you're building. And then afterwards, maybe you're building relationships with other business owners. You're reaching out. You're building a strong Link profile, and then you're going to start to rank for a lot of things.

If you Google online marketing right now, he ranks top two for online marketing. Google affiliate marketing, all these things. But that's over years and years of work. I mean, if you look at it. I use his two sites as an example. QuickSprout was getting, what, 850,000 visits a month?

Neil Patel: I don't know.

Eric Siu: Okay, even-

Neil Patel: I really don't know.

Eric Siu: Let's just use that. 850,000 visits a month as a marketing blog. Really competitive space, right? And a couple years ago he decides to start NeilPatel.com. And I'm like, there is no way you're going to beat QuickSprout.com. And now NeilPatel gets how much traffic per month?

Neil Patel: It ranges, last one was 800 and something thousand uniques.

Eric Siu: I mean, that's the power of content market. He started with strictly a ton of content and he's built a lot of links with his team. So that's led to him having two really powerful sites that are centered around marketing.

Neil Patel: My number one tactic that I love using, I just came back from Brazil and I was yelling at the team. Because our competitors were using it against us and they're beating us in traffic in Brazil. We're at roughly 100,000 unique visitors a month in Brazil, while our competitors are at roughly 700,000 a month. They've been doing it for seven, eight years. We've only been doing it for two years, but really been doing it for around a year. But still, I don't like losing.

When you have a website, some of your pages are naturally going to be popular, some of them aren't. Go to Google search console. They will show you in the search analytics which of your pages are the most popular pages. Then when you click on them, and you click on queries, it shows you all of the queries that you're getting traffic for from that page. Download the csv file. It will give you 900 keywords, where you're getting "impressions" from. Some are clicks, some are just impressions. And integrate those keywords onto that webpage. Don't just shove them in. It has to flow naturally.

Sometimes you have to redo the content. Let's say if it's a 500 word webpage, it may be 1000 or 2000 words because it has to flow naturally and provide value to the users. You do that, you'll quickly see your search traffic skyrocket. You take that article, Google crawls it. Once they crawl it, you usually can see a 30, 40, 50 sometimes 100% lift in traffic. You don't have to create new pages to get traffic. Just optimize the ones Google already is showing you saying, hey we like this. We're already giving it traffic. Alright, cool. Let me just get the keyword so I can get more traffic, right? So much easier.

Eric Siu: Next question. Do either of you have girlfriends? And if so, how do they feel about how much time you spend working. Neil?

Neil Patel: I don't really talk about my personal life. But I do. And she's okay with it. She just likes me working all the time, or probably actually she doesn't like me working all the time. But we do a once a week date night. She travels with me sometimes. There's not really a choice. She knew what she was getting into beforehand.

Eric Siu: I think that's the most important thing. I mean, you talk about company core values. You have your own core values, so they need to align with them. That's how I am too. They have to understand that they're dating entrepreneur and they know what they're getting into. And there's going to be ups and downs too. And as long as that's clear, you're good, right?

Neil Patel: Yeah, the big thing is, I learned this from a friend named Andy. So Andy told me if you're ever going to get married, make sure whoever you're married to works. It doesn't matter if they're an entrepreneur or something, he's like, make sure they're passionate about something. It could be a non-profit, it could be their own business that they have, whatever it may be. Because the moment they're not working, they're going to nag you. And the same goes with men. If a man is dating a woman who's an entrepreneur, and she's busy all the time, he's going to start pestering her because he's going to feel lonely, so both men and women do it. So the key is, if you're a busy entrepreneur, then go date someone else who's a busy entrepreneur, or busy with their profession or career or whatever it may be.