Advanced Linking and Off-Page Optimization Strategies

How To **Grow Your Traffic With** Content Marketing

Pop ups

Pop ups don't always have to be an annoyance. When it's done the right way it can be a very effective tool!

Let's go over a few pointers when using pop ups.

Offer Something Unique

The best thing you can do is offer guides, a case study or something else they can download.

People like free stuff, so why not offer it in pop ups!

Variance

Don't show the same people the same pop up over and over, they will get tired of that. So spice it up, have multiple pop ups to surprise your readers

Exit Intent

Use pops up for exit intent. If you interrupt the reader while going through your content then the person might get annoyed.

But when he's about to leave then you might as well make use of a pop up. That way you won't have to worry about interrupting your visitors.

Neil Patel Pop up offering to track and improve rankings
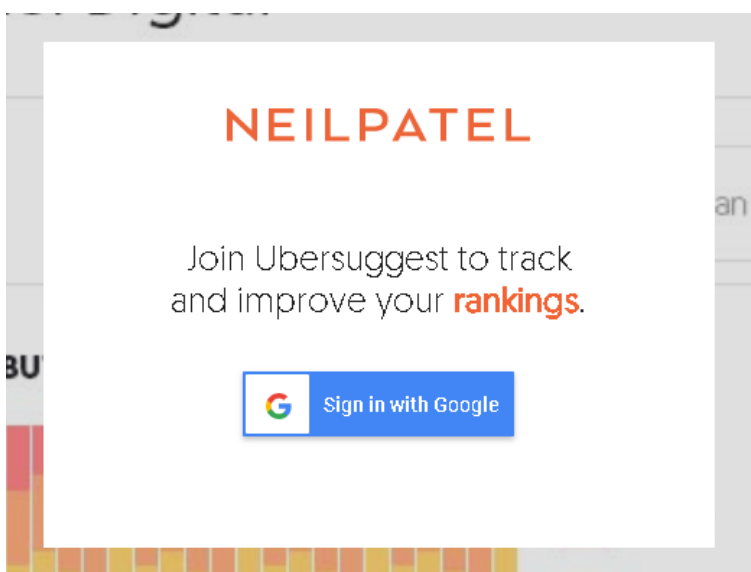
Categorizing

When categorizing your content you should take a look first at what content is doing well. It's important to mainly categorize those blog posts.

If you have tons and tons of blogposts it's best to just spent time on categorizing your most popular blog posts/content only.

Now what would someone want as outcome after reading a post? Many categories will probably overlap, which is fine.

You'll want to create a resource for each outcome you can find. Try to keep the amount of outcomes small.

Now if you have a few outcomes you can start making new content or repurpose already existing content into a new category resource.

For example if people visit your site and want to learn more about SEO, then you could create: "10 SEO Tricks You Should Know"

If people see that as outcome when having read one of your blogposts they'll likely click on this as well!

There are also many different ways to deliver a category resource. Such as a pop up, chatbot, form, right hand side links etc.

Sidebar links

on common keywords you

Optimizing your Pages

To optimize your content we have made a few steps for you to follow.

1. Is there a brief but strong reason to follow your content and read more?

If not, think about what makes your content unique in just a few words.

2. Are you leveraging Social Proof?

For example quotes from Forbes and other trusted sites. You can also show testimonials from customers or reviews.

3. Are you using sign up forms?

For example can people sign up to your email list, a newsletter, free guides, resources etc.
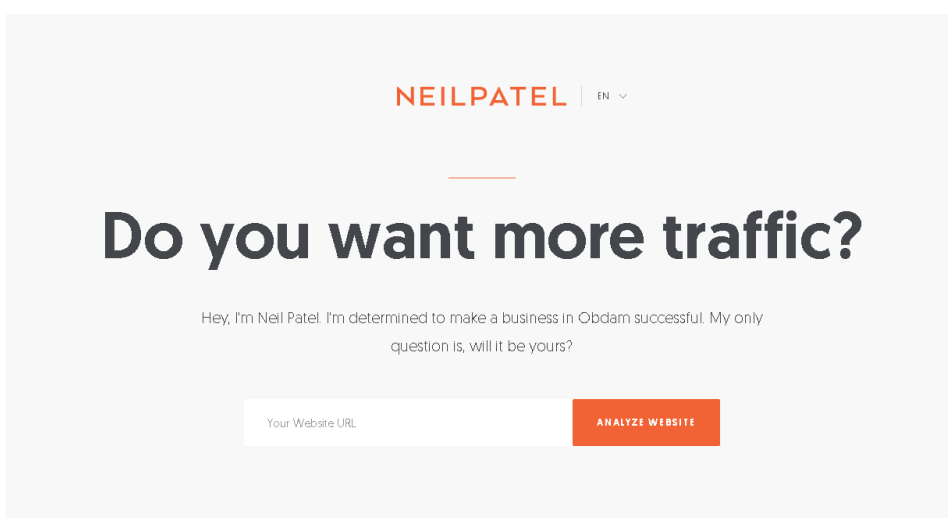
4. Is your homepage optimized?

The CTA should be above the fold! Also try to make your site super simple to read. No distractions! This also means that you should try to keep your navigation menu clean and tidy. The easier it is to find your content the better.

5. Does your newsletter sign up page give a compelling reason to subscribe?

You can make use of a free guide an eBook or other free stuff to hook people in.

Neil Patel Homepage

NEILPATEL | EN ⌄

Do you want more traffic?

Hey, I'm Neil Patel. I'm determined to make a business in Obdam successful. My only question is, will it be yours?

| Your Website URL | ANALYZE WEBSITE |

Strategies to Promote Your Content

Multiplying Content

- Do you have a blogpost or a video that you already made? You can expand on it by adding more content or putting it into new formats.
- Re-use and modify your existing content. You can share your content on multiple platforms in different ways.

Content made for Social Media

- You don't have to just link to your blogpost in your social media. Try posting pictures, graphs videos on social media as well.

Sending out emails

- You want to keep your emails simple and short and straight to the point. Don't hide your lead far away in your email.
- Send out emails when you made a new content piece like a blog post for example.
- Be consistent.

Neil Patel Instagram