**SPI Podcast Session #67 –
Niche Site Duel 2.0 (Research Interview) –
Neil Patel on How to Rank a Website Today.**

show notes at: http://www.smartpassiveincome.com/session67

Pat Flynn: This is The Smart Passive Income Podcast with Pat Flynn Session #67.

Welcome to The Smart Passive Income Podcast where it's all about working hard now so you can sit back and reap the benefits later. And now your host, the man who calms his nerves by dancing it out, Pat Flynn!

Pat Flynn: Hey, what's up? Welcome, welcome, welcome to session #67 of The Smart Passive Income Podcast. That's exactly two thirds of the way to episode 100 which is crazy. And what's even more crazy is that today, we have Neil Patel joining us on the show today. For those of you who don't know who Neil Patel is, just – let me introduce him for you really quick.

Neil is almost 30 years old so he's a little younger than myself. But when he was 21, he was named one of the top influencers on the web according to Wall Street Journal and also one of the top entrepreneurs in the nation by Entrepreneur Magazine. He has a blog at QuickSprout.com and also co-founded a couple of companies that you may have heard of before. Maybe you're even using these companies' softwares right now. CrazyEgg is one of them and KISSmetrics which are used worldwide by businesses looking to get deeper into their web analytics and customer profiling, heat maps, and things like that.

He's also done a lot of consulting work for companies such and I know you've heard of these, Amazon, AOL, GM, HP, and Viacom helping these big name companies make more money from using the Internet. He's helped sites like TechCrunch get 30% more traffic within two months. That's millions and millions of new visitors as a result of his SEO analysis and his recommendations.

And I could go on and on and on about Neil. But the coolest thing is that he's here with us today on the show to help us understand in his point of view what's working today on the web to get a website ranked in and found and to get traffic come to it. What's working in search engine optimization, SEO, today?

So Niche Site Duel 2.0 on the horizon soon to launch. I can't think of a better person to interview, someone with more experience to guide us in the right direction than Neil. So without further delay, let's just dive right into the interview. Here's Neil Patel from QuickSprout.com.

Hey, what's up Neil? How's it going? Welcome to The Smart Passive Income Podcast.

Neil Patel: Thanks for having me.

Pat Flynn: We're all really excited to have you on the show because you are a big name online and you're doing a lot of amazing things specifically for a lot of bigger brands. Like I know you've helped out TechCrunch and Gawker and I Haz Cheezburger and have done amazing things that help increase their traffic and improve SEO.

And I have you on the show today because I want to know a few things like what's working today and also, what can we take away from all the work and consultations and stuff you've done with the bigger brands and how can we as sort of personal brands, people doing niche sites, smaller things, what can we learn from there?

So before we even get into that, I know a lot of the audiences may not know who you are. Who is Neil Patel? Like just tell us a little about yourself.

Neil Patel: Sure, no problem. I just see myself as another average Joe, right? I'm from Orange County, California, Southern California like you, right? Grow up always wanted to be an entrepreneur because I grow up in pretty much poor part of Orange County which is the North Orange County which is away from the water. And I always wanted that luxury lifestyle because you see everyone around you who's like well-off, nice cars, and stuff like that. I'm like, "I want that too."

So the only way I thought I could end up getting there as a kid is being an entrepreneur. And I started my entrepreneurial journey to make money to live that rich lifestyle; I later then realized in life that money doesn't buy you happiness and it's not really that important other than making sure that you can pay for the basic necessities in life: rent, food, and so forth and so on.

But I'm just a serial entrepreneur. I tend to be starting businesses like around the marketing space. So for example, my first real business was a marketing agency. My second one was a software solution that helped marketing companies and online marketers. And then my third and current one also helps marketers is another software company. But just a normal serial entrepreneur that loves helping entrepreneurs and marketers do better over in whatever they're doing. It could be their own website or it could be at their job or whatever it may be.

Pat Flynn: Awesome. And you've mentioned a couple of pieces of software. And I bet when you say them, people are going to recognize the names of those. What are those different ventures and softwares that are helping businesses out there right now?

Neil Patel: Sure. So, I have a few software companies, two main ones but some of them are under each other. So one is called CrazyEgg, it's a heat mapping technology. It tells where people are clicking or whether or not under a web page or websites. In

that way, you could figure out how to maximize visibility. CrazyEgg also owns another company that a lot of bloggers use. It's called the HelloBar, H-E-L-L-O-B-A-R. It's like a real orange bar that goes on top of your site so you can direct traffic to wherever you want. Pretty much for sizing your website so you can get unique messages to different segments.

My current software company that I spend all my time on is called KISSmetrics. And it's a customer analytic solution in which it helps you pretty much tell you everything about your customers. And not in a creepy way like here's the age of a person and blah, blah because we don't do that kind of stuff. It's more so like, "Hey, Pat is buying from Amazon." Assuming Amazon is using us, "Here's everything you need to know about Pat. Pat likes these kind of products. Here's his lifetime value. Here's where he came from. Here's the first time he came to you website. Here's the last time he came. Here are all the places that are causing him to convert." So forth and so on.

So all it's doing is helping you increase your lifetime value of your customer and conversion rates and is helping you reduce your return.

Pat Flynn: All right. I love it. And on the front end of websites, I'm familiar with KISSmetrics from the nice subtle little pop-ups at the bottom of the pages that ask me like a poll question.

Neil Patel: Yup, and that is KISSinsights. We sold that. It's a tech company and they renamed it Qualaroo but yeah, I still use that a lot. It's actually one of my favorite tools out there.

Pat Flynn: Yeah, awesome man. So obviously, you know what you're doing. And when it comes to SEO – it was funny. I asked my Facebook page today, "Who's creating content that you can't miss right now?" And your name came up dozens of times. And so, I know everybody out there is really excited to hear you talk about this.

And we're right in the middle of something called the Niche Site Duel where I'm going to sort of publicly build the website from scratch and just kind of take people through that journey. I've done this once before to some good success, building a site in the security guard training industry that is now passively earning a few thousand dollars a month. And I want to do it again because that was a couple of years ago. People are like, "Oh well, that was old SEO. That's old. What do we do today?"

And so, you're here to help us educate. And first of all, I just want to thank you for your time. And secondly, I want to ask you the important question. What's working in SEO, in search engine optimization today? What is working today?

Neil Patel: Yes. So there are two main things that I'm seeing, right? There's a lot of like black hat stuff and I used to do a ton of that kind of stuff years and years ago. I still know a lot of it, probably more than I should. But with those kind of things is

they're short-lived, right? And I know this like first-hand like I used to rank like in the top three on Google for online casino and web hosting and a lot of other terms. And trust me, like the money is great when you rank there from black hat techniques but it doesn't last forever and you're putting so much time and money. I was like, "I might as well do something that's more long-term where you can continually make residuals from it."

So, if you want talk about what's working today and more importantly, what's going to work in the future, there are a few things. One is content marketing. And two, is getting links from authority sites. And I don't think any of two of those things will change because naturally, it's really hard to gain both of those, right?

And when you're talking about content marketing, and it's funny, I'm actually writing a blog post right now. I started it. It's called The Unconventional Guide to Content Marketing because most people think that, "Oh, I can write blog post and I'm going to do exceptionally well." It's not really true because blogs are old now. Everyone has a – you've got to have something unique.

Creating a blog five years ago is way different than creating a blog right now. It's much harder to get a blog popular than it used to be. So if you're going to actually create a blog or you're going to leverage content even on your website because you don't need a blog to actually leverage content marketing, you've got to create awesome content. And I actually think blog posts aren't the most awesome form of content.

I think there's a few different means or mediums, right? One is podcasting like you're doing. It can just takes way more effort but you gain a lot more value actually listening to someone breaking down how to do stuff versus reading a piece of content that may not be as detailed.

The next is guides. So I started writing these guides and they actually start to do extremely well. And I'm actually going to include that in my blog post. My first guide that I wrote that was really detailed was *The Advanced Guide to SEO*. It was over 45,000 words. That's right. Like 45,000 words, that's a lot of content. I can actually make a real book out of that. And when I put that guide online, I actually had a downloadable PDF. The downloadable PDF I put on Dropbox because that was too cheap to pay for bandwidth than on RackSpace because it's not cheap. And

I had a free Dropbox account which gives me like 20 gigabytes worth of free daily transfer. I used up that 20 gigabytes in less than an hour. They suspended my account for three days. And then as you can imagine, traffic is dying down to the guides because when you do a launch and everyone tweets about it, you always get the most amount of traffic during the first few days.

So after three days of suspension, I upgraded my account to a paid account. So now, I had 200 gigabytes of daily transfer. Within an hour or two max – I have maxed out like the 200 gigabytes. That's a lot of PDFs getting downloaded.

Pat Flynn: Yeah, right, right.

Neil Patel: Because in between, I had it on my servers in my RackSpace posts going through roof. So I was like crying but, "That just shows you how much demand there is for people wanting detailed information." Because most people are like, "Oh, no one is going to read a 2000-word blog post."

So it's like you would assume no one is going to even read a 45,000-word blog or a blog post or a guide or whatever you want to end up calling it especially when you look at like Mashable, Entrepreneur Magazine, a lot of these popular publications have this rule where they don't like publishing content more than like 1,000 or 1200 words. But I actually think that's where it's at. It's these unique pieces that most people can generate but aren't willing to put in the time.

Another one is comics that The Oatmeal does a good job. Now once – if you took his style of creating like funny comics and actually educating through it, I think that will be a hit. The other that I think would be a really big hit that no one is doing much work on, I actually just signed a $90,000 contract to create this form of content so I'm creating 300 videos like screen capture videos like using Camtasia where they break down every form of Internet marketing all for free.

And you just can watch these 10-minute clips, 300 videos, obviously, it may take you a while and it can teach you all forms of Internet marketing. That kind of stuff is just so time-consuming and exhausting to create but that's the kind of stuff that's working because very few people are willing to put in the time and money into creating that kind of stuff.

Pat Flynn: Right. So, it's not a matter of just simply following whatever everyone else is doing. It's going above and beyond and spending time to do stuff that other people probably wouldn't – or most people in whatever market you're in aren't going to do.

Neil Patel: Yeah, because if you look at what actually generates rankings these days, there is a pattern. Search engines are now much smarter than they were, let's say, a few years ago. They made more ever than changes in the last one year of me being in SEO than they have in the last ten years of me being in SEO. That's how drastic and quickly that are changing.

So what I would have to say is like, you need to look for patterns. And they're smart enough to detect. "Hey, here are all the people in your space. Here's their link profile. Here's how many of their links are rich. Here's the percentage that comes from .com, .edu, .gov, .net, .org, and so forth and so on." And they know that, "Hey, if you're

actually naturally doing SEO and you're creating good information, here's what your profile is going to look like. X percent should roughly go to your home page while the rest should go to your internal page." Versus what most SEOs are doing where 70, 80 plus percent of the links to the home page, right?

Pat Flynn: Right.

Neil Patel: And the best way to get these links are going to be from creating really good content or if you don't create content and you're product-based site, you are going to create an exceptionally good product like a Dropbox, right? Dropbox may seem simple to you as a consumer but it's really complicated. They got to sync between your phone and different computers that they adjust. They got to know which computer adjusted first, right? There are a lot of complications to that software.

But it's such a great piece of software that solves a big problem that people are going to naturally link to it and talk about it on these popular authority sites -- what the Huffington Post, TechCrunch, all these sites that are hard to get links from compared to buying links from like the sponsor reviews, blogs, advertises, all these sources that don't work anymore which is where most SEOs you see get them from.

Pat Flynn: So my question is OK, so say I spend all this time writing like the ultimate guide to whatever, and it's great. But I don't have a following yet for example. Let's just say that that's the example. I create this awesome guide. How are people going to find out about it? How is Huffington Post, how is TechCrunch, how are these big authoritative sites who we want links from, how are they going to understand it if I'm a nobody right now?

Neil Patel: So, I actually like to call this *The 200 Outreach Program* in which you reach – and I started out this way because I didn't have a following either. But what I would do is if I actually created a brand new guide and I don't have a following and I do this with certain sites because sometimes I'll pop a brand new site and what I'll do is I'll paste them on [oDesk](#) to create a list of 200 websites that are highly relevant to my site or what I'm creating that are very likely to be interested in talking about what I've created, like my guide.

And also in that list, when I'm paying that oDesk where they'll also give me their name and email address, I'll also have that oDesker to find 200 blogs that are very likely to blog about topics related to my guide. I'll also have them create a list of 200 Facebook fan pages. And I'll also have them create a list of 200 Twitter profiles that tweet about similar content.

Now, you got this list. Right when you release your guide, you should be coming up with templates before you actually release it. So what I actually like doing is soft releasing it on my website but not letting anyone know about it. I mean if you don't have an audience, it doesn't matter because none of them will know about it anyways.

And then you actually start sending out those 200 emails and it's customized like I would be like, "Hey Pat, I know you run Smart Passive Income. I'm a huge fan. I've been a reader. I know you've been talking about SEO lately, grey hat, black hat, all the different techniques. Well, I just released this guide to content marketing. It's called _The Advanced Guide to Content Marketing_ and I actually think it would benefit your readers because it breaks down white hat techniques that you can actually increase your traffic by.

And here are some sites that use these techniques and here are the results. Let me know what you think. If you have any questions, I'll gladly be willing to answer them and if I can do anything to help you out with Smart Passive Income or anything with your content marketing strategy, let me know."

I'll start sending custom emails like that and when you send out 200 of them, you'll start getting like 5% of the websites and blogs to start covering them. So if I'm sending out email to 200 websites, 200 blogs out of 400 people, you'll start roughly getting 20 people out of those 400 to can cover it.

Then when you take Twitter, and I actually direct message people on Twitter with unique messages, if you direct message them with the same generic message over and over again, you'll actually get penalized.

Pat Flynn: Right.

Neil Patel: But if you give unique messages, you'll roughly get like 3% to 5% who will also tweet about it which starts adding up. And then the same thing with the Facebook fan page. I haven't had this big of a coverage but you will usually get like 2% to actually talk about it on their Facebook fan page.

Pat Flynn: Yeah. You know, it's so funny that just going back to email and actually reaching out and doing some work is the way to go. I remember Derek Halpern from SocialTriggers.com, I think he ran a survey where he asked people, "Well, what do you spend most of your time doing on your site or with your content?" And most people, I think it was like 90% of people spend more of their time creating it and maybe 10% of their time actually promoting it.

And it's funny because I think that's what most of us do. Once we feel like once we build it, they will come. But obviously here with _The 200 Outreach Program_, and I love that and I'm definitely going to try that out, you're actually sending emails.

And I remember an interview I did with a guy named Trevor Page who runs a website on how to teach people how to do Java, and he started out just like exactly what you said. He created the ultimate guide to Java free on his website as a first blog post then he started sending emails out and he actually got Lifehacker to cover him. And it was

just that one – it was actually just that one connection there that pretty much boosted everything for him and got him on the right course. It was super fast.

Neil Patel: It is. And even if you have an audience, you should still do it. Like you said, not enough people spend time promoting it. And I actually did an AB-TEST and it's not a true AB-TEST because my first guide, the *Advanced Guide to Content Marketing*, I mean the *Advanced Guide to SEO*. My second guide that I just released was *Advanced Guide to Content Marketing*. Now, my traffic has been roughly the same. I get around 400,000 visitors a month, 300,000 new links, right?

And with my *Advanced Guide to SEO*, I did the 200 list to blogs, websites, Twitter users, and Facebook fan pages. And I didn't do that with the content marketing, I leverage my list and all that kind of same stuff I do with the SEO guide but I didn't go to oDesk stuff. And I eventually ended up doing it. I've just delayed it for a few days and I want to see the difference. The difference was literally almost 3x in traffic. By leveraging that list, I've got three times more traffic to the *Advanced Guide to SEO* than the *Advanced Guide to Content Marketing*.

Now, you could end up saying, "Well, it's because you didn't reach out to your list or you didn't email out to 200 people or maybe the guide is not as good." But I actually did email out to website owners and blogs. I've just delayed it for a few days. And my traffic picked up and I'm on the same trajectory as *Advanced Guide to SEO*. So it shows that the content was just as good but by doing that 200 emails to 200 website owners, 200 blogs, 200 Twitter users, 200 Facebook fan pages, I'm able to almost 3x my traffic.

Pat Flynn: Right, right. Obviously, one of the requirements of this whole thing before you start sending emails is to have that excellent content whether it's like you said, podcasting or guides. I think guide is a great way to go. You're going to do that 300-video thing. I mean that's something noteworthy. That's something that when people see that email, they're going to be like, "Wow! This is different. I should check this out." How do you know what to write about or what to create guides about? Do you do any keyword research or do you just know? Do you ask around?

Neil Patel: So, I have a big audience now so they'll tell me what they want to read about.

Pat Flynn: Right.

Neil Patel: But what I actually used to do beforehand is I would actually try to survey people on Facebook, run polls, I would ask other people who have similar Facebook fan pages with related audiences if they'll do polls. When I'm at conferences or just in meetings talking with people, I would use Qualaroo to survey my readers as well. So doing all those kind of things would help me get an understanding of what people want and I actually didn't do what most people did.

A lot of people do keyword research. All right. Here's the keywords that are getting traffic. This is what I should write about. I have a different strategy. Write what people want. Search engines will eventually catch up and then you'll get a lot of traffic for it. And that's my other strategy and I found that to work. And then whatever you create, make it really great like go overboard. So what I'll do is I'll spend a ton of time writing it. If I don't have a ton of time to like make it perfect, I'll also hire a co-author and pay him like three grand or five or ten grand to help me out on these guides. You can even do it a lot cheaper. I'm just really picky.

You can find some of these co-authors on [Jobs.ProBlogger.net](). And then what I'll end up doing is after it's all done, I'll go to [Dribbble.com]() and I'll find designers on there. And you can find some that are really cheap, some are expensive, some are international and they'll do great jobs. And you can get like a whole guide designed. So like go above and beyond and actually get it illustrated versus most people who would be cheap and would just do something basic like put it in a Word document and put their logo on there and say, "Check this out."

So by doing all of those things, you'll actually get more attraction from people like, "Wow! You actually took the time, energy, and effort to make this something great." And I got so many people emailing me saying that, "I'll pay for it."

And the other thing that you should do is when you're writing content, guides, infographics, whatever it maybe, something that's so great, you can actually try a strategy out and I've been A/B-testing this and this actually worked out well. So search engine has now use social signals to determine rankings as well like Twitter, how many uploads or tweets, likes on Facebook, so forth and so on, how many Google pluses. And they've actually gone out and stated this.

So, what I'll actually do is try things with my blog audience saying like give them half of it like the guide, "Hey, want to read the rest? Tweet it." And you'll get a ton of people tweeting it which helps your content go viral much more quicker.

Pat Flynn: Wow! That's awesome. So social signals are really important, tweets, Facebook, how are you getting them? Are you just simply getting them to tweet or is there a specific tool you have that sort of hides everything else?

Neil Patel: So, it's kind of like [WetPaint](). I took the strategy from them. And if you go to WetPaint.com, you'll notice, it's not on all posts but on some posts. If you click on it, a box will pop up as you're reading that says, "Hey, to read the rest of this content, please like our Facebook fan page or tweet about it or follow us on Twitter."

Or you can say, "No, thanks." So, if people don't want to do any of it, they can just say, "No, thanks." And not have to do any of that. But you'll find large portion will actually tweet or like your fan page or whatever you want them to do. And then just create

something custom, have a developer do it. It shouldn't cost you more than like a 100 bucks.

Pat Flynn: That's cool. And if they click, "No, thanks" they can still continue to read whatever that post is?

Neil Patel: Yeah.

Pat Flynn: OK, cool. Awesome. OK. So, I read a post on your site recently about guest blogging. And in the world that I'm in, the online business or entrepreneurship, blogging world, which I know you're into obviously, guest blogging, guest posting has been around forever. And it seems like for a while, it kind of went away as some of the more black hats strategy start to work again. But then now, with the Google algorithm changes, guest posting seems to be coming back.

Do you feel like guest posting and putting your content, instead of creating your own guides and podcasts, and things like that, but putting content that you create on someone else's site, is that still a viable strategy or is it changing at all?

Neil Patel: It's a viable strategy and it is changing at the same time. So there's a few things. Before – right now, one of the most popular ways of link building in the SEO space is guest posting. Search engines are cracking down on this. And people will hit you up. You've probably already experienced this. Like I get tons of requests every day from people saying, "Hey, we'd love to submit an article or a blog on."

Pat Flynn: Yeah, dozens.

Neil Patel: And it's crap, right? Like you got an educational blog wanting to blog about college grants on Smart Passive Income which just doesn't make sense, right?

Pat Flynn: I think I actually got one of those emails the other day.

Neil Patel: Nice. Funny enough, I actually know some of the owners of the sites that are actually sending out those guest post inquiries. So with these guest posts like they're going to crack down if it's not relevant, it's not going to work. So they want to see people doing relevant guest blog posts. If I'm a SEO's company, I want to guest post about SEO and Internet marketing, a good place would be SEOmoz or another good place maybe let's say, if I have a lot of healthcare customers, another good place would be healthcare website that has a section that talks about starting your own healthcare business or marketing it or whatever it may be. That's a highly relevant guest post.

And just shoving links back to your site isn't a good strategy. Adding where it's relevant and it benefits the customers is good. Making them all rich in anchor text is another bad

strategy. Making them flow naturally is a better strategy. And within the signature of your guest post, "Feel free to link back to yourself."

But the way you should look at value in guest posting you asked, do it for business because it actually drives more business than search engine rankings from what I found if you write really great content and that's what you should be focusing on. If you can't write exceptionally good content for guest posts, don't waste your time because eventually, they'll get into Author Rank and they'll look at which authors are blogging where, what's the authority of that author.

So they won't just look at that as a site and how relevant it is but they'll also look at you as the author and if you continue to write great content, that gets a social shares, links, so forth and so on, they'll weigh the links in that post and that post in general better than most posts.

Pat Flynn: Wow! So, author ranking is like a new thing as far as how they're determining what's good content and what's not. I mean there are so many things going out there that that's changing the SEO world.

Now, there is something that's always going to be the same I feel and that is on-site SEO. And I know you've done a lot of case studies actually. I mean you've shared these really interesting case studies on your site, on QuickSprout.com, how you helped TechCrunch get like 30% more traffic or the Gawker Media and how you increased their traffic by 5 million visitors per month. I mean that's just incredible.

But these are some big companies out there and they're still making – I mean you went in there and you improved a lot of what they're doing as far as on-site SEO to help them rank higher and get more traffic. What are some things we can take from you kind of in your experience working with these bigger companies out there that everybody else should be focusing on as well? What were some of the most common mistakes that they were making that we should all be paying attention to?

Neil Patel: Sure. Especially when you have a blog, when you have a bigger site, a lot of people do common mistakes. The easiest one is duplicate titles meta descriptions throughout their whole site because WordPress has tags 1, 2, 3, 4, 5 when you go through the pages the same with categories, tag cloud, all these kind of stuff. There's so much duplicate content, so fixing that, fixing duplicate titles, descriptions. The other thing is not having an XML sitemap, right? So feeding an XML sitemap, getting your pages indexed, some major webmaster tools, and they'll actually also tell you how many of your pages are indexing.

The other thing is a lot of you will have 404 errors no matter what. It's just – eventually, you'll get them when you make changes and stuff like that. So, being unique with your 404 pages and not just saying, "Hey, here's a 404 page." That's kind

of silly. What I actually like doing and I did this with – it's either TechCrunch or Gawker, one or other. I forgot which one I did it with.

But I took the 404 pages because there were so many. And I made – I had a developer create a 404 page that would take all the pages. So I would take the Google API and I would take a list of all pages that was getting traffic from on Goggle and all the pages I weren't, right? So I was assuming those are the pages that weren't indexed and I was like plugging them to see if they're actually indexed through API.

We got a list of all the ones that were likely to not be indexed and getting traffic. And what we actually did was we changed our 404 page to be like, "Oh, sorry. The page you requested is no longer there. I just want to show you some relevant pages that could be benefit you as well."

And users don't really see what search engines do and all the relevant pages would be – ones that weren't really being indexed by the search engines and that was a great way that we were able to increase the amount of pages that were indexed overall and we had good traffic increases from that as well.

Pat Flynn: Yeah. That's a great and very creative strategy. Obviously, when more pages are indexed, you're going to get more long tail traffic, you're going to get – you just have more opportunities for people to find you.

Neil Patel: Yeah. If you run a WordPress blog, you can just use SEO plugin by Yoast. It solves most of it. But yeah, most of the on-page stuff that people forget and it's those things that really make a huge impact when you already have some authority like you have been blogging for long, people link to you. If you don't do that kind of stuff, you're just not going to maximize your traffic. So, you should definitely do all the on-page stuff.

Pat Flynn: Awesome. A couple of more topics I want to talk about. I don't want to take up too much of your time, Neil. But one thing that has been at least through the space that I'm in, a good SEO strategy or I've heard was a good SEO strategy and I haven't quite yet figured out how to do this yet but it's infographics. A lot of people – I mean I've just seen like over the last couple of years, infographics have exploded because they're really cool. They get shared a lot. Are they still effective? Should I be paying attention to infographics? If we're starting a new site, is that a great way to get some authoritative links and social shares?

Neil Patel: It is. Search engines are devaluing infographic links though. And I believe – I could be wrong in this but I'm pretty sure like 75%, 80% sure that they actually mentioned that too. Now, the thing with the infographic links are a lot of people just click your infographics and putting embed codes and try to get them on Mashable and sites like that because they have connections there.

But if you create really good infographics that are relevant to your business so you wouldn't want to create – if you're a dental company, you wouldn't want to create an infographic about tech products. Like that's just silly. But if you're a tech company and you create infographics about tech and you get the infographic on another tech sites, it helps. Just make sure you have an embed code on your infographics because if you don't, you're not going to get much linkage.

But the key with infographics is really good design. You can find them on Dribbble as well like cheap designs that will do it for under 500 bucks. You don't really want to have more than six points. When you start having more than six main points that you're trying to portray within the infographic, it's just getting too long. You want to make sure it's all visual because infographics are supposed to be data that's visualized so people are actually cluttering infographics with too much data and that actually hurts it.

The other thing that you actually want to do is make sure you promote it well. So don't just create it but promote it just like if you're writing a guide or a blog post or anything like that. And I would say, other than that, like those are the main things you really have to think about with infographics.

Pat Flynn: Neil, can I just make an infographic about anything that may have some numbers to go along with it? And that it could do well or is there a sort of strategy to figure out what to create an infographic about?

Neil Patel: So, what I actually like doing is I like blogging about topics that were hot in my space. And eventually, you'll find some topics that are really data-driven and hard to understand. I then try to take those topics and turn them into infographics because you're taking complicated things and making it easier to understand through infographic. That's the ideal way to find one. So that way, you actually have a reference point of where you can link people to when you say, "Hey I got most of my information from this source."

Pat Flynn: Awesome, Neil. Now, as far as the SEO space is concerned and what's working today, is there one or two things that we didn't cover that we should have?

Neil Patel: Sure. So most people don't know about a tool called ScrapeBox, some people use it for black hat stuff. And I actually like using it for a lot of white hat stuff. So here's what I end up doing. So ScrapeBox can scrape results for any specific category. So let's say, the category is education. And you're trying to rank for all the education-related stuff.

What I would do is scrape all the sites that talk about education-related stuff then have someone go through them and remove anyone who's a competitor. And I'm not talking about like a list of the down sites. ScrapeBox can literally give you a list of like 80,000 sites and you just pay some interns or people from oDesk to clean up that list.

Then from there, ScrapeBox can actually take their name and email for you. And when you create a really detailed guide and you can use like mailing programs like MailChimp or SendGrid and mail out like literally 50,000 and letting them know about your guide or infographic or whatever it maybe. And you'll get a ton of links. Like even if you get 1%, that's a huge number because you're sending out like 50,000 emails.

My recommendation is don't send out 50,000 emails. Send out no more than like a thousand to start off with or a few hundred. Test it out. Figure out what messaging works. And then start sending out more and more but do it over time and don't bore your list.

Pat Flynn: So [ScrapeBox](#) is what they call like a harvesting tool. So it's just a data harvesting and it's a tool that helps you instead of having to manually go into Google and look at every single result and find all your competitors or other people in the industry, it just quickly pulls that data for you and organizes it. Is that correct?

Neil Patel: That's correct. But the really key important part is that if you don't have someone clean up that list, you're just going to be spamming the web and your emails are not going to get delivered as well because if you get spammed complaints, the emails won't show up in their inbox.

Pat Flynn: Yeah. That's really funny you mentioned ScrapeBox because I've always heard of it before especially when I was starting out with the first round of the Niche Site Duel and starting all these different techniques people were doing to create back links. And my initial thought was it was only used for bad stuff like finding the sites and then going out there and just leaving tons of blog comments using the same exact comment on each one 80,000 times. And that – I always had a bad sort of idea of what ScrapeBox was. But just hearing you talked about it now to actually find relevant sites that might benefit from whatever you have to offer, whatever guides you create, or what have you, that actually helps.

Now, that differs from your initial – the 200 strategy because you're not sending individual emails and personalizing them, right? You're just sort of sending a mass email but it's a mass email to relevant sites.

Neil Patel: That's correct. Both strategies work. You just pick and choose which one you want to use or you can do both. I try to do both. I haven't done the ScrapeBox stuff as much recently but like I'll do it with my advanced guides and content marketing guides and get it out there. I don't even care if people no follow the links. I just want – and I don't do it for search engines, I just do it for traffic. And I'm a big believer that if you get a ton of traffic and eyeballs and like something or create something that's really good, people will naturally link to it.

Pat Flynn: Awesome. I think that's a perfect way to end the show. And that's definitely the sort of mindset that I'm going to have when it comes to this Niche Site Duel 2.0

that we're doing coming up very soon. So, Neil, I just want to thank you again so much for your time and your energy and your spirit when it comes to doing this stuff. I mean it's just so nice to see someone who really cares about the content that you create and knows that if you do it well, the SEO will sort of just happens naturally.

And I encourage everybody to go to QuickSprout.com. I was just like on your site for hours yesterday and just reading everything I could not because – I mean not only because we were going to have this interview today but just because it's so good. And I love the guides that you put out. I think that's sort of going to be a new thing that I'm going to see if I can do. I mean I have this for instance, and everybody out there knows that I have this eBook out there called *eBooks the Smart Way* which is a PDF and it's awesome and it's a sort of giveaway I have for people who sign up to my email list.

But if I turn that into a guide, that's actually on my site that's designed well, I could increase the number of people who share that or I think it just would increase the engagement a little bit more. People could start to talk about it with each other. That's just so cool. And so, thank you Neil. I just want to say thanks for the inspiration.

If people want to find you like on Twitter or any other sites that you have that you want to point people to, where would they go?

Neil Patel: Twitter, you can just find me @NeilPatel.

Pat Flynn: All right. Give Neil a shout out on Twitter and let him know you heard him. And man, if there's anything I can do for you, just let me know.

Neil Patel: No problem. Thank you for having me.

Pat Flynn: Thanks, man. I appreciate it. Awesome, just awesome. Thank you, Neil, for spending time with us and share your thoughts on what's working in SEO today, a lot of fantastic, unique tips that we haven't heard from anybody else yet, a lot of which I will actually be using in the upcoming Niche Site Duel 2.0 challenge. And you can get more information on that challenge at NicheSiteDuel.com.

All the Niche Site Duel case studies, current and previous and at the time of this recording, we're starting our second one. But who knows? In the future, if you're listening to this episode, maybe you'll see four or five or six different case studies there from me. We'll see. Again, all will be accessible through that particular link, NicheSiteDuel.com.

Now, a lot of you have been asking for more information about how to participate in the Niche Site Duel with me and I have some more light to shed with you on that, which I'll take a minute to talk about. Really, anybody can follow along. If you want, you can build a site from scratch if you want to. You can do it with me or you can wait

until it's over to see what happens. We can go through the process of keyword research together, getting the website set up, creating content on the site, monetizing it, and things like that.

And what you're going to do if you really want to join in and participate, I mean you can do it on the sideline and just kind of participate without sharing anything. But if you really want to participate and report your progress to someone, there is going to be someone who I'm going to call the Duel Master. Yes, that's right, the Duel Master.

And then this person or it could even be a program eventually, will take specific information about your site, compile in a way that's interesting and useful to everyone else that's following along and it will report at the hub at NicheSiteDuel.com eventually when we get to that point. It will be a great way to hold yourself accountable and everyone else accountable too and just to show everyone, inspire other people to do it too, but also show everyone everybody else's progress.

Now beyond that, a smaller group of people, probably five or so others, will do the same thing. They'll follow along in progress. But we'll do so along with more direct contact with me and each other, the other people in the small group through online meetings like a Google Hangout or go-to meetings and things like that. That will happen probably once every two weeks. So we'll connect with each other and help each other out along way. This way, we can talk about what's going on and we can share cool things that have happened to get us motivated or if there is something that's working on one site, we can all try to implement that, what we should be doing, what we shouldn't be doing, again, helping each other out.

But more than that, these five other people will be perfect additions to the case study because there will be able to provide more detailed information about their sites to everyone else that's following along. So instead of just me building my website and sharing its progress, we'll have five other people doing the same thing and sharing almost just as much information about it.

When I did my first Niche Site in the security guard training industry and it got to number one in Google, a lot of people were like, "Oh well, you're Pat Flynn. I can't do that. I'm not Pat Flynn." Well, I mean I hate when people say it because I'm just a regular dude. But doing it this way hopefully, will show you that anybody can do this. I'll talk more about this in detail in an upcoming post on SmartPassiveIncome.com.

I'll cover the application process for getting selected as one of the five people to work with me in this "learning group or mastermind group" if you want to call it that. And also, how are we going to make sure that the results aren't skewed as a result of sharing this case study in public on the blog. All the stuff I've been thinking about so look out for that post soon, maybe in the next two or three weeks or so because there are still a lot of research I want to do. All I can say for now is I hope you are as excited as I am.

Now, all right, before we finish up, I wanted to share a question from one of the amazing Smart Passive Income Podcast listeners out there. Take it away, Deborah.

Deborah Richmand: Hey there, Pat. This is Deborah Richmand from TekkBuzz.com and I just listened to episode 65 of the podcast which was wonderful. I had a question for you or G.J. Hickman and the idea of using – collecting cell phone numbers and then using that to text people messages, can you give another example of what would be appropriate for that? I know that you've talked about using it at a conference in the way that you used it is great. Are there any other quick examples that you can let me know that are good ideas for using people's cell phone numbers to text?

Second question is, once they're on the list, how do they unsubscribe? And that's my question. Thank you so much for letting me asks the question. My website is T-E-K-K-B-U-Z-Z.com, TekkBuzz.com. Thanks.

Pat Flynn: Thank you for the question, Deborah. This question is in reference to [Smart Passive Income Podcast session #65](#) with Greg Hickman from MobileMixed.com, which is all about mobile marketing. Now, I actually sent Greg your question beforehand, Deborah, and asked him to reply. And he kindly did so I'm going to read his email here. He didn't answer in a voicemail. But I'm going to read his email here, which definitely has some fantastic information on it.

So he said, "Anyone using text messaging whether it's just plain text or the video, picture, audio message texts, we should think about it as a new way to deliver content but in a more immediate way than ever before."

He says, "Over 94% of the messages that are sent via text are read within four minutes. So, it's not something to take lightly. And the content and the value of the message should be worthy of the channel.

Local businesses could use this as a way to send appointment reminders. No shows are a huge revenue suck for doctors, dentists, salons, et cetera. It can be used to announce secret sales or fill last minute openings. It could be there to deliver a coupon or ticket to enter an event. As for online builders, those of us in the online space, I've been using it to send out insider tips that aren't on the podcast or in my email list.

For example, I sent out one last week announcing a webinar I'm holding for only my VIPs and I had 20% conversion rate from this message sent to those who signed up from Mobile Marketing Registration page. I use it on my podcast as a call-to-action to drive people to the Mobile opt-in page as many listeners listen from their phone."

Deborah, he also said that he looked at your site and said that you do a wide range of services but you can use mobile marketing in this way in your coaching programs to send students assignments or tips or hints. And he said, "I just started doing this with

my coaching client. I had sent him a big checklist of things to cover and I had a thought this morning so I went and sent him a text with an audio file that elaborated on thought I had and giving him examples of things I've faced in my businesses to help him through the exercise."

He said also, "I couldn't tell who your audience or customer was example from the small amount of time I was on your site but if you're doing Facebook pages for local businesses, you could offer SMS to her clients to build a database for customers. My friend who owns a salon has a list of 300 people," he said, "peeps" "and who have never – they've never had an empty slot anymore. If someone cancels, a text goes out with an offer to take that slot and she converts every single time so no more no shows.

And as for opting out, your second question, your messages should include opt-out language. There are few disclaimers that need to be present when sending messages to an opt-in list and those are as follows and a lot of the programs that you will use will include this in there already for you."

He says, "Messages should include the language message and data rates may apply, this is at the end of the message. It just lets the recipient know that they may get charged. You then also need to have a 'reply stop to end' message so you're actually – in order to stop getting messages, you just reply stop to or something like that. You can abbreviate this in many ways such as 'stop to end' or 'stop to quit', et cetera. But if anyone ever wants to stop receiving text messages from any short code, a 5 or 6-digit number, replying stop will opt them out. If it doesn't, the provider is doing it wrong." And that's the end of his email.

So hopefully that helps, Deborah. And for those of you out there who are curious about what else could you do with text messaging in your online business or even offline business too, those are some really, really good tactics. So again, that's from Greg at MobileMixed.com.

So yeah, that's the answer. Thank you again, Deborah. And thank you, Greg, for taking the time to help out once again. And if you like to leave a voicemail and possibly get featured in an episode of the SPI Podcast, head on over to SpeakPipe.com/PatFlynn.

And if you want all the links and items and resources mentioned in today's show, Neil mentioned a ton of stuff like Dribbble, with actually three Bs in it, it's really important that you head on over to the show notes on the blog which can be conveniently found for you at SmartPassiveIncome.com/session67. All the links are there.

I hope you enjoyed today's show. Give Neil some love on Twitter by sending him a note at Twitter@NeilPatel, N-E-I-L P-A-T-E-L. Help me show him how awesome we are and how awesome our community is. And until next time, keep being awesome, keep being confident, and keep moving forward. You got this. Cheers! Peace! See you in 68.

Thanks for listening to The Smart Passive Income Podcast at
www.SmartPassiveIncome.com.

http://www.smartpassiveincome.com/session67