

MAY- 2021

GROW your **TRAFFIC**



tips from
the SEO guru
NEIL PATEL



let's talk about reality

You are all set, you invested thousands of dollars and/or hundreds of hours building your website - It's LIVE! Now how in the world do you get eyes to see it, explore it and most importantly, sign up for your service or buy your product. There is so much information out there, you really don't know where to begin.

Our best advice to you, in case of doubt, ask the experts! Who has cracked this code before? Let us introduce you to Neil Patel, best known by the Wall Street Journal as top influencer on the web.

Considered one of the top 10 marketers by Forbes and recognized as a top 100 entrepreneur under the age of 35 by the United Nations. Neil is a self-made millionaire who cracked the code on SEO and many traffic analyzing tools that have helped many entrepreneurs implement strategies for traffic generation and activation.

UBERSUGGEST tool

neilpatel.com has many available resources to win at the game of 'Traffic', however we particularly recommend his "Ubersuggest" tool where you just type in a domain or a keyword to get started.

Ubersuggest allows you to get insight into the strategies that are working for others in your market so you can adopt them, improve them, and gain an edge. Take for instance the word "marketing", we typed this keyword to be analyzed for the United States and the tool will give us free information as per portrayed below:



Keyword Overview: marketing

SEARCH VOLUME ?

110,000 HIGH

SEO DIFFICULTY ?

76

PAID DIFFICULTY ?

8 EASY

COST PER CLICK (CPC) ?

\$5.21



The average web page that ranks in the top 10 has **100,509 backlinks** and a **domain authority of 83**.

SEARCH VOLUME

mobile desktop

UPGRADE TO SEE HISTORICAL KEYWORD DATA

7-Day Free Trial

29,455 PEOPLE CLICK ON SEO RESULTS

Upgrade to see the percentage of clicks in SEO results

7-Day Free Trial

SEO Paid No clicks

SEARCHERS' AGE RANGE

Upgrade to see the age groups of people who search for this keyword

7-Day Free Trial

<18 18-24 25-34 35-44 45-54 55-64 65+

As we can see from this SEO report 'Marketing' is a Keyword with High Search volume, very competitive for organic and paid with no suggested keywords marked in green. The Ubersuggest tool it's the perfect resource to use when creating content that drives traffic to your site and also crafting a strategic plan around keywords.



The 5 steps

Below the 5 steps to use the ubersuggest Free Tool to craft a strategy starting with analyzing your competitors:

- **Step #1:** Go to Ubersuggest looking for your biggest competitor's domain name in Competitive Analysis.

Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.

Just type in a domain or a keyword to get started.

Enter a domain or a keyword English / United States SEARCH

- **Step #2:** Click on top pages by traffic and this will take you to a report of the top pages ranked by Google on your competition's site.

Top Pages by Traffic: neilpatel.com

TOP TRAFFIC PAGES

[EXPORT TO CSV](#) [COPY TO CLIPBOARD](#) 0 of 20 Selected

TOP PAGES BY COUNTRY US [1.0m] BR [26m] IN [1.4m] GB [383,432] [MORE](#)

<input type="checkbox"/>	SEO TITLE <small>LINK</small>	EST. VISITS	BACKLINKS	f	p
<input type="checkbox"/>	Discord Bots for Online Communities: Reviews, How to Use ... neilpatel.com/blog/discord-bots/	240,639 View All	29 View All	0	0
<input type="checkbox"/>	Check Your Website's SEO: Free Analysis Tool & Audit Report neilpatel.com/seo-analyzer/	63,600 View All	4,750 View All	647	20
<input type="checkbox"/>	The 4 Ps of Marketing: A Step-by-Step Guide (With Examples) neilpatel.com/blog/4-ps-of-marketing/	46,696 View All	359 View All	0	0
<input type="checkbox"/>	Affiliate Marketing Made Simple: A Step-by-Step Guide neilpatel.com/what-is-affiliate-marketing/	26,723 View All	10,038 View All	2,274	40
<input type="checkbox"/>	Ubersuggest's Free Keyword Tool, Generate More Suggestions neilpatel.com/ubersuggest/	20,498 View All	88,868 View All	1,518	99
<input type="checkbox"/>	Neil Patel: Helping You Succeed Through Online Marketing! neilpatel.com/	15,134 View All	2.1m View All	7,719	45
<input type="checkbox"/>	How to Start a Blog That Generates \$3817 a Month - Neil Patel neilpatel.com/how-to-start-a-blog/	10,458 View All	1,374 View All	2,151	209
<input type="checkbox"/>	Online Marketing Made Simple: A Step-by-Step Guide neilpatel.com/what-is-online-marketing/	10,113 View All	1,940 View All	2,162	24
<input type="checkbox"/>	Marketing Funnel: What They Are, Why They Matter, and How ... neilpatel.com/blog/how-marketing-funnels-work/	8,810 View All	633 View All	9	2
<input type="checkbox"/>	How to Tell if You're Shadowbanned on Social Media neilpatel.com/blog/ghost-banning-phenomenon/	8,704 View All	31 View All	0	0



- **Step #3:** Select the top page that best adjusts to your product or service, click on “View All” at the estimated visits and check the keywords that worked better.

EST. VISITS
240,639 View All
63,600 View All
46,696 View All
26,723 View All
20,498 View All

Once you do this, a big list of keywords will appear.



This page gets an estimated 240,639 visits a month from Google. Here are the keywords that generate those visits.

KEYWORD	VOLUME	POSITION	EST. VISITS	CPC	PAID DIFFICULTY	SEO DIFFICULTY
bots for discord	450,000	3	65,481	\$0.12	1	43
discord bot	450,000	6	2,275	\$0.15	1	48
discord bots	450,000	4	413	\$0.15	1	48
discord bots list	12,100	5	156	\$0.07	2	17
discord communities	1,900	8	60	\$2.16	8	21

- **Step #4:** Download as a CSV the keywords and create a masterlist to use after

NEXT

HIDE ALL

EXPORT TO CSV



- **Step #5:** Now all you have to do is to focus on your content, use keywords in your content pieces that add the most value to your competitors. No need to waste time on writing content that people won't want to read.

Repeat this exercise with at least your top 10 competitors.

If this content adds value to you and your business, please share it with more people like you that are looking for useful tools that are also free to grow their business.

» Go to Ubersuggest



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entrepreneurs

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