### Blogging for Business: How to Build a Million Dollar Business with One Article

### TIM SOULO

(CMO & Product advisor @ Ahrefs)





### TIM SOULO (CMO & Product advisor @ Ahrefs)

- Born & raised in Ukraine
- 10+ years in SEO & digital marketing
- Joined Ahrefs in 2015 (we're mid) 8-figure business today)
- Author of many digital marketing guides and SEO research studies
- Loves questioning conventional marketing knowledge









# Who uses Ahrefs?





#### UIII TORICIA SULTISATI

# Show me the Million Dollar Article!



$\bigcap$	
	SUBSCRIBE
	NUTRITION V Evidence Based
	How to Lose Weight Fast
	Steps, Based on Science
	If you buy something through a link on this page, we may earn a small com
	There are many ways to lose a lot of weight fast.
	However, most of them will make you hungry and unsatisfied

iungi, and unsatisfied

If you don't have iron willpower, then hunger will cause you to give up on these plans quickly.

The plan outlined here will:

### @TimSoulo



www.healthline.com/nutrition/how-to-lose-weight-as-fast-as-possible



## DISCLOSURE: I have no idea how much revenue that article actually generates.



E SUBSCRIBE **her** 



( ✓ Evidence Based )

### How to Lose Weight Fast: 3 Simp Steps, Based on Science

If you buy something through a link on this page, we may earn a small commission. How this works

There are many ways to lose a lot of weight fast.

However, most of them will make you hungry and unsatisfied.

If you don't have iron willpower, then hunger will cause you to give up on these

The plan outlined here will:



# DISCLOSURE I have no idea how much revenue that article actually generates.

But I can reverse-engineer it.



NUTRITION

### How to Lose Weight Fast: 3 Sim Steps, Based on Science

Evidence Based

If you buy something through a link on this page, we may earn a small commission. How this works

There are many ways to lose a lot of weight fast.

However, most of them will make you hungry and unsatisfied.

If you don't have iron willpower, then hunger will cause you to give up on these

The plan outlined here will:



Google	how to lose weigh			
	🔍 All 🖾 Images 🕩 Videos			
	About 359,000,000 results (0.62 seco			
	12 tips to help you lose weight Healthy weight			
	<ol> <li>Don't skip breakfast. Skipping you lose weight</li> </ol>			
	<ol> <li>Eat regular meals</li> <li>Eat plenty of fruit and veg</li> </ol>			
	4. Get more active			
	5. Drink plenty of water			
	<ol> <li>6. Eat high-fibre foods</li> <li>7. Read food labels</li> </ol>			
	8. Use a smaller plate.			
	More items			
	12 tips to help you lose we https://www.nhs.uk > live-well > he			









Google	how to lose weigh
	🔍 All 🖾 Images 🗈 Videos
	About 359,000,000 results (0.62 seco
	12 tips to help you lose weight Healthy weight
	<ol> <li>Don't skip breakfast. Skipping b you lose weight</li> <li>Eat regular meals</li> <li>Eat plenty of fruit and veg</li> <li>Eat plenty of fruit and veg</li> <li>Get more active</li> <li>Drink plenty of water</li> <li>Eat high-fibre foods</li> <li>Read food labels</li> <li>Use a smaller plate.</li> </ol>
	12 tips to help you lose weigh https://www.nhs.uk > live-well > health









Google	best way to lose we
	🔾 All 🖾 Images 🗈 Videos 🖽
	About 359,000,000 results (0.62 second
	12 tips to help you lose weight o Healthy weight
	<ol> <li>Don't skip breakfast. Skipping b you lose weight</li> <li>Eat regular meals</li> <li>Eat plenty of fruit and veg</li> <li>Get more active</li> <li>Drink plenty of water</li> <li>Eat high-fibre foods</li> <li>Read food labels</li> <li>Use a smaller plate.</li> <li>More items</li> <li>More items</li> </ol>
	12 tips to help you lood it

#### 





Google	fastest way to lose
	Q All Images Ivideos
	About 359,000,000 results (0.62 seco
	12 tips to help you lose weight Healthy weight
	<ol> <li>Don't skip breakfast. Skipping by you lose weight</li> <li>Eat regular meals</li> <li>Eat plenty of fruit and veg</li> <li>Get more active</li> <li>Drink plenty of water</li> <li>Eat high-fibre foods</li> <li>Read food labels</li> <li>Use a smaller plate.</li> <li>More items</li> <li>More items</li> </ol>
	https://www.nhs.uk > live-well > heal

#### 







Googl	e
$\sim$	

#### losing weight

🖬 Images Q All

Videos

About 359,000,000 results (0.62 seconds)

### Healthy weight

- you lose weight. ...
- 2. Eat regular meals. ...
- Eat plenty of fruit and veg. ...
- 4. Get more active. ...
- 5. Drink plenty of water. ...
- 6. Eat high-fibre foods. ...
- 7. Read food labels. ...
- Use a smaller plate.

More items...

#### 







Goog	e

#### weight loss

Videos 🖬 Images Q All

About 359,000,000 results (0.62 seconds)

#### 12 tips to help you lose weight on the 12-week plan Healthy weight

- 1. Don't skip breakfast. Skipping breakfast won't help you lose weight. ...
- 2. Eat regular meals. ...
- 3. Eat plenty of fruit and veg. ...
- 4. Get more active. ...
- 5. Drink plenty of water. ...
- 6. Eat high-fibre foods. ...
- 7. Read food labels. ...
- 8. Use a smaller plate.

More items...









### This article ranks on the front page of Google for ~6,000\* related search queries (in the US alone)

\* as estimated by Ahrefs





▼ Traffic ▼	Word count		SERP fea	atures: 8	×
1,039	More	•			
	Volume <sup>i</sup>	KD <sup>i</sup>	CPC <sup>i</sup>	Traffic ↓ <sup>i</sup>	Position <sup>i</sup>
5	92,000	62	4.00	7,574	3
3	62,000	63	3.00	5,618	3
7	103,000	85	3.00	5,062	2
5	32,000	61	3.00	2,298	3
6	24,000	59	3.00	2,095	3



### It's search traffic is ~520k\* visits... PER MONTH!





#### \* as estimated by Ahrefs

		Country	Keywor	Traffic <sup>i</sup>	
		All count	23.6K	519K	
i <b>me</b> One year Last 30 day	'S	United S	11.8K	256K	49.2%
		💶 India	2.7K	91.0K	17.5%
	750K	💦 United K	2.3K	57.4K	11.1%
30 Oct '19		🏝 Australia	2.0K	28.1K	5.4%
30 Oct '19 Total 519,304	500K	Canada	1.7K	25.2K	4.9%
		<b>&gt;</b> Philippines	320	9.7K	1.9%
	250K	৫ Pakistan	151	5.4K	1.0%
		Singapore	165	4.2K	<1%
I Jan 2019 Jul	0	≽ South Af…	161	3.4K	<1%





## How valuable is that traffic?





### Google Ads





	•	
Google	how to lose weight fast	<b>پ</b> ۹
	🔍 All 🖾 Images 🗈 Videos 🖽 News 🐼 Maps 🗄 More	Settings Tools

#### Noom: Weight Loss Program | Affordable 16-Week Custom Plan Ad www.noom.com/fast/weight-loss -

Master Your Triggers & Get Your Body in Tip-Top Shape. Get the 14-Day Trial. Learn So Much About What Being Healthy Really Means with Noom's Fitness Course. 14 Day Trial. Virtual Coaching. Long Term Weight Loss. Services: Weekly 1-on-1 Appointment, Daily Lessons. Weight Loss Techniques · Weight Loss Plans · Noom Weight Loss Tips · Noom vs. Diets

#### How To Loose Weight Fast | Build your own feature Ad mp.yourketo.diet/ -

The meals are tasty and easy to do and they are tailored to your preferences. A team of experienced nutritionists create for you a personalized Keto Diet Plan. Get Your Keto Diet. Keto Guide eBook. Jumpstart Your Metabolism. Transform Yourself. Easy And Healthy.

How to Lose Weight Fast: 3 Sin https://www.healthline.com > nutrition > h	
	About Featured Snippets III Feedback
People also ask	
Can you lose 7 pounds in 3 days?	~
How can I lose 20 pounds in a week?	~
What exercise burns the most belly fat?	×
How can I lose fat quickly?	~
	Feedback





### Estimated CPC in AdWords: SGD0.76 - SGD18.49

	Keyword (by	Avg. monthly searches	Competition	Ad impression	Top of page bid (low range)	Top of page (high ran
	relevance)	Avg. montiny searches	competition	share		
Кеуи	vord ideas					
	best way to lose w	49,500	Medium	_	SGD0.76	SGD5
	weight loss diet	33,100	Medium	_	SGD0.96	SGD7
	fastest way to los	40,500	High		SGD0.88	SGD4
	lose belly fat	33,100	High	_	SGD0.68	SGD6
	weight loss progra	33,100	High	_	SGD3.90	SGD18
	keto weight loss	22,200	High	_		
					SGD1.09	SGD2





### The total MONTHLY cost of it's search traffic (if paid via Google Ads) is ~\$1M\* USD

\* as estimated by Ahrefs















# EVERYA SINGLE.



## EVERY. SINGLE. MONTH.



## But this article isn't actively selling anything :(





If you buy something through a link on this page, we may earn a small commission. How this works.

If you don't have iron willpower, then hunger will cause you to give up on these plans quickly

The plan outlined here will

- Reduce your appetite significantly.
- Make you lose weight quickly, without hunger.
- Improve your metabolic health at the same time.

Here is a simple 3-step plan to lose weight fast.

#### 1. Cut Back on Sugars and Starches

The most important part is to cut back on sugars and starches (carbs).

When you do that, your hunger levels go down and you end up eating much fewer calories (1<sup>o</sup>).

Now instead of burning carbs for energy, your body starts feeding off of stored fat.

Another benefit of cutting carbs is that it lowers insulin level causing your kidneys to shed excess sodium and water out











# ~500K visits/month





## ~500 K visits/month \* **O L Conversion rate**







# ~500 K visits/month **O L Conversion rate** But if it did... 500 sales/month







# ~500 K visits/month 0 1 2 conversion rate 500 sales/month \$167 product







# $\sim 500 \text{K} \text{visits/month}$ 0 1% conversion rate 500 sales/month \$167 product ~\$IM/year





## Upsells







# Upsells Downsells





# Upsells Downsells Subscription





# Upsells Downsells Subscription Referrals





Upsells Downsells Subscription Referrals Re-targeting



### Whether or not it's a "million dollar article" today.

It surely could be.







Evidence Based

### How to Lose Weight Fast: 3 Sim Steps, Based on Science

If you buy something through a link on this page, we may earn a small commission. How this works

There are many ways to lose a lot of weight fast.

However, most of them will make you hungry and unsatisfied.

If you don't have iron willpower, then hunger will cause you to give up on these

The plan outlined here will:




Why publish new articles every day, when you can build a million dollar business with just a single one?





## Why publish new articles every day, when you can\* build a million dollar business with just a single one?



#### \* I'm clearly exaggerating, but I'm sure you get my point.



## Let me show you HOW.











# There are 3 types of blogs







#### @TimSoulo

## 01News Blog techcrunch.com









# 02 Story Blog signalvnoise.com







٠ 497.898 \*#freffsthofi The Ahrefs Blog Ne help You get better al 360 and model og deta led notat de tote mid to tail ebijea searija, na ne udborgenar taj ereprisekar taj 6 Proven Ecommerce Marketing Strategies CONTRA HABIATOR, BONNAL SIS (As Recommended by Experts) 🚱 e frustal casa Hilles Iz dan staans 17 Blogging Tips For Beginners (That Actually Work) 🚯 standasi 3500 15203 sitisans 150mani Robots.txt and SEO: Everything You Need tosta li 200 ili 2000 ofismari 🕲 kaka tartatar 🔪 Best of Ahrefs blog with a biographic for the Linguist some the SEO BANKS Manual State Epimmer 553 Eulis LISIPS Fritz Solution 2014 Concles Medidas Colde Link Building 1885 8 28 828 2883 Where the Das Report of Research for 190 Keyword Research Conders Scaler Linckald of Solid Bidlinis Long Tal. Reporter 5 Life

# 03 Resource Blog ahrefs.com/blog





# Which of the three is best for your business?

We help you get better at SEO and marketing: detailed tutorials, case studies and opinion pieces from marketing practitioners and industry experts alike



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TG

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Gadgets Videos

Audio

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Advertise

Crunchbas

More

Apple



**MUSIC PLAYING** 

An American giant may have figured out a w

licenses. And an early sneak peek of this s

is now live in parts of India. Hundreds o...

Namogoo, the Herzliya, Israel-based com

that has developed a solution for e-comm

and other online enterprises to prevent "cu

journey hijacking," has raised \$40 million it



Driving license tests just got smarter in India with Microsoft's Al project Manish Singh

1:20 pm EET . October 31, 2019

Namogoo raises \$40M to stop unauthorized ad injections and 'customer journey hijacking'

11:00 am EET + October 31, 2019

Steve O'Hear



••• • • >

ahrefs blog

#### 17 Blogging Tips For Beginners (That Actually Work)

#### Robots.txt and SEO: Everything You Need to Know



Enterprise Transportation @TimSoulo

#### The Ahrefs Blog

CONTENT MARKETING, GENERAL SEC

#### 6 Proven Ecommerce Marketing Strategies (As Recommended by Experts)

Ga Si Quan Ong October 24, 2019 150 shares 9 Comments

CONTENT MARKETING, GENERAL SEO

Bi Quan Ong October 17, 2019 513 shares 20 Comments

GENERAL SEO, TECHNICAL SEO

Joshua Hardwick October 15, 2019 123 shares 6 Comments

SHOW MORE POSTS

Best of Ahrefs blog

oughts on design, business, and tech. By the make and friends) of Basecamp. Since 1999



#### Hosty Retreat

r stance against tracking on the web, so when we learned (via adcast hosting provider had introduced listener-targeted decamp to a different company. On the latest episode of the ks to Lex Friedman, chief revenue officer of Rework's old hey're doing with targeted ads. Then she talks to Justin new podcast host, about how he's approached building his







ahrefs





- email your blog subscribers







- email your blog subscribers
- publish on all social channels







- email your blog subscribers
- publish on all social channels
- syndicate to aggregators







- email your blog subscribers
- publish on all social channels
- syndicate to aggregators
- promote in communities







- email your blog subscribers
- publish on all social channels
- syndicate to aggregators
- promote in communities
- word of mouth





- email your blog subscribers
- publish on all social channels
- syndicate to aggregators
- promote in communities
- word of mouth
- ads





#### Spike of hope



- email your blog subscribers
- publish on all social channels
- syndicate to aggregators







- email year blog subscribers
- publish on all social chinnels
- syndicate to ggregator
- promote in communities





### When you publish new articles often, your blog traffic is "growing."









### But should you stop - your traffic will start fading back to nothing.

#### Traffic you hustle to get



#### No traffic













### Your articles start ranking in Google, & bring you passive search traffic.

#### Traffic you hustle to get



#### Passive traffic





## If every article you publish adds up to your passive search traffic - you don't need many.







## If every article you publish adds up to your passive search traffic - you don't need many.

### You just need the right ones.









Photo by Pixabay on Pexels.com





Photo by Pixabay on Pexels.com

### **01.** Traffic Potential







Photo by Pixabay on Pexels.com

# **01.** Traffic Potential 02. Business Potential



# **01.** Traffic Potential 02. Business Potential



Photo by Pixabay on Pexels.com

## 03. Ranking Potential



#### In 4 years we grew search traffic to our blog to 250k visits/month







#### In 4 years we grew search traffic to our blog to 250k visits/month



#### \* not only because of blog traffic









## Traffic Potential



. . .



# If you want people to find your articles in Google...







# If you want people to find your articles in Google...

# Write about things that they're searching for!







#### AdWords Keyword Planner shows estimated monthly search volume of your keywords



m	_	SGD0.76	SGD5.76
m	_	SGD0.96	SGD7.41
	_	SGD0.88	SGD4.85
		SGD0.68	SGD6.16
	_	SGD3.90	SGD18.49
	_	SGD1.09	SGD2.90



## There are many keyword research tools (free & paid) that can do that too.





# But the problem is...






# Pages never rank for just one Keyword



Photo by Robert Grammer on Unsplash.com







# \* based on Ahrefs' study of ~3 Million search queries



# of keywords



# So how do you predict the TOTAL SEARCH TRAFFIC POTENTIAL of a topic that you want to cover?







## By analysing the top-ranking pages for that topic!







## By analysing the top-ranking pages for that topic!

Remember what I did with that "weight loss" article?

TimSoulo





1

# Search in Google for whatever you want to write about.





About 407,000,000 results (0.92 seconds)

#### Noom: Weight Loss Program | Get Healthy Again with Noom Ad www.noom.com/how-to/lose-weight -

Receive Benefits Beyond Weight Loss. Start Your 16-Week Customized Course Now. Get Personalized Support Every Step of the Way. You Can Do It with Noom. Start Now. Long Term Weight Loss. Virtual Coaching. 14 Day Trial.

#### Here are 10 more tips to lose weight even faster:

- 1. Eat a high-protein breakfast. ...
- 2. Avoid sugary drinks and fruit juice. ...
- 3. Drink water a half hour before meals. ...
- 4. Choose weight loss-friendly foods (see list). ...
- 5. Eat soluble fiber. ...
- 6. Drink coffee or tea. ...
- 7. Eat mostly whole, unprocessed foods. ...
- 8. Eat your food slowly.

More items ... • Mar 14, 2018

How to Lose Weight Fast: 3 Simple Steps, Based on Science https://www.healthline.com > nutrition > how-to-lose-weight-as-fast-as-possible









Put the URLs of the top-ranking articles in Ahrefs and get traffic estimations.







# In fact, we have a handy report just for that.







### Ahrefs > Keywords Explorer > SERP Overview

SERP overview for "how to lose weight"
🔤 Adwords top  🖸 Image pack 🗉 Top stories 🛛 People also a
Search result
2 Adwords top
1 Featured snippet
2 <b>• Top stories</b>
3 People also ask
<ul> <li>How to Lose Weight Fast: 3 Simple Steps, Based on Science https://www.healthline.com/nutrition/how-to-lose-weight-as-fast-</li> <li>2 Sitelinks</li> </ul>
5 Fop stories
6 10 Ways to Lose Weight Without 'Dieting' - WebMD https://www.webmd.com/diet/features/10-ways-to-lose-weight-w
7 How to Lose Weight and Keep It Off - HelpGuide.org https://www.helpguide.org/articles/diets/how-to-lose-weight-and-

TimSoulo

						Traffic	
ask 69 Featured s	snippet		Shopp	oing results	⊘ Site		onails
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-as-possible ▼	681	90	79	9,645	2,48		11,756
without-dieting <b>v</b>	292	92	40	1,007	20	27,813	3,435
I-keep-it-off.htm ▼	3.5K	85	42	1,485	34	17,643	12,079
							-



ahrefs

# 

# Business Potential





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### Top article at Hubspot Blog gets ~80,000 visits per month from search (in the US alone)

\* as estimated by Ahrefs

Page URL

	osition <b>•</b>		How to use	CPC ▼	Traff	ic from k
	United Sta	ates 🔻	12,619 resul	ts Total traff	ic: 3,5 <sup>-</sup>	16,741
#	Traffic I <sup>i</sup>		Value <sup>i</sup>	Keyword	s <sup>i</sup>	RD <sup>i</sup>
1	84,290	2%	\$75,714	4,592	•	32
2	64,679	2%	\$88,285	873 🔻	49	🖻 blog
3	54,800	2%	\$60,866	5,324 🔻	311	🔒 blog





blog.hubspot.com/marketing/shrug-emoji

g.hubspot.com/marketing/google-url-shortener-alternatives v

g.hubspot.com/marketing/facebook-cover-photo-size-best-practices •





#### HubSpot

MARKETING | 1 MIN READ

### How to Type the Shrug Emoji ~\_(ツ)\_/ in 2 Seconds Flat



Written by Clifford Chi @BigRedDawg16

> Even though I love emojis, I'm still a big fan of typed emoticons. They bring me back to simpler times, when my phone still had a physical keyboard and AOL Instant Messenger was my main method of communication. Those were the days.

If you still have an affinity for typed emoticons like me, especially the timeless  $^{()}_{()}$  emoticon, here's how you can type it in two seconds flat on a Mac, Windows, iPhone, and Android.







# 2,900+

employees in

global offices

Learn more



Our Community



### 64,500+

customers in 100+

countries

Learn more

 $\bigcirc$ 

200+

integrations

Learn more



### @TimSoulo





your product is an almost irreplaceable 3 solution to the problem

### **@TimSoulo**





your product is an almost irreplaceable solution to the problem

your product is helpful, but the problem can be solved without it

### **@TimSoulo**





your product is an almost irreplaceable solution to the problem

your product is helpful, but the problem can be solved without it

your product is barely relevant to the problem

**@TimSoulo** 





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# Ranking Potential

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6 6 6 6 6 6 6

# Ranking in Google is easy:







# Ranking in Google is easy: L Get quality backlinks







# Ranking in Google is easy: L Get quality backlinks 2. Nail searcher intent







# Ranking in Google is "easy:" L Get quality backlinks 2. Nail searcher intent









### 01. Get quality backlinks



#### 



### Our study of ~1B pages showed a clear correlation between number of linking websites to a page & its search traffic



**@TimSou**<sub>10</sub>







# You are unlikely to get to the front page of Google, unless you get as many links as the pages that already rank there.



### Ahrefs > Keywords Explorer > SERP Overview

SEF	RP overview for "how to lose weight" 🔞
Ad	Adwords top 🔲 Image pack 🔳 Top stories 🔋 People also a
Sea	rch result
	2 Adwords top
1	Featured snippet
2	Top stories
3	People also ask
4	How to Lose Weight Fast: 3 Simple Steps, Based on Science https://www.healthline.com/nutrition/how-to-lose-weight-as-fast-a 2 Sitelinks
5	Top stories
6	10 Ways to Lose Weight Without 'Dieting' - WebMD https://www.webmd.com/diet/features/10-ways-to-lose-weight-w
7	How to Lose Weight and Keep It Off - HelpGuide.org https://www.helpguide.org/articles/diets/how-to-lose-weight-and-

### 

			Backlinks	Domains		
ask 🄄 Featured	snippet	`			🖪 Th	umbnails
	AR	DR			Traffic	Keywords
			9,645	2,485		
as-possible 🔻	681	90			6,175	11,756
vithout-dieting <b>v</b>	292	92	1,007	204	27,813	3,435
-keep-it-off.htm 🔻	3.5K	85	1,485	345	7,643	12,079
			.,	0.0		





L. Create a page worthy of a link 4. Guest blogging



# How to get backlinks 101:

# 2. Promote it hard (your audience + ads) **5.** Reach out to "linkerati" in your space





### Find our video tutorials on > YouTube

#### how to get backlinks



#### Link Building Strategies on Steroids: How to Get Backlinks FAST!

Ahrefs • 43K views • 1 year ago

Learn 5 powerful white hat link building strategies you can use to get backlinks fast. The tool used in this tutorial is Ahrefs' Site ... CC

Ahrefs • 10K views • 2 months ago

Subscribe ► https ...

CC





#### How to Build Backlinks WITHOUT Creating New Content

Learn 4 powerful link building strategies to build backlinks to your website without creating new content.

Q



# 02. Nail searcher intent



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### **Backlink Checker**

Analyze backlink profiles and discover link opportunities with Ahrefs Backlink Checker.

Start 7-day trial for \$7

ahrefs Dashboard	Alerts Site Explorer	Content Explorer	Keywords Explorer Tools	× .		
wired.com		×	*.domain/* ~ 🔍	Settings		
Overview Backlink profile - Backlinks	WIRED wired.com •				1	<b>f</b> 6.3K G•
New     Lost     Broken Referring domains     New     Lost	Ahrefs Rank <sup>i</sup> 298	UR <sup>1</sup> DR <sup>1</sup> 30 77	Backlinks <sup>1</sup> 65.7M +456K Live 43.6M	Referring domains <sup>i</sup> 435K +4K Live 405K	Organic keywords <sup>i</sup> 6.0M –20K	Organic tra 8.5M
Anchors Top referring content Referring IPs	Backlink profile	Organic search		overview		Fresh inde
Organic search 🕶	Ahrefs Rank		Past 3 months			r rearr mae
Organic keywords	Today	298 12			200	and a second
New	avg 7 days	300 t1			300	rawled pages i
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Top pages 🔶 Competing domains	avg 3 months	304 <mark>0</mark>	Dec	Jan '17 Feb		eferring domain
Competing pages					.9	ov
Content gap 🔥	Referring doma	INS LIVE INDEX		All time One year	Last 30 days .e	du



#### Largest index of live backlinks









### **Backlink Checker**

Analyze backlink profiles and discover link opportunities with Ahrefs Backlink Checker.

Start 7-day trial for \$7

ahrefs Dashboard	Alerts Site Explorer		eywords Explorer Tools			
wired.com		×	*.domain/* 🗸 🔍	Settings		
Overview Backlink profile - Backlinks	WIRED wired.com +					f 6.3K 🛛 🔂
New     Lost     Broken Referring domains     New     Lost	Ahrefs Rank <sup>i</sup> 298	UR <sup>1</sup> 30 77	Backlinks <sup>i</sup> 65.7M +456K Live 43.6M	Referring domains <sup>i</sup> 435K +4K Live 405K	Organic keywords <sup>i</sup> 6.0M –20K	Organic tra 8.5M
Anchors Top referring content	Backlink profile	Organic search	Paid search Content of	overview		
Referring IPs Organic search -	Ahrefs Rank		Past 3 months			Fresh inde
Organic keywords <ul> <li>New</li> <li>Movements</li> </ul>	Today avg 7 days	298 t2 300 t1			200	rawled pages i
Top pages 🔶 Competing domains	avg 1 month avg 3 months	304 0 304 0	Dec	Jan'17 Feb	400 F	eferring domair
Competing pages Content gap 🔶	Referring doma	INS LIVE INDEX		All time One year		jov edu

@Tim

#### Largest index of live backlinks



<sup>01.</sup> Did on-page SEO <sup>02.</sup> Optimized Page Speed <sup>03.</sup> Optimized Images <sup>04.</sup> Did Internal Linking os. Bought paid traffic <sup>06.</sup> Did outreach <sup>07.</sup> Optimized title and description for CTR





### 

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#### Free Backlink Checker by Ahrefs: Check Backlinks for Any ...

With the world's biggest index of live backlinks (over 15 trillion), Ahrefs Backlink Checker







checker <del>-</del> ndex of live backlinks (over 15 trillion), <b>Ahrefs Backlink Checker</b>	

will show you the most complete backlink profile for any website.





Analyze backlink profiles and discover link opportunities with Ahrefs Backlink Checker.

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ahrefs Dashboard	Alorts Site Explorer	Content Explorer K	eywords Explorer Tools				bot@ahrefs.com
wired.com		×	*.domain/* 🗸 🔍	Settings			
Overview Backlink profile • Backlinks	WIRED wired.com +				1	f 6.3К 🛛 🔂 0	in 25K 🛛 🔞 20
New     Lost     Broken Referring domains     New     Lost	Ahrefs Rank <sup>1</sup> 298	30 77	Backlinks <sup>1</sup> 65.7M +456K Uve 43.6M	Referring domains 435K +4K Live 405K	Organic keywords <sup>1</sup> 6.0M -20K	Organic traffic <sup>1</sup> 8.5M +3M	Paid keywords <sup>i</sup> 101
Anchors Top referring content Referring IPs Organic search •	Backlink profile	Organic search F	Paid search Content ov Past 3 months	erview		Fresh index <sup>1</sup>	Live index <sup>1</sup>
Organic keywords <ul> <li>New</li> <li>Movements</li> </ul>	Today avg 7 days	298 12 300 11 304 0		v	200 Cr 300	rawled pages i	386,994
Top pages A Competing domains	avg 1 month avg 3 months	304 0	Dec Ja	n '17 Feb	500 <b>do</b>	eferring domains	435,478 100% 399,128 92%
Competing pages Content gap	Referring doma	INS LAKE NOTE	,	Ul time   One year   I	Jast 30 days Av	ov du	276 <1% 3,275 <1%

#### Largest index of live backlinks

To have an edge on your competitors, you need a strong backlink profile. That's why a superior backlink checker is a must-have.

Ahrefs boasts the largest live backlink index in the industry:

12 trillion known link









<b>Before</b>			After	
hrefs Tools - Pricing Help Blog	Sign in Start 7-day trial for \$7	<b>ahrefs</b> Tools - Pricing Help I	Blob	Sign in Start a 7-day trial for \$7
Backlink Checker		Backlink Ch		
Analyze backlink profiles and discover link opportunities with Ahre	ers Backlink Checker.	Try the free version of Ahrefs' bac premium tool.	klink checker. Get a glimpse into ti	he power of our
Start 7-day trial for \$7		Enter domain or URL		*.domain/* • Check backlinks
Image: Notice State Sta	Organic keywords <sup>1</sup> Organic keywords <sup>1</sup> Organic keywords <sup>1</sup> Organic keywords <sup>1</sup> Organic traffic <sup>1</sup> Paid keywords <sup>1</sup> 0   0	The Most Powerful Back!         Ahrefs has the second most active web industry.         If trillion         Known Links         Our backlink index is updated with frest immediately.	crawler after Google <sup>[1]</sup> , which means we <b>176 million</b> Unique Domains	e have the best backlink database <sup>[2]</sup> in the <b>6 billion</b> Pages Crawled Each Day te new link opportunities almost
		See domain and page-lev Enter any website, URL or subsection to		rics.
Largest index of live backlinks To have an edge on your competitors, you need a strong backlink profile. That's checker is a must-have.	s why a superior backlink	ahrefs Dashboard Alerts Site explo	rer Content explorer Keywords explorer Rar	nk tracker Site audit NEW More 🕶
Ahrefs boasts the largest live backlink index in the industry:		Overview SEO Blo	g by Ahrefs - Link Building St	rategies & SEO Tips

#### L

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### This is what Nailing Searcher Intent does to your Search Traffic.









### Your job as an SEO is to satisfy searchers!



hrefs	Dashboard	Alerts	Site Explorer	Content Exp	lorer Key	words Explorer Tools	v		•	bot@ahrefs.co
win	-				× •.	domain/" 🗸 🔍	Settings			
			BI						🗗 6.3K 🛛 🔂 0	in 25K 🛛 🔞 26
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						11the	time One year	Last 30 days	,edu	3,275 <19

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## "Blogging for business" Framework:

# **01.** Traffic Potential 02. Business Potential



Photo by Pixabay on Pexels.com

## 03. Ranking Potential







### 90.88% of pages get no traffic from Google

- 0 visits (90.88%) 829,391,973

- 101-1000 visits (1.24%) 11,282,106
- 1001+ visits (0.30%) 2,727,878
- \* based on Ahrefs study of ~920 Million content pages https://ahrefs.com/blog/search-traffic-study/



# One last thing...







#### ahrefs academy.



Brian Dean 🤣 @Backlinko

I just had a chance to check out the @ahrefs Blogging for Business course by @timsoulo. VERY well done.ahrefs.com/academy/bloggi...

♡ 78 9:56 PM - May 16, 2018

 $\bigcirc$  24 people are talking about this



(i)

Fernando Gomez @SpartanGomez

The new Ahrefs content marketing course is very up to date and actionable, really impressed so far

○ 4 9:47 PM - May 8, 2018

great job @timsoulo @ahrefs

(j)

See Fernando Gomez's other 8 Tweets

### **Blogging for business**

Me, an hour ago: I guess I'll check out @timsoulo's blogging for business course... but I doubt I'll learn anything.

Me, right now: \*eyes glued to the screen, desk covered in notes\*

Well played, Tim.ahrefs.com/academy/bloggi... via @ahrefs #seo #contentmarketing pic.twitter.com/KkXGOxCJYH

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Kyle Byers @Kyle\_Byers

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Michelle Urban @michelleurban

Just when you think you kind of, sort of, maybe know something about #blogging .....you get schooled by @ahrefs. 😇 If you write or contribute to any business blog, engage in these lessons: ahrefs.com/academy/bloggi....5 hours well spent.

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○ 4 6:12 AM - May 10, 2018

(i)

#### **Ariel Dekovic** @arieldekovic

One indication of how good @timsoulo's @ahrefs Blogging for Business course is - my lab scientist husband is sitting on the couch behind me, hanging on every word. "I don't know if I'll ever use any of this, but it's really good."

♡ 5 12:43 AM - May 11, 2018

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Learn how to grow your blog past 100K monthly visitors and turn thousands of your readers into paying customers.

10 lessons = 4 hr 56 min

## **GET IT FOR FREE:** email timsoulo@ahrefs.com within 20 minutes with "Blogging for business" in email subject



Brian Dean 📀 @Backlinko

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### Tim Soulo

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Born in Ukraine. Lives in Singapore.

Tim Soulo is the Chief Marketing Officer and Product advisor at Ahrefs (an industry leading SEO tool, powered by Big Data). With almost 10 years of practical experience in SEO and digital marketing, Tim eagerly shares his knowledge by giving live talks at various digital marketing conferences around the world and publishing blog articles at Ahrefs Blog. He's the author of many data-driven SEO research studies and a number of detailed marketing guides.

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