

# How to increase traffic by 110% in 14 days?

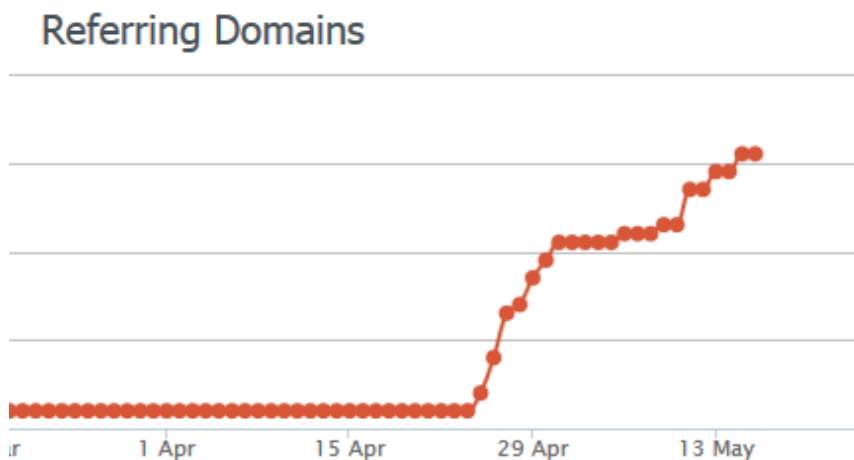
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Many people believe that today in the field of Internet Marketing just good content is enough. They said: " *If my content is good, people will naturally join us .*" And if only then it is too easy.

If you are really serious about creating high quality links, you need to work systematically on how you create content and promote it.

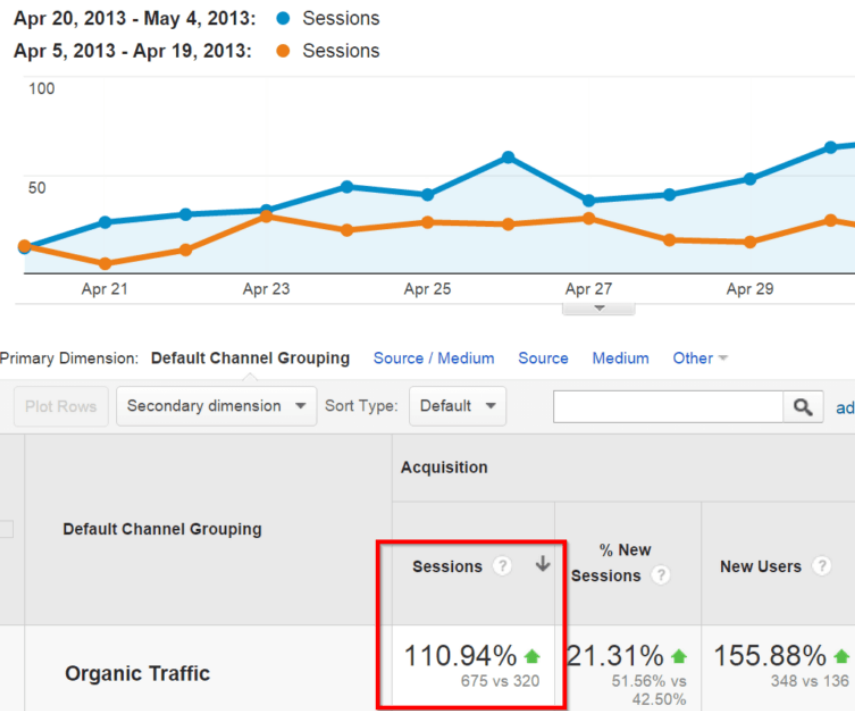
## Skyscraper Technique: Content marketing for link builders.

After Brian Dean (article author) performs 'Skyscraper Engineering', the number of backlinks linked to the site increases as fast as a rocket:



In addition, readers can refer to 10 more effective ways to get backlinks you may not know here.

Most importantly, the natural traffic for the entire site - not just posts - has doubled in just 14 days.



Brian Dean shared that like a reward for him, that post alone helped Brian Dean get 300,000 more web page visits (via referral links - ie backlinks).

Page ?	Pageviews ? ↓
	327,531 % of Total: 9.45% (3,465,265)
1. /google-ranking-factors	327,531 (100.00%)

And you can do the same thing on your website even if you don't connect with influential bloggers.

### 3 steps using 'Skyscraper Techniques' to get high quality links and proper traffic

#### Here are 3 steps for skyscraper engineering:

1. Step 1: Find content with value links
1. Step 2: Make your content better
1. Step 3: Share content with the right people

This is why this technique works well (and what it did with a skyscraper). Have you ever walked across a very tall building and told yourself that:

*" Wow, that's great! I wonder what the 8th tallest building in the world will be like ."*

Of course not.

People are often "attracted" by what is best. And what you're doing is finding the tallest 'skyscraper' in your space . and building another 20 floors from its top.

And suddenly you get the content that everyone wants to talk about (and link to). Skyscraper engineering is just one of many strategies Brian Dean uses to climb up Google's first page rank.

## **Step 1: Find content with value links**

A content that is capable of 'acquiring' any linkable asset will be the foundation of any successful content marketing campaign that focuses on links.

According to Brian Dean, in his article, he is not sure who created the term 'Content Linkable' (Linkable Asset), but it is a perfect description for that. you want to create: a high quality page you can use as a "leverage" for your link.

Remember, the content that is likely to be linked is not a meaningless bait link of '12 what spiders teach me about social networking marketing '.

It is really amazing, amazing and extremely useful content that people can't help but log in to the WordPress dashboard to add a link to your page.

But how do you know that content that is interoperable will succeed . or will it fail completely?

This is not too hard: find previously created content that has thousands of links.

The next step is to make your content better.

## **Step 2: Make your content better**

Here are the steps to take your available content to a new level:

### **Make content longer**

In some cases, publishing longer articles or having more items is a good and effective way.

If you find an attractive link titled '50 healthy snack ideas', you can publish a list of 150 ideas (or even 500).

In the case of Brian Dean, he decided to list in his list all 200 elements.

The first 50 'gentle' elements like a wind, the next 50 - 100 elements are really difficult, 100 - 150 more elements are really 'too hard'. And the last 150-200 is almost impossible.

And finally, Brian Dean gets really better content than any previous content.

## Update more content

If you can update the content and refine it, it is also a way that you help yourself win.

For example, in the image below, most of the listed elements may have to be classified as 'outdated' and missing important factors such as signals from social networks:



If the information is too "outdated", create something that is similar . but with newer updates.

## More eye-catching Web design

Sometimes in some cases the beautifully designed content and website can create a lot more links and sharing on social networks than the same content, but on the worse site.

See "Help Scout's Customer Acquisition Strategies" page:

# Customer Acquisition Strategies for Entrepreneurs

In addressing an entrepreneur's most important early-stage question – customer acquisition – it's easy to waste a lot of money in the wrong channels, especially ones where you go toe-to-toe with the big guys and can easily be outspent.



**YOU HAVE TO EXECUTE IN A DIFFERENT WAY**

*Your business will only thrive by marketing smart; acquiring customers in a way that differentiates you from the crowd and builds an enthusiastic customer base you don't have to keep paying for every month.*

This guide is just a list of links to other Internet Marketing sites. And the page has received a lot of talk just because it has a nice design.

In Brian Dean's guide, he added a nice banner at the top:

## Google's 200 Ranking Factors: The Complete List

by Brian Dean | Last updated Aug. 8, 2014



You probably already know that Google uses about 200 ranking factors in their algorithm...

But what the heck are they?

### Thoroughly more content

Most of the list of articles is just a 'bland' list, content with no accents worth reading for readers.

But if you add a bit of 'depth' to each item in your list, you will create yourself a more valuable article on that list.

In his case, Brian Dean noticed that the list of ranking factors lacks details and references:

### **On-Page (Keyword-Specific) Ranking Factors**

1. Keyword Use Anywhere in the Title Tag
2. Keyword Use as the First Word(s) of the Title Tag
3. Keyword Use in the Root Domain Name (e.g. keyword.com)
4. Keyword Use Anywhere in the H1 Headline Tag
5. Keyword Use in Internal Link Anchor Text on the Page
6. Keyword Use in External Link Anchor Text on the Page
7. Keyword Use as the First Word(s) in the H1 Tag
8. Keyword Use in the First 50-100 Words in HTML on the Page
9. Keyword Use in the Subdomain Name (e.g. keyword.seomoz.org)


So I am sure that every bullet on my list, Brian Dean has a brief description (with a reference):

**90. Links from Bad Neighborhoods:** Links from “bad neighborhoods” [may hurt your site](#).

**91. Guest Posts:** Although guest posting can be part of a [white hat SEO campaign](#), links coming from guest posts — especially in an author bio area — may not be as valuable as a contextual link on the same page.

**92. Links to Homepage Domain that Page Sits On:** Links to a referring page’s homepage may play special importance in evaluating a site’s — and therefore a link’s — weight.

**93. Nofollow Links:** One of the most controversial topics in SEO. [Google’s official word](#) on the matter is:

| *“In general, we don’t follow them.”* 

### **Important note:**

The advice for you is to “beat” the existing content on all levels: length, design, current information, .

This will make it more objective and clear that you have better content.

This is really important when you start sharing it .

## **Step 3: Share content with the right people**

Using email to reach people is a 'key' issue of Skyscraper Engineering. Instead of sending emails to random people, you can reach website owners willing to link to similar content.

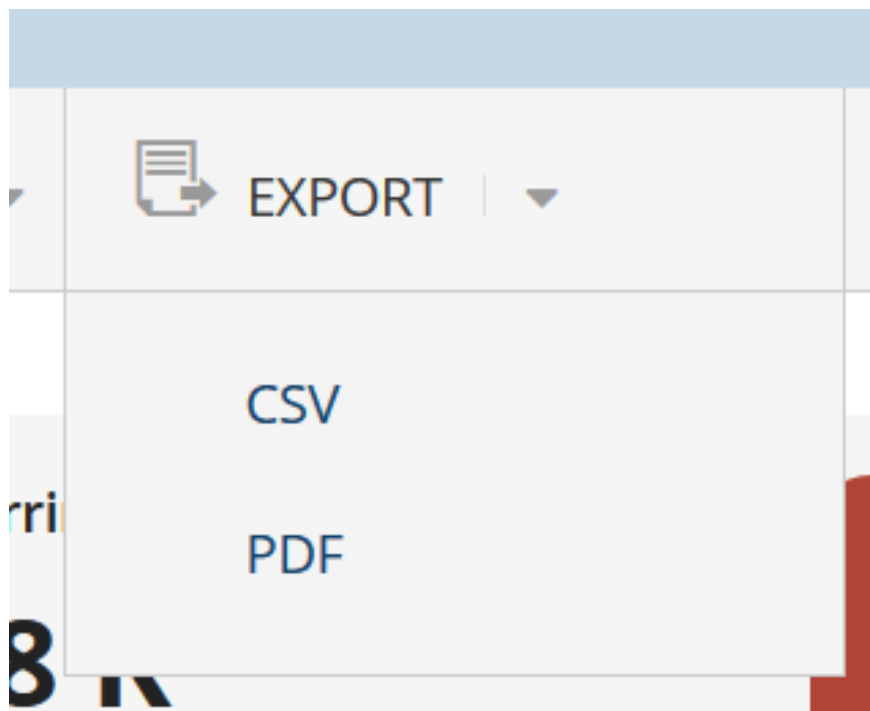
Once you have qualified like this, you know that:

1. They have a website in your site niche.
2. They are interested in your topic.
3. They are willing to link to the article on that topic.

The problem now is to create clear, understandable content.

To create clear, understandable content:

1. Use ahrefs.com to export all links that point to competitors' content in a spreadsheet. You can also use other tools like Majestic SEO and Open Site Explorer to do this.

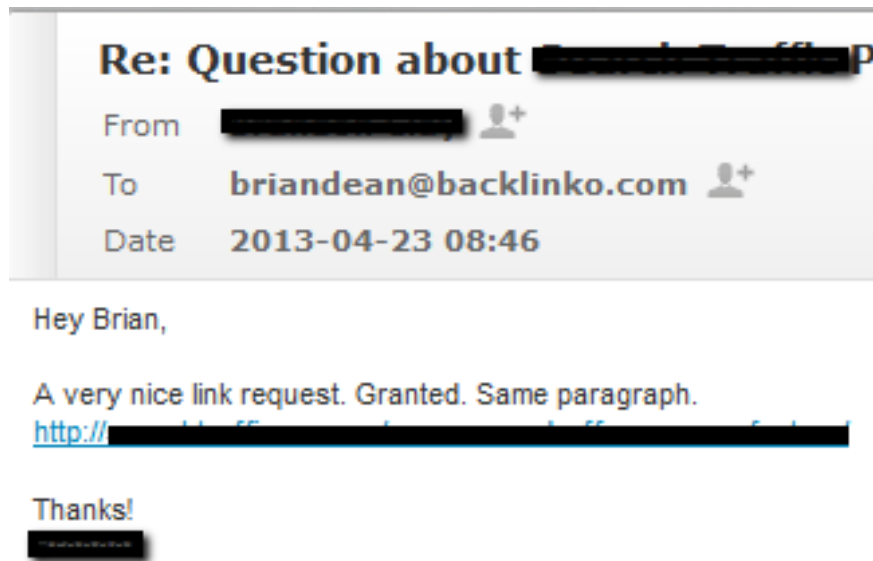


2. Remove bad links to the page to contact (forums, article directories, etc.). In the case of Brian Dean, after clearing the list, Brian Dean has 160 very promising contacts to contact.

3. Then Brian Dean sends an email to all 160 people on the list with the form below:

```
Hey [Name],  
I was searching for some articles about [Your topic] today and I came across this page: [URL]  
I noticed that you linked to one of my favorite articles-- [Article Title]  
Just wanted to give you a heads up that I created a similar. It's like [Name of the article], but more thorough and up to date:  
[URL]  
Might be worth a mention on your page.  
Either way, keep up the awesome work!  
Cheers,  
[Your name]
```

And he was shocked when he received positive feedback:



Of the 160 emails Brian Dean sent, there are 17 links, the success rate is 11%.

It can be seen that these are 'quite dry' emails when referring to the first email link, 11% success rate is quite surprising.

You can think of '17 links, what is it? '.

But remember that it's about quality, not quantity.

There are many 'gems' in the group of 17 links above.

Besides, just look at the rapid increase in natural traffic that 17 links bring me (in a very short time, no less).

Certainly there are a few links to the page that are natural, but some of the best links are from Skyscraper Techniques.

## Now you can try applying Skyscraper technique

In my article, Brian Dean hopes readers can see the potential of Skyscraper Engineering for their website and business.

It was hard work to create something truly 'wonderful'.

But with this strategy, you know in advance what will happen: hard work will be rewarded (not like you pump out dozens of content in the hope that certain content will spread quickly. ).

Are you ready?

Click on the link here and enter your email address to download the Skyscraper Technical List.

## Refer to some of the following articles:

1. 9 tips to increase YouTube video rankings on Google
1. Inspect Element: How to temporarily edit any website?
1. 6 most effective keyword research (Keyword Research)

## Wish you have moments of fun!

You finished reading the article "**How to increase traffic by 110% in 14 days?**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.