

## 65 - How To Succeed With Content Marketing - Lessons From An 8 Figure Business with Tim Soulo

By: Ilana Wechsler

### Brief Background About Tim Soulo

- ❖ 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](#).

### Why Most Businesses Fail At Content Marketing

- ❖ People don't think about this simple kind of funnel, which goes like this: people search in Google for something for some problem related to your business that your business can help them with.
- ❖ A lot of people, think of the blog as a means of getting traffic. So they want to open their Google Analytics and see that their traffic is growing, that people are tweeting their content while they go.
- ❖ Think about the actual conversions, they don't think about attracting the kinds of traffic that would be relevant that would eventually become their customers. So I think this is the fundamental principle that people who are starting to do content marketing should think about in the first place.



## Determining Keywords In Terms of Intent

- ❖ The first thing to understand what exactly people mean what exactly people want when they search for something is to actually open the search results for this kind of thing and see what is already ranking better.
- ❖ So you have to make sure that the type of content you create, the angle that you're taking, is in line with what is already ranking there. And then there's another side to intent and that is how close someone's query is to like the actual purchase.

## Strategies in Growing A Blog

- ❖ News Blog
  - So if you're in an industry that is moving forward fast, where a lot of things are happening, and people want to keep up with things, you might want to have the kind of blog that would cover the news.
  - And this kind of blog gets a lot of traction on social media because if you're the first one to cover news, a lot of other publications will republish you, a lot of people would share your Twitter as the source of the news, etc.

## ❖ Story Blog

- Now that kind of connects all the blog articles that you're publishing on your blog. It could be a personal story, it could be a story of a business.
- A good example is for example blog of Tim Ferriss or blog of Pat Flynn, where their blog is focused around them around their journey in life, in business, in relationship, shapes, whatever.

## ❖ Resource Blog

- This blog is something that we have at Ahrefs so we don't share any news from the internet marketing or a sales page on our blog, and we don't really share the story of our business, like what changes in our business
- We're doing is we're finding topics related to SEO and marketing that people search for in Google. And we create resources on those topics.

## How To Be Strategic With Topics

- ❖ The right answer really is it depends because everyone has different resources. Everyone is in a different industry. So everything is different for every single person out there. But what people need to know in terms of writing articles on certain topics and getting traffic to their website, if they're only starting out, we can divide all topics into two categories:

- Extremely hard to rank for, and very broad.
  - So usually so if you don't know, if you have a blog about parenting, and you want to rank for "Parenting tips", it is a pretty broad topic. And the chances are someone has already published a great article with parenting tips, and that is on a trusted resource, so for you to outrank it, it would be quite hard.
- Longtail topics
  - The topics that are not as popular that won't bring you that much traffic, but the chances that someone has already written an article about these are not as high.
- ❖ So your content marketing strategy should be about understanding where you are and balancing between the hard topics and the easy topics.
- ❖ With easy topics, you can write an article about this and rank quite fast and quite easily. But at the same time, your end goal is to rank for bigger topics, you actually do want to rank for parenting tips.

## Tips in Developing Content Ideas

- ❖ The first one is doing competitor research, where you're going to go against the articles that already exist, so it would be a little bit harder.
- ❖ And second is keyword research where you can find untapped opportunities, some cons, some topic ideas, some search queries that no one has addressed yet, so there's a good chance for you to be the first one to address them and get traffic almost instantly.

## Getting Quality Backlinks

- ❖ And what I realized is that the best way to get backlinks when you're starting out almost from scratch is to start building relationships with other bloggers with other websites in your industry, by manually reaching out to them communicating with them on Twitter, sending them emails, commenting on their articles.
- ❖ So you have to like how you go to a conference and you network with people, you meet people you change To them, you find some common ground, and then you find ways to partner and be valuable to each other.
- ❖ This is the same thing but you're doing it online. When you starting out you have to network with other people who have websites in your industry. You network with them, you talk to them, you find some ways to be helpful to each other.
- ❖ And then eventually, you link to each other. You write guest articles for each other and guest articles are another great way to get backlinks.



## Tim Soulo's Advice Based on His Experiences

- ❖ The main takeaway from our marketing strategy in these five years is that we were willing to put more effort into every single piece of content that we were putting out than anyone else in the industry.
- ❖ So I guess the success of our marketing strategy, apart from picking the keywords picking the right keywords, making connections in the community early on to build backlinks to build our reputation is our willingness to put the amount of effort into every individual piece of content that no one else in the industry would be would justify putting it put in so to say.