

# The Definitive Guide To SEO In 2020

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This is the ultimate guide to SEO in 2020.

And let me be clear about something:

This is NOT your average “SEO in 2020” predictions post.

Yes, I’ll cover the most important SEO trends this year.

But you’re also going to see **new strategies** that are working great right now.

So if you’re looking to improve your SEO next year, you’ll love this new guide.

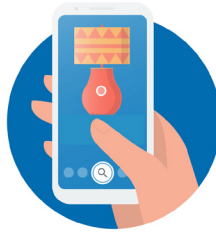


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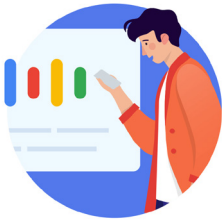
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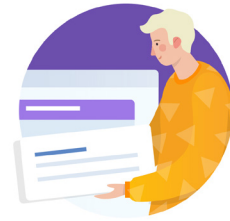
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# CHAPTER 1:

# Domain Authority 2.0

Domain Authority used to be all about links.

Not anymore.

Today, Google also evaluates your site based on Expertise, Authoritativeness, and Trustworthiness.

Also known as E-A-T.

In many ways, E-A-T is Domain Authority 2.0.

And in this chapter I'll cover everything you need to know.



Last year's [Google Quality Rater Guidelines](#) REALLY focused on E-A-T.

## 3.2 Expertise, Authoritativeness, and Trustworthiness (E-A-T)

Remember that the first step of PQ rating is to understand the true purpose of the page. Websites or pages without some sort of beneficial purpose, including pages that are created with no attempt to help users, or pages that potentially spread hate, cause harm, or misinform or deceive users, should receive the **Lowest** rating.

For all other pages that have a beneficial purpose, the amount of expertise, authoritativeness, and trustworthiness (E-A-T) is very important. Please consider:

- The expertise of the creator of the MC.
- The authoritativeness of the creator of the MC, the MC itself, and the website
- The trustworthiness of the creator of the MC, the MC itself, and the website.

Keep in mind that there are high E-A-T pages and websites of all types, even gossip websites, fashion websites, humor websites, forum and Q&A pages, etc. In fact, some types of information are found almost exclusively on forums and discussions, where a community of experts can provide valuable perspectives on specific topics.

To be clear:

E-A-T has been a part of the guidelines for years.

But Google seems to be emphasizing E-A-T more and more.

For example, Google's new [“How Search Works”](#) report mentions that they want to rank “reliable sources”.

### Quality of content

Beyond matching the words in your query with relevant documents on the web, Search algorithms also aim to prioritize the most **reliable sources** available. To do this, our systems are designed to identify signals that can help determine which pages demonstrate expertise, authoritativeness, and trustworthiness on a given topic.

They even cite E-A-T as a key ranking signal:

### Quality of content

Beyond matching the words in your query with relevant documents on the web, Search algorithms also aim to prioritize the most reliable sources available. To do this, our systems are designed to identify signals that can help determine which pages demonstrate

**expertise, authoritativeness, and trustworthiness** on a given topic.

We look for sites that many users seem to value for similar queries. For example, if other prominent websites link to the page (what is known as [PageRank](#)), that has proven to be a good sign that the

Here's how to bump up your site's E-A-T.



# Be An Expert (Or Hire One)

If you hire random freelancers to write your content, you're in trouble.

That's because Google wants to feature content that's written by legit experts in their field.

## 2.6 Reputation of the Website or

### Creator of the Main Content

A website's reputation is based on the experience of real users, as well as the opinion of people who are experts in the topic of the website. Keep in mind that websites often represent real companies, organizations, and other entities. Therefore, reputation research applies to both the website and the actual company, organization, or entity that the website is representing.

A website's reputation can also help you understand what a website is

They even go as far to say that medical content needs to be written by health care professionals.

Keep in mind that there are high E-A-T pages and websites of all types, even gossip websites, fashion websites, humor websites, forum and Q&A pages, etc. In fact, some types of information are found almost exclusively on forums and discussions, where a community of experts can provide valuable perspectives on specific topics.

- High E-A-T medical advice should be written or produced by people or organizations with appropriate medical expertise or accreditation.

High E-A-T medical advice or information should be written or produced in a professional style and should be edited,

This is a tough thing to fake.

In fact, Google [might be using a new form of Google Authorship](#) to figure out who's behind a piece of content... and whether or not they're experts in that space.



So if you want your content to rank in 2020, it needs to be written by people that know their stuff.

(Especially in the health niche)

## Be Transparent

Google probably focuses on off-site signals to figure out your site's E-A-T.

That said:

The rater guidelines spend a lot of time on evaluating the site itself.

For example, the guidelines point out that:

### 7.2.8 Inadequate Information about the Website or Creator of the Main Content

As discussed in [Section 2.5.3](#), we expect most websites to have some information about who (e.g., what individual, company, business, foundation, etc.) is responsible for the website and who created the MC, as well as some contact information, unless there is a good reason for anonymity. For websites with YMYL pages, such as online banks, we expect to find a lot of information about the site, including extensive customer service information.

This means having:

- Thorough about page
- Easy to find contact page
- References and external links to sources
- Privacy policy and terms of service
- Author bylines on every article

## Get Cited

Most of Google's evaluation of E-A-T happens **off of your website**.

Which makes sense.

Any random person can claim to be an expert.

But getting other websites to agree with you?

That's a totally different story.

In fact, Google's guidelines state that:

Many websites are eager to tell users how great they are. Some webmasters have read these rating guidelines and write "reviews" on various review websites. But for Page Quality rating, you must also look for credible, independent information from sources outside the website.

**When the website says one thing about itself, but reputable external sources disagree with what the website says, trust the external sources.**

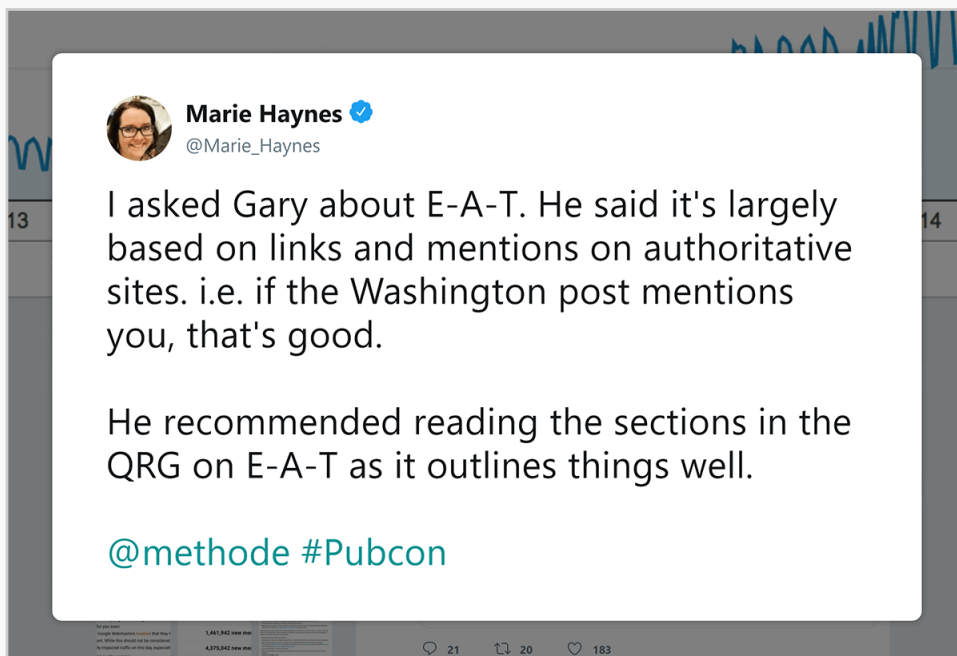
Your job is to truly evaluate the Page Quality of the site, not just blindly accept information on one or two pages of the website.  
Be skeptical of claims that websites make about themselves.

So:

Besides creating an awesome site, how do you get other people to mention you and your site as a go-to resource?

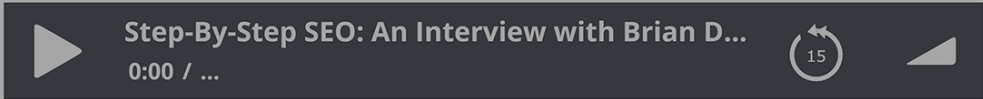
First, you need to be cited on lots of other trusted websites.

These don't even have to be linked mentions.



Something like this can help Google see you as an expert on a given topic:

## Step-By-Step SEO: An Interview with Brian Dean



**Brian Dean** is an internationally recognized **SEO expert** who's worked with companies like Disney, Apple, and IBM.

He is the founder of Backlinko, an SEO blog launched in late 2012. Brian has grown Backlinko from 0 to over 180,000 visitors a month. In short, this guy knows how to get stuff ranked in Google.

Second, your site as a whole needs to be associated with a specific topic.

Again, this comes down to off-site mentions. Specifically, mentions from other authorities in your field.

website) has won journalistic awards. Prestigious awards, such as the Pulitzer Prize award, or a history of high quality original reporting are strong evidence of positive reputation.

When a high level of authoritativeness or expertise is needed

**the reputation of a website should be judged on what expert opinions have to say.** Recommendations from expert sources, such as professional societies, are strong evidence of very positive reputation.

For example, getting listed as the #1 SEO blog by Ahrefs probably boosted Backlinko's reputation in Google's eyes.

Now let's get to the results, shall we?

## 1. Backlinko



**Founder:** [Brian Dean](#)

**Blog type:** Single-author

**Ahrefs Rank:** [5,194](#)

**Domain Rating (DR):** [84](#)

**Estimated monthly organic search traffic:** [110,078](#)

**Average posts per month:** 5

**Average post length:** 3,401 words

Heard of the [Skyscraper Technique](#)? Then you're already familiar with Brian's work.

Backlinko is perhaps the most famous single-author SEO blog. Brian rarely publishes new content, but when he does, you'll certainly know about it. He doesn't do things by halves. His approach is quality over quantity.

## CHAPTER 2:

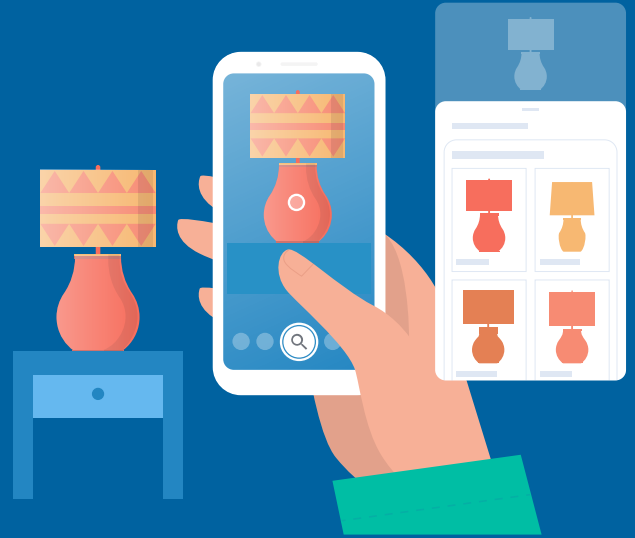
# The Rise of Visual Search

Is Visual Search an SEO game changer?

Not yet.

But based on how things are trending, visual search is poised to take off in 2020.

Here's what you need to know.

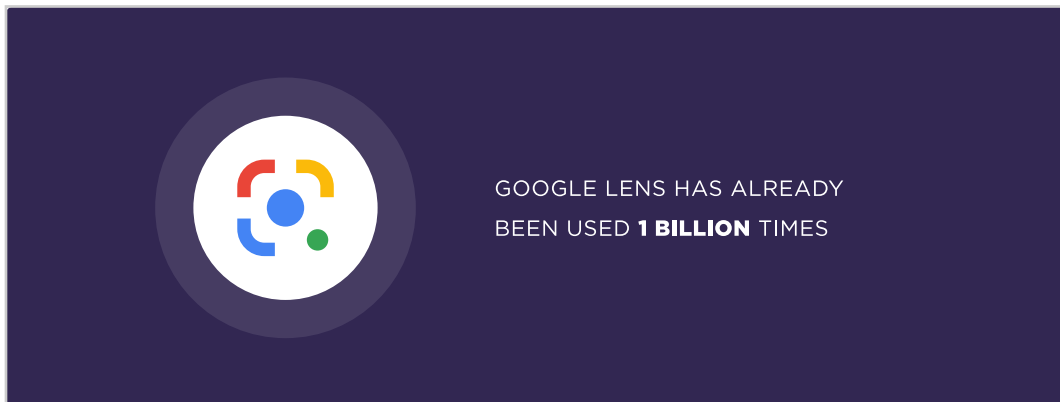


## Visual Search is Taking Off

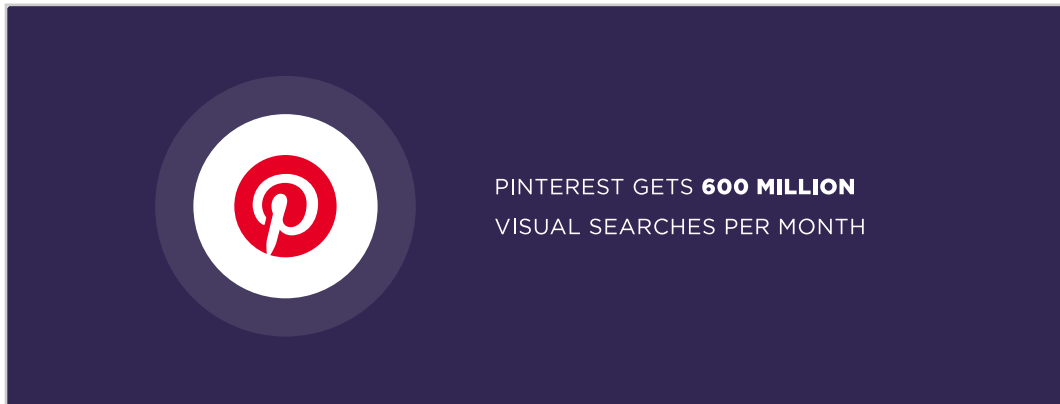
More people are conducting more visual searches than ever before.

Just take a look at these stats:

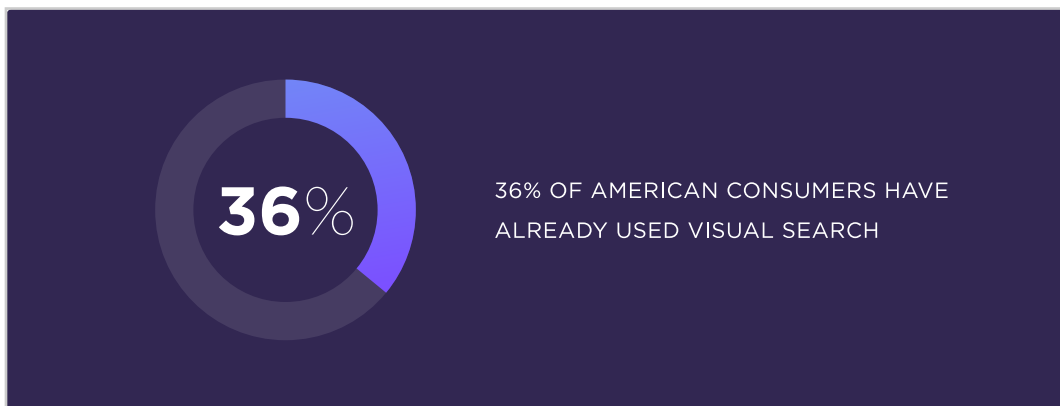
Google Lens has already been used 1 billion times [\(source\)](#).



Pinterest gets 600 million visual searches per month [\(source\)](#).



36% of American consumers have already used visual search [\(source\)](#).



## Visual Search Technology is Insanely Good

Visual search is still in its infancy.

And it already works REALLY well.

Don't believe me?

Whip open Google Lens on your phone and start scanning stuff around your room.





You'll probably find that it can identify pretty much everything.

Today, Google Lens can identify 1 billion objects. And that number is growing every day.

Heck, even Bing's visual search works super well.

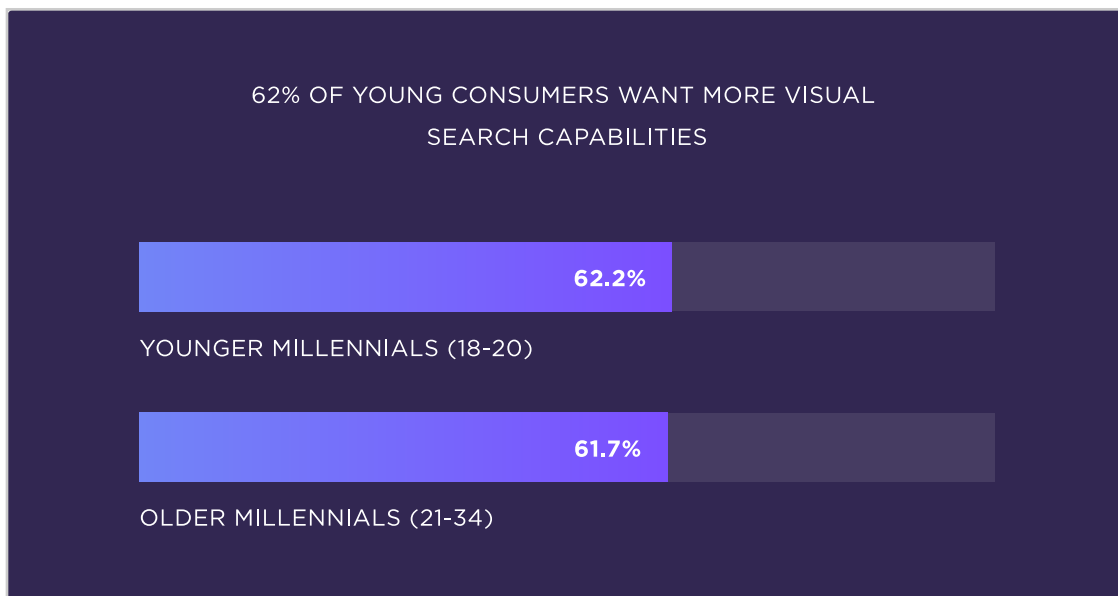


# People WANT to Search With Images

Once you start using it, you'll quickly notice that visual search is super helpful for:

- Shopping
- Directions
- Identifying landmarks
- Local business reviews
- Translation
- Recipes
- Nutrition information
- Lots more

Which is probably why 62% of young consumers want more visual search tech:



## How to Optimize for Visual Search

If you want to show up as a visual search result, image SEO is key.

So you want to use descriptive file names and write alt text for every image.

But that's just the first step.

According to Google, they want to feature Google Image results from pages that are authoritative:

Over the last year, we've overhauled the Google Images algorithm to rank results that have both great images and great content on the page.

For starters, the authority of a web page is now a more important signal in the ranking.

If you're doing a search for DIY shelving, the site behind the image is now more likely to be a site related to DIY projects. We also prioritize fresher content, so you're more likely to visit a site that has been updated recently.

Fresh:

important signal in the ranking. If you're doing a search for DIY shelving, the site behind the image is now more likely to be a site related to DIY projects.

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Also, it wasn't long ago that if you visited an image's web page, it might be hard to find the specific image you were looking for when you got

And feature the image at the top of the page:

Also, it wasn't long ago that if you visited an image's web page, it might be hard to find the specific image you were looking for when you got there

We now prioritize sites where the image is central to the page, and higher up on the page.

So if you're looking to buy a specific pair of shoes, a product page dedicated to that pair of shoes will be prioritized above, say, a category page showing a range of shoe styles.

## CHAPTER 3:

# Video Continues to Surge

Online video is EXPLODING right now.

In fact, according to Cisco, online video will make up 80% of all online traffic by 2021.

80%!

And that may still not satisfy the world's demand for video.

Despite the fact that there are more videos out there than ever, HubSpot states that 43% of people want even MORE video content.

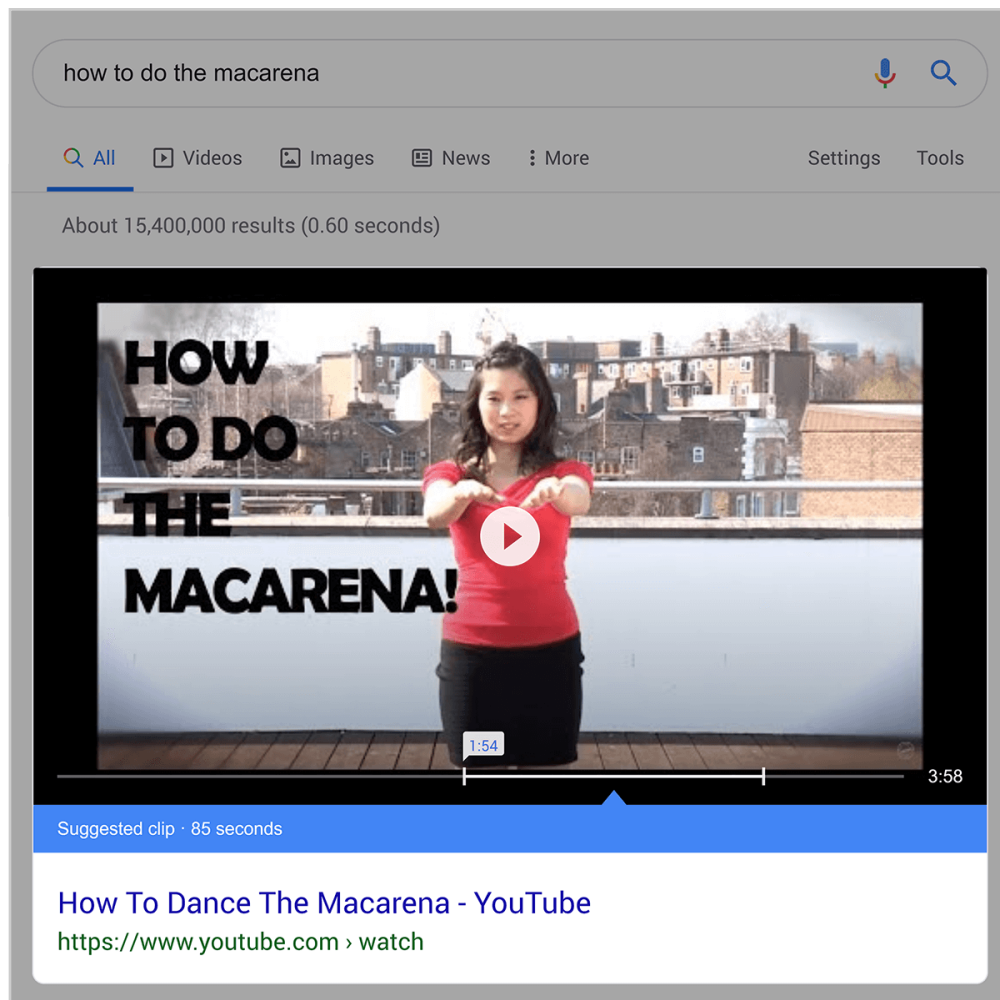
In short:

If video isn't part of your digital marketing plans, you're missing out. Here's how you can use video to improve your SEO this year.

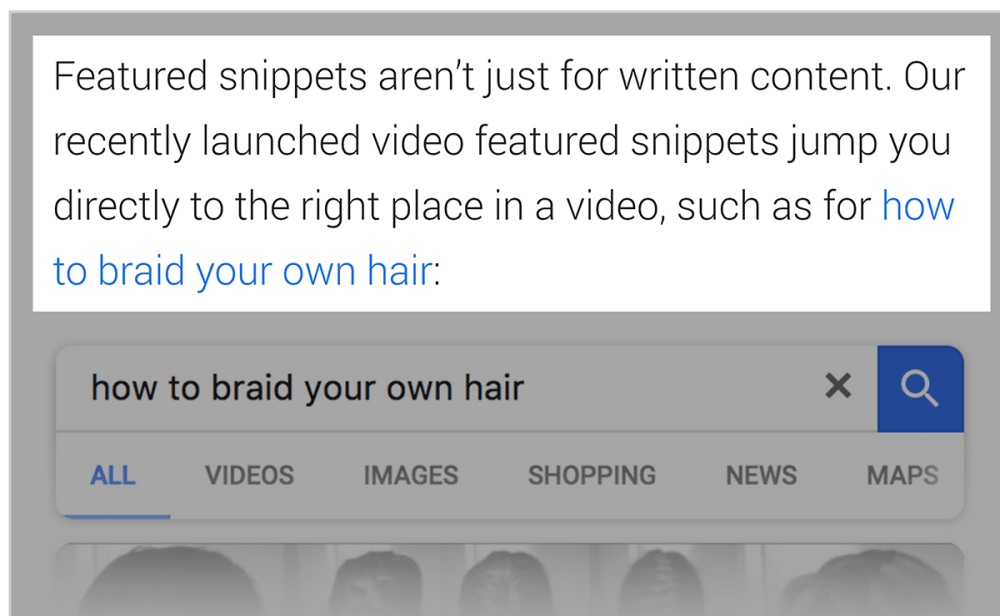


## Video Featured Snippets

You've probably noticed more Video Featured Snippets in the search results.



In fact, Google highlighted Video Featured Snippets in their “[Reintroduction to Featured Snippets](#)” report.



And I expect to see more of Video Featured Snippets in 2020.

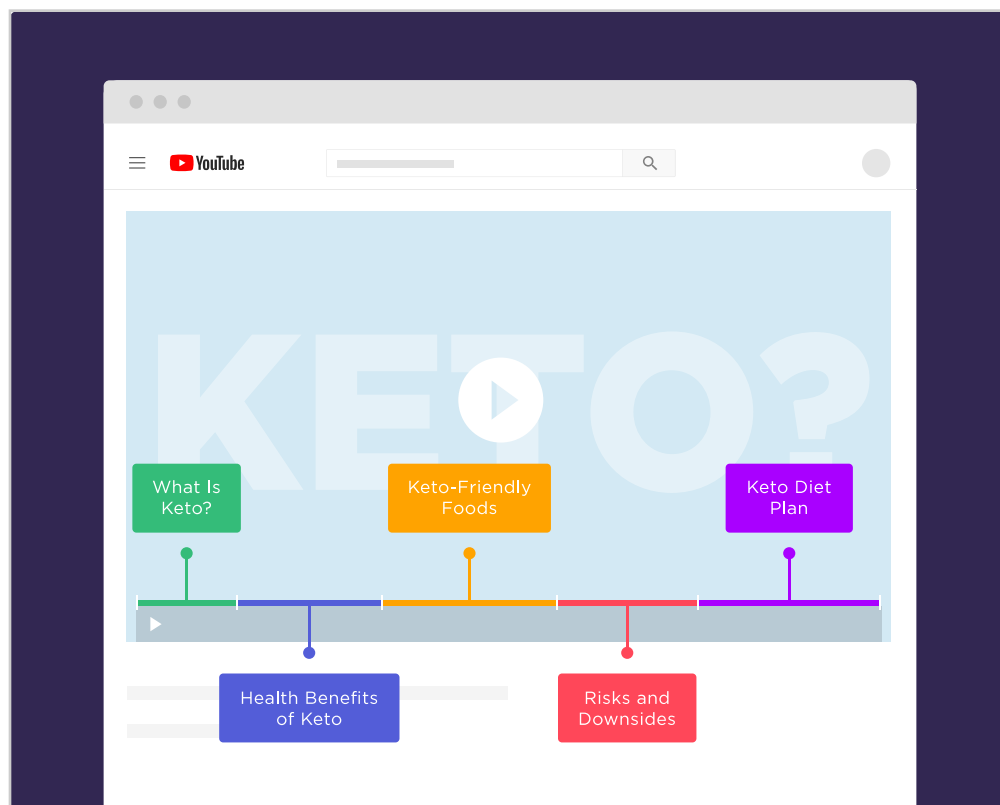
From what I've seen, here are the 3 most important things to do to get your video content in a Featured Snippets.

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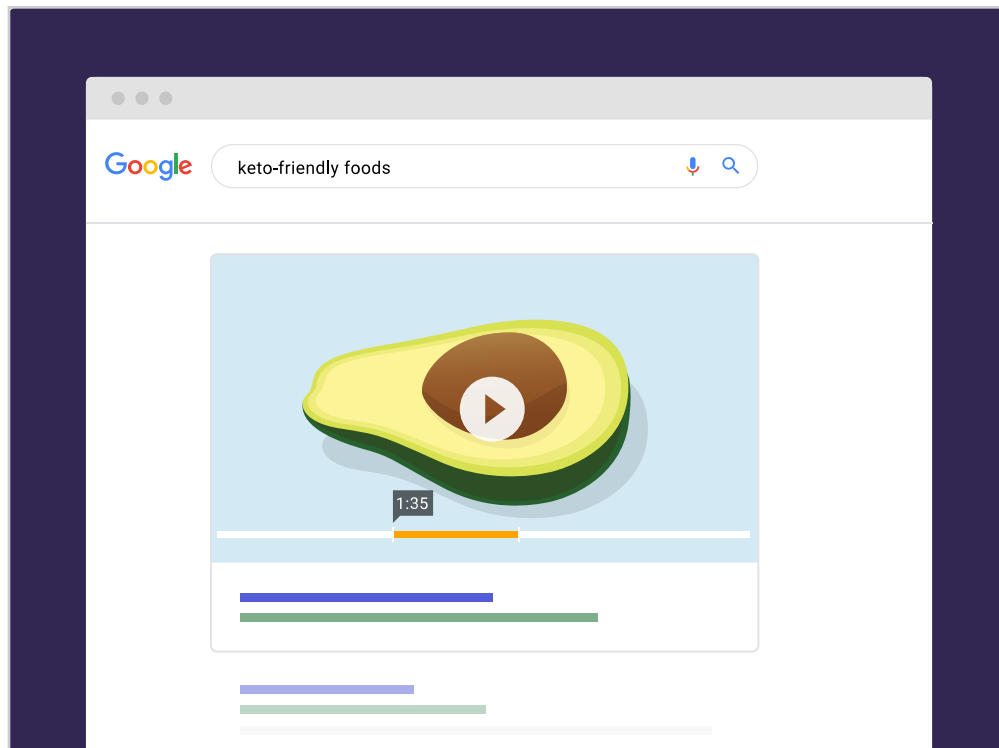
## 1. Organize Your Content Into Discrete Sections

This is huge.

Clear sections help Google understand the content in your video.

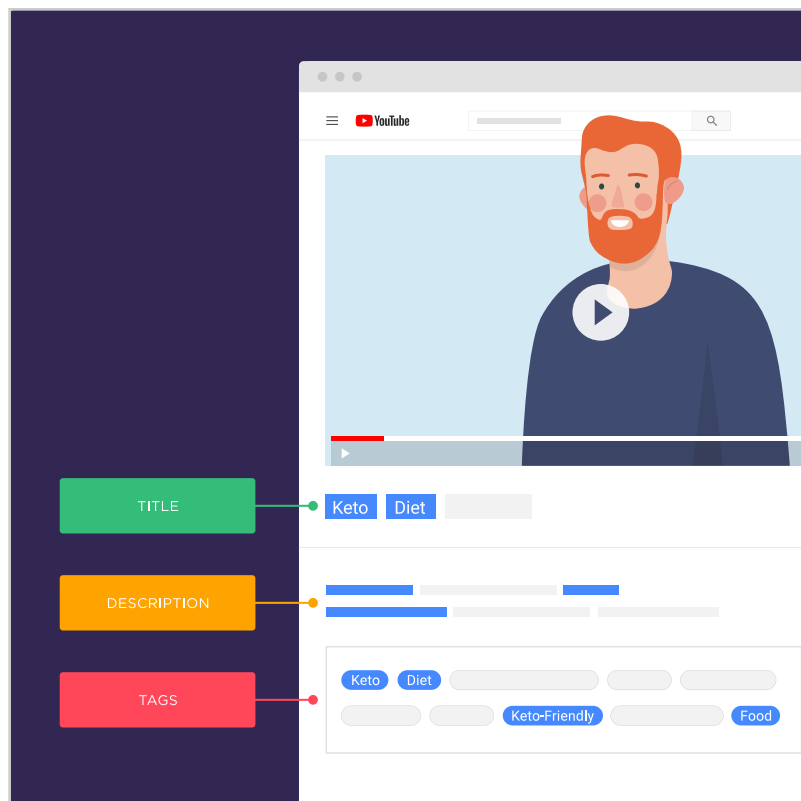


Which makes it easy for them to use different clips from your video in a snippet.



## 2. Optimize Your Video for SEO

Google uses your title, description and tags to figure out what your video is all about.





So besides publishing videos that have clear sections, you also want to make sure that your video is optimized for SEO.

In fact, a small HubSpot study of 165 Video Featured Snippets found that 80% of them contained a keyword in the title.

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### 3. Provide a Transcript

The captions that YouTube automatically generates are REALLY good.



But it's not 100%.

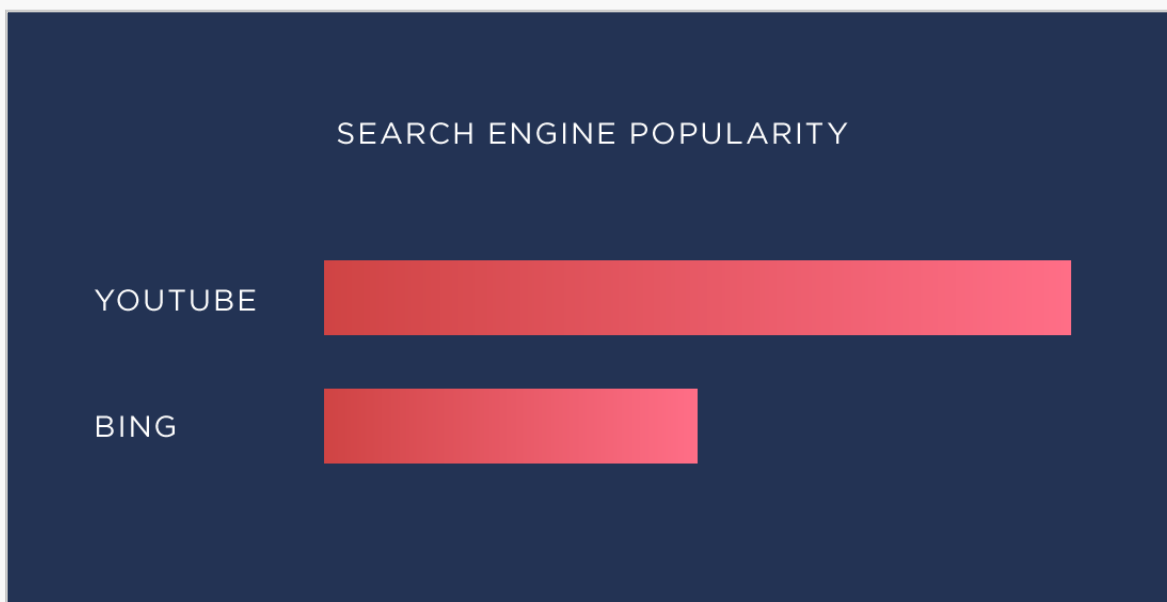


So to increase the odds that YouTube and Google can understand every word of your video, upload a transcript.

## Grow Your YouTube Channel

YouTube is already the world's 2nd largest search engine.

(In fact, according to a study by JumpShot and Moz founder Rand Fishkin, YouTube's search engine is 2x more popular than Bing)



Amazingly, YouTube is still growing.

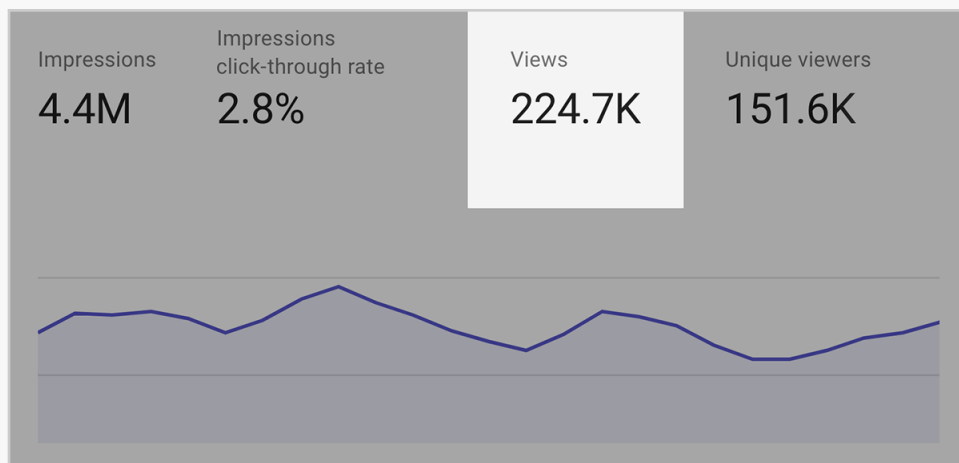
In short, more and more people are searching for stuff on YouTube than ever before.

So if you want to get more traffic from SEO in 2020, I recommend creating and optimizing content specifically for YouTube.

It's a search engine that's too big to ignore.

The best part? Most marketers are too lazy to make videos. So it's pretty easy to get your videos seen (assuming you know what you're doing).

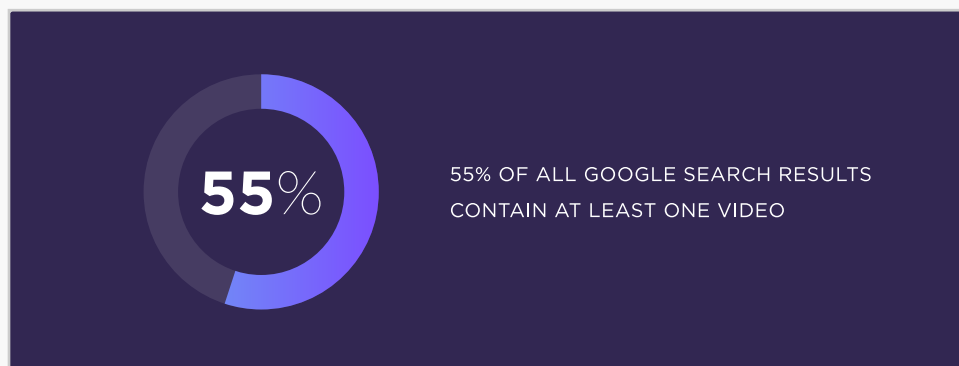
For example, my channel has 26 total videos. And those 26 videos generate over 224k views per month.



(And as you might expect, a good chunk of those viewers turn into website visitors, leads and customers).

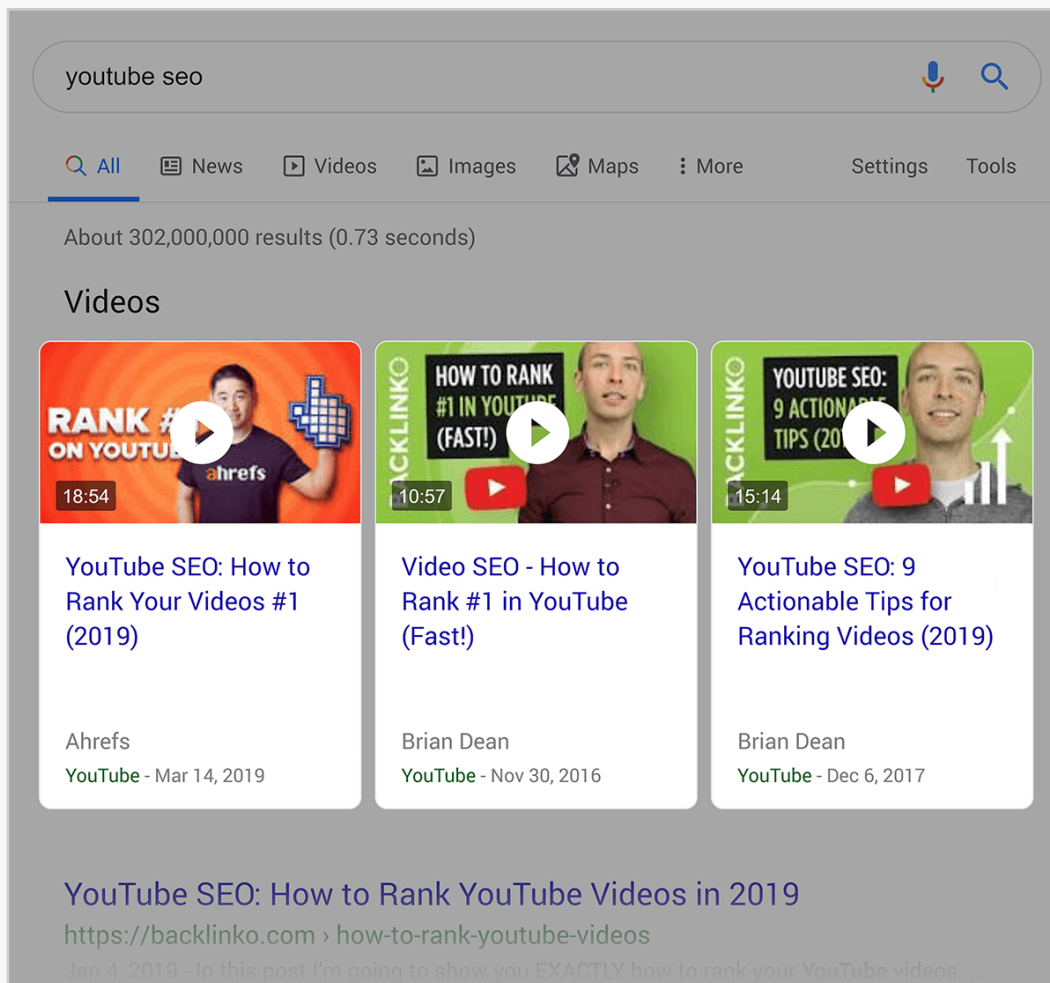
It gets better: when you publish SEO-optimized YouTube videos, you'll own more Google real estate.

Why? Well, for starters: [55% of all Google search results](#) contain at least one video.



(And almost all of those videos are from YouTube).

Here's an example of what I mean:

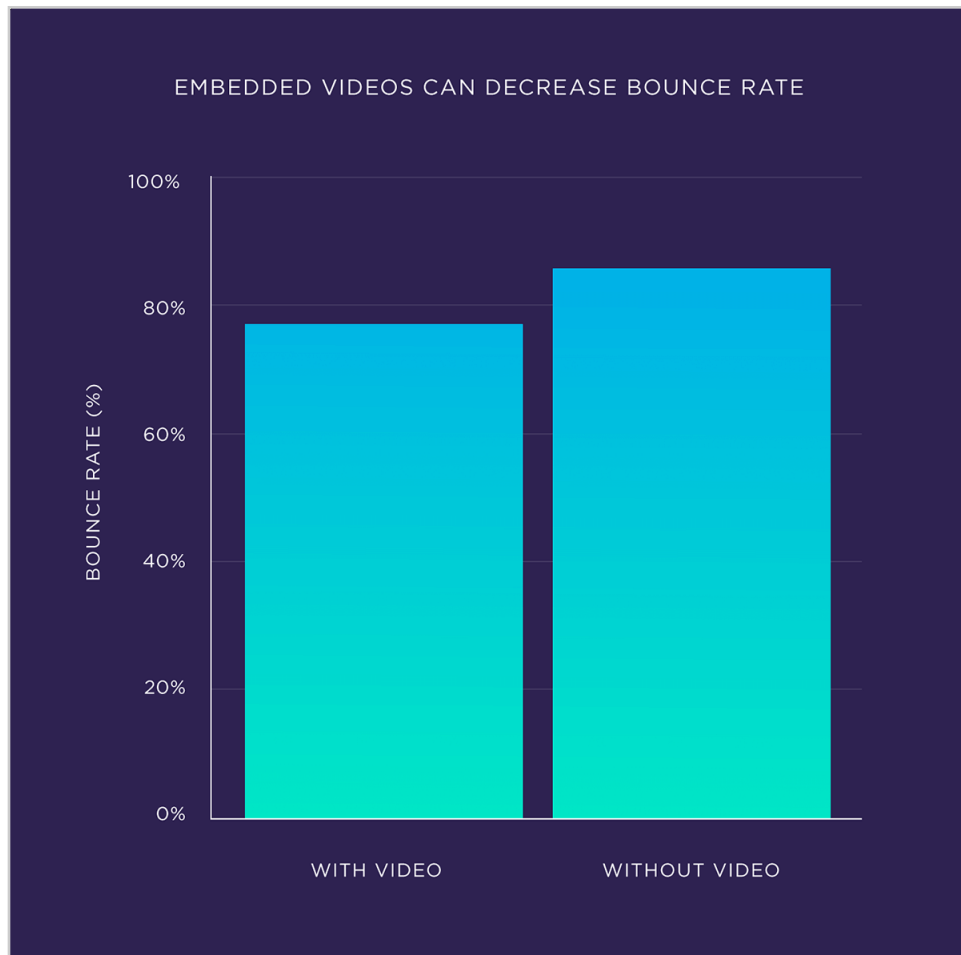


And considering that Google owns YouTube, expect even MORE YouTube videos in the search results in 2020.

## Embed Video Content Into Text-Based Blog Posts

If people want to see more video content, why not give it to them?

That's why I recommend embedding video content into your blog posts. In my experience, this can significantly improve your [bounce rate](#).



Here's an example of this in action:

...it has a good chance of cracking the top 5.

**Then, optimize your page with the strategies in this video.**

The video thumbnail features a man in a grey V-neck sweater against a green background. Text on the left reads 'BACKLINKO'. In the center, it says 'ON-PAGE SEO (9 POWERFUL TECHNIQUES)' with a play button icon. A magnifying glass icon with code symbols is in the bottom right. Top right controls include 'Watch later' and 'Share'.

Now:

If you're REALLY pressed for time and don't have time to implement everything from the video, focus on these 5 strategies:

## CHAPTER 4:

# Voice Search Optimization

### Voice Search Optimization

Is voice search “the next big thing” in digital marketing? It sure looks like it.

For example, check out these eyebrow-raising facts:

- 41% of adults perform at least one voice search every day ([source](#))
- Voice searches performed in Google are up 35x since 2008 ([source](#))
- 20% of all searches on mobile are voice searches ([source](#))



Knowing that, smart SEOs are starting to optimize some of their content for voice search.

Including me 😊

## How to Optimize for Voice Search

Last year we conducted the largest voice search SEO study to date.



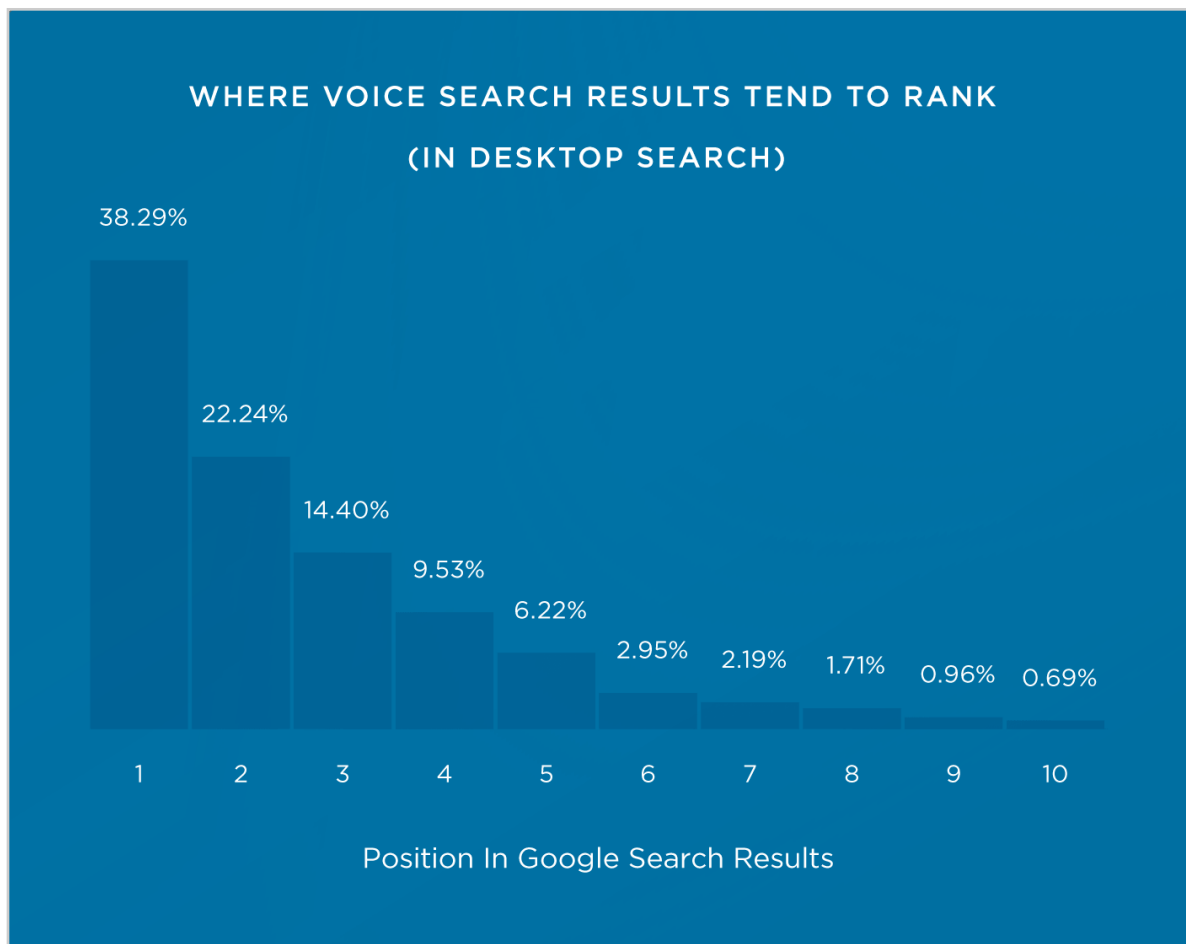
Here's what we found:

## 1. Your content needs to rank high in the search results

Preferably in the top 3.

We found that Google tended to source voice search answers from content that ranked in the top 3 search results:





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## 2. Include a question and answer in your content

The vast majority of voice searches are question based (“How do I do a pullup?” or “Who starred in Shawshank Redemption?”).

When that happens, Google usually picks a page that contains a) the question and b) the answer.



For example:

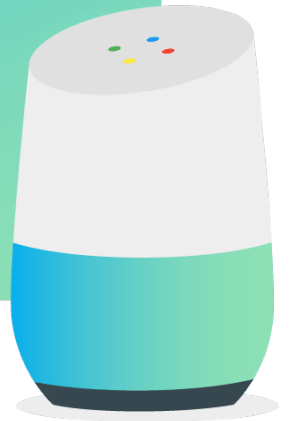
When I search for:

"How do weather satellites work"



I get this answer:

Here's a summary from the website [weatherquestions.com](http://weatherquestions.com): Weather satellites carry instruments called radiometers that scan the Earth to form images. The first is a "geostationary" orbit, with the satellite at a very high altitude and orbiting over the equator at the same rate that the Earth turns.



And when I go to the actual page, I see that the content includes my question and a short answer:



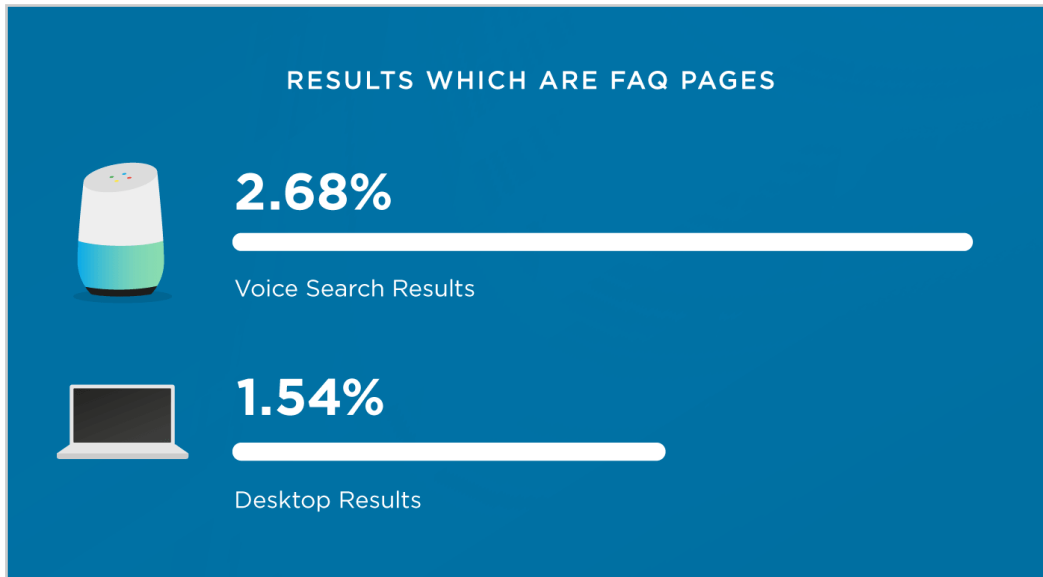
[Local Weather](#) [Forecast Maps](#) [Severe Weather](#) [Satellite & Radar](#)

## How do weather satellites work?

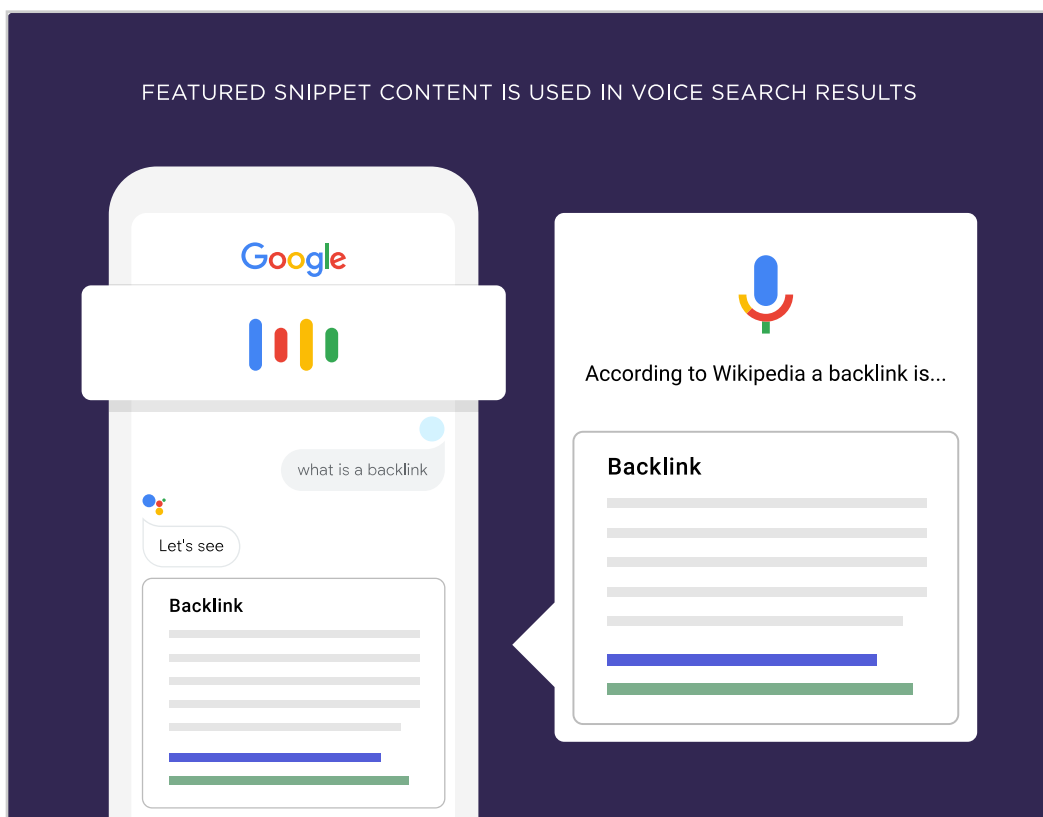
Weather satellites carry instruments called radiometers (not cameras) that scan the Earth to form images. These instruments usually have some sort of small telescope or antenna, a scanning mechanism, and one or more detectors that detect either visible, infrared, or microwave radiation for the purpose of monitoring weather systems around the world.

Just what Google's voice search algorithm wants to see.

In fact, that's one of the main reasons that FAQ pages are GREAT for voice search SEO:



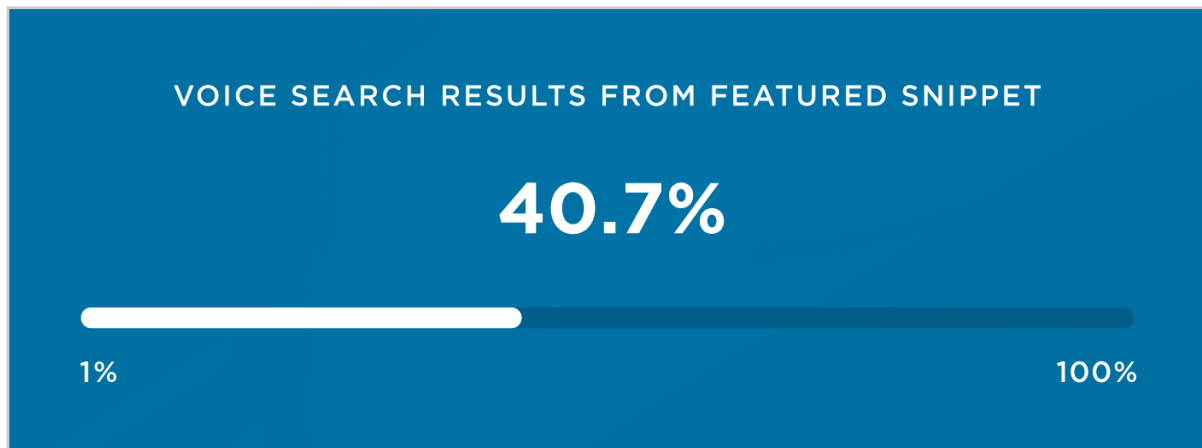
### 3. Ranking in a Featured Snippet helps A LOT



Google's algorithm has already put together a convenient little snippet.

So it makes sense that they would use that snippet in their voice search results.

In fact, our data revealed that 4 out of 10 voice search results come directly from a Featured Snippet.



Speaking of Featured Snippets...

## CHAPTER 5:

# Optimize for Featured Snippets

According to SEMrush, 11.52% of all search results have a Featured Snippet.

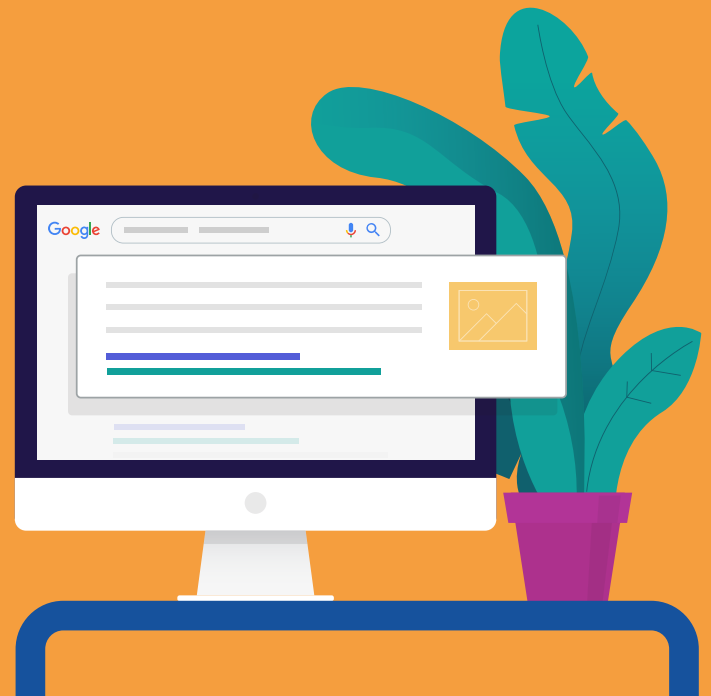
And yes: Featured Snippets are stealing A LOT of clicks from the #1 spot.

(As I like to say: “#0 is the new #1”)

The question is:



How do you get your content to appear in the Featured Snippet?

Well, that’s what this chapter is all about.



Last year I decided to make Featured Snippets a priority for us.

And it helped us go from a handful of Featured Snippets rankings to over 190.

Organic Keywords <sup>i</sup> <span>How to use</span>						
Position ▾	Volume ▾	KD ▾	CPC ▾	Traffic ▾	Word cou	
<div> <b>198</b>    40   <a href="#">More ▾</a></div>						
Keyword	Volume <sup>i</sup>	KD <sup>i</sup>	CPC <sup>i</sup>	Traffic ↓ <sup>i</sup>	Position <sup>i</sup>	
<a href="#">how to get youtube subscribers</a>	4	2,400	40	1.20	473	1

Here's the step-by-step process that I used.

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# 1. Find Featured Snippet opportunities

Your first step is to find:

Keywords that you already rank for.

AND

Keywords that have a Featured Snippet.

Why is it important to focus on keywords that you rank for already?





99.58% of all Featured Snippets are from pages that rank on the first page for that term.

So if you don't already rank in the top 10, you have zero chance of ranking in the Featured Snippet spot.

How do you find Featured Snippet Opportunities?

Ahrefs "Organic Keywords" report.

It shows you keywords that you rank for... that also have a Featured Snippet:

 3,117  1,372  526  504 <a href="#">More ▼</a>				
Keyword			Volume	i
press release	6		35,000	
how to get youtube subscribers	6		2,400	
how to get more views on youtube	4		6,500	
how to get subscribers on youtube	7		2,400	
how to get more subscribers on youtube	8		1,900	
get youtube subscribers	7		2,100	
how to get more youtube subscribers	6		1,000	
how to gain subscribers on youtube	6		800	
cpa marketing	8		4,700	
how to use google keyword planner	5		1,800	

3,117 keywords? Looks like I have some work to do 😊

## 2. Add “Snippet Bait” to Your Page

“Snippet Bait” is a 40-60 word block of content specifically designed to rank in the Featured Snippet spot.

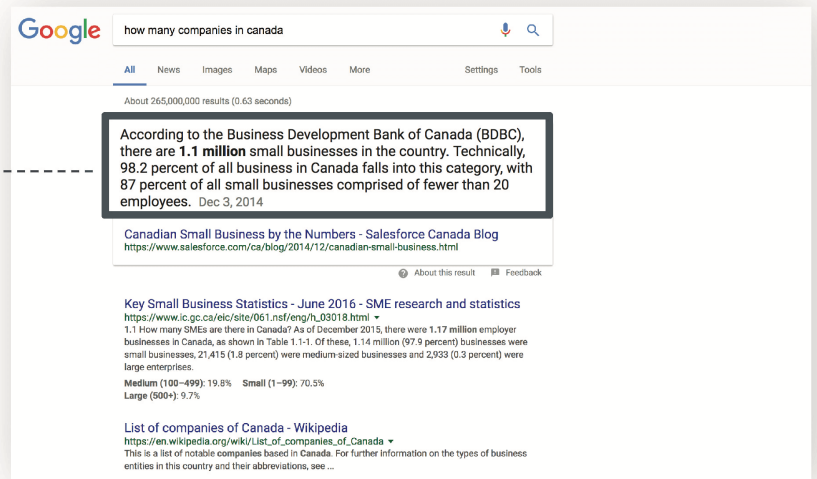
Why 40-60 words?

Well, [SEMrush analyzed nearly 7 million Featured Snippets](#). And they found that the most Featured Snippets are 40-60 words long.

PARAGRAPH	WORDS	CHARACTERS
AVERAGE	46	272
MAXIMUM	84	370

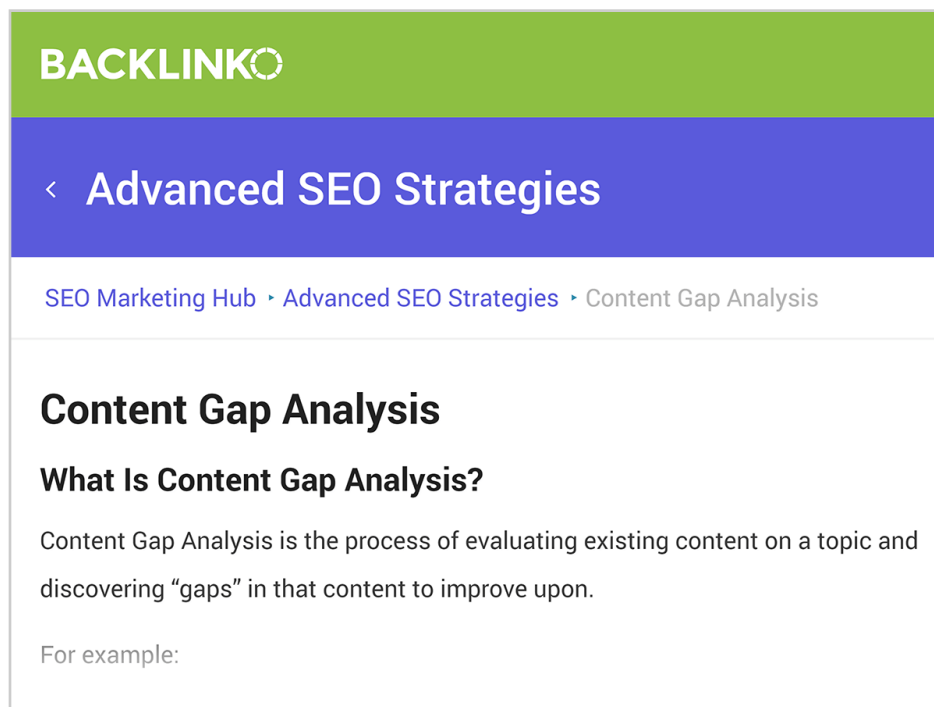
43 words long ---

Salesforce ranks **4th**, but earned the Featured Snippet.

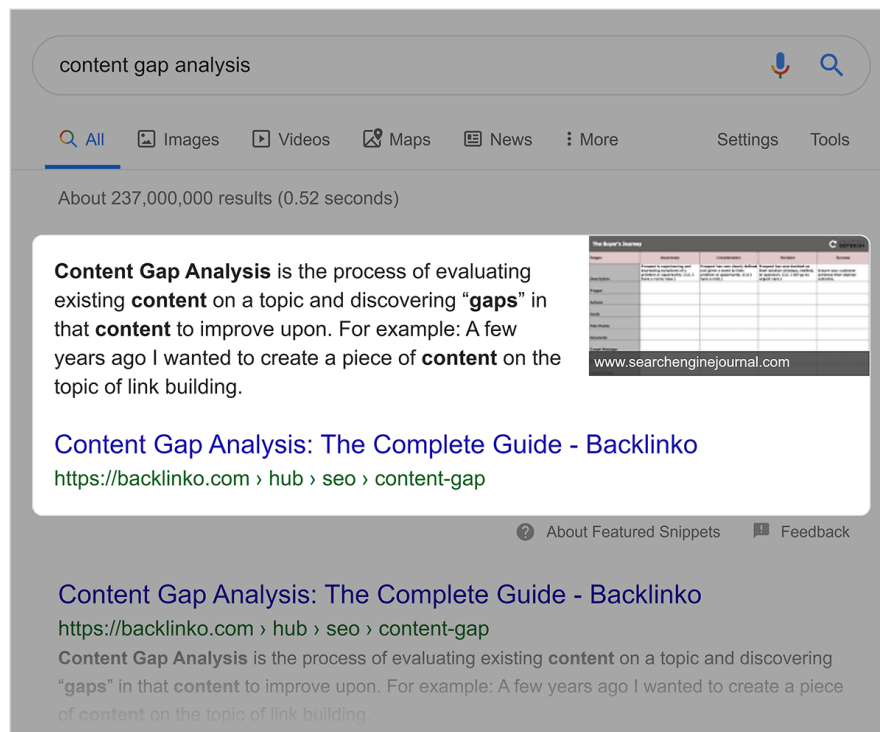


For example:

I wrote short Snippet Bait definitions for every page of [The SEO Marketing Hub](#).

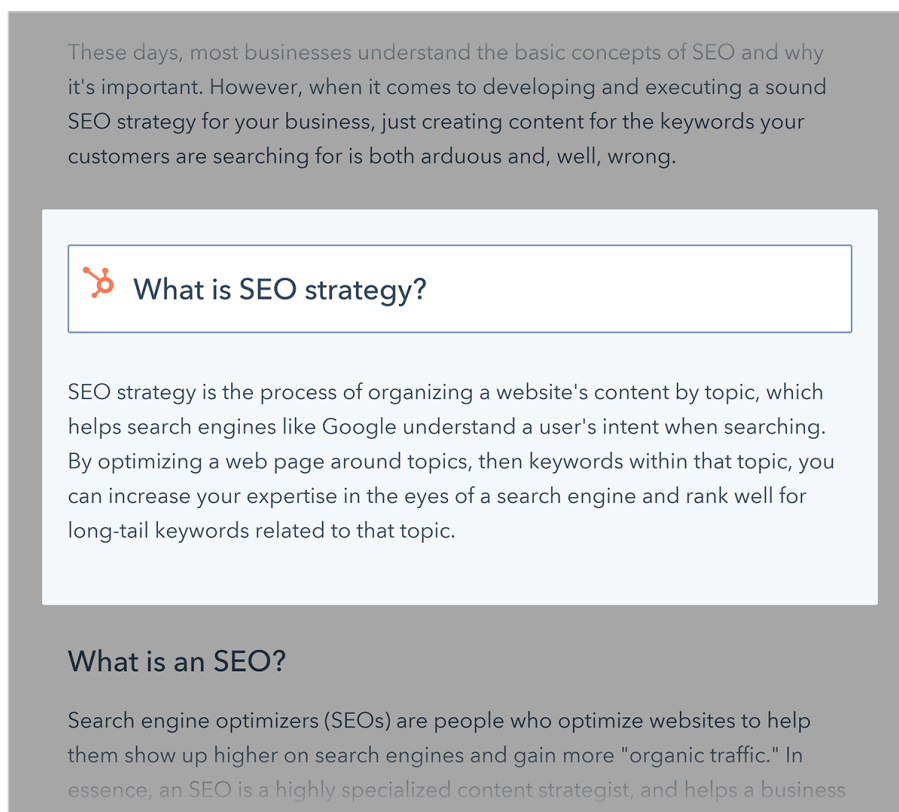


And these helped my content rank in the Featured Snippet spot for lots of definition keywords.



HubSpot takes Snippet Bait to another level.

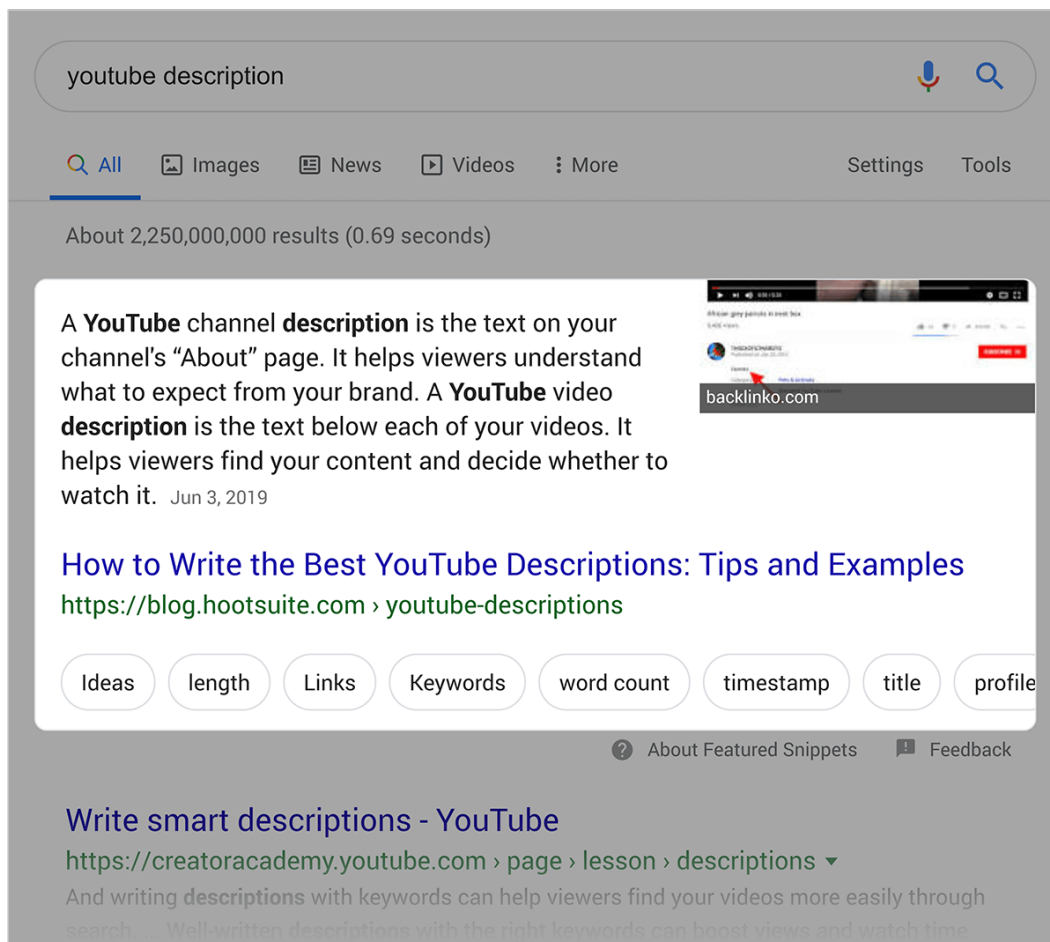
They add little boxes to their posts **that actually look like Featured Snippets**:



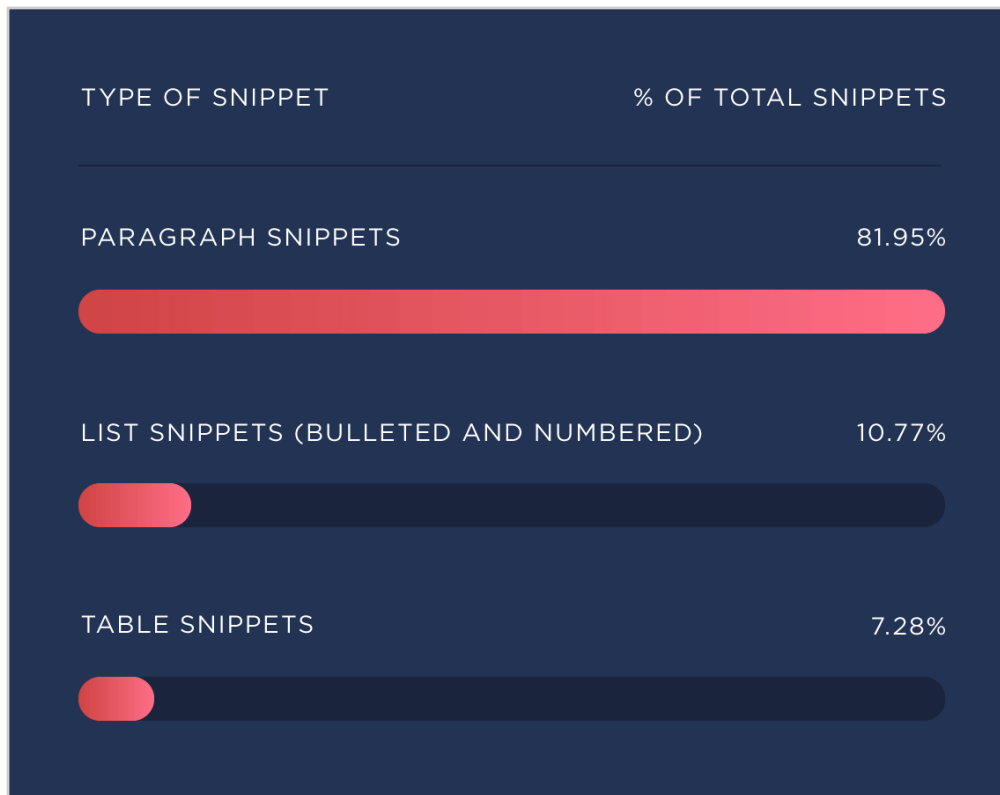


### 3. Format your content for other types of Featured Snippets

Snippet Bait works best for so-called “Paragraph Snippets”, like this:



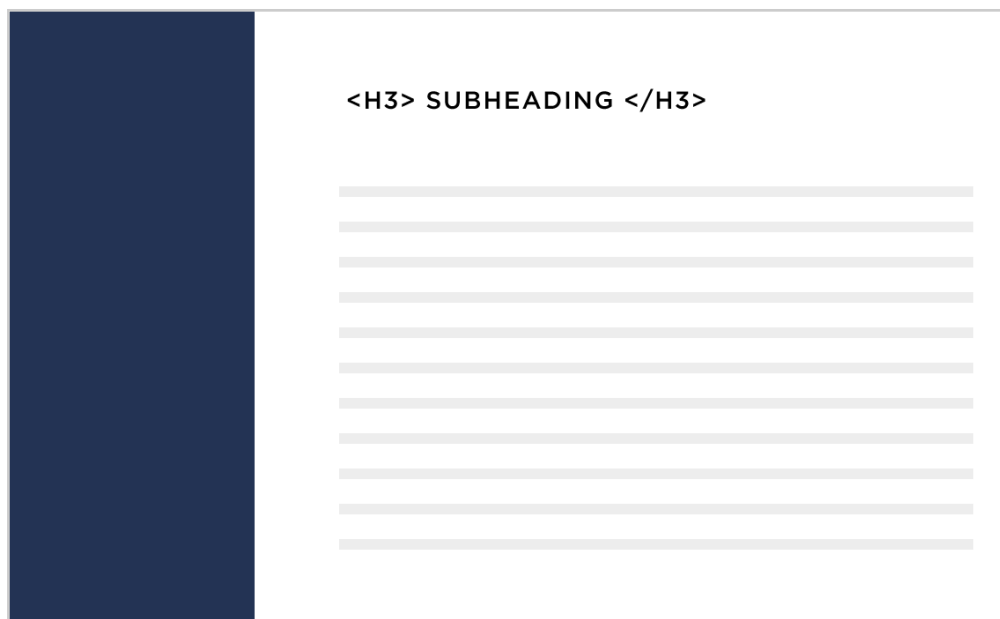
Even though paragraph snippets make up 81.9% of all Featured Snippets...



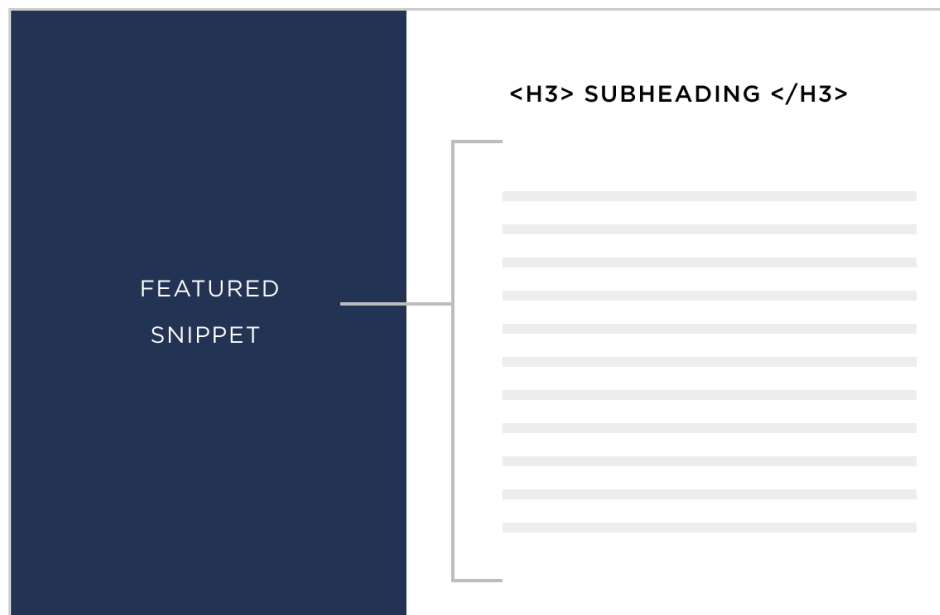
...they're not the only one.

### If you want to rank for List Snippets...

Use H2 or H3 subheaders for every item on your list.



Google will pull those subheaders from your content... and include them in the Featured Snippet:



If you want to rank in Table Snippets...

You need to create a table that Google can easily pull data from.

For example, the content from this Table Snippet...

The screenshot shows a Google search interface. The search bar contains the text "first watch prices". Below the search bar, there are tabs for "All", "News", "Images", "Maps", and "More". The search results show "About 1,070,000,000 results (0.84 seconds)". A table snippet is displayed with the title "First Watch Prices". The table has two columns: "Item" and "Price". The table lists five items and their prices. Below the table, there is a link "79 more rows" and a link "First Watch Prices - Top Restaurant Prices" with the URL "https://www.toprestaurantprices.com › first-watch-prices".

Item	Price
Eggs Benedict with BLT	\$10.29
Eggs Benedict with Smoked Salmon	\$12.29
The Elevated Egg Sandwich	\$9.29
Farm Stand Breakfast Tacos (3 Pc.)	\$9.79

[79 more rows](#)

[First Watch Prices - Top Restaurant Prices](https://www.toprestaurantprices.com › first-watch-prices)  
<https://www.toprestaurantprices.com › first-watch-prices>

...is pulled directly from a well-formatted table.

Floridian French Toast	\$8.79
100% Pure Maple Syrup	\$1.29
Egg-Sclusives	
Chickichanga	\$9.99
Eggs Benedict Classic	\$10.29
Eggs Benedict Florentine	\$10.29
Eggs Benedict with BLT	\$10.29
Eggs Benedict with Smoked Salmon	\$12.29
The Elevated Egg Sandwich	\$9.29
Farm Stand Breakfast Tacos (3 Pc.)	\$9.79
Skillet Hash Farmhouse	\$10.49
Skillet Hash Parma	\$10.49
Skillet Hash Market	\$10.49

Which leads us to our next topic...

## CHAPTER 6:

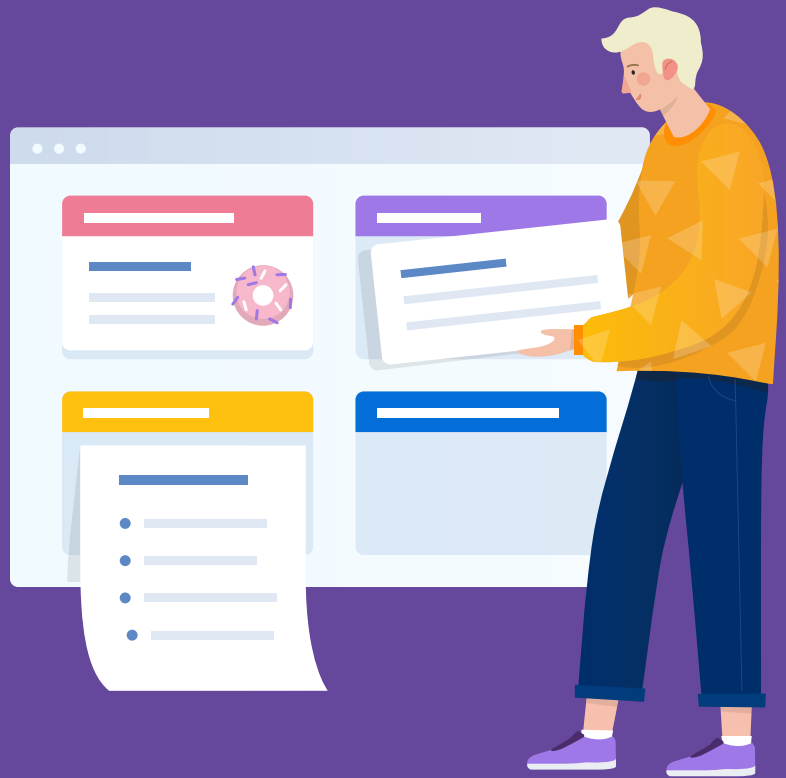
# Master Search Intent

Search Intent was a massive topic in the SEO world in 2019.

And for good reason:

Content that doesn't match search intent simply won't rank.

And as Google gets better at giving people the exact search results they want, creating content that's a 1:1 Search Intent match is going to be a must in 2020.



## Identify Each Keyword's Intent

Every keyword has an intent behind it.

Maybe it's to look something up.

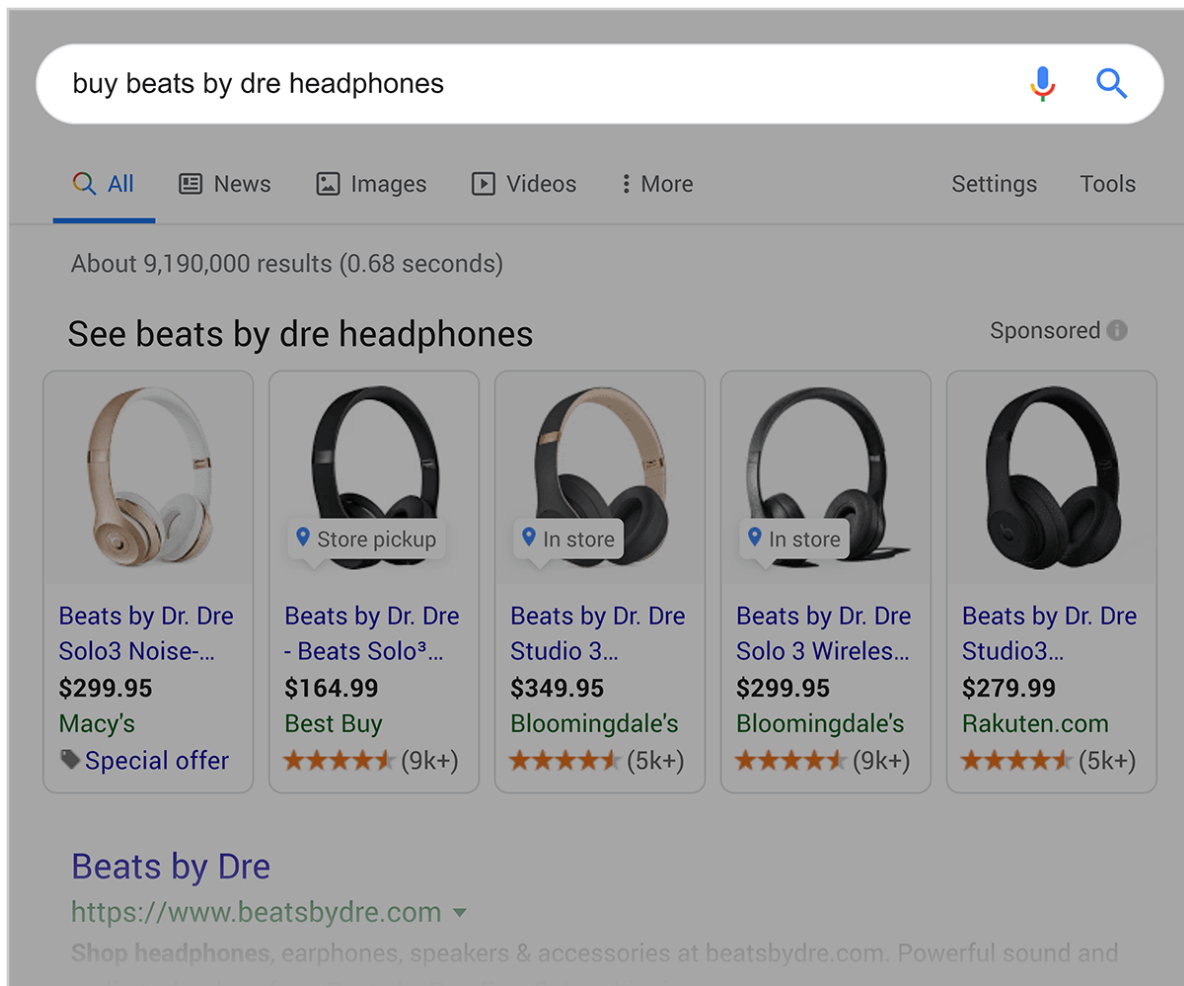
Or buy something.

Or compare product A with product B.

And the better your content can match that search intent, the better it will rank.

So your first step is to figure out your target keyword's Search Intent.

Sometimes the intent is right in the keyword.



But it's not usually that obvious. So for most keywords, the search results will tell you everything you need to know about that keyword's Search Intent.

For example, take a keyword like: "protein powder".

Someone searching for that term could want to buy some protein. Or maybe they want to learn more about it.

Well, according to Google's first page for that keyword, most people searching for "protein powder" are looking for **information**.

protein powder



All

Images

News

Videos

More

Settings

Tools

About 230,000,000 results (0.82 seconds)

## The 7 Best Types of Protein Powder - Healthline

<https://www.healthline.com> › [nutrition](#) › [best-protein-powder](#) ▼

Oct 23, 2018 - **Protein powders** are very popular among health-conscious people. There are numerous types of **protein powder** made from a wide variety of ...

[The 6 Best Protein Powders for ...](#) · [The 7 Best Protein Powders for ...](#)

## Protein Powder: What You Should Know - WebMD

<https://www.webmd.com> › [Vitamins and Supplements](#) › [Feature Stories](#) ▼

Dec 14, 2016 - Should you add a protein shake to your diet? Get the facts on whey, soy, and other **protein powders**.

## The hidden dangers of protein powders - Harvard Health

<https://www.health.harvard.edu> › [staying-healthy](#) › [the-hidden-dangers-of-...](#) ▼

Sep 1, 2018 - **Protein powder** supplements can harbor health risks. They may have hidden unhealthy ingredients, such as added sugars and too many ...

## Department | Whey Protein | GNC - GNC.com

<https://www.gnc.com> › [protein](#) › [whey-protein](#) ▼

For post workout recovery, try a whey **protein isolate powder** or shake from GNC. We offer popular brands like Optimum Nutrition to help support your goals.

[AboutTime® Whey Protein ...](#) · [GHOST® 100% Whey Protein](#) · [Espresso](#) · [Unflavored](#)

## Health benefits of protein powder - Medical News Today

<https://www.medicalnewstoday.com> › [articles](#) ▼

Sep 18, 2018 - People can use **protein powder** to supplement their protein intake, help build muscle, aid muscle recovery, and encourage healthy weight loss.

## Best protein powder for weight loss: Options for different diets

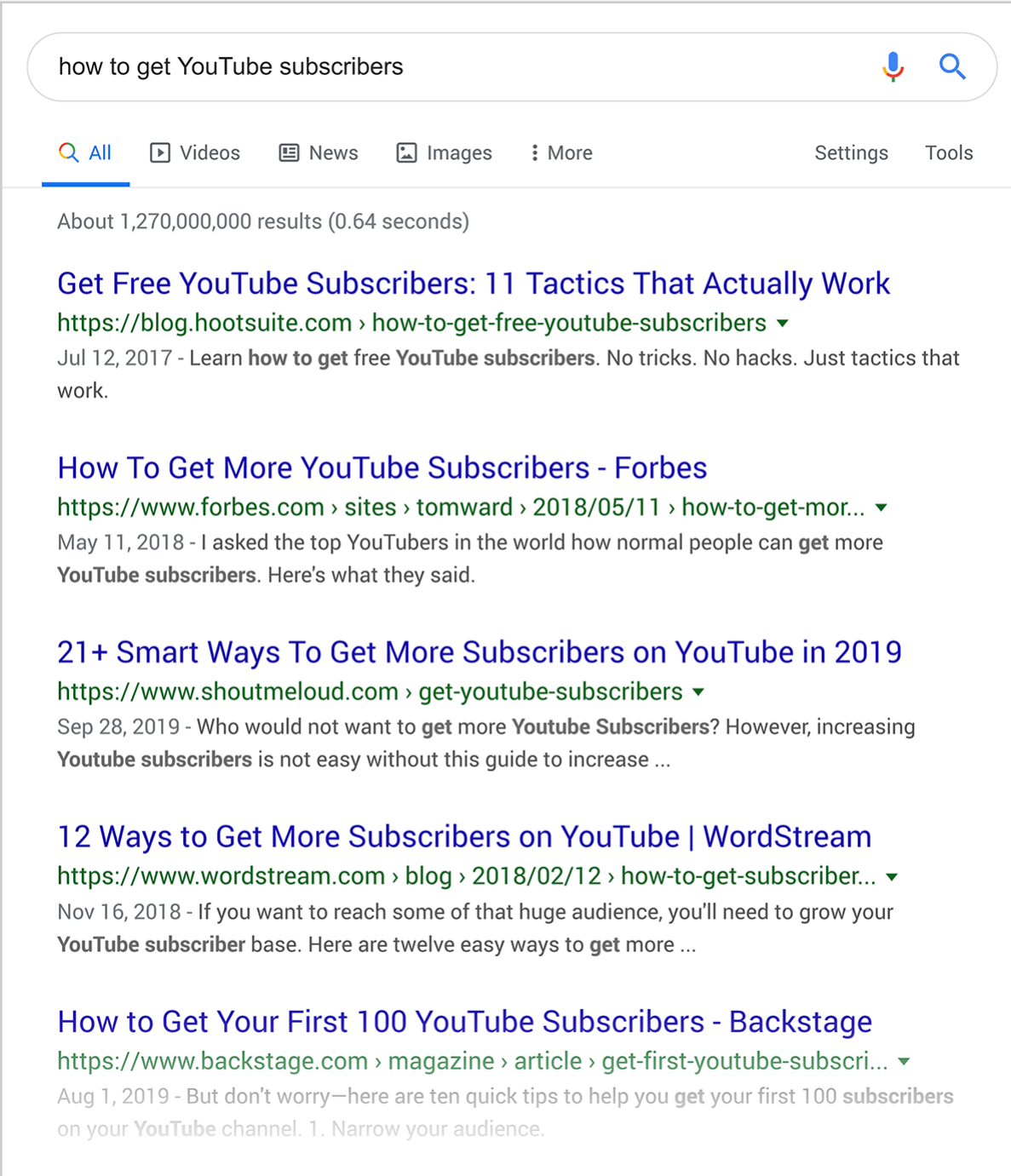
<https://www.medicalnewstoday.com> › [articles](#) ▼

Oct 1, 2019 - Research suggests that some **protein powders** may support weight loss. We look at the best options, depending on a person's diet. We also ...

# Create Content That's a 1:1 Search Intent Match

Now that you've identified Search Intent, it's time to publish something that gives searchers EXACTLY what they're looking for.

For example, when I analyzed [the SERPs](#) for “how to get YouTube subscribers”, I noticed that they were mostly list posts.



A screenshot of a Google search results page for the query "how to get YouTube subscribers". The search bar at the top shows the query and a magnifying glass icon. Below the search bar, there are tabs for "All", "Videos", "News", "Images", and "More", with "All" selected. To the right of the tabs are links for "Settings" and "Tools". The results section shows "About 1,270,000,000 results (0.64 seconds)". The first five results are listed, each with a blue title, a green URL, and a brief description. The titles are: "Get Free YouTube Subscribers: 11 Tactics That Actually Work", "How To Get More YouTube Subscribers - Forbes", "21+ Smart Ways To Get More Subscribers on YouTube in 2019", "12 Ways to Get More Subscribers on YouTube | WordStream", and "How to Get Your First 100 YouTube Subscribers - Backstage".

how to get YouTube subscribers

Q All V Videos N News I Images : More Settings Tools

About 1,270,000,000 results (0.64 seconds)

**Get Free YouTube Subscribers: 11 Tactics That Actually Work**  
[https://blog.hootsuite.com > how-to-get-free-youtube-subscribers](https://blog.hootsuite.com/how-to-get-free-youtube-subscribers) ▼  
Jul 12, 2017 - Learn **how to get** free **YouTube subscribers**. No tricks. No hacks. Just tactics that work.

**How To Get More YouTube Subscribers - Forbes**  
[https://www.forbes.com > sites > tomward > 2018/05/11 > how-to-get-mor...](https://www.forbes.com/sites/tomward/2018/05/11/how-to-get-mor...) ▼  
May 11, 2018 - I asked the top YouTubers in the world how normal people can **get** more **YouTube subscribers**. Here's what they said.

**21+ Smart Ways To Get More Subscribers on YouTube in 2019**  
[https://www.shoutmeloud.com > get-youtube-subscribers](https://www.shoutmeloud.com/get-youtube-subscribers) ▼  
Sep 28, 2019 - Who would not want to **get** more **Youtube Subscribers**? However, increasing **Youtube subscribers** is not easy without this guide to increase ...

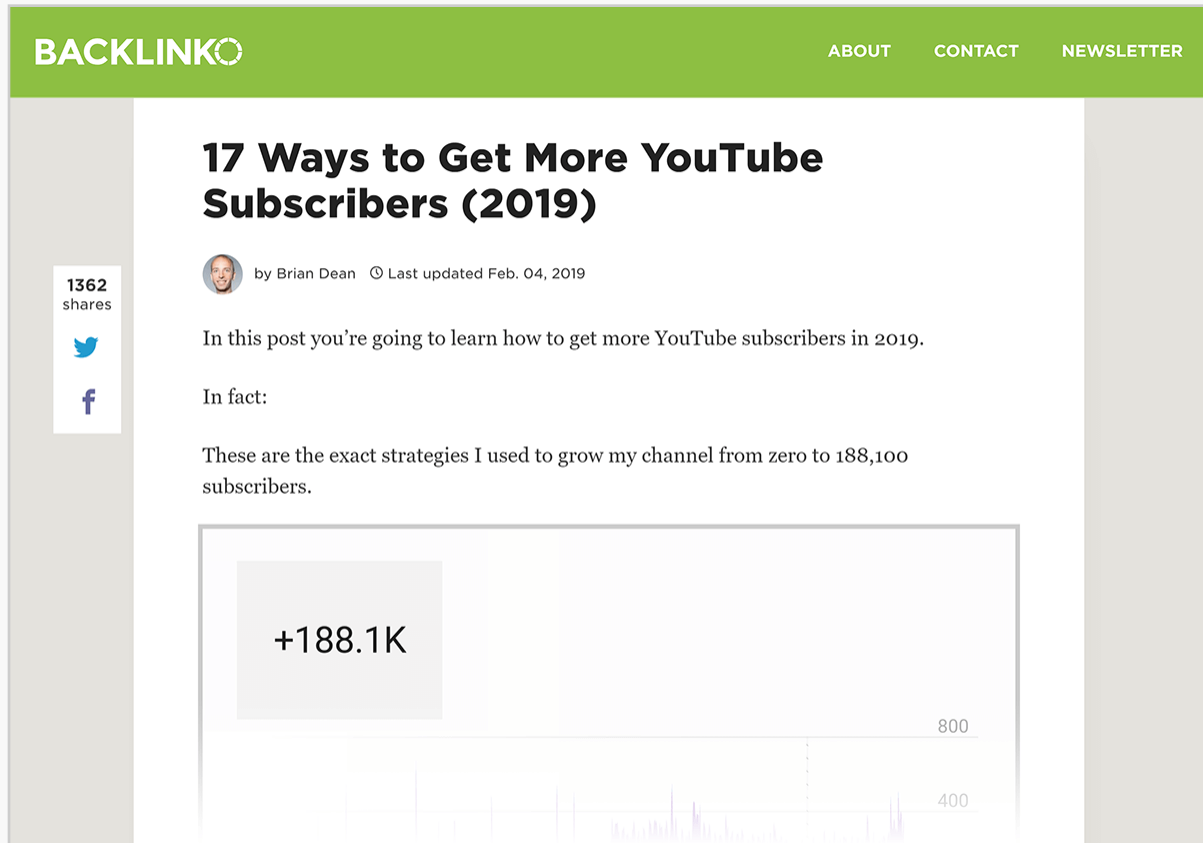
**12 Ways to Get More Subscribers on YouTube | WordStream**  
[https://www.wordstream.com > blog > 2018/02/12 > how-to-get-subscriber...](https://www.wordstream.com/blog/2018/02/12/how-to-get-subscriber...) ▼  
Nov 16, 2018 - If you want to reach some of that huge audience, you'll need to grow your **YouTube subscriber** base. Here are twelve easy ways to **get** more ...

**How to Get Your First 100 YouTube Subscribers - Backstage**  
[https://www.backstage.com > magazine > article > get-first-youtube-subscri...](https://www.backstage.com/magazine/article/get-first-youtube-subscri...) ▼  
Aug 1, 2019 - But don't worry—here are ten quick tips to help you **get** your first 100 **subscribers** on your **YouTube** channel. 1. Narrow your audience.

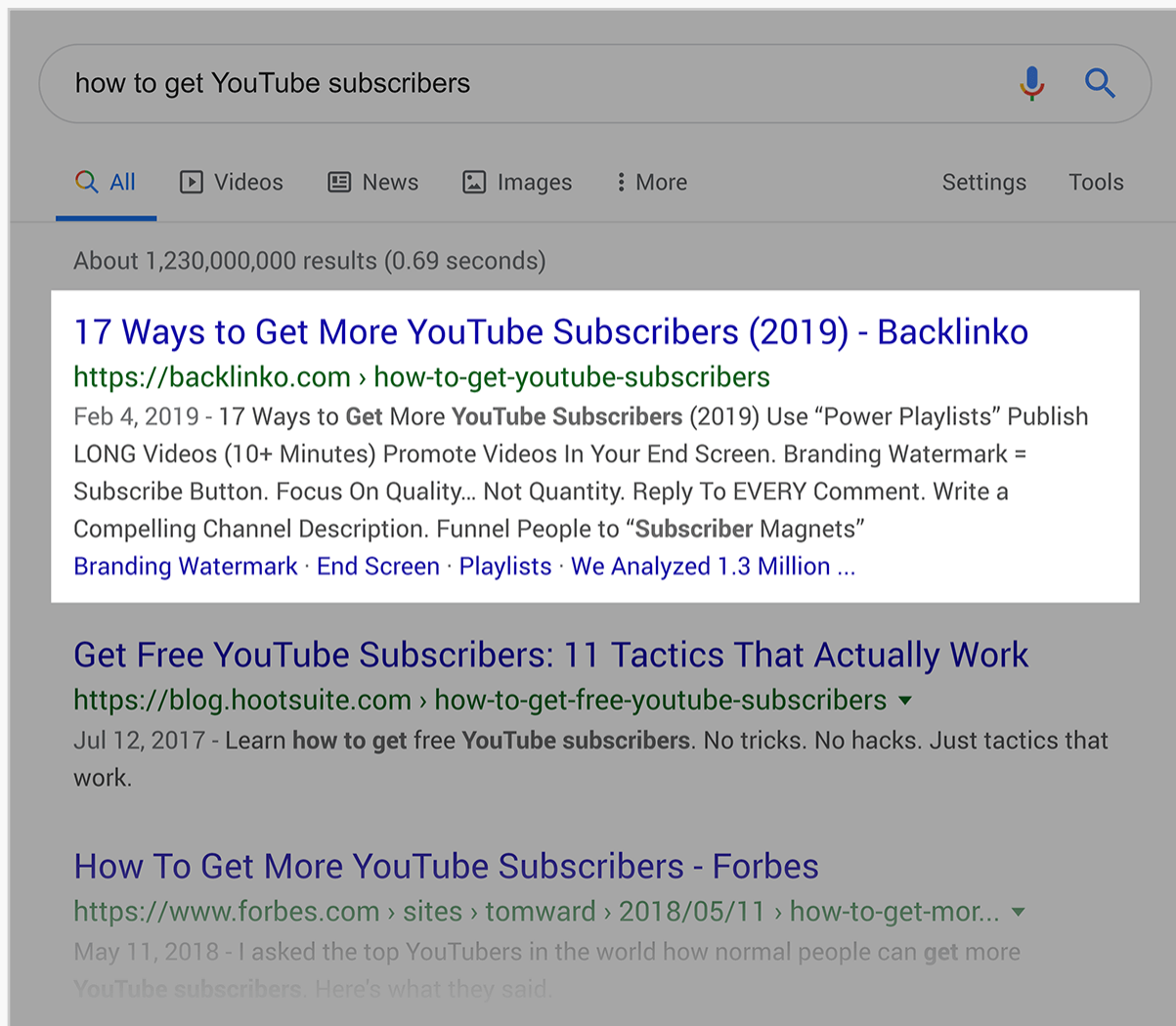


So even though this was a “how to” keyword, I didn’t publish a step-by-step tutorial.

Instead, I published a list post.



And because my content is what users want, that page ranks in the top 3 for that keyword.

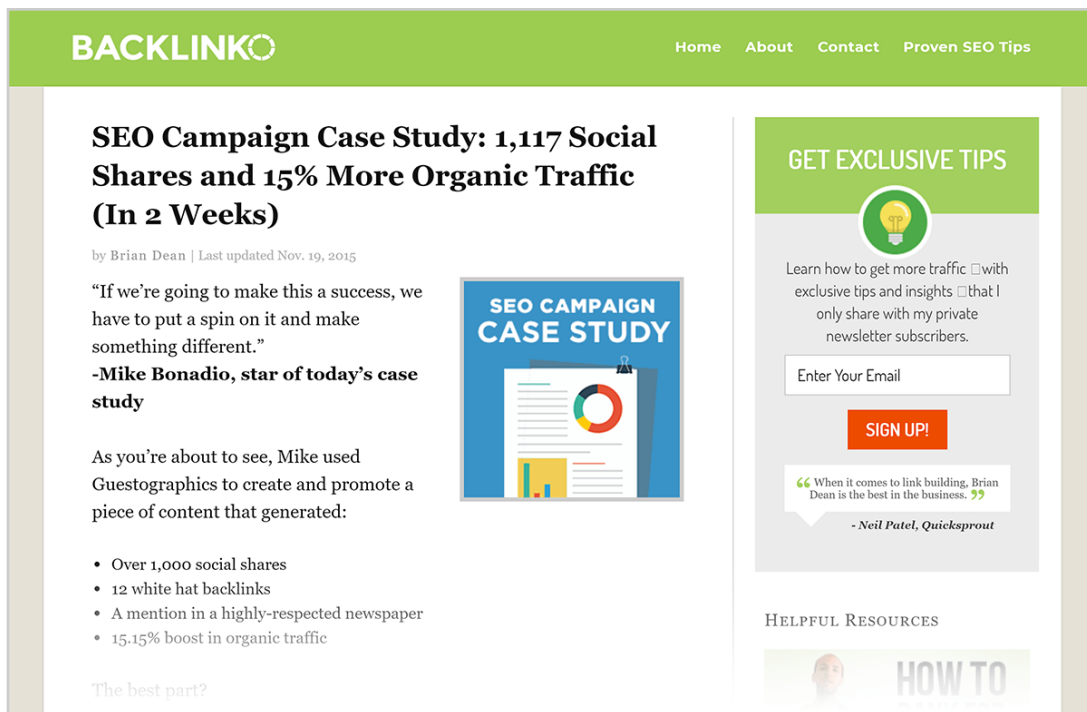


## Re-Optimize Old Content for Search Intent

Search Intent optimization isn't just for new content.

You can tweak your older stuff to make it a better Search Intent fit.

For example, [this post](#) used to rank really well for "SEO campaign".



But as Google got better at figuring out what people that searched for that keyword actually wanted, my post started to drop in the rankings.

Which made sense: someone searching for “SEO campaign” doesn’t want a case study about a random guy. They want a list of steps.

So I transformed that post into a step-by-step guide that was easy to follow.

### The best part?




You’re going to see LOTS of real life examples of these steps in action.

Let’s dive right in...

- **Step #1: Find Keywords**
- **Step #2: Publish Awesome Content**
- **Step #3: On-Site Optimization**
- **Step #4: Build Backlinks**
- **Step #5: Track Results**
- **Bonus Step #1: Prune “Zombie Pages”**
- **Bonus Step #2: Optimize for RankBrain**

### About The Author

Which boosted organic traffic to that page by 57.98%.

Acquisition			
Landing Page ?		% New Sessions ?	New Users ?
	57.98%  376 vs 238		
Organic Traffic		-9.50%  43.35% vs 47.90%	42.98%  163 vs 114
1. /seo-campaign	376 (100.00%)		
Sep 1, 2018 - Sep 30, 2018		43.35%	163 (100.00%)
	238 (100.00%)		
Aug 2, 2018 - Aug 31, 2018		47.90%	114 (100.00%)
% Change	57.98%	-9.50%	42.98%

## CHAPTER 7:

# Combat Decreasing CTRs

There's no denying it:

Organic click-through-rate is down.  
Way down.

In fact, one industry study found that organic CTR on mobile search is down 41.4% since 2015.

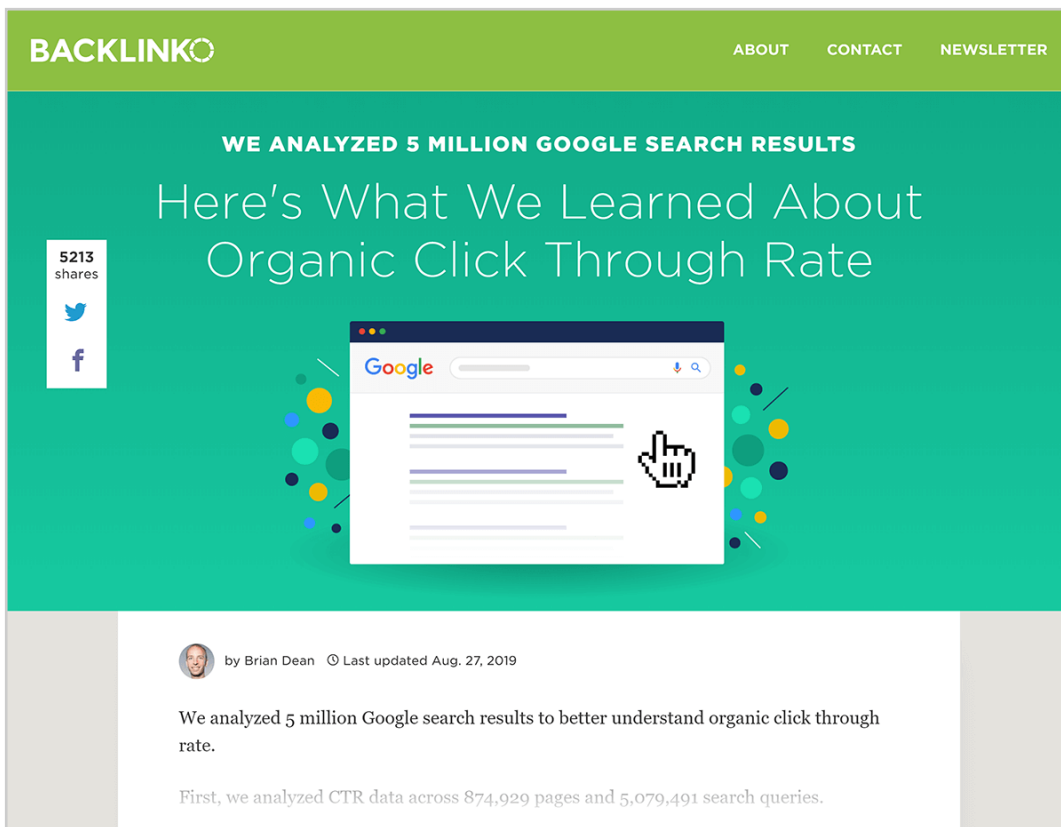
It's no secret why: Google is crowding out the organic search results with Answer Boxes, Ads, Carousels, "People also ask" sections, and more.

And to stand out in the SERPs, your result needs to scream "click on me!"... or else it'll be ignored.

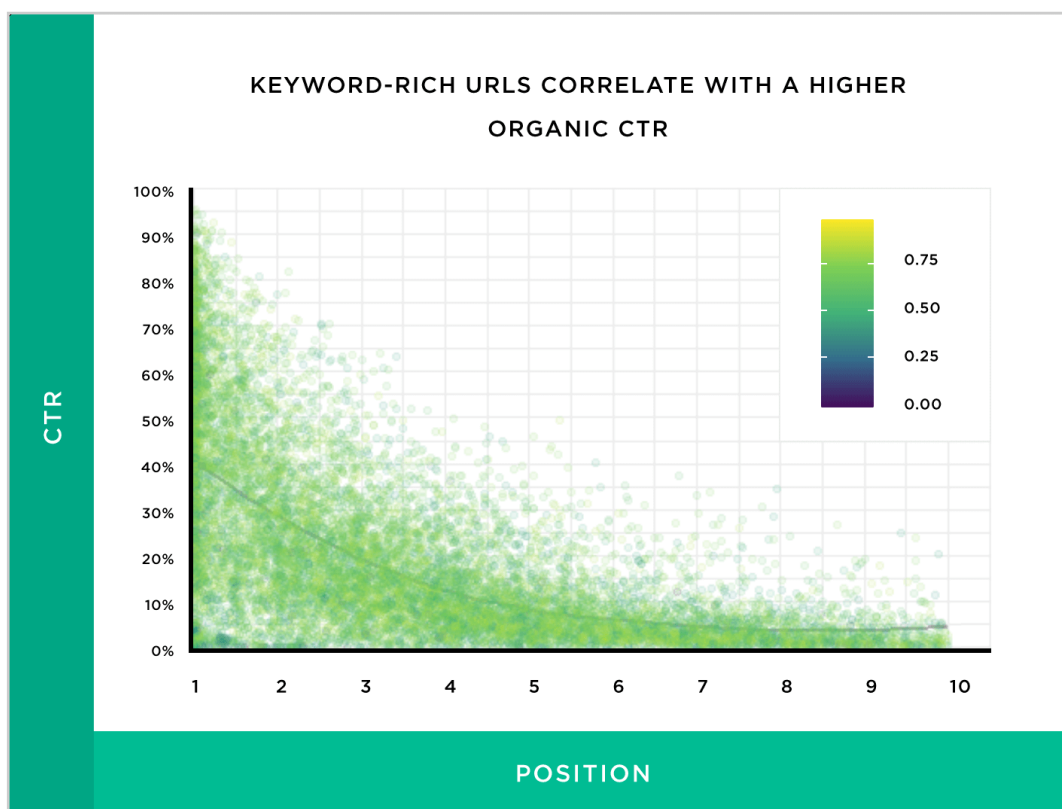


## Include Your Keyword in Your URL

Earlier this year we published the results from [our large-scale organic CTR study](#).



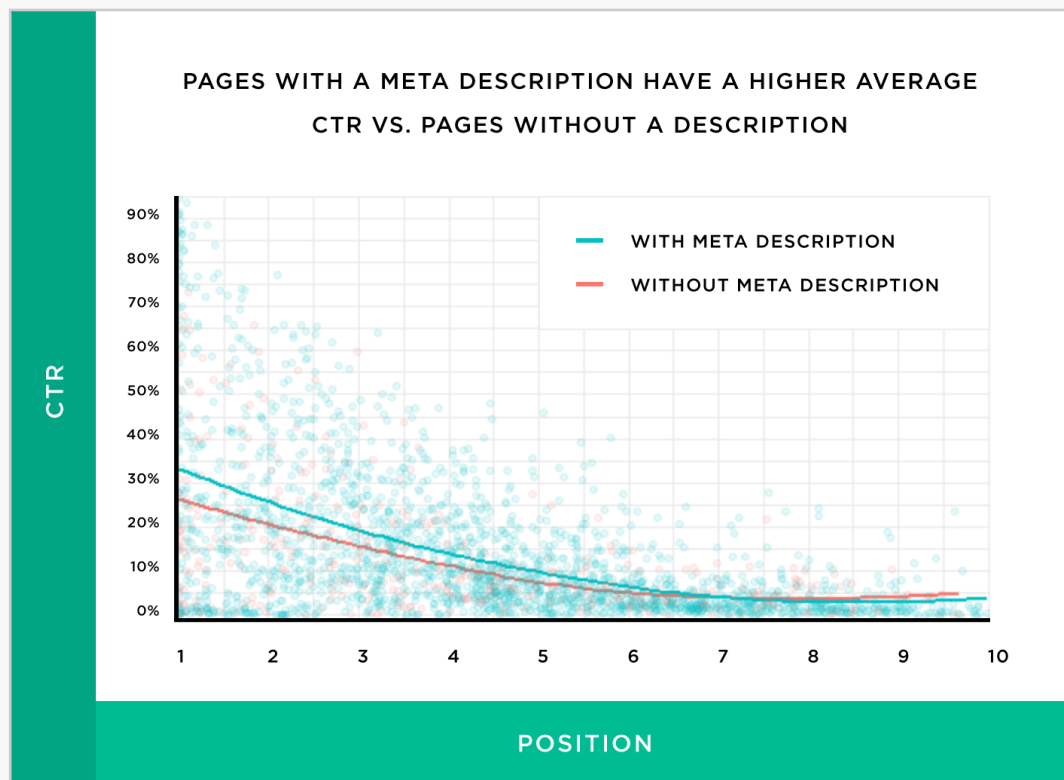
And one of our most interesting findings was that keyword-rich URLs get 45% more clicks vs. URLs that don't contain a keyword that matches the person's search.



It looks like Google searchers want to click on compelling titles. But if a title veers into clickbait territory, they're going to click on something else.

## Write Meta Descriptions for Every Page

This is a simple 2-minute step that can increase your CTR by approximately 6%.



## CHAPTER 8:

# Backlinks Are Still Key

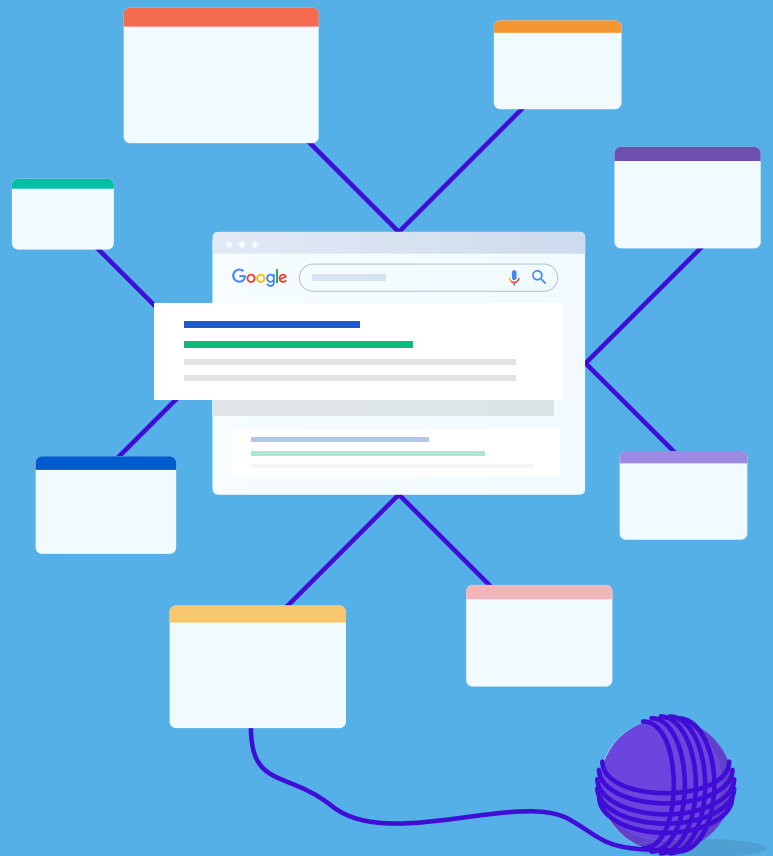
Even with all of the SEO trends that I've covered in this guide, SEO in 2020 is still all about content and links.

Without amazing content, you'll never get links.

And without link building, you won't crack the first page.

Also, if you're not on Google's first page, Visual Search, CTR and Search Intent won't matter.

Those only come into play once you already rank on page 1.



In fact, Google recently came out and said that links still play a key role in their algorithm.



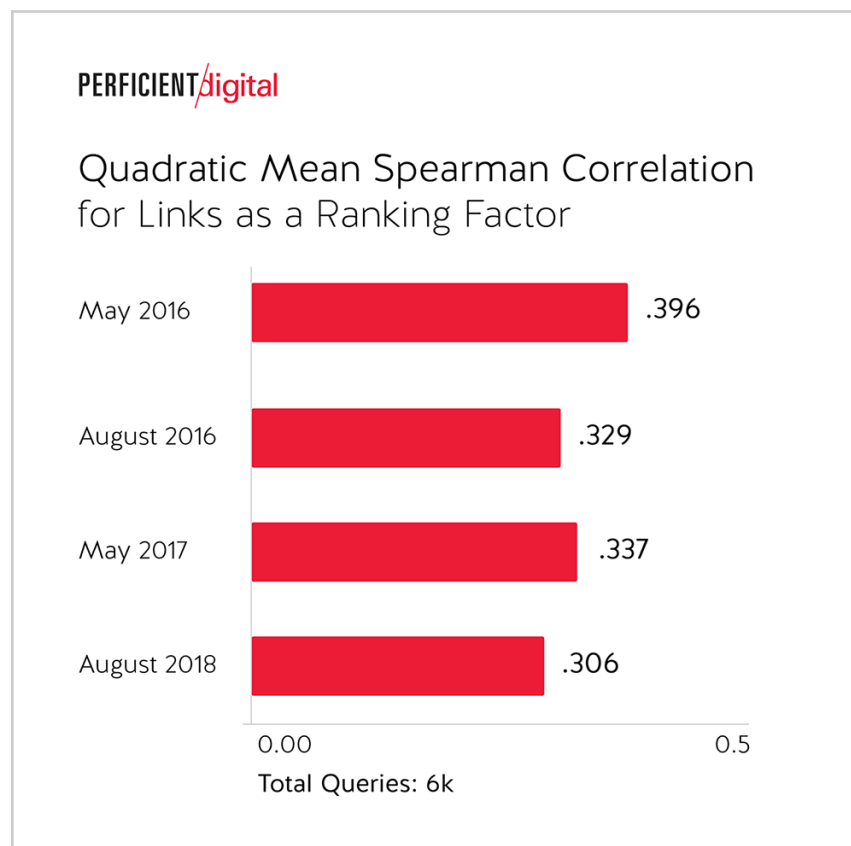
signals that can help determine which pages demonstrate expertise, authoritativeness, and trustworthiness on a given topic.

We look for sites that many users seem to value for similar queries.

For example, if other prominent websites link to the page (what is known as [PageRank](#)), that has proven to be a good sign that the information is well trusted.

Aggregated feedback from our Search quality evaluation process is used to further refine how our systems discern the quality of information.

And [a study by Perficient Digital](#) found that links have virtually the same importance as they did in 2016.



In short, quality content and links should still be the foundation of any SEO strategy.

And once you have a handle on that, it's time to optimize your site for the new SEO trends that I outlined in this guide.

## BONUS CHAPTER:

# Quick SEO Tips for 2020

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In this chapter I'll show you a few quick win tactics that are working great right now.

And should work even better in 2020.



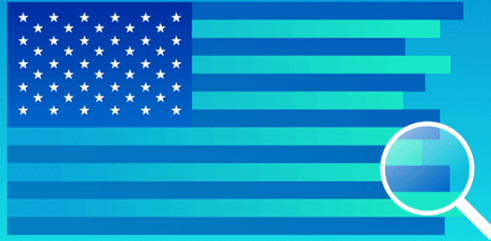
## Publish “Research Content”

Bloggers and journalists LOVE data.

And if you can hook them up with a stat, a survey, or an industry study, they'll link to you like there's no tomorrow.

For example, in 2019 we published 5 pieces of Research Content.

## THE 2019 SEO Services Report

2114  
shares

### We Analyzed 912 Million Blog Posts. Here's What We Learned About Content Marketing



by Brian Dean · Last updated Feb. 19, 2019

5292  
shares

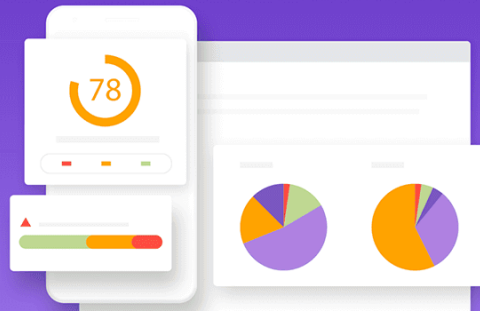
#### 912 Million Blog Posts

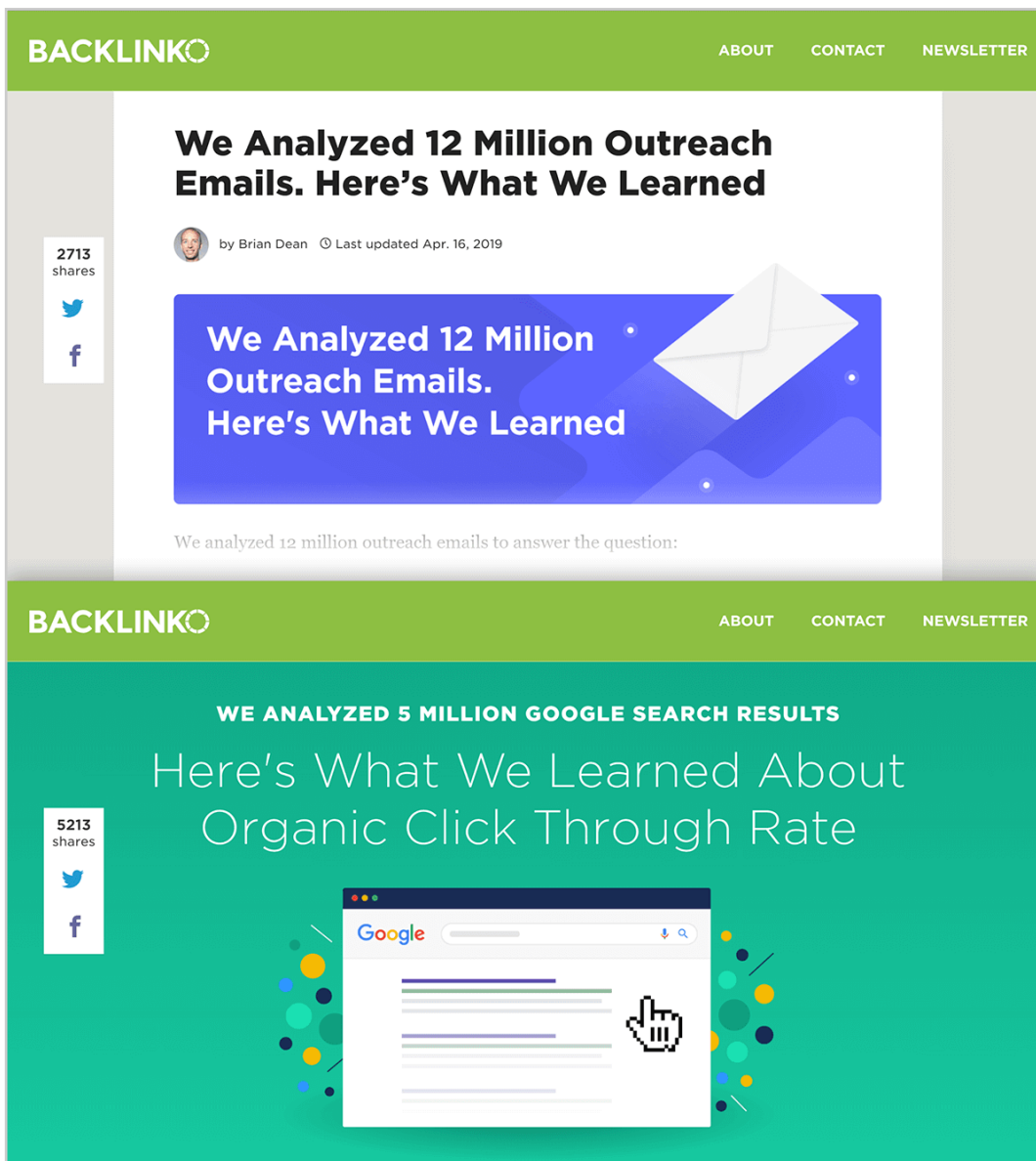
Content Marketing Study

We analyzed 912 million blog posts to better understand the world of content marketing right now.

### WE ANALYZED 5.2 MILLION DESKTOP AND MOBILE PAGES

## Here's What We Learned About Page Speed

1791  
shares



And those 5 pieces of content brought in 2,243 backlinks, 17,199 shares and 202,345 thousand visitors.

Insane.

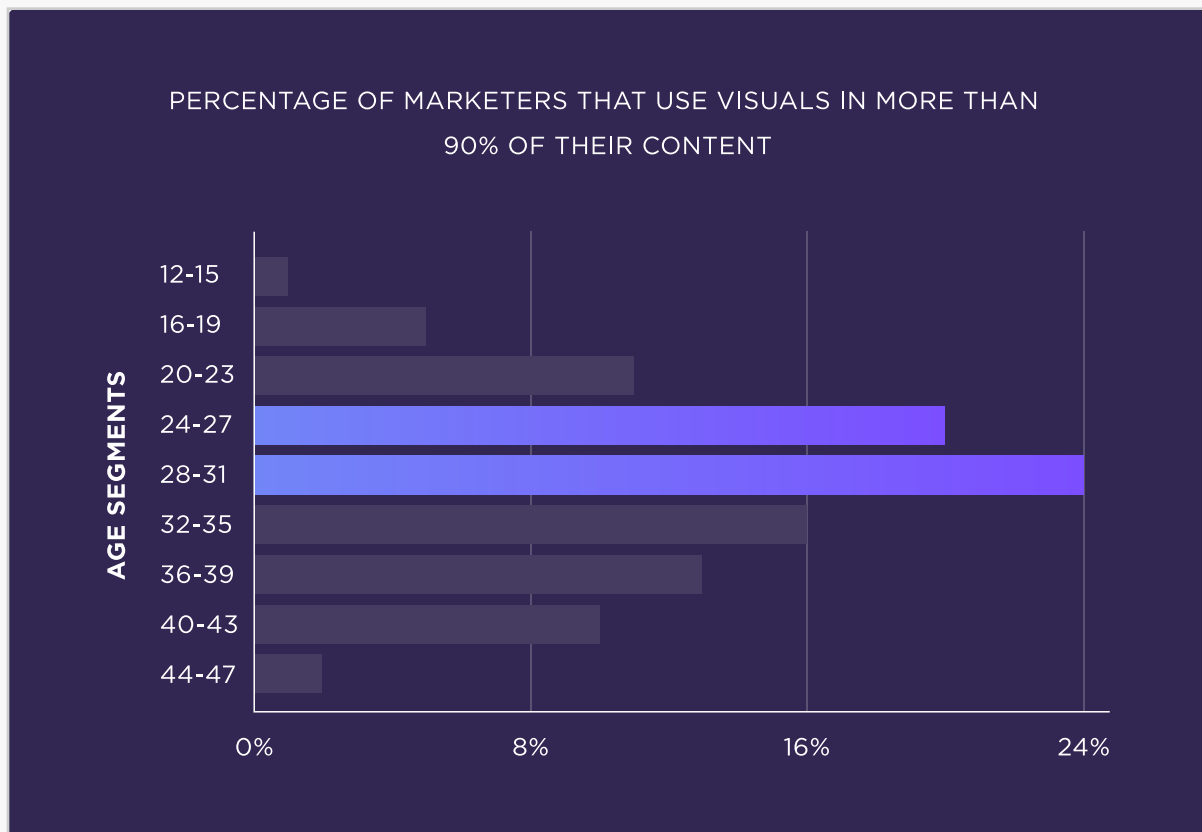
The downside of Research Content is that it's A LOT more work than banging out a list post or case study.

But when done right, the extra effort can totally pay off.

# Create Visual Content (Especially “Concept Visuals”)

Just like video, visual content is growing fast.

In fact, a recent survey found that 87.5% of marketers use visual content in the majority of their content marketing efforts.



And thanks to social media sites like Pinterest and Instagram, visual content should continue to see growth in 2020.

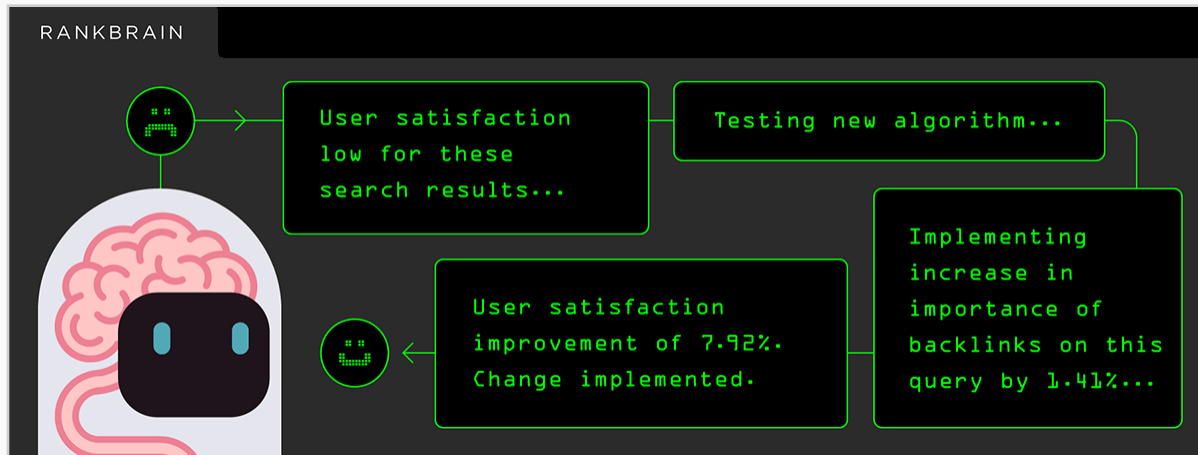
How can you take advantage of this trend?

Create more visual content... especially “Concept Visuals”.

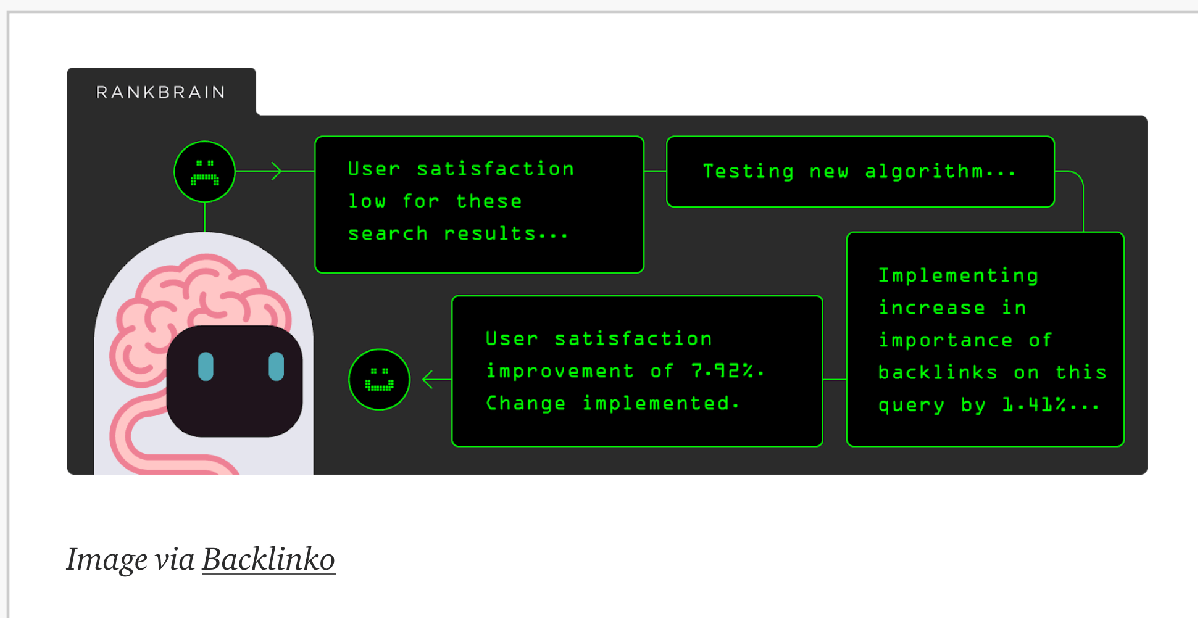
In my experience, “Concept Visuals” can do just as well as a fancy infographic... if not better.

(Concept Visuals are images that are easy for other sites to embed into their content. When they do, they'll usually link back to you).

For example, here's a simple visual that I included in one of my guides:



And because this visual explains a tricky concept, people LOVE embedding this image in their content:



In fact, this single Concept Visual has generated 20+ backlinks to my site.


# Encourage Comments and Community


Do blog comments help your rankings?

The answer seems to be: “YES!”.

In fact, Google stated that community on your site (blog comments) can help “a lot” with rankings.

## Google: Community Through Comments Help A Lot With Ranking

Apr 27, 2016 • 7:53 am |  (17)

by [Barry Schwartz](#)  | Filed Under [Google Search Engine Optimization](#)



Gary Illyes from Google said on [Twitter](#) that having a thriving community helps with rankings. He said "a healthy, thriving community on a site, that can help a lot" when it comes to Google rankings.

Here is the set of tweets in context:

And last year Google said that “Comments are better on-site for engagement signals for SEO than moving to social.”



“Comments are better on-site for engagement signals for SEO than moving to social.” -Gary Illyes



In other words, Google wants to see that you have an active community on your site. And they may pay even more attention to this ranking signal next year.

## Build Backlinks as a Podcast Guest

Podcasts are one of my all-time favorite ways to build links.

It's like guest posting... without all the back-and-forth. Just show up, share what you know, and you get a sweet backlink:

Brian dean is one of the leading experts on SEO and link building, and has a tremendous knowledge on content marketing strategies

Brian founded **Backlinko** in 2013 to teach the lessons he learned along the way.

Since launching Backlinko, Brian quickly made a name for himself by publishing practical strategies that marketers can use to grow their online business. Backlinko is now one of the most popular marketing

And podcasting's popularity is growing like a beanstalk. In fact, 90 million Americans listen to at least one podcast per month (that's up 26% vs. last year).

That means that next year there's probably going to be even MORE opportunities for you to get links from podcasts.



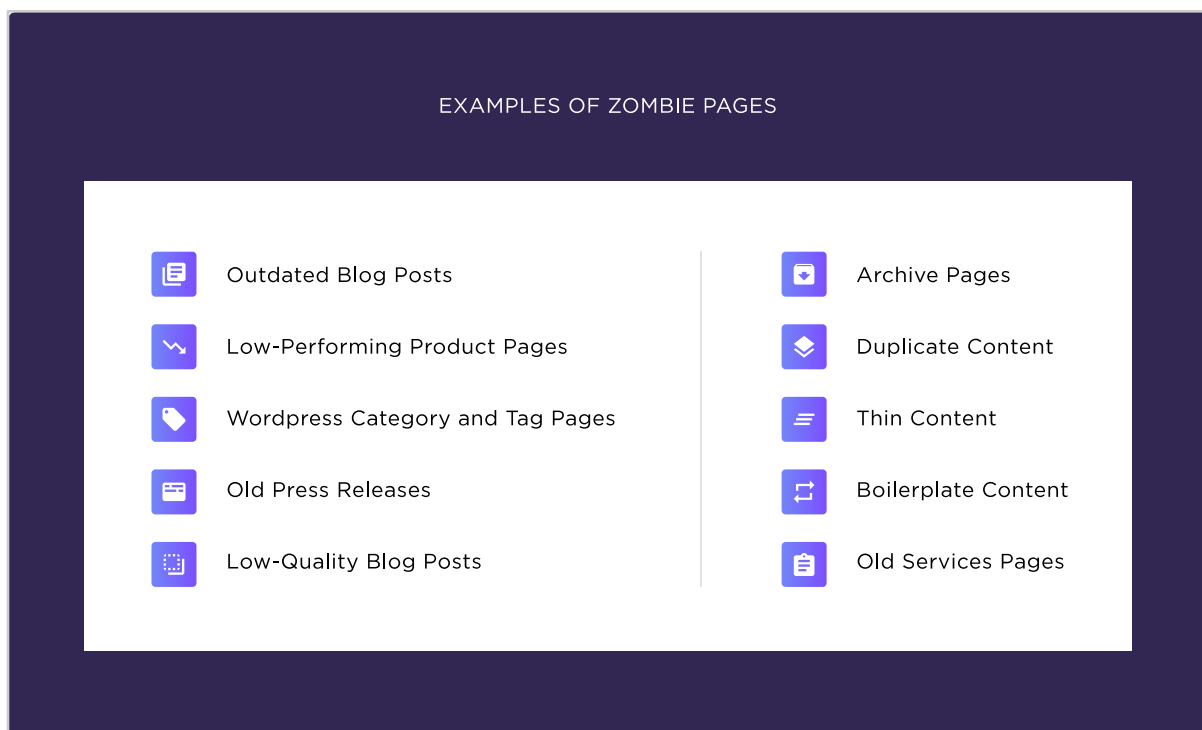
# Prune Zombie Pages

This is one of the few SEO techniques that seems to ALWAYS work.

I'll explain...

Every site has pages that provide zero value.

(aka “Zombie Pages”)



To be clear:

A handful of Zombie Pages is no big deal.

But when you have hundreds of Zombie Pages?

It can drag down your entire site's SEO.

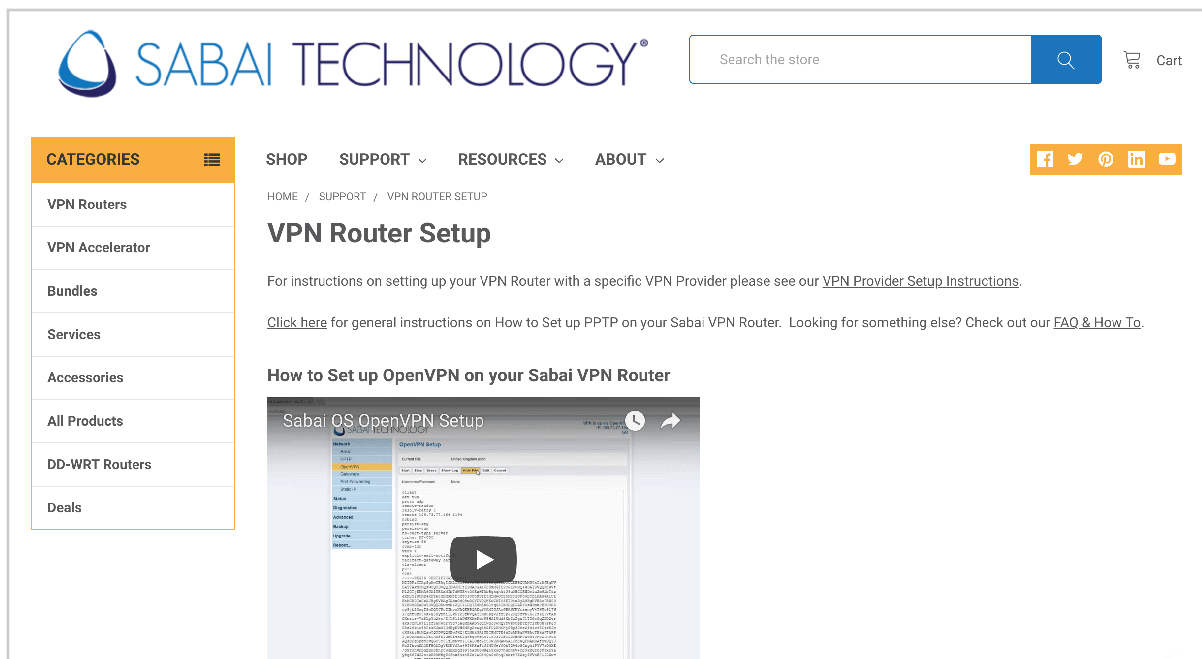
For example:

Joe Robinson is a Backlinko reader that runs the digital marketing agency, [Kazu](#).

And Joe noticed that one of his clients had 76 thin, low-quality articles on their site:



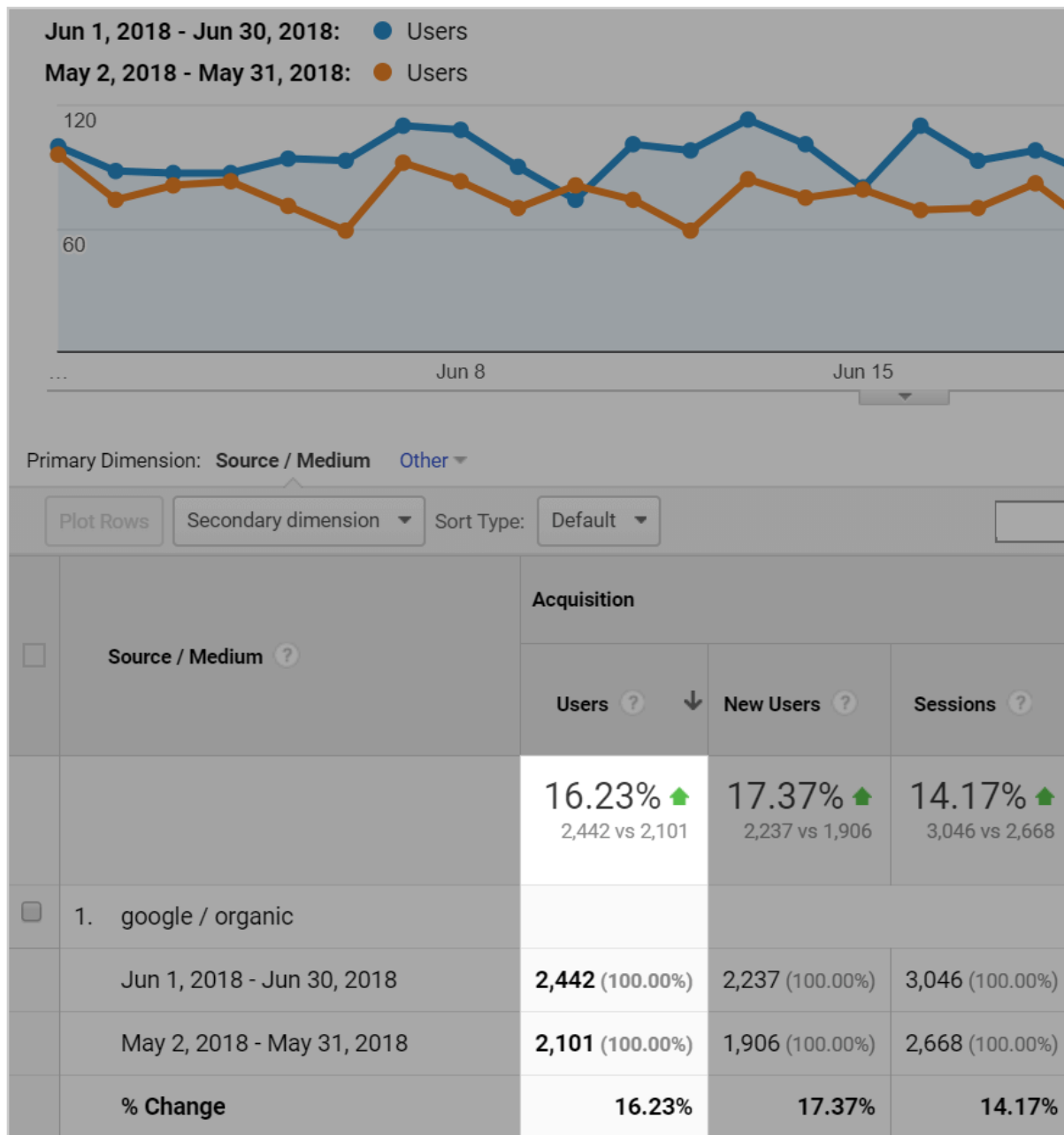
So he consolidated some of these articles into in-depth guides...



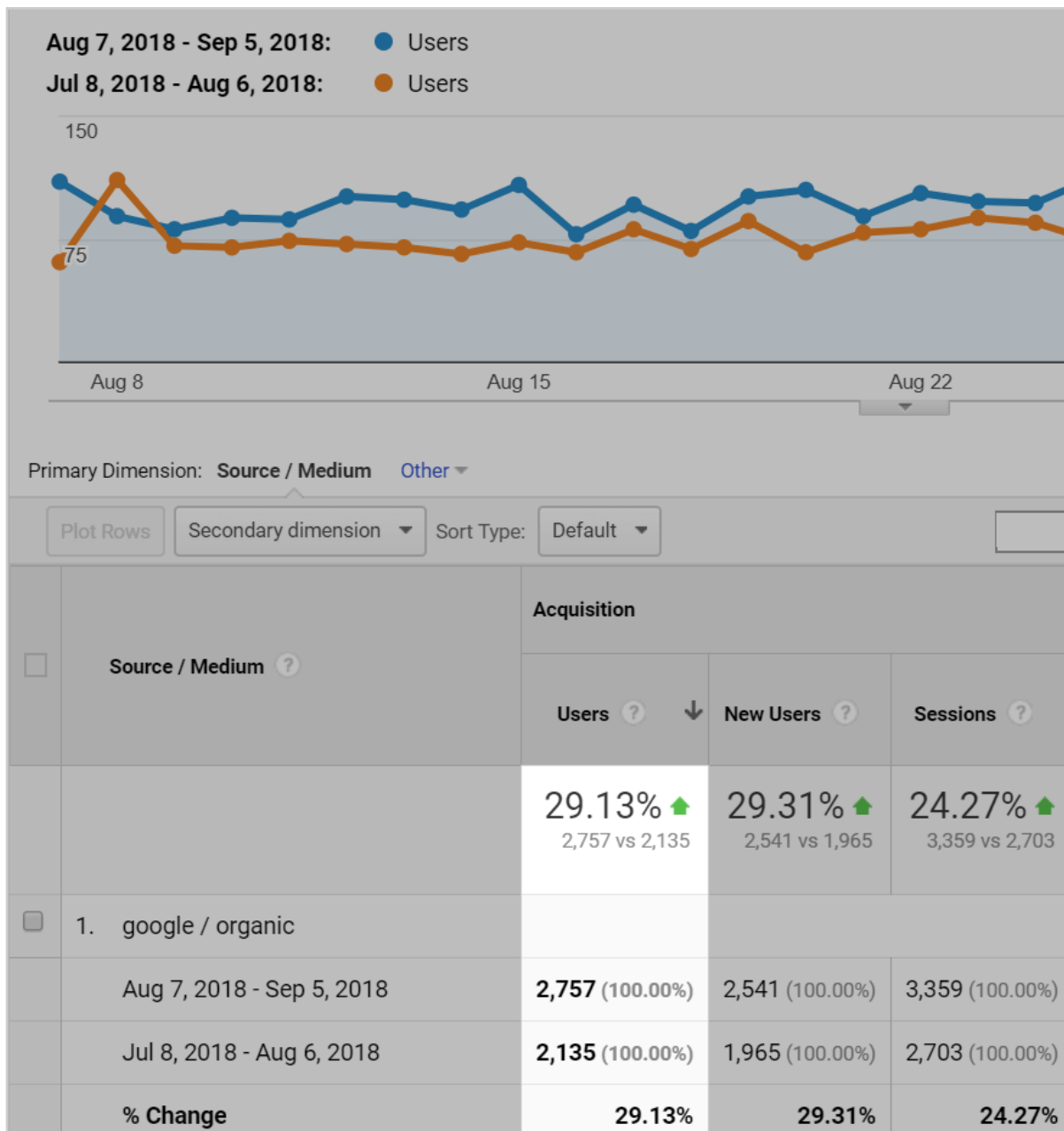
...and deleted or forwarded the rest.

What happened next?

His client's organic traffic increased by 16.23% in 30 days:



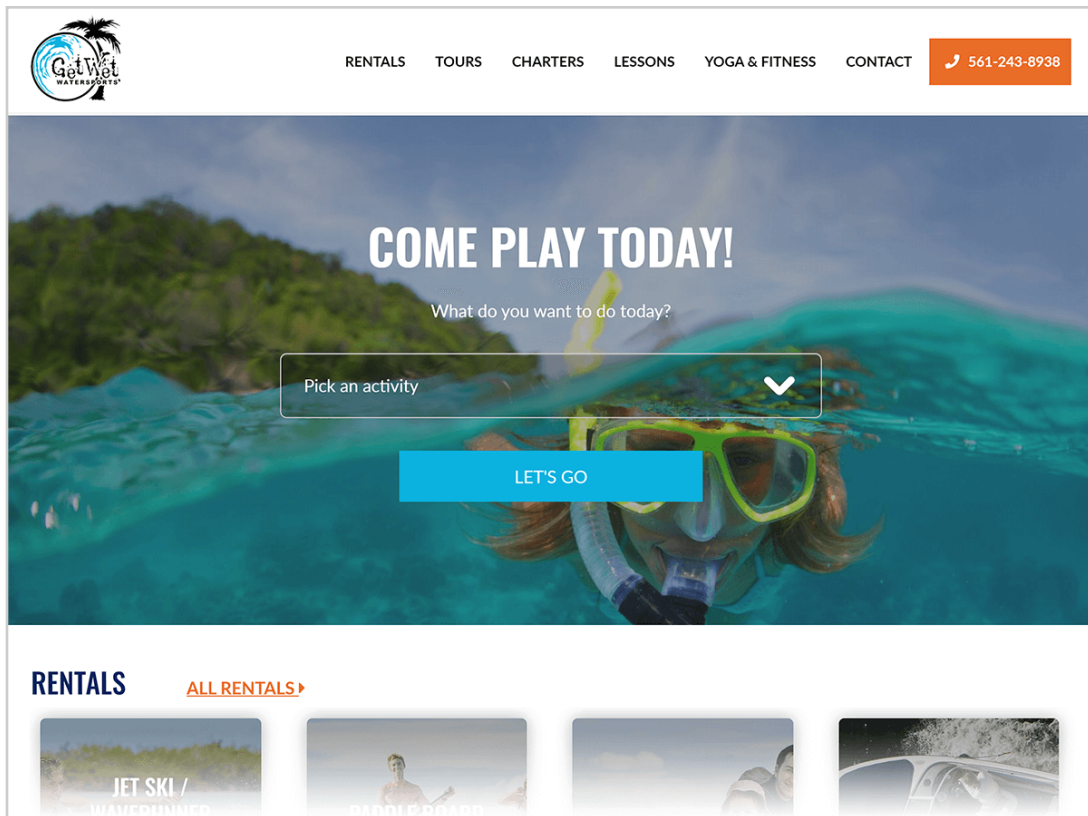
And traffic continued to climb as Google removed Zombie Pages from their index.



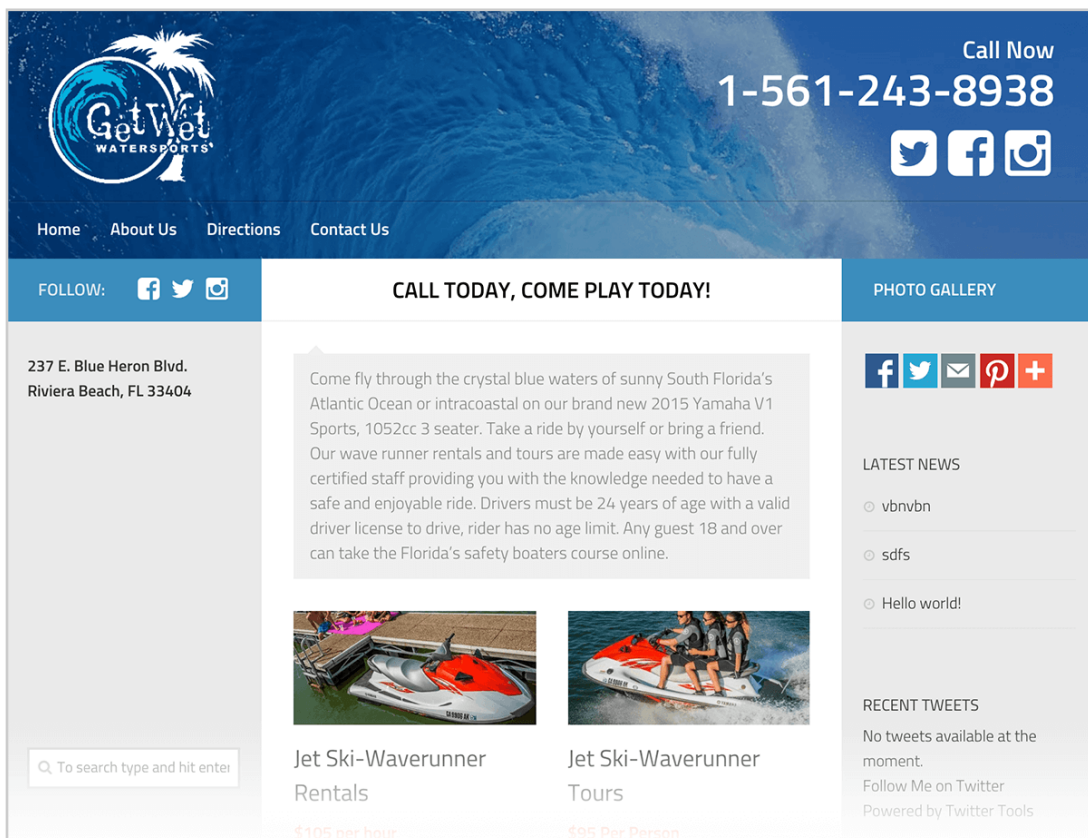
Joe isn't alone.

[Alan Boyd](#) emailed me a cool little Zombie Page case study.

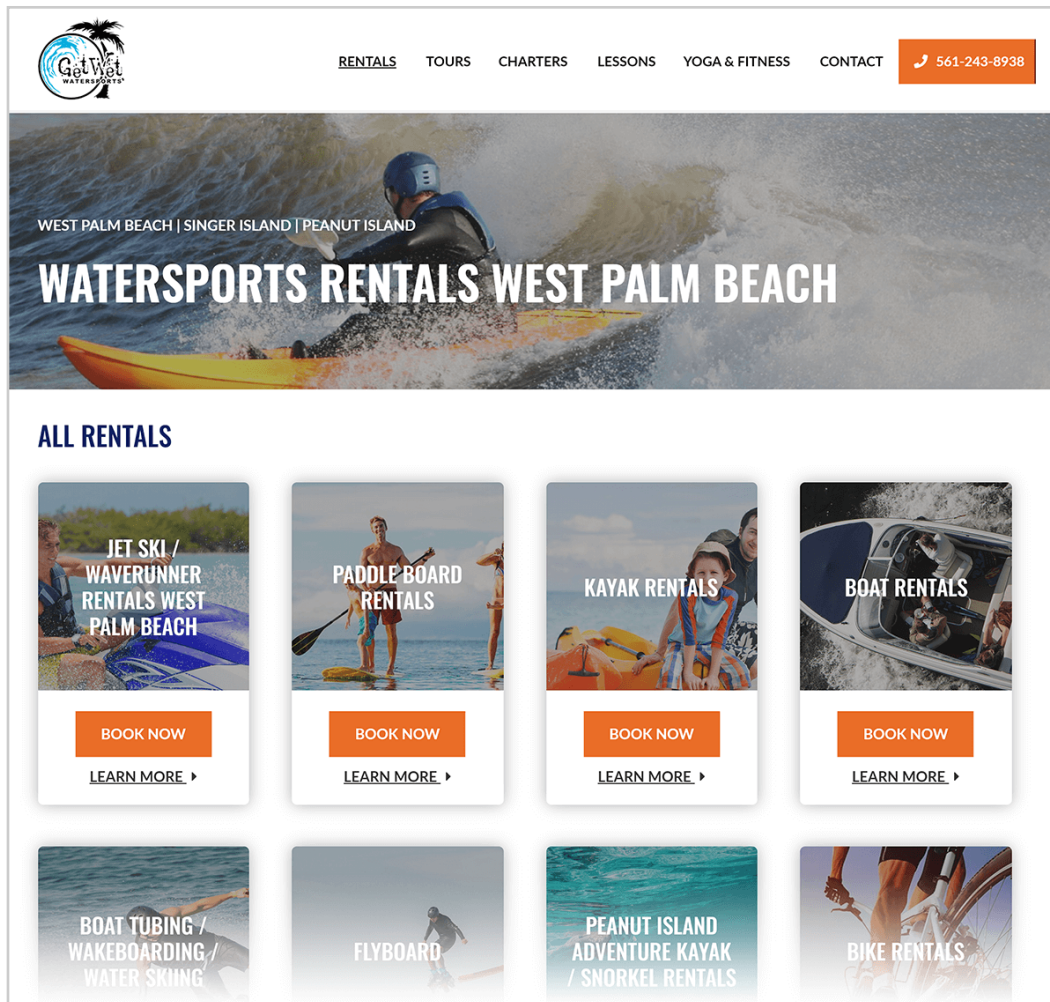
Alan's client is a tour company out of Palm Beach Florida.



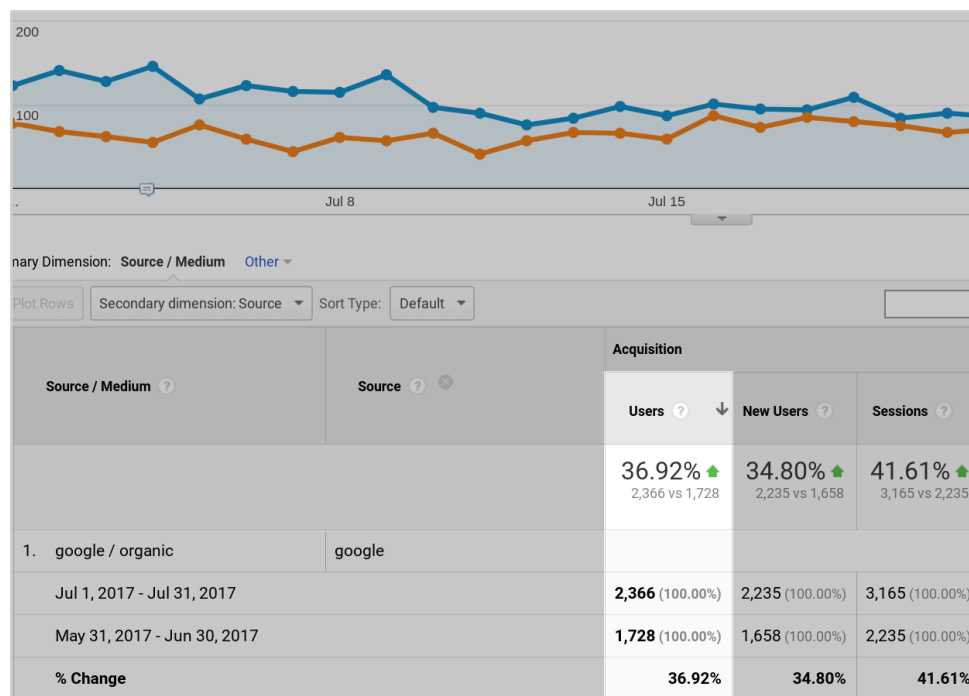
And he quickly noticed that this site had 50 service pages that all said pretty much the same thing:



So he combined the content from those 50 pages into 4 category pages:



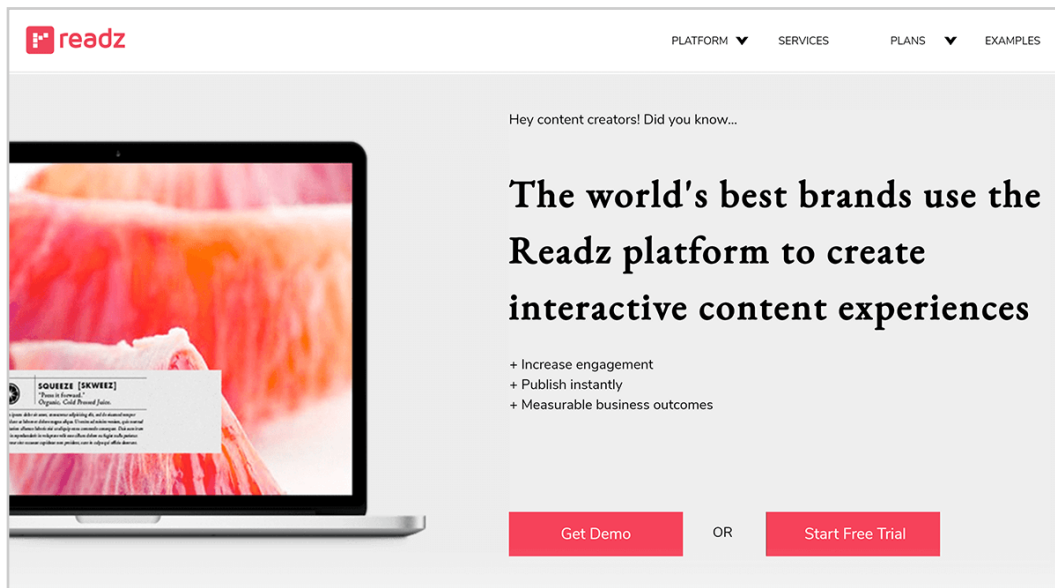
And that single tactic increased their search traffic by 36.9%:





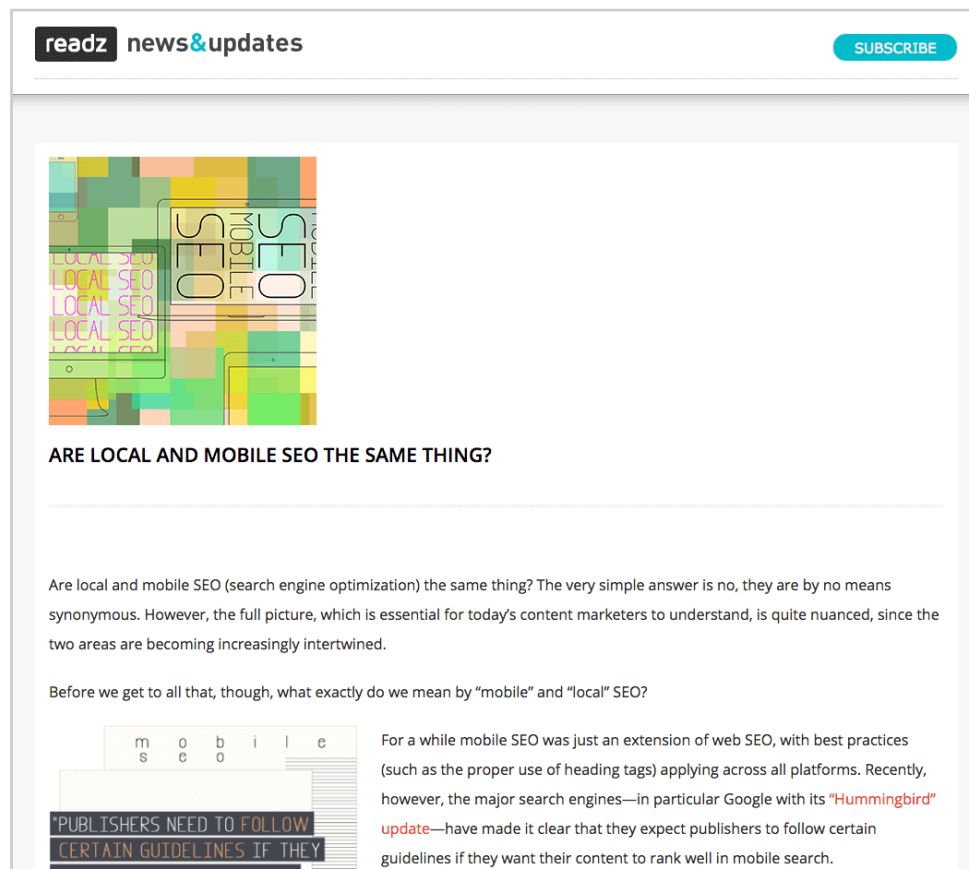
How about another example?

Bart runs the web design SaaS company, [Readz](#).



Back in the day, Bart would publish content just for the sake of publishing content.

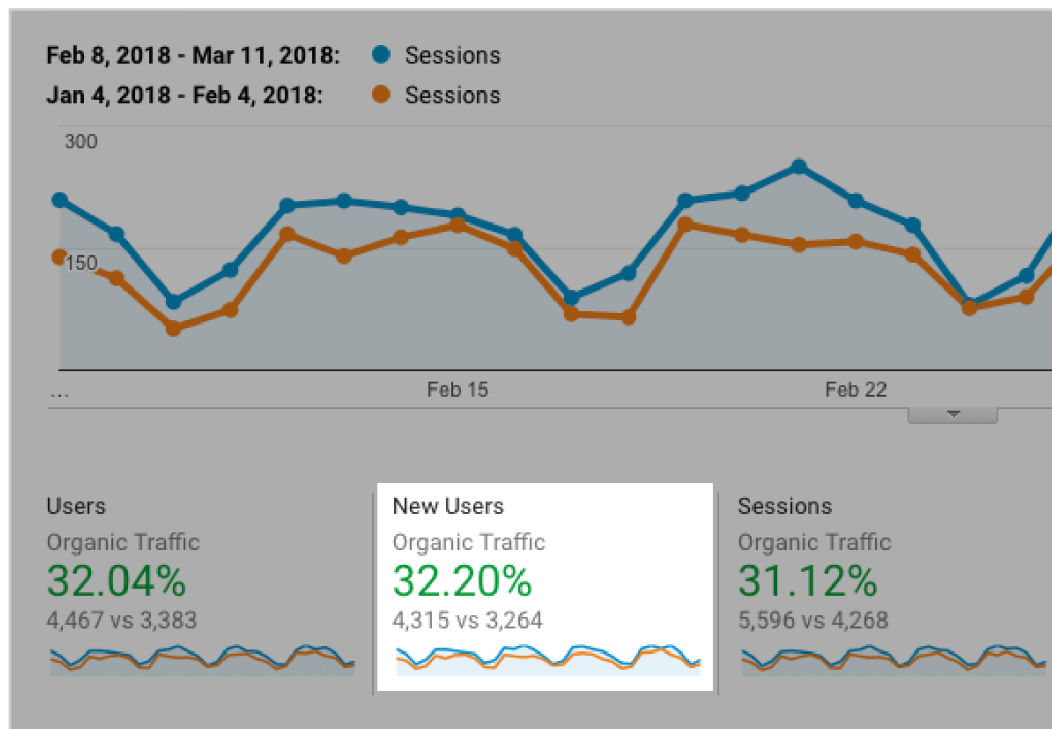
And this bloated his site with low-quality posts, like this one:



Then, earlier this year, he deleted 45 low-quality blog posts.

At first, his traffic dipped.

But as the algorithm kicked in, his organic traffic rapidly shot up by 32%:



Pretty cool.