



From 0 to 20k

Visits/Month

by Jonathan Nuñez

Table of Contents

This is an interactive table of contents, click on the topic you are most interested in and you'll be taken to the right page where you may find what you want.

[Table of Contents](#)

[Disclaimer](#)

[External Links](#)

[Introduction](#)

[Getting Started](#)

[Analyze Your Competition](#)

[Guest Blogging](#)

[Quality > Quantity](#)

[How to Find Great Places to Guest Blog](#)

["My Guest Post" Pages](#)

[Use Branded Links In Your Bio](#)

[Promote Like Crazy](#)

[Engage The Community](#)

[Content Marketing](#)

[How to Find People In Your Industry](#)

[Before You Start Your Outreach](#)

[How to Craft Your Outreach](#)

[What to Consider Before Reaching Out](#)

[Outreach Should be Personal, Not a Broadcast](#)

[Provide Value](#)

[How to Give People What They Want](#)

[Check Their Social Profiles](#)

[Read Their Blog Posts](#)

[5 Steps To Your Own Perfect Outreach](#)

[Step 1. Warm greeting](#)

[Step 2. Start with why](#)

[Step 3. Show appreciation](#)

[Step 4. Ask wh/ questions or, give feedback](#)

[Step 5. Warm goodbye](#)

[I'd Love Your Feedback!](#)

Disclaimer

This guide is meant to be used as a long term strategy. There are many factors that could influence your results like keyword research, the quality of your content, the authority of your website, your ability to communicate and **that you actually put in the work**, which is why I can't guarantee you will get any traffic.

However, if you do put in the work, I can guarantee you'll get better results than the ones you have right now.

External Links

In this guide you can find links to external sources, these will be on a [blue-ish](#) color. Whenever you see that color, you should assume it's an external link.

Also, some of the links will take you to a third party website where you can find the content or tool mentioned. I recommend you read their terms of service page before using.

Introduction



Hello!

My name is Jonathan Nuñez and I'm the founder of [John's IMSecrets](#), I've been working online since 2014 doing link building and using social media marketing to get known and build a business. However, I decided to share what I know and help people understand the biology and psychology behind link building and social media marketing by teaching them what works and what doesn't.

[Here's the link to my about page](#) in case you want to know more about how I started working online.

Getting Started

Digital marketing is a giant beast, there are many different strategies you can use in order to drive more traffic to your websites, however, it all comes down to two types of traffic:

- Paid Traffic.
- Organic Traffic (also known as direct traffic).

For this particular guide, I'll teach you how to get more organic (free) traffic from inbound marketing for long lasting results.

Analyze Your Competition

Analyzing your competition is important because it helps you know who is talking about the topics you cover in your industry.

If you want to be one of the cool kids on the block, you need to hang out with them.

Getting big sites to mention you will increase both your brand and website's authority. Here's how to do it:

Step 1: Go to [Ahrefs](#).

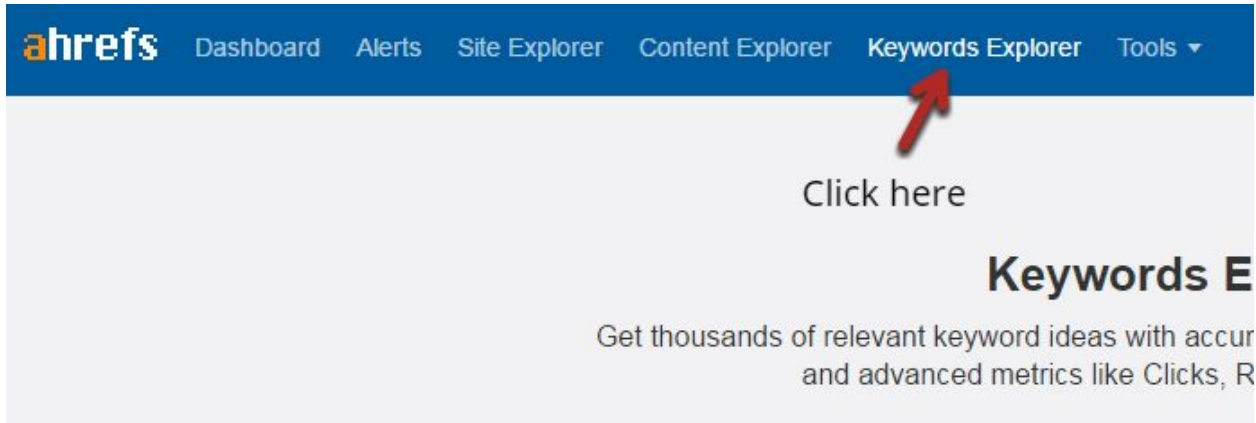
Tools to improve your search traffic, research your competitors and monitor your niche

Ahrefs helps you to learn why your competitors are ranking so high and what you need to do to outrank them.

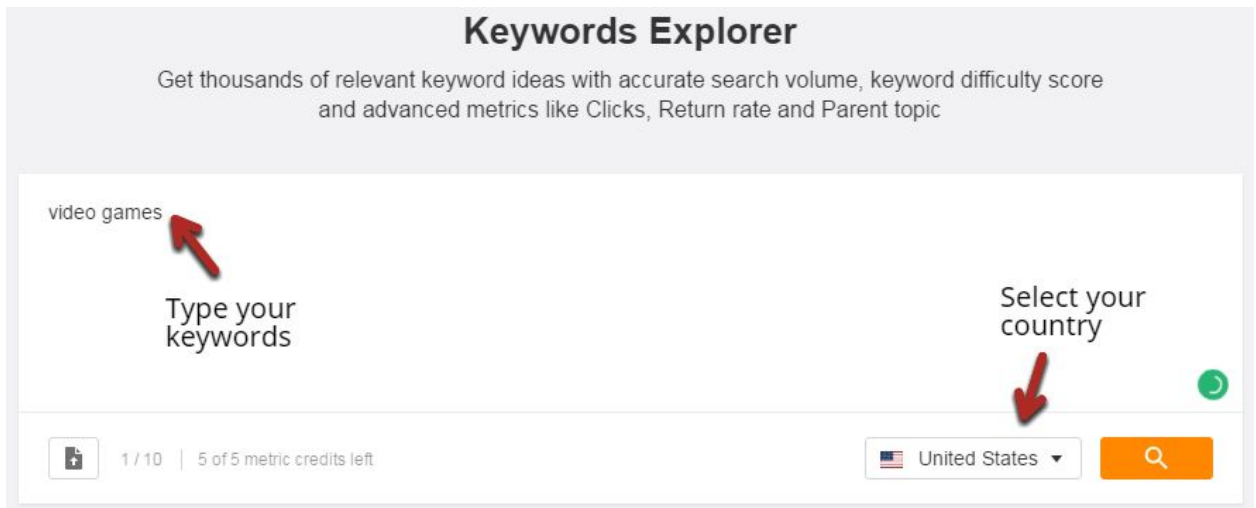
Start your free trial

Step 2: Create a free account (in case you don't have one).

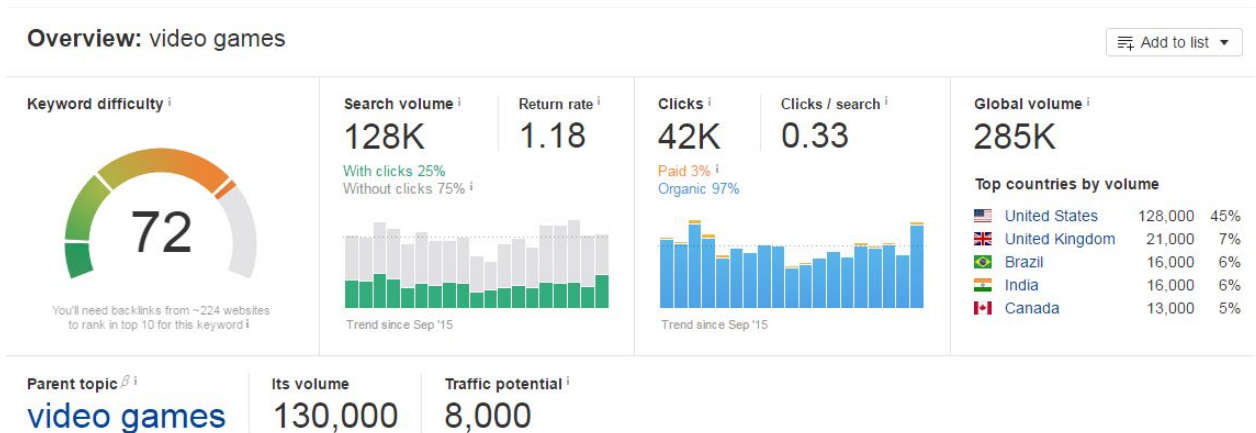
Step 3: Go to the [keywords explorer](#).



Step 4: Type your target keyword (for this example I'll use video games).



Step 5: Click search.

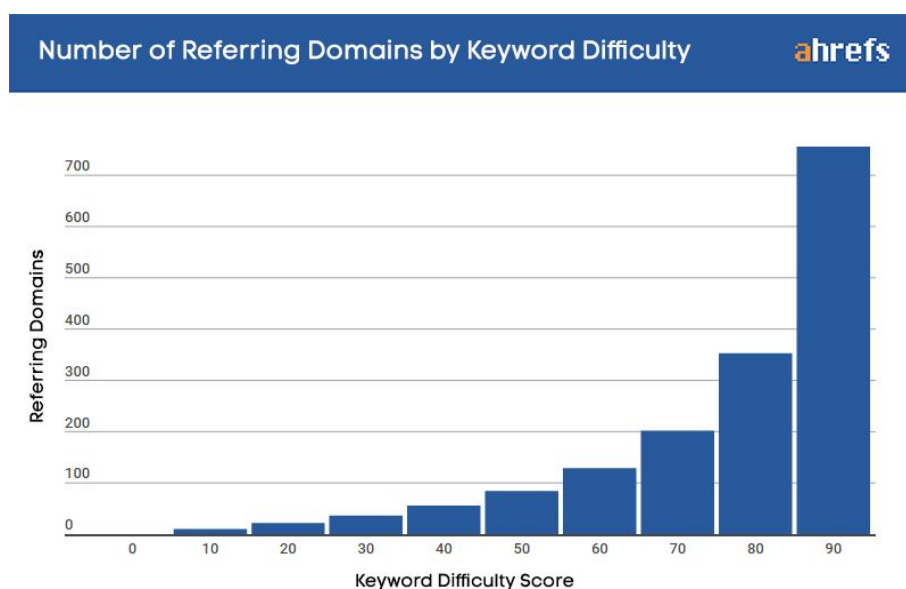


As you can see on the image above, “video games” has a keyword difficulty score of 72. Which means you would need around 224 links from different websites to enter the big Top 10 on the search results.

There are more metrics you need to have under consideration but this is a good way to get started. Also look at Moz DA (domain authority) but I won't get into very technical stuff.

In essence, keyword difficulty is a score that estimates how hard it would be to rank on the first page of search results for a given keyword. It is based off the number of backlinks that current top search results have.

Because Ahrefs' keyword difficulty metric is tied to backlinks and nothing else, the scale is straightforward.



KD 0 = 0 Ref. Domains
KD 10 = 10 Ref. Domains
KD 20 = 22 Ref. Domains
KD 30 = 36 Ref. Domains
KD 40 = 56 Ref. Domains

KD 50 = 84 Ref. Domains
KD 60 = 129 Ref. Domains
KD 70 = 202 Ref. Domains
KD 80 = 353 Ref. Domains
KD 90 = 756 Ref. Domains

If you want to know more about how to gauge keyword difficulty and find the easiest keywords to rank for, [refer to this guide](#).

In case your website is new, I recommend you stick to KD 30 keywords —I mean the articles you write.

Step 6: Scroll down all the way to “SERP overview” (it will show you the current Top 10 Google results).

SERP overview

11 organic results 8 site links Knowledge panel

Search results	AR	DR	UR	Backlinks	Domains	Traffic	Kw.	Top keyword	Volume	G	f
1 Amazon.com: Video Games https://www.amazon.com/computer-video-games-hardware-accessories/b?ie=UTF8&node=468642 4 site links	22	87	48	11,338	528	12,318	997	video games	130,000	0	20K
2 Video game - Wikipedia https://en.wikipedia.org/wiki/Video_game 4 site links	14	89	82	54,281	5,998	11,225	989	video games	130,000	28	44K
3 Video Game Titles for Xbox, PlayStation, Nintendo & PCs Walmart.com https://www.walmart.com/cp/video-games/2636	739	74	38	1,405	141	18,025	4,674	video games	130,000	0	74K
4 GameSpot: Video Games Reviews & News https://www.gamespot.com/	3K	69	34	384	94	204,116	853	gamespot	270,000	0	200

As you can see, the first result has over 11,000 backlinks. The second result has over 54,000. That’s a lot of backlinks to examine but don’t worry it’s not as hard for most keywords.

Step 7: Check their backlinks.

en.wikipedia.org/wiki/video_game

- Video Games - Walmart.com
www.walmart.com/cp/video-games/2636
- Video Games : Xbox, PS3, PSP, Wii, Nintendo : Target
www.target.com/c/video-games/-/N-5xtg5
- GameSpot: Video Games Reviews & News
www.gamespot.com/

SERP overview

11 organic results 8 site links Knowledge panel

Step 1: Click here

Step 2: Click here

Link statistics

Domain rating	URL rating	Ahrefs rank	Backlinks	Ref. domains	Organic traffic
87	15	22	11,338	0	0
			54,281	0	0

You should get a list of all the pages who are mentioning them. Here's the thing, you don't need them all. In this case, there are just too many of them.

Step 8: Click on new backlinks.

If your selected keyword doesn't have as many links pointing to the page as this one, you can skip this step.

Overview

- Backlink profile ▾
- Backlinks**
 - New ← Click Here
 - Lost
 - Broken
- Referring domains
 - New
 - Lost
- Anchors
- Top referring content
- Referring IPs
- Organic search ▾**
 - Organic keywords
 - New
 - Movements

Backlinks

Group similar links One link per domain **All links** ⚙️

Fresh index Live index 12,810 backlinks

Referring page ⁱ	DR ⁱ	U
Homepage maxlinks.org/ ▾	53	
Linkpaginas.nl alle link pagina's linkpaginas.nl/ ▾	56	

You should get a list of their fresh index. Green numbers indicate new links, red ones are for lost links.

Fresh index Live index

February 2017							March 2017							April 2017						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 2	2 66	3 326	4 352				1 226	2 173	3 91	4 45							1 22
5 477	6 428	7 447	8 441	9 453	10 61	11 45	5 48	6 27	7 42	8 34	9 31	10 34	11 53	2 36	3 22	4 29	5 31	6 28	7 27	8 24
12 55	13 37	14 56	15 41	16 60	17 45	18 86	12 56	13 66	14 54	15 50	16 78	17 47	18 34	9 52	10 57	11 47	12 45	13 37	14 2	15 1
19 74	20 84	21 61	22 89	23 84	24 138	25 206	19 27	20 37	21 12	22 21	23 20	24 22	25 19	16	17	18	19	20	21	22
26 205	27 203	28 227					26 18	27 23	28 30	29 43	30 41	31 45		23	24	25	26	27	28	29
														30						

7 days ▾ **Show New backlinks**

Scroll down and you should see all the pages linking to your competitor.

179 new **dofollow** backlinks

Referring page ⁱ	DR ⁱ	UR ⁱ	Ext. ⁱ	Social
GLOBALVILLAGE NETWORK MARKETING NEWS: March 2016 globalvillagenetworkmarketing.blogspot.com/2016/03/ EN BLOGS	25	4	813	fb 0 G+ 0 in 0
video-games latestvideo-games.blogspot.com/search?updated-max=2014-02-21T19:02:00-08:00&max-results=30&reverse-paginate=true EN BLOGS	17	0	84	fb 0 G+ 0 in 0

See who wrote the article and reach out to them. Ask for help sharing yours. At the end of this guide, I'll share how to do it.

Guest Blogging

I know you might have heard what the headlines have said about guest blogging. "Guest blogging is dead", don't believe it.

Guest blogging is far from dead and is still a powerful way to drive engaged referral traffic, build awareness for your brand, and improve search rankings.

Although Google may have waged a public war on guest blogging in the Spring and Summer of 2014, the target were those who had been using guest blogging as a scalable, low quality way of acquiring links. If you focus on quality instead of quantity, you'll be fine.

Here's how to do it right and ensure you stay on the good side of Google.

Quality > Quantity

If you really want high-quality referral traffic, aim to publish at least one to four guest posts a month on authority sites in your niche.

You will get much more — both in traffic and SEO benefit — out of one post on an authority site than dozens of posts on low-quality sites. The quality aspect applies to your own writing, as well as the site.

Guest posts should be equal in quality with what you would publish on your own site. There is an argument roaming around the web that you should save your very best work for your site, however, these represent an opportunity to showcase your talent in front of a new audience.

Here are a couple of things you should always ask yourself before publishing:

1. Would I be happy to publish this post on my own site?
2. Am I proud of this work and happy to associate this piece of content to my name?

How to Find Great Places to Guest Blog

Before you write any pieces of content, you need a list of targets to submit your post. Here's how to find them:

- “Your Keyword” + “write for us”
- Your Keyword “guest post”
- Your Keyword “write for us”
- Your Keyword “guest article”
- Your Keyword “submit news”
- Your Keyword “become a guest blogger”
- Your Keyword “guest blogger”
- Your Keyword “this is a guest post by”
- Your Keyword “submit your content”
- Your Keyword “submit content”

"My Guest Post" Pages

Some bloggers love sharing where they've been published. This represents a great opportunity for you because it makes your search much easier.

All you have to do is analyze those pages and see where you can write.

Here's what they look like:

I thought I would round up a selection of my articles just in case you wanted to see what else I have to say outside of the indie gaming sphere:

[Indie Game Development -Where to Start](#)

[How to Date a Gamer](#)

[Web design for the luxury market](#)

[The Social Media Tea Party](#)

[Responsive Design as Standard](#)

[Google Panda One Year On](#)

[Twitter Marketing for Beginners](#)

Here's how to find them:

- Your Keyword “my posts on other blogs”
- Your Keyword: “guest post”
- Your Keyword “my guest posts”
- Your Keyword “my guest blogs”
- Your Keyword “posts on other blogs”
- Your Keyword “I’ve been featured on”
- Your Keyword “sites I’ve written for”

Use Branded Links In Your Bio

Guest posts are not the place to be dropping in keyword rich anchor text links — these links are all about boosting your domain authority.

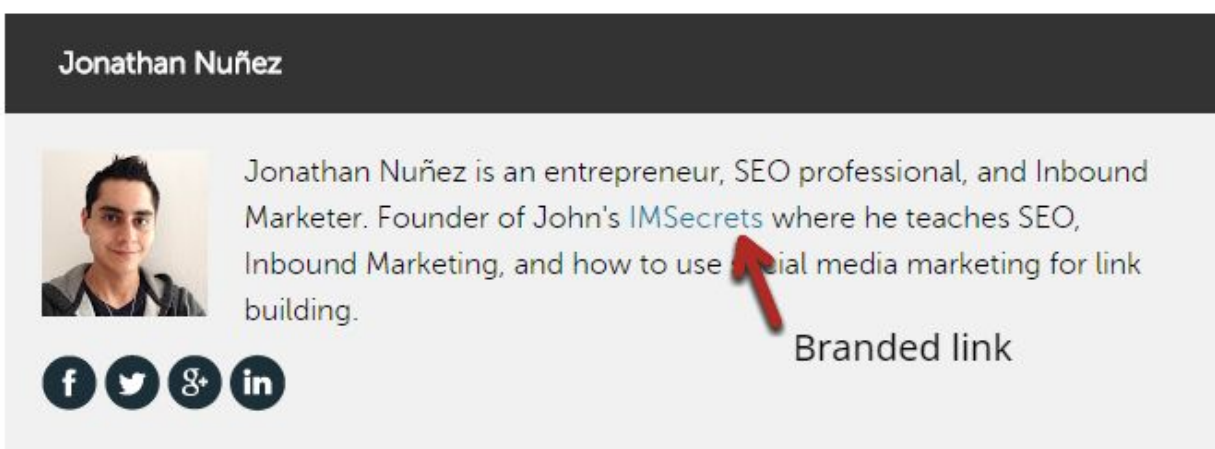
Place one link back to your site in your author bio box with either the name of your brand, or a naked URL. For example, mine would say something like:

Jonathan Nuñez is the founder and head of marketing at John's IMSecrets

Or,

Jonathan Nuñez is the founder and head of marketing at <http://johnimsecrets.com>

About The Author



Jonathan Nuñez

Jonathan Nuñez is an entrepreneur, SEO professional, and Inbound Marketer. Founder of [John's IMSecrets](#) where he teaches SEO, Inbound Marketing, and how to use social media marketing for link building.

Branded link

Only link back to your site from within the body of the post if the link genuinely adds value, and if you do feel that it should be there, be upfront and link naturally. For example, “I wrote a post on this over on my own blog, which goes into more detail.”

Promote Like Crazy

If you want to be an influencer or achieve celebrity status, you need to hang around already established influencers and celebrities. You'll eventually become one of them. But how do they become "cool and popular" in the first place? It all comes down to association.

There are a few things all popular people — influencers — have in common:

- They seem to be everywhere you go (everyone talks about them).
- They are always surrounded by other cool people.
- Most people want to be like them.

When a guest post goes live, do everything you can to help promote it:

- Share it through your own social media channels.
- Consider sharing it with your email list.
- Start an outreach campaign. In most cases, the success of any piece of content you produce, will be determined by how well it's promoted.

The better the post does, the more you will get out of it, and the more likely you are to be asked to write again for them.

It's a win-win situation, they get awesome content for their site and more traffic by your campaign. You get endorsement by a third party site, email subscribers, and exposure to a new audience :)

Engage The Community

After publication, make sure to take the time to help answer any questions that may arise in the comments — I usually go back to the post every day for about a week to answer comments. Also, make sure to engage with people on

social networking sites like Twitter, thank people for sharing the post and engage in conversations with them.

An awesome way to do it is by asking questions like:

- What do you think about the article?
- How would you improve it?
- Do you have any suggestions?

Further resources:

[The Real Truth About Google and Guest Blogging by KissMetrics](#)

[The Definitive Guide to Guest Blogging by Brian Dean](#)

Content Marketing

Do you remember what I said about everyone talking about you? That's what content marketing is for. There are many ways to go about content marketing but on this guide, I'll share with you the one that has worked the best for me :)

What is content marketing?

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

How to Find People In Your Industry

There are many ways to find awesome people in your industry but in order to help you save time and effort, I'll share with you the tool I use and love. It's called BuzzStream.

[BuzzStream](#) is software that helps you find influential people in your industry for digital PR, link building, and content promotion. All you have to do is build a relationship with them and ask them to help you share your content.



Within the software, there's a tool called Discovery. All you have to do is type in the topic of the article you want to promote, it will immediately show you all influencers it finds for your search query.

For example, a while ago, I started promoting my "How to use Twitter for link building" guide, and I wanted to find people who would write about link building. I run a quick search on "discovery" and found 10,886 influencers I could contact and ask for help help to share my guide.

Then, to narrow my search I applied filters and was left with 755.

link building

Showing 1 - 25 of 755 influencers

- 1,000+ Twitter Followers
- Active In the Past Month
- 40+ Domain Authority
- All Categories
- Any Location
- Clear Filters

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showing 1 of

[Relevance vs. authority: Which link has more value](#)
searchengineland.com — May 11, 2017
my series on relevance versus authority in **link building**. In this

After that, all I had to do was begin my outreach campaign and promote my content. Among my prospects, I found Maria Johnsen who is one of the top authorities on digital marketing and SEO. I asked her help to spread the word about my guide and she shared it on Twitter.



I got free exposure to 159k followers on Twitter. I gained many new followers and a few email subscribers. **All I had to do was ask.**

By the way, the cheapest BuzzStream plan costs \$19 USD per month. It's very affordable for most people.

Before You Start Your Outreach

Have in mind that your content needs to be optimized. In other words, it needs to have a purpose and influence your audience to stand up and take action — whatever that may be.

As Joe Pulizzi from Content Marketing Institute would say, *"Go all in with content marketing or do nothing."* Now, let me be clear: "Go all in" does not mean "do everything." As Ann Handley bluntly puts it, *"Slow the *&%^\$ down and do your content marketing right — or don't do it at all."*

Content marketing takes time and doesn't give quick results but the reward for your patience is huge!

How to Craft Your Outreach

Writing the perfect email outreach is simple. But it can take a long time to create when you don't know what to say.

Picture yourself waking up every morning, opening your email and see it filled. Only this time, instead of spam, you have meaningful conversations waiting for you.

Wouldn't you want to receive that kind of emails?

This is the type of outreach I envision, and the type of outreach I teach.

What to Consider Before Reaching Out

We are all different. I don't mean the color of our skin or the language we speak. I mean we all have different values, beliefs, and experiences. These are the characteristics that make us unique.

Use these with people who are like you and you'll make deeper connections.

In the beginning, it's not that easy. Like any other skill, it needs to be developed. Don't worry, I'll tell you what and where to look for.

But first:

THE MANY FACES OF INFLUENCE

Online influencers come in many forms. From the web celebrity to the nerdy expert to the personal brand. Find out what motivates each type of influencer and understand the best ways to engage with them.



TRAAACKR SCORE



WAYS TO ENGAGE

Way to Engage	Description
FIND SPONSORSHIP OPPORTUNITIES	No different than a celebrity endorsement, you probably have to buy their attention.
CREATE VALUE FOR HIS COMMUNITY	They can't be bought but they can be convinced. They're interested in anything that brings value to their audience and elevates them in their eyes.
HELP GROW HIS NETWORK	Connectors live off their network. Bring value to it and you will be gold. Make intros and help them nurture more relationships.
HELP BUILD HIS REPUTATION & SEO	Help them enhance their personal brand and you'll be friends. Hurt it and there's no coming back. Find ways to support their status and increase their visibility.
PROVIDE NEW DATA AND KNOWLEDGE	Help them build the base of knowledge they need to perform their job. Give them access to insider insights and new data but don't impose your analysis on them.
PROVIDE HER ACCESS	Don't shy away from engaging with people who disagree with your point of view. To make an impact though, you'll need to join the conversation with an open mind.
BRING HER IN FOR EXPERT OPINION	Stay focused on their areas of interest. Find ways to help them produce content, deepen their analysis and showcase their own expertise to your audience.
ENGAGE IN A HEALTHY DEBATE	If you compete with them, engage in a healthy debate but be mindful where the debate takes place. Never play against home court.
FUEL THE FIRE WITH SUBSTANCE	Challenge them but don't disrespect them. Your purpose is to further the debate and help them take it to new levels.
BOOST READERSHIP WITH EXCLUSIVES	Engage with them the same way you engage with a good old journalist: with an interesting, exclusive, and timely story.

Created by Traackr

[Source: Tracker](#)

Outreach Should be Personal, Not a Broadcast

Let's face it, we humans love quick easy wins but does that usually happen in real life?

Not really, life is a roller coaster of emotions. Sometimes we get things easy and it's awesome, but most of the time it's hard.

Social media is very similar. If we only changed our approach, we could get better results.

Think of it this way:

We love the feeling of importance, recognition, we love to feel like we matter — because let's face it, we do. So, why not give it to people?

Let's make people feel how much they matter to us, and how much we want to connect.

It doesn't matter if you want help sharing an article or to get someone to link to you; it's always about people.

Whenever you send an outreach, ask yourself:

Would I be happy to receive this message?

If the answer is no, then work on it and always make it about them.

Provide Value

To be honest, there's no set of rules to follow. Every person is different and the value you can provide will never be the same for everyone.

Back in 2015, I remember reading articles about how to create great content and how to promote it.

They would always say things like: "Provide as much value as you can".

Have you ever read or heard something like that?

Don't get me wrong, it's great advice but completely unactionable. I mean, how in the world am I supposed to provide value?

And to that matter, what the heck does value even mean?

We provide value by figuring out what every person wants and giving it to them.

Don't worry, it's easier to do than what it sounds like.

How to Give People What They Want

I was fortunate enough to read a book called “[Jab, Jab, Jab, Right Hook](#)” by Gary Vaynerchuk. In that book, Gary tells people to "Jab" before throwing a right hook.

Jabs are little nuggets of value that over time compound and allow you to throw a right hook — make a request. It could be asking for help, to consider buying a product, giving feedback, etc.

If you haven't read this book, I recommend you do it now. It's a wealth of knowledge and will help you understand how social media works.

If we apply this to our outreach, it can and will improve our results. But our approach needs to be genuine and generous.

For instance, let's say that we want to promote a piece of content and we've already found the right people in our industry. Now all we have to do is reach out to them, right?

Wrong.

That's what most people do but it's like going to war without ammunition. You shouldn't do that.

Since we already know they are in your niche, we know they have similar interests to yours. We'll use that to connect.

Check Their Social Profiles

Go to their Twitter, Facebook, Instagram, Pinterest, YouTube, etc.. Anything that can help you get a better understanding of who they are. Look at everything they share and make a short list of topics you have in common with them.

It doesn't have to be long; 3 topics should suffice.

Remember, we want to connect with them. For that, we need to find things we have in common and then, mention them on our outreach.

Read Their Blog Posts

A great way to provide value is to read their articles. Read their blog and guest posts. On most articles, you'll find at least one call to action. That's them telling you what they want! A nice way to throw a jab. :)

If they want to hear from you in the comment section, do it. But don't go writing useless comments like:

- Nice post.
- Thank you.
- This is a great post, as usual.

Make sure to give an insightful comment. It doesn't have to be long but it needs to provide "value" and be genuine (don't lie). In other words, give feedback.

For example, on my posts, I have a few calls to action like:

- Sharing on social.
- Reading books.
- Leaving feedback.

Those are great ways to show you are paying attention and want to connect.

5 Steps To Your Own Perfect Outreach

Step 1. Warm greeting

When was the last time you were walking down the street and a complete stranger said "good morning". Did you reply to his greeting?

Email is no different than a conversation you would have on the street. Be nice and greet them.

Also, make sure to ALWAYS use their name.

Step 2. Start with why

Let me ask you something. When you watch a TV show, do you do it as soon as it airs?

I can't remember when was the last time I did that. Odds are you can't either. We watch it on our time.

Here's the thing. As humans, we love to have complete control over our lives. That includes when we watch a sitcom, a video on YouTube, etc.

And we hate when people interrupt us and waste our time.

Be mindful of people's time and go to the point. We all know that if you send an email, tweet, WhatsApp, etc. it's because you want something from us.

It might be our attention or to ask for help. But you want something. Just say it.

Step 3. Show appreciation

They've taken the time out of their busy day to read your message. Thank them for their time.

You can say something like this:

I know you are busy and must receive many emails like this one. But if you only reply to one email a day, kindly think of me next time.

Remember, it's not about you. It's about them.

Step 4. Ask wh/ questions or, give feedback

The whole point of an email, tweet, or message is to start a conversation. Ask questions related to what they care about.



Let me add more context:

- Personal: It can only be answered from their perspective.
- Meaningful: Thought-provoking (it makes you think).
- Open Ended: Elicits a story (not just a "yes" or "no" answer).

Step 5. Warm goodbye

Think about the last time you talked to a friend. Did you say goodbye?

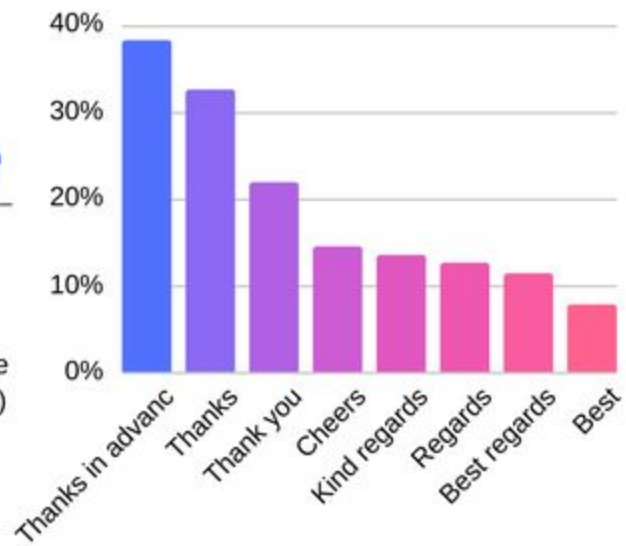
Whenever we talk to someone, we should always give a warm goodbye with the hopes of hearing from them soon.

Here's a short list of expressions you can use:

Most Effective

Email Closings

Based on lift from average response rate of all emails in sample. (47.5%)



Data source: Boomerang

JOHNIMSECRETS.COM

Use your closing line to make your message warm, friendly, and to encourage action.

I'd Love Your Feedback!

This is the 2.0 version of “How to Go From 0 to 20,000 Monthly Visits” and I'd love to make it even better. That's why your feedback is very important to me. Would you kindly help me? :)

Feel free to send your thoughts to john@johnimsecrets.com with the subject line “20k Guide Feedback”.

Thanks in advance!

- Jonathan Nuñez
Founder, John's IMSecrets

PS. If you wish to connect with me, you may do it through the social profiles below or email above.

[Twitter](#), [Facebook](#), [LinkedIn](#), [Pinterest](#), [Google+](#), and [Instagram](#) @JohnNunez2905.