

SEO
Unlocked

NEILPATEL

\$100K CHALLENGE: NUTRITION SECRETS GROWTH FRAMEWORK

HOW TO GET A **FLOOD OF ONLINE TRAFFIC**
WITHOUT SPENDING \$1 / DAY

HIGHLIGHTS AND KEY TAKEAWAYS FROM NUTRITIONSECRETS.COM

APRIL, 2015

<https://www.quicksprout.com/2015/05/04/a-setback-on-the-100k-a-month-challenge/>

Visitors: 35,419

Facebook Growth:

- **Page Likes Facebook Ads:** Good to get the initial likes, but bad engagement on posts. This helps when you're doing shout-out-for-shout-out posts for reciprocal FB page promotion. Numbers count on this game.
- **Partnership with other pages:** Picking pages under 30k followers for reciprocal promotion. They're scaling up to other follower base levels as the Nutrition Secrets fan base grows.
- **Sharing Engaging content:** Use Buzzsumo to find good and relevant pieces of content that people already resonate with.

Link Building:

- **Finding resource pages:** Googled the phrase "resource page nutrition." These pages are linking out to the same type of site. Reaching out to them so they can give similar links to Nutrition Secrets.
- **We're compiling a list of competitors & checking their backlink profile on Ahrefs.** We're going to try to get similar links as much as possible. Then we're reaching out to whoever is linking to competitors and asking for links of the same kind.

Content Marketing:

- **Getting College grads to write content for free:** the downside is the poor quality of their articles - they require lots of editing. We ended up giving up on this idea.

Big Mistake:

- **Buying an expensive premium domain without checking backlinks profile.** Google has penalized the first domain we used, so we had to get rid of it and start over with another domain.

MAY, 2015 - I

<https://www.quicksprout.com/2015/05/11/how-im-going-to-achieve-the-100k-a-month-challenge-without-using-my-name/>

- **A nutritionist came on board to add more authority and credibility to the content produced.** Legal issues could surface if we gave wrong advice in our articles.
- **Neil has given his writing framework to Mike**, who is the nutritionist that came on board. He had no blogging skills at the time, and had to learn how to craft compelling headlines and article ideas. This is the writing framework: <https://www.quicksprout.com/2011/11/14/neil-patels-guide-to-blogging/>

MAY, 2015 - II

<https://www.quicksprout.com/2015/06/03/the-100000-challenge-may-update/>

Visitors: 33,216

- **Facebook growth through Shout-out-for-shout-out deals:** reciprocal Facebook page promotion. We promote other pages and then delete the post after a few hours. It's a win-win.

JUNE, 2015

<https://www.quicksprout.com/2015/06/03/the-100000-challenge-may-update/>

Visitors: 33,562

- **Content marketing efforts:** We're focusing on writing about topics that are more mainstream - to pick up more search traffic in the long run.
- Posting 4-5 times per week. These are the Frameworks used: <https://www.quicksprout.com/2015/07/01/how-to-double-your-writing-speed-without-lowering-your-quality/> (to help Mike write faster) and <https://www.quicksprout.com/2015/07/03/the-13-most-important-questions-you-need-to-ask-before-blogging/> (providing a good framework to validate ideas)
- **We had to fix mobile issues on the Website design**
- **We started using cache & image compression WP plugins:** We want to decrease the website load speed to the minimum possible.
- **We kept acquiring links from resource pages:** Stopped focusing on EDU links and expanding to other types of site.
- **Started building relationships with other sites, even before asking for links:** Mike was also building relationships with authors on sites like GQ, Vogue, and other magazine sites that have our ideal audience. Here's the Outreach Framework used: <https://www.quicksprout.com/2014/07/28/how-to-get-a-guest-post/>
- **We started aiming for related keywords:** "lose lower belly fat" already on page 4 of SERPs.

JULY, 2015

<https://www.quicksprout.com/2015/08/07/the-100000-challenge-july-update/>

Visitors: 26,370

- We're now ranking for over 100 keywords in the top 20 positions in Google according to the data from Search Console.
- **Revenue & Monetization ideas:** We're trying to find a product to white label and sell. We're also planning to write an ebook.
- We're doing manual outreach for link building.
- We will be focusing on our Email list growth, not too much has been done on this end.
- We're working on improving the headlines so they get more attractive. Critical component to increase Organic Search click-through rates and grab more attention on Social Media.

SEPTEMBER, 2015

<https://www.quicksprout.com/2015/10/12/the-100000-challenge-september-update/>

Visitors: 66,473

- We decided to focus on content creation and stop focusing so much on link building. This had a negative impact on our traffic growth. It will be an area of focus again.
- We're putting more effort into writing more attractive headlines.
- **We have published over 100 content pieces so far.**
- **We're using Buzzsumo to check top-performing content ideas for each topic**, i.e. "belly fat" and getting ideas for our content creation.
- **We're also using Buzzsumo to check who's sharing these pieces of content and doing manual outreach** saying we created more advanced posts on the same topics, and telling them to feel free to share our content pieces.
- We found a manufacturer to white label a fish oil product. We're struggling to get it accepted by Amazon.
- **Next Goal:** increase social outreach efforts.
- **Good results with exit intent popup for our Email list growth.**

OCTOBER, 2015

<https://www.quicksprout.com/2015/11/23/the-100000-challenge-october-update/>

Visitors: 42,822

- **Search traffic is on the rise**, but our social media traffic didn't go too well because the posts shared didn't perform.
- **Amazon Review Acquisition Strategy:** Giving away bottles of oil fish at cost. Handing out coupons to anyone who's interested in fish oil supplements.

NOVEMBER, 2015

<https://www.quicksprout.com/2015/12/11/the-100000-challenge-november-update/>

Visitors: 58,260

- **Started selling the Fish Oil product on Amazon.**
- Search traffic is on the rise.
- Content production went down to 2-3 articles a week.
- Focused on promoting the product via manual outreach.
- **EDU and GOV links win: checking competitors on Ahrefs** and reaching out 'begging' for a link.
- **Amazon Review Acquisition Strategy II:** Finding Amazon top reviewers and offering the product at a discounted rate (we're trying to break even) or giving it away for free. <http://www.amazon.com/review/top-reviewers>
- We started marketing the product to the email list. Reduced the cost of the offer for our subscribers..
- **Fine tuning Amazon product listing:** More descriptive headlines, answer more objections in the copy of the listing, answering customer questions.
- **Our Plans:** put up some banner ads for the fish oil in the blog. We're going to sell the product more aggressively to our email list.

JANUARY, 2016

<https://www.quicksprout.com/2016/02/15/the-100000-challenge-january-update/>

Visitors: 159,945

- Our Fish Oil product on Amazon generated \$76,326.90 in sales.
- Big increase in traffic and revenue. Partially due to the seasonality of health, weight and dieting goals in January.
- More content being written (7 articles/week) - search traffic is responding pretty well.
- Our Plans: We will have to adjust our Amazon product listing copywriting to increase sales.

FEBRUARY, 2016

<https://www.quicksprout.com/2016/03/21/the-100000-challenge-february-update/>

Visitors: 200,709

- Our Fish Oil product on Amazon generated \$54,285.30 in sales.
- Consistent content production keeps helping with search traffic (7 articles/week ratio).
- **Link building:** focus on building links to internal pages. Anchor text is not a concern. Relevancy and quantity is the mantra.
- **Affiliate sales for another product failed. Reason:** poor email copy from product seller. **Key Takeaway:** write your own copy for 3rd-party products email sequences.

MARCH, 2016

<https://www.quicksprout.com/2016/04/29/the-100000-challenge-march-update/>

Visitors: 218,811

- Our Fish Oil product on Amazon generated \$112,573.30 in sales.
- We added more affiliate products: “The Truth About Abs” - this product has better email copy and we’re collecting a lot more emails. Both things helped us sell more effectively with this product. The total affiliate revenue was \$8,919.35.
- **Amazon product takeaways:** 1) Product headlines should be thorough and based on keywords research. 2) You need to promote your product to your email list and ask for reviews, even not knowing who actually ended up buying it.
- We’re more focused on collecting emails: That helps with affiliate sales. No more double opt-in’s, which was decreasing our email list growth rate.