SEO THAT WORKS

FIND A PROVEN TOPIC

MODULE 1 LESSON 4

WORKSHEET

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Find a Proven Topic

Welcome to Lesson 4!

In this lesson I showed you how to find a topic for your first Power Page. And not just any topic: a topic that appeals to your Linkreators.

I also covered what a Power Page is. And why it's so different than your run-of-the-mill blog posts and articles. To summarize, a Power Page has 3 main elements that makes it different than most content online:

1. First, a Power Page is **Linkreator-Focused**
2. Also, the Power Page is created around a **Proven Topic**
3. Finally, all Power Pages are created using a **Content Framework**

You already found your Linkreators in Lesson 2. So that step is done.

The focus of this lesson, Lesson 4, is finding a proven topic. That way, when you publish your Power Page, you know that your Linkreators will want to share it. After all, you created it just for them!

Now, before we get into the steps, let me emphasize something from the video: **Your Power Page topic doesn't have to be directly about what you sell.**

And now it's time for me to review the three methods that I outlined from the video. These three methods are designed to help you quickly find Linkreator-friendly topics.

Now, even though I'm giving you three methods to use, you don't need to use all three. Try one. See how it goes. If you find a few topics with that single strategy, GREAT. You're done. Or, if you want to find even more Linkreator-friendly topics, try another method. You can mix and match as needed.

With that, let's get started with Method #1.

METHOD 1   ## Linkreator Topic Research

This method couldn't be more straightforward: all you need to do is review the Linkreators you found in the last lesson. And then, keep an eye out for specific topics that they tend to cover.

So go ahead and visit the website of the first Linkreator on your list. And check out their last 3-5 blog posts or articles.

Specifically, check out the **topics** of those 3-5 posts. Do they have any common themes? Or anything that ties them together? Repeat this process for a few of the Linkreators on your list.

For example, if you visited Backlinko a while ago, you may have noticed that I published a few posts in a row about voice search SEO. So *"voice search SEO"* would be a GREAT topic to jot down.

Note 3-5 topics that your Linkreators write about here.

TOPICS FROM LINKREATOR TOPIC RESEARCH

METHOD 2   ## Find Linkreator Topics From Resource Pages

Like I mentioned in the video, resource pages are one of my favorite places to find Linkreator-friendly topic ideas.

After all, these pages exist for one reason: **to link out to great content**. So when you find a resource page, you've found a goldmine of topics that your Linkreators already link to.

To find resource pages, use these search strings in Google:

"keyword" + inurl:links
"keyword" + intitle:resources
"keyword" + "helpful resources"
"keyword" + "useful resources"

(You're free to try them all. But the two search strings I tend to have the most success with are: **"keyword" + inurl:links** and **"keyword" + intitle:resources**).

Then, go to one of the resource pages that show up in Google.

Finally, scan the resource page. Keep an eye out for topics that the resource page tends to link again and again. Add those topics to the field below.

For example, here's a resource page about the coding language CSS.

And I noticed that this Linkreator tends to link to content about *"CSS techniques"*. In other words, CSS strategies for solving a particular problem. So I'd add *"CSS techniques"* to my list of topics.

Add 2-3 Linkreator-friendly topics that you find from resource pages right here.

TOPICS FROM RESOURCE PAGES

METHOD 3 ## Linkreator "Top Pages" (Optional)

Like step #3 from the last lesson, this is an optional step. But if you do subscribe to an SEO tool, it's worth doing.

Otherwise, methods 1 and 2 are usually more than enough to show you which topics your Linkreators already link to.

Anyway, strategy reveals the most heavily linked-to pages on a website. In other words, this strategy shows you the exact topics that your Linkreator's Linkreators link to!

First, pop a site from your Linkreator list into a link analysis tool, like Ahrefs.

Then, take a look at their "Top Pages".

(Now the name of this feature is different for every tool. In Ahrefs they call this "Best by Links". And Moz's Open Site Explorer calls this "Top Pages". But every tool has something where they show you the most linked-to pages on a given site).

Scan the list. Are there any topics that the site's top pages have in common? Note those in the field below.

For example, when I pop Nerdfitness.com into Ahrefs, I notice that 3 of the top 5 pages are beginner's guides (for example: The Beginner's Guide to Intermittent Fasting and Beginner Bodyweight Workout). So I'd add *"Beginner's guides to X"* to my list.

Then, repeat this process for a few of the Linkreators on your list.

So go ahead and take a look at your Linkreator's top pages. And note 2-3 topics that you find here.

TOPICS FROM TOP PAGES

Again, you don't need to use all three of the strategies listed here. You can mix and match them as needed. As long as you found at least 5 potential topics using the methods I outlined above, you're set.

Two quick things before we move onto Lesson 4 of this module:

Thing #1: At this point you're really just brainstorming topic ideas for your Power Page. You don't need to worry about what the page will actually look like (although you're welcome to get started). I'll show you exactly how to structure and write your content in the next module.

Thing #2: Also, don't worry about choosing a specific topic from your list yet. You can make that decision once you have a chance to check out Module 2. That way, you'll have a better idea of what your page will actually look like.

So now that you've found a few Linkreator-friendly topics, it's time for the next step: keyword research.

See you in Lesson 5.