

SKYSCRAPER TECHNIQUE

SEO STRATEGY CHECKLIST

BACKLINKO



If you're looking for more traffic (and who isn't), then you'll love The Skyscraper Technique.

In my experience, The Skyscraper Technique flat out gets results.

It doesn't matter what niche you're in or whether

or not you already have a massive following.

With the Skyscraper Technique, your content comes from a PROVEN framework.

Ready to get started? Great. Here's the step-by-step checklist.

THE 3-STEP SKYSCRAPER TECHNIQUE PROCESS



Now it's time to go over the 3-step process in detail.

STEP 1

Find Link-Worthy Content on Your Site (AKA find a "linkable asset")



This is key.

The goal of the Skyscraper Technique is to create content so awesome, so incredible, and so useful that people can't help but login to their WordPress dashboard and add a link to your site.

But how can you possibly know if your linkable asset is going to be a huge success...or a total flop?

That's easy: find content that's already generated a ton of links.



Here's how:

- [BuzzSumo](#) is a gold mine of content ideas (including infographics and articles).
- [Visual.ly](#): A high quality infographic directory. Sort by views to find popular infographics.
- [Google News](#): Search for a keyword and see what journalists and popular blogs are discussing.
- [Open Site Explorer](#): "Top Pages" tab: OSE will show you the most linked-to content on any domain. Your best ideas will usually come from this tool.
- Google's top 10 results: Not the most interesting strategy, but it's darn effective. If something's made its way to the first page for a competitive keyword, you better believe that it has some serious links pointing to it.

STEP 2

Make Something Even Better

Your next step is to take what's out there and blow it out of the water.

That way YOU will have the best content on that topic online. Which will make link building (which I cover in step #3), significantly easier.

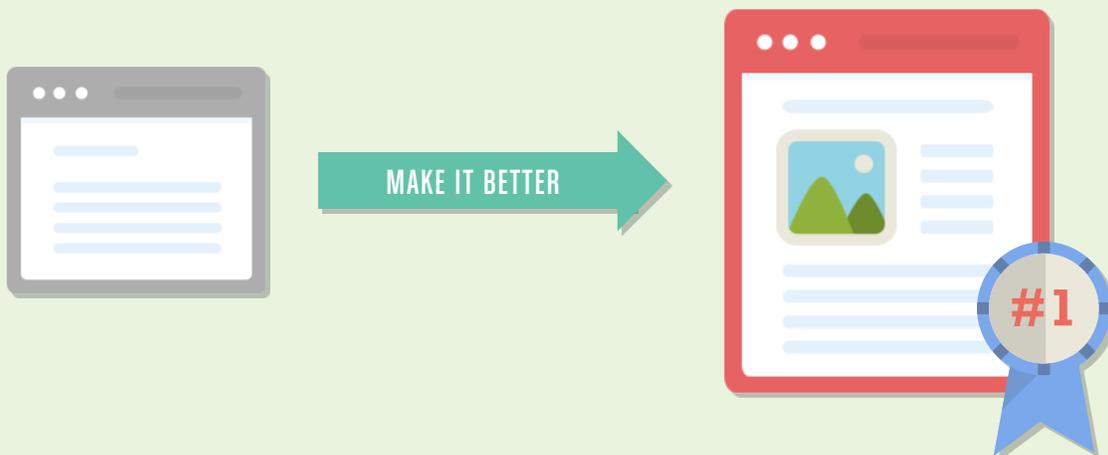
Here's how you can take the content you found in Step #1 to the next level:

Make It Longer: In some cases, publishing an article that's simply longer or includes more items will do the trick. For example, if you find a link magnet with a title like "50 Healthy Snack Ideas", publish a list of 150 (or even 500).

More Up-To-Date: If you can take an out of date piece of content and spruce it up, you've got yourself a winner.

Better Designed: A visually stunning piece of content can typically generate a lot more links and social shares than something similar on an ugly page.

More Thorough: Most lists posts are just a bland list of bullet points without any meaty content that people can actually use. But if you add a bit of depth for each item on your list, you have yourself a list post that's MUCH more valuable.





You can publish amazing stuff all day long...
...but if no one reads it, you're wasting your time.

That's why the most important part of The Skyscraper Technique isn't publishing great stuff... it's promoting it.

How are you going to promote your content? Email outreach.

Email outreach is the linchpin of the Skyscraper Technique.

It's similar to straight up link begging, but with a VERY important twist.

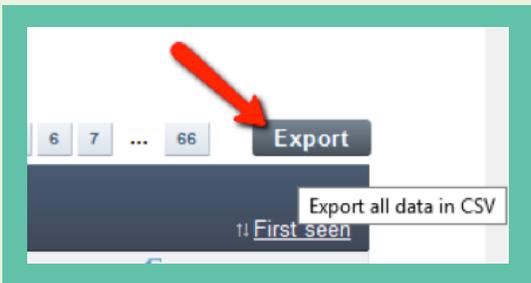
Instead of emailing random people, you're reaching out to site owners that have already linked out to similar content.

When you qualify prospects like this, you know that:

- 1 They run a site in your niche.
- 2 They're interested in your topic.
- 3 They've already linked to an article on that topic.

HERE'S HOW TO BUILD LINKS TO YOUR SKYSCRAPER CONTENT:

- 1 Use ahrefs.com to export all of the links pointing to your competitor's content into a spreadsheet. Tools like Majestic SEO and Open Site Explorer will also work.



- 2 Weed out referring pages that don't make sense to contact (forums, article directories etc.). In my case, after cleaning up the list, I had 160 very solid prospects from a single article.
- 3 I emailed all 160 of them using this template: 



Hey (*NAME*),

I was checking out some of your articles at *SITE NAME* today and found this page: *URL*.

I noticed that you linked to one of my favorite articles ever: *NAME OF ARTICLE*.

I absolutely love that resource.

You know what? I actually set out to make something similar: *YOUR URL*.

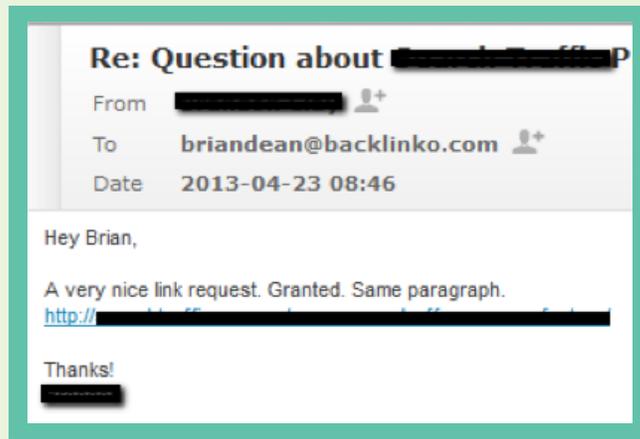
It's like *ARTICLE NAME*, but more up to date and comprehensive. You may want to consider linking to my article from your page.

Either way, I'll see you around at *SITE NAME!*

Cheers,

(*YOUR NAME*)

Even I was shocked at the overwhelmingly positive response:



Out of 160 emails I landed 17 links: an 11% success rate.

Considering that these were cold emails that asked for a link in the first email, an 11% success rate is pretty amazing.

You may be thinking, "17 links, that's it?"

But remember it's about **quality**, not quantity.



HERE'S WHAT TO DO NEXT

1

Send me a message to my personal email address brian@backlinko.com to let me know what you think of this checklist.



2

[Follow me on Twitter](#) where I share helpful content on SEO, conversion rate optimization and inbound marketing.



3

Pat yourself on the back. You just read a 4-page checklist ;)

