

# How To Navigate Marketing Around Search And Social Algorithms

Neil Patel, NP Digital

**INBOUND 22**

# How To Navigate Marketing Around Search And Social Algorithms

— Neil Patel

Over the years search engine algorithms have gotten harder to crack. At the same time, social media platforms have reduced your organic reach. Learn how you can beat search and social platforms as well as how you can leverage unconventional marketing techniques to beat your competition.

## NEILPATEL

The Co-Founder  
of NP Digital



- ✓ I've helped companies like **Amazon, NBC, GM, HP** and **Viacom** grow their revenue.
- ✓ I've driven over **1 Billion "wallet-out, ready-to-buy"** visitors to my clients' websites.
- ✓ I've also worked with **Facebook, Microsoft, eBay, Yahoo, Salesforce** and **Intuit**.
- ✓ I was recognised as a **top 100 entrepreneur under the age of 30** by **President Obama**.
- ✓ I also helped **Cheezburger Media** reach **500 million page views** a month



UBERSUGGEST



kissmetrics

QUICKSPROUT

HELLO BAR



We deliver **Search & Performance Marketing** consulting and implementation services for over **492 companies** across **6 countries**.



WesternUnion\WU



DIRECTV



### Awards & Recognition



AMERICA'S  
FASTEST  
GROWING  
PRIVATE  
COMPANIES



SEARCH &  
PERFORMANCE  
MARKETING AGENCY  
OF THE YEAR - 2021



#6 OVERALL FASTEST-GROWING



The Drum  
Awards  
Search  
Winner 2021



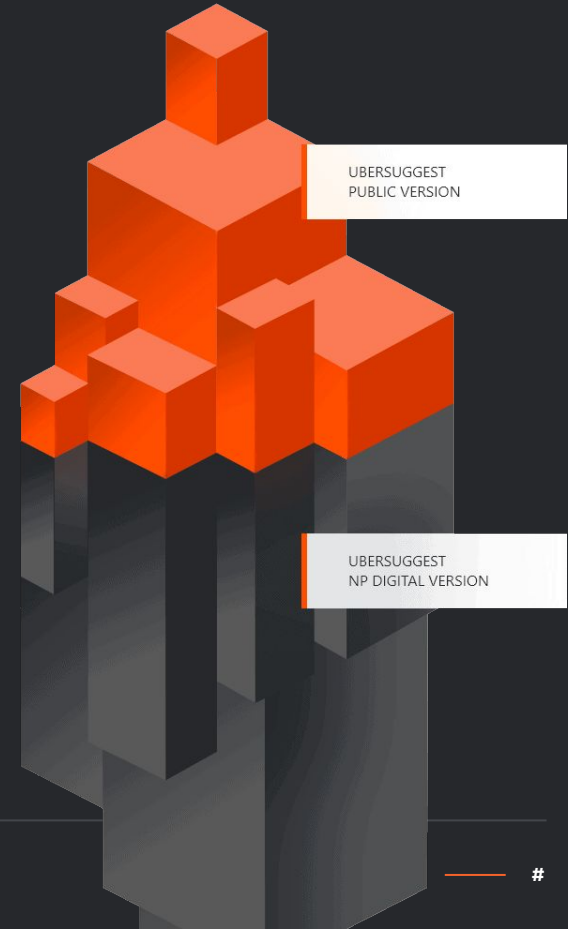
2022



# Ubersuggest

We collect and analyze tons of data and leverage it to ace your digital strategy.

- **30 billion** keywords and their associated data
- **249 countries** with over 185 geo databases
- **900 million** domain profiles
- **50 trillion** rows of backlink data
- **800 million** mobile SERPs
- **500 TB** of raw data



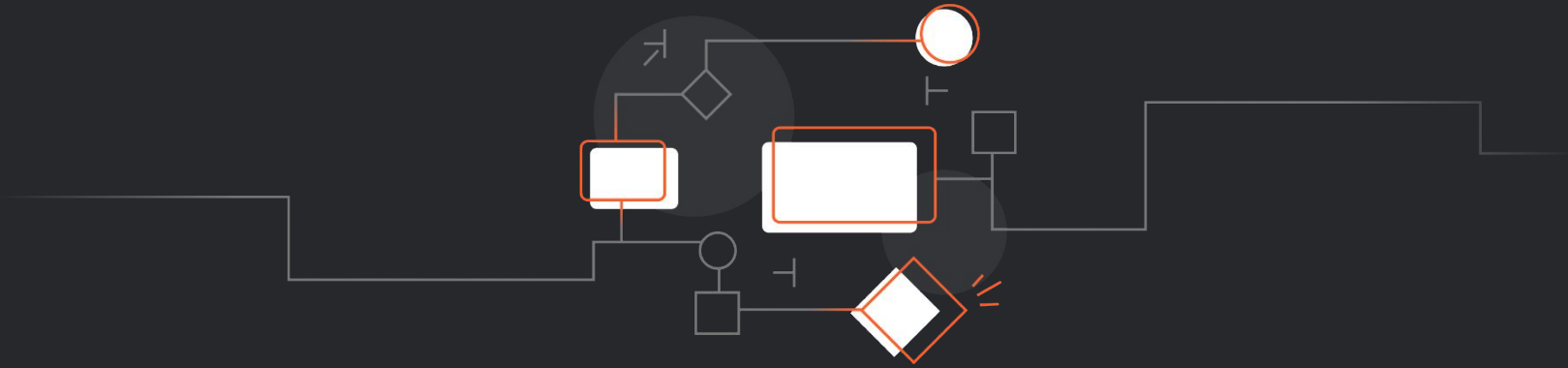
# Imagine...

...being shown every post from all social media accounts you follow.

...watching videos without any recommendation on what to watch next.

... or browsing the internet without a classified index based on your search intent.





Would you prefer living  
without **algorithms?**



In other words...

We **LOVE** algorithms.

What we don't like about them is the lack of transparency... but that is part of the game.





# The question of "Why is my organic reach limited?" is solved:



Help Center

[Policies and Reporting](#) > [About our Policies](#)

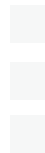
## Does it cost money to use Facebook?

No, we don't charge you to use Facebook. Instead we charge advertisers to show ads on the Facebook family of apps and technologies. This helps us make Facebook available to everyone without charging people for access to it.



According to Jay Baer, Facebook organic reach declines as it's stock price rises:





The question is:  
**How do you  
navigate this?**



The Real Solution

# CRACK THE ALGO

Reinventing the solutions to the same old  
problems...

The Real Solution

# CRACK THE ALGO

$$S = AS \times (L + WPCI)$$

We discovered this formula that has been consistently helpful for increasing our reach, engagement, and overall success. Try it out!

$$S = AS \times (L + WPCI)$$

Success = Algorithm signals × (Learnings + What people can't ignore)



Take what you know about algorithms, MULTIPLY it by what you already know works for you or your competition PLUS something hyper relevant now.

**Let's breakdown this formula.**

$$S = AS \times (L + WPCI)$$

Success = Algorithm signals × (Learnings + What people can't ignore)

This is what everybody knows. You must know them for the formula to work!



### Signals we know about **Google** algorithms:

- External links matter
- Internal links matter
- Keywords matter
- Search intent matters
- Content quality matters
- Content thoroughness
- On page matters
- Technical matters
- Site speed matters
- Etc...



### Signals we know about **Instagram** algorithms:

- Post format matters
- Frequency matters
- Engagement matters
- New Feature matters
- User Activity matters
- Best hours to post
- Interaction history
- Time sensitive
- Hashtags matters
- Interactive: polls, sliders, carousel



### Signals we know about **YouTube** algorithms:

- User watch history and action
- Watching time
- Interest in watching the video
- View duration
- Topical interests
- Competition performance
- Relevancy to the current season
- Etc...



### Signals we know about **TikTok** algorithms:

- Video likes and shares
- Accounts followed
- Comments posted
- First few seconds
- Keyword-rich captions
- Content created
- Videos completed
- Favorited videos
- Etc..







### Signals we know about LinkedIn algorithms:

- Comments can make will go viral
- LinkedIn loves video content
- Fresh features are favored by the LinkedIn algorithm
- Punchy, text-based posts with no links, with just advice.
- Your employee's activity on LinkedIn has a direct impact on your brand's reach.



### Signals we know about Facebook algorithms:

- Interactions from followers
- Overall engagement
- Video content drives higher engagement and interactions
- Prefer native video is on Facebook
- Facebook rewards organic reach to posts that drive discussion and hold users' attention
- Drive discussions before dropping links
- Etc...



"As algorithms are constantly evolving you need to have a test and analysis mindset, so you can discover super relevant signals that other people don't know yet."

**This is when you gain a temporary advantage over your competitors...**

**Until they discover this too!**

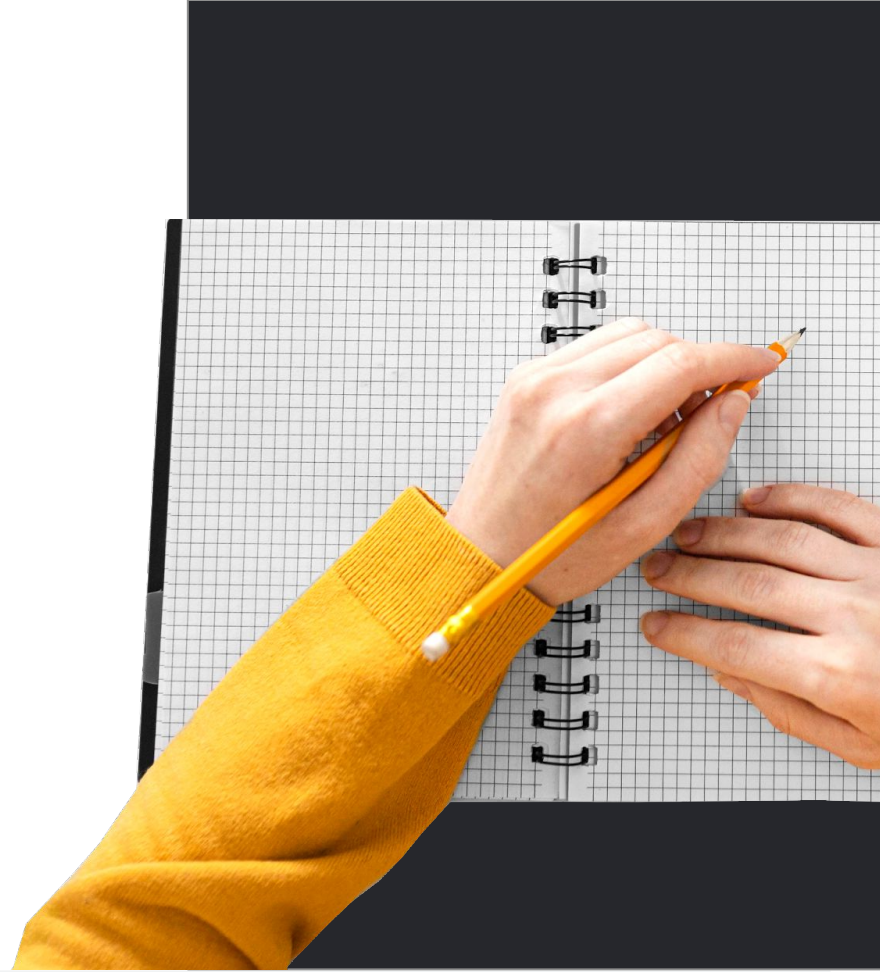
$$S = AS \times (L + WPCI)$$

Success = Algorithm signals \* (Learnings + What people can't ignore)

This is how you keep  
evolving overtime.

# Your Learnings

- Know your audience and your Ideal Customer Profile (survey them, often)
- Best content
- Best time to post
- What your audience wants
- Your best selling product
- Your marketing seasonality
- Etc..



$$S = AS \times (L + \text{WPCI})$$

Success = Algorithm signals \* (Learnings + What people can't ignore)

This is what will make you  
unique and stand out.



## Be so relevant that people can't ignore you.

- Deliver free tools / buy other tools;
- Win awards to attract different audiences;
- Build your own audience and community.

**Build your brand!** Be self reliant.  
Not fully rely on **Google** or any  
**social platform...**

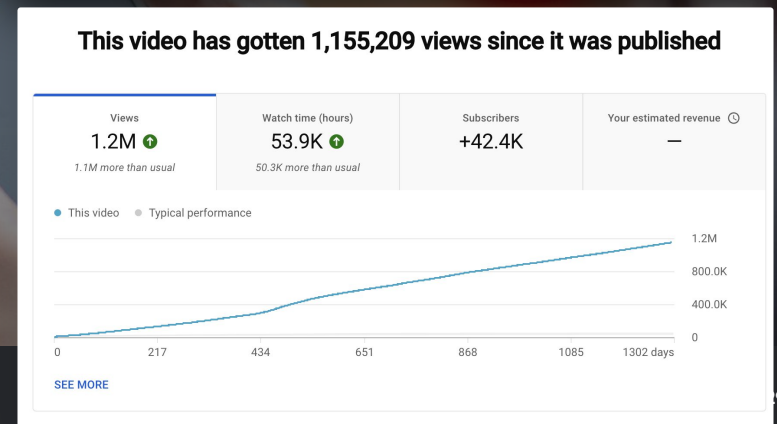
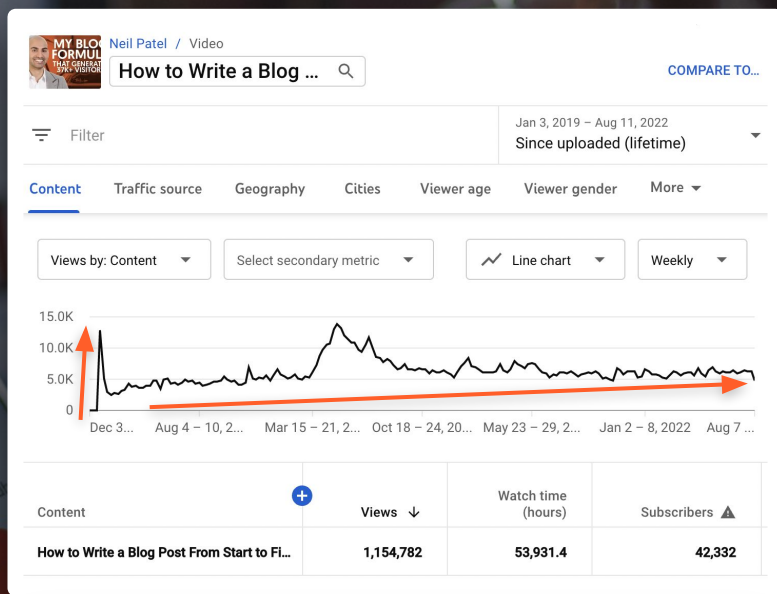
This is how you beat  
each **algorithm**

# YouTube

YouTube's algorithm is the opposite of Google's. In other words: slow and steady doesn't win the race.

**In the first 24 hours** of a video being published you need to gain as many views as possible.

The easiest way to do this is through push notifications, email blasts, and sms blasts.



# LinkedIn

According to Omni Core Agency, less than 1% of LinkedIn users create and share content.

So creating and publishing content puts you ahead of the competition.

But with LinkedIn that's not enough. They **focus on comments** more than anything else.

Within the first 4 hours of your post being live you need engaging comments. You can get these by creating a social media ring.

## Top engagement demographics

Job titles

Founder - 8%

Co-Founder - 5%

Digital Marketing Specialist - 4%

Digital Marketing Manager - 3%

Marketing Manager - 3%

Neil Patel posted this



The Future of Content Marketing: It's Not What You Think

Neil Patel on LinkedIn

November 6, 2018

1,742 · 208 comments · 408 shares

19,264 views of your article

1,742 · 208 comments · 408 shares

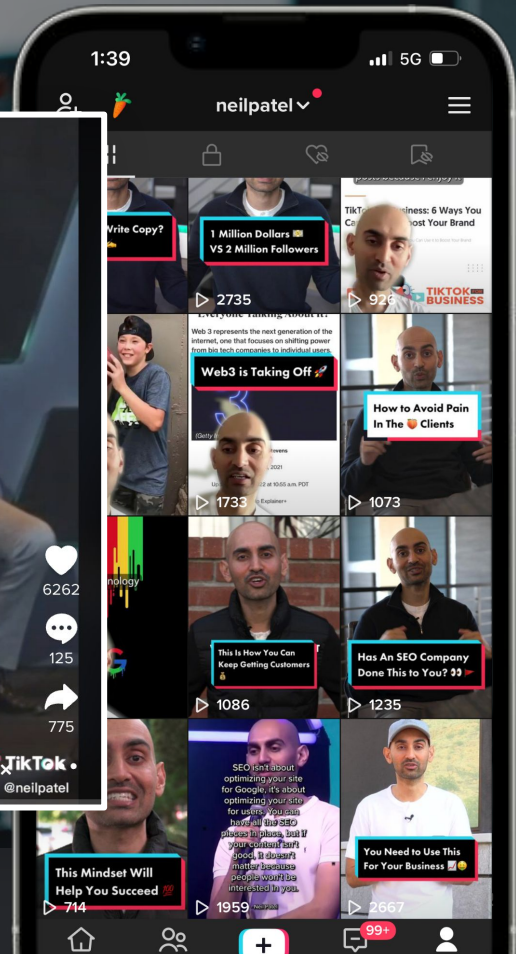
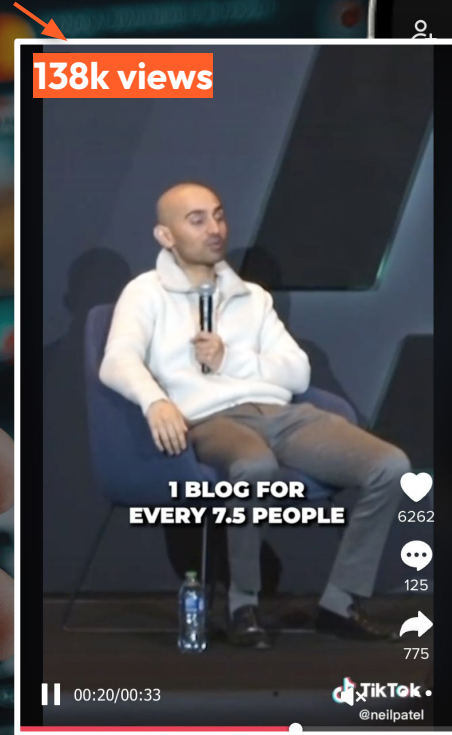


# TikTok

TikTok is just like LinkedIn, they want comments and **lots of comments**.

My TikTok video on podcasting had 138k views. Why? Because someone left a comment on how podcasting is saturated and how I was wrong.

Encouraging comments is a great way to win on TikTok.

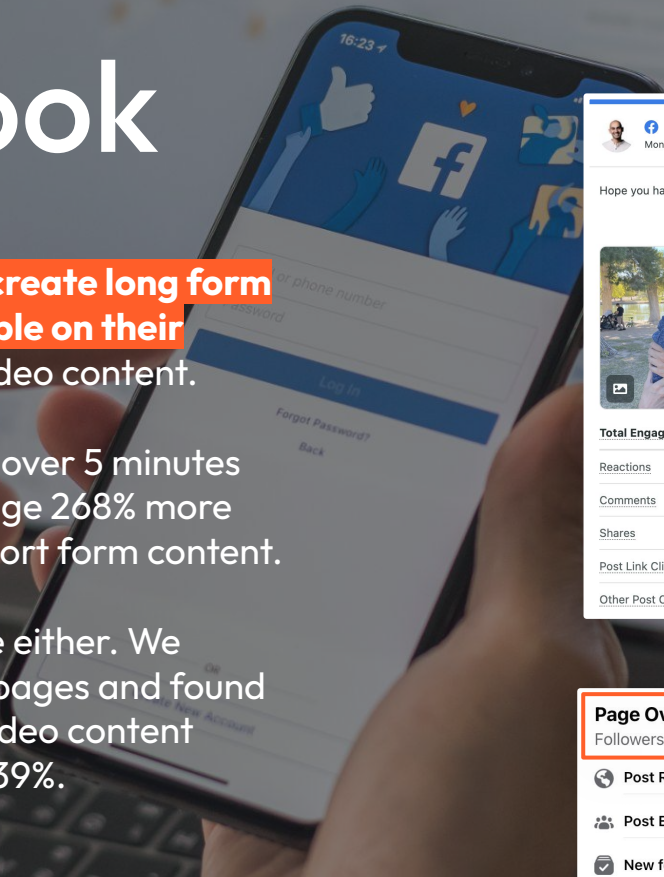


# Facebook

Facebook wants you to **create long form content that keeps people on their platform**. And ideally video content.

My video content that is over 5 minutes long generates on average 268% more engagement than my short form content.

It's not just with my page either. We analyzed 939 company pages and found that their longer form video content performed better by 81.39%.



Total Engagements	17,224
Reactions	6,475
Comments	224
Shares	16
Post Link Clicks	—
Other Post Clicks	10,509

Total Engagements	7,798
Reactions	3,351
Comments	189
Shares	156
Post Link Clicks	—
Other Post Clicks	4,102

<b>Page Overview</b>	Last 28 days
Followers: 1,085,441	
Post Reach	282,483
Post Engagement	280,618
New followers	2,219

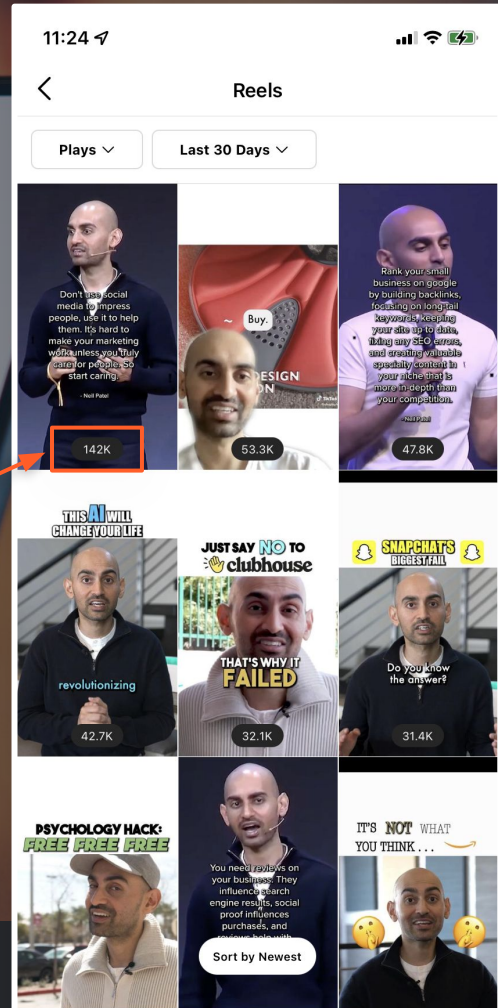
# Instagram

According to Earth Web, Instagram has seen a 17.6% decrease in users creating live content.

And 80% of users prefer live content over reading a blog post.

According to Growthoid, live video is expected to grow by 15x from what it is in 2022.

To do well on Instagram **create live content at least twice a week**. Instagram users crave live content but fewer people are delivering it.



# Google

One of the largest factors in Google's algorithm is brand queries. When more people search for your "brand" on Google, it shows you have loyalty and you are less likely to create false information or fake news.

Releasing free tools is a great way to do this.

Performance on Search results

Search type: Web Date: Last 3 months Query: +seo

Top queries

QUERIES	PAGES	COUNTRIES	DEVICES	Clicks	Impressions
ubersuggest				1,053,598	1,501,640
neil patel				91,509	180,234
ubbersuggest				68,259	95,018
uber suggest				45,958	74,135
blogging				26,983	411,250
neilpatel				25,527	36,181

Performance on Search results

Search type: Web Date: Last 3 months Query: +seo

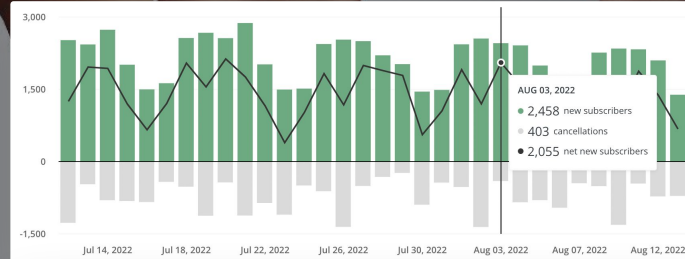
Top queries

Top queries	Clicks	Impressions
seo analyzer	7,148	49,634
seo checker	6,570	153,058
seo	6,470	1,979,744
neil patel seo	5,625	10,755
what is seo	4,465	269,188
seo audit	1,785	143,902
seo analysis	1,606	57,289
seo check	1,471	72,382
off page seo	1,411	53,422
website seo checker	1,303	41,228

And if you want to keep  
winning you need to build  
your own community...

# Community building

NOTIFICATION	SEGMENT	# SENT	# CLICKS	CTR
Why I Speak at Conferences for Free Now Aug 11, 2022 at 12:18 PM	-	3,569,217	1,463	0.26%
10 Secrets to Maximum ROI for Your Paid Ads Transform your Paid Media ads from forgetta... Aug 10, 2022 at 05:54 PM	-	2,055,957	1,697	0.51%
7 Strategies That Will Get Powerful Results Learn how to build your brand, target your au... Aug 9, 2022 at 11:43 AM	-	2,161,812	1,525	0.43%
How billion dollar businesses do marketing 7 Marketing Lessons Learned from Billion Doll... Aug 9, 2022 at 10:08 AM	-	2,073,757	2,120	0.6%
Do you want more links? SEO For Beginners – The Easiest Way to Build ... Aug 8, 2022 at 01:20 PM	-	2,248,534	5,942	1.65%
Why we Acquired Answer the Public Here's why I bought Answer the Public Aug 6, 2022 at 12:10 PM	-	2,072,297	2,515	0.71%
My Biggest Marketing Win This is what you need to do to win Aug 4, 2022 at 11:19 AM	-	2,252,998	1,987	0.54%
Do you want a higher domain authority? Do this to grow your domain authority Aug 2, 2022 at 10:07 AM	-	2,058,641	6,836	1.83%
How to Improve Communication With Your C... How to Improve Communication With Your C... Aug 1, 2022 at 12:14 PM	-	2,278,821	2,393	0.62%
How to Create the Perfect Tweet Storm Here's how you get more Twitter love Jul 30, 2022 at 11:39 AM	-	2,247,274	1,861	0.51%
Do you want to build a big company? 7 Marketing Lessons Learned from Billion-Dol... Jul 28, 2022 at 12:08 PM	-	2,293,446	5,315	1.4%



<b>798K</b>	<b>39.70%</b>	<b>3.60%</b>
TOTAL SUBSCRIBERS	AVG OPEN RATE	AVG CLICK RATE

All broadcasts 977 | Drafts 26 | Processing 2 | Queued 0

**LIVE Webinar with 10 high-ROI Paid Media tips**  
 Completed Aug 11, 2022 at 8:57pm EDT  
 795K Recipients • 28.8% Open Rate • 1.5% Click Rate • 11,775 Clicks • 1,032 Unsubscribers

**7 Marketing Lessons Learned from Billion Dollar Companies You've Never Heard Of**  
 Completed Aug 09, 2022 at 8:12am EDT  
 792K Recipients • 32.8% Open Rate • 1.1% Click Rate • 8,978 Clicks • 1,411 Unsubscribers

**Why I Acquired Answer the Public**  
 Completed Aug 06, 2022 at 11:15am EDT

# Leads

## Contact pages

One of the most common ways to generate consulting inquiries.

**Overall conversion rate: 1.5%**

**Lead volume: low**

**Lead quality: high**

NP digital / Global -

CONTACT US

## See how we can grow your traffic!

★★★★★ 4.7 of 5 (1024 reviews)

If you have big goals, we want to help. See how we can help you hit your targets quarter-after-quarters. What you can expect from us:

- **Opportunity sizing.** Get an estimate of the amount of traffic available across channels including SEO, content marketing, and paid media.
- **Strategy.** How you outmaneuver competitors and claim the highest traffic opportunities.
- **Execution.** See a game plan and budget for getting measurable results, fast.

Work Email  [WORK WITH NEIL](#)

facebook ebay NBC intuit Google

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< 1 of 3 >

**+70%** INCREASE IN ORGANIC TRAFFIC

"Get detailed step-by-step direction on how to generate massive amounts of SEO traffic for your website. 20 hours of content. Get detailed step-by-step direction on how to generate massive amounts."

Sunny Choudhary  
Founder of PortraitFlip

# Leads

## Quiz

Highly engaging way to generate leads; they increase audience excitement by creating anticipation of outcomes.

**Overall conversion rate:** 1%

**Lead volume:** very high

**Lead quality:** medium

How much revenue do you generate per year?



We want to give you a plan that is an appropriate scale for your business.



# Leads

## SEO Analyzer (tools)

Creative way to generate leads with help of APIs.

**Overall conversion rate:** 0.5%

**Lead volume:** high

**Lead quality:** medium

## Do you want more traffic?

Hey, I'm Neil Patel. I'm determined to make a business in Your City successful. My only question is, will it be yours?

25.2%

DOWNLOAD STARTS IN THE  
FIRST 6 MONTHS

648%

INCREASE IN PAGE ONE  
RANKINGS

49%

OF ALL VISITORS CAME FROM  
ORGANIC SEARCH

Who Is Neil Patel?



# Leads

## Ebooks

Educational way to generate and nurture leads in all steps of the customer journey.

**Overall conversion rate: 40%**

**Lead volume: medium**

**Lead quality: low**



## FREE GUIDE DOWNLOAD: SEO MADE SIMPLE

The step-by-step guide for improving your rankings and increasing web traffic.

Small and medium business owners are using this actionable SEO guide by Neil Patel to...

- Rank websites on the first page of Google with proven SEO techniques.
- Learn what SEO factors really impact rankings and what's a waste of time.
- Actionable steps you can take today to increase qualified traffic to your website.



Want more of the right people to visit your website?

Enter your information below and we will send you the SEO guide right away.

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="Website URL"/>	<input type="text" value="Email"/>
<input type="text" value="+55"/>	<input type="text" value="Monthly Marketing Budget"/>
<input type="text" value="Annual Revenue"/>	

By clicking the button below, you consent for NP Digital and partners to use automated technology, including pre-recorded messages, cell phones and texts, and email to contact you at the number and email address provided. This includes if the number is currently on any Do Not Call Lists. This consent is not required to make a purchase. Privacy Policy.

# Leads

## Consulting

Problem/solution-related page with a bottom-of-funnel offer.

**Overall conversion rate: 1%**

**Lead volume: low**

**Lead quality: super high**

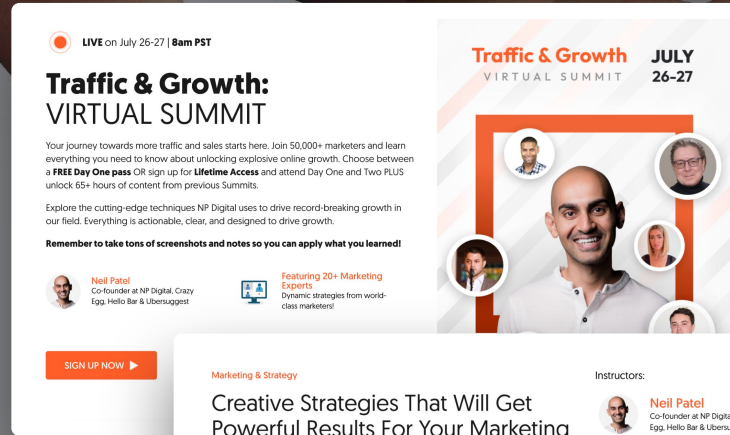
The screenshot displays a landing page for Neil Patel Digital. At the top left, a form titled "Let's Grow Your Traffic!" includes fields for "Email" and "Phone", a "GO" button, and a "BOOK A CALL" button. Below the form is a small disclaimer. To the right, the text "NEIL PATEL DIGITAL" is followed by the headline "See How We Get You Massive Amounts of Traffic". Underneath, a list of services is provided: "SEO | Content Marketing | Paid Search Marketing | Social Media | Analytics | Programmatic Advertising". A bulleted list highlights three key offerings: "SEO - unlock massive amounts of SEO traffic. See real results.", "Content Marketing - our team creates epic content that will get shared, get links, and attract traffic.", and "Paid Media - effective paid strategies with clear ROI".

Below the services list, a statistic states "Join Over 5,000 Companies from Small Business to Enterprise", accompanied by logos for Facebook, NBC, eBay, Intuit, and Google. The main section is titled "Book a Call to Get Your Custom Strategy" and features three service cards: "Site Audit" (with a bar chart icon), "Action Plan" (with a circular flow icon), and "Quote" (with a document icon). Each card includes a brief description of the service. A "BOOK A CALL" button is positioned at the bottom of this section. The footer contains the "NEILPATEL" logo and navigation links for "Privacy", "Get Neil Patel My Site", "Terms of Service", and "High Contrast".

# Leads

**Webinars & Virtual Summits**  
Customer-centric events that drive education and authority.

**Overall conversion rate: 35%**  
**Lead volume: high**  
**Lead quality: low**

A promotional banner for the 'Traffic & Growth Virtual Summit' held in July 2022. It features a central image of Neil Patel and several smaller circular portraits of other speakers. The text includes the event title, dates, and a call to action to sign up now.

**LIVE** on July 26-27 | 8am PST


## Traffic & Growth: VIRTUAL SUMMIT

Your journey towards more traffic and sales starts here. Join 50,000+ marketers and learn everything you need to know about unlocking explosive online growth. Choose between a **FREE Day One pass** OR sign up for **Lifetime Access** and attend Day One and Two PLUS unlock 65+ hours of content from previous Summits.

Explore the cutting-edge techniques NP Digital uses to drive record-breaking growth in our field. Everything is actionable, clear, and designed to drive growth.

**Remember to take tons of screenshots and notes so you can apply what you learned!**

 **Neil Patel**  
Co-founder at NP Digital, Crazy Egg, Hello Bar & Ubersuggest

 **Featuring 20+ Marketing Experts**  
Dynamic strategies from world-class marketers!

**SIGN UP NOW ▶**





**Marketing & Strategy**

### Creative Strategies That Will Get Powerful Results For Your Marketing and Sales Teams

Learn how to build your brand, target your audience more effectively, and align your marketing and sales teams for sky-high ROI. Watch our on-demand webinar now, presented with NP Digital!

**WATCH NOW ▶**

**Instructors:**

-  **Neil Patel**  
Co-founder at NP Digital, Crazy Egg, Hello Bar & Ubersuggest
-  **Kristen Shaw**  
VP marketing NP Digital
-  **Heidrun Luyt**  
Global CMO at PipeDrive
-  **Brendan Burnett**  
CEO at Saleshive




**CRO - Conversion Rate Optimization**

### 7 Tactics To Convert Visitors Into Paying Customers

Your audience is out there — and it's time to make them notice your brand. Convert leads into loyal customers with Neil Patel's 7 must-see tips!

**WATCH NOW ▶**

**Instructors:**

-  **Neil Patel**  
Co-founder at NP Digital, Crazy Egg, Hello Bar & Ubersuggest
-  **Jonathan Callahan**  
CRO Manager at NP Accel
-  **Ryan McHugh**  
Director, CRO NPd

# Leads

## Co-marketing

Partnering with good brands to generate more value and reach different audiences.

**Overall conversion rate:** depends

**Lead volume:** depends

**Lead quality:** depends

NP digital ★ Trustpilot





On Demand Webinar

## 7 Ways to Use Your Online Reputation to Get More Traffic, Leads, and Sales

Manage your reputation to perfection with 7 must-see strategies from our webinar, presented with Trustpilot!

WATCH NOW ▶

Your instructors:

-  **Neil Patel**  
Co-founder at NP Digital, Crazy Egg, Hello Bar & Ubersuggest
-  **Alicia Skubick**  
CMO at Trustpilot
-  **Kimberly Deese**  
Digital PR Manager at NP Digital
-  **Chad Frederick Gilbert**  
Senior Director, Content Marketing at NP Digital

# Leads

## Targeted Campaigns

Highly segmented campaigns to reach a specific market niche.

**Overall conversion rate:** 1%

**Lead volume:** low

**Lead quality:** very high

The screenshot shows a dark-themed website for NP Digital. At the top left is the NP digital logo. The main heading is "100% White Label SEO Services". Below it is a paragraph: "Running an agency is hard — so we're making it easier. With competitive and affordable pricing options, NP Digital's White Label SEO services are what you need to put your clients on the map." This is followed by a smaller line of text: "(And get them to the front page of Google)". A prominent orange button says "BOOK A CALL NOW". Below this is a vertical line leading to the text "Your clients are counting on you for results." and "Why not outsource your SEO services to the best in the business?". A large orange line graph shows an upward trend, with the number "1.4 billion" in large orange font. Below the graph, it says "Visitors to our clients' websites." with a small cursor icon. Further down, it states "NP Digital is one of the largest SEO agencies in the world." and "Since launching in 2017, we've grown from a consulting firm to an all-encompassing digital performance marketing agency backed by robust SEO and Content Marketing technology." At the bottom, a small box contains the text: "You don't need 1 billion in search traffic. By instead using data-driven strategies, our SEO services deliver."

Need help with your  
marketing?

NP Digital, where  
companies go to win!

*Thank you!*

Follow me for more: [@neilpatel](#)

