

How FrontPage Data helped Backlinko drive **40K** website visits in the crowded SEO space.



Case Study

The Client

BACKLINKO / Brian Dean



Founded by SEO expert Brian Dean, Backlinko is an online training company that specializes in SEO and Content Marketing courses.

In addition to their training program, Backlinko also consistently produce high-quality and engaging content for their audience of industry leaders.

With newsletter subscribers such as Apple, Disney, IBM, and Amazon, Backlinko is the trusted source for the latest SEO tips, strategies, and techniques.

87.8K

Followers on Twitter

110K

Newsletter Subscribers

200K

Unique visitors per month

The Challenges

Standing Out

With millions of blog posts published daily, it can be very difficult to stand out from the crowd and establish thought leadership - especially in the highly saturated SEO space.

Pressure to Publish

Audiences now expect fresh and cutting edge content daily, making it extremely difficult to keep up with demand in terms of quality and quantity.

The Solution

A data-driven piece of content

Always seeking ways to bring innovative and high-quality content to the Backlinko community, Brian was happy to let FrontPage Data take the lead and develop a data-driven article for his blog.

Here's the process:

1. Idea Generation and Exploration

FrontPage Data began by generating and validating multiple content ideas and research questions relevant to Backlinko's audience. This helped to identify the most qualified opportunities in the data before deciding on a specific direction.

With access to Backlinko's site data, explorative as well as more advanced statistical techniques were carried out to validate first assumptions.

Once all assumptions were verified, a final research question was agreed upon:

- **How factors such as title tag length, sentiment and meta descriptions affect organic CTR.**

2. Full Data Analysis

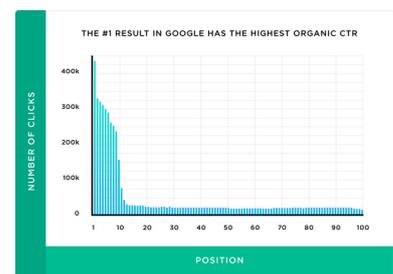
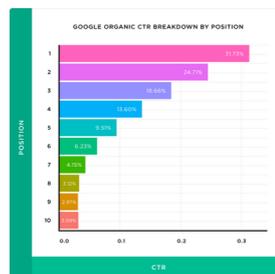
Next, it was time for the full data analysis which required bringing in more data points from third-party websites.

To access the Click-Through-Rate data from the other sites, Google Search Console API was used allowing FrontPage Data to conveniently query website data. A statistical programming language was utilized to do the analysis and generate the html report.

3. Interpretation and Visualization

After the analysis was completed, FrontPage Data helped to interpret and visualize the results.

Key findings and graphics were provided to accompany the html report; making it easy for Brian to understand the findings and draft an article in his own words. A full methodological section was also provided for Backlinko's readers interested in a more in-depth explanation of the research process and purpose of the study.



4. Follow-up

After the article was published on the Backlinko blog, FrontPage Data was on-hand to help answer any technical questions commentators had about the methodology and analysis; giving Brian an added level of reassurance and support.

Read the published article on Backlinko's blog [here](#).

“ I am super happy with the study that FrontPage Data conducted for us at Backlinko. From collecting and analyzing the data, to bringing the data to life, they provided unique data that provided a ton of value to the SEO community. I would definitely recommend working with them.



The Result

40K website visits and 5K shares

After the article was published on the Backlinko blog, it drove nearly **14K website visits** on the first day alone and **40K visits** within the first week. It also gained considerable traction on social media, particularly Twitter, with several high-profile accounts commenting on the study.

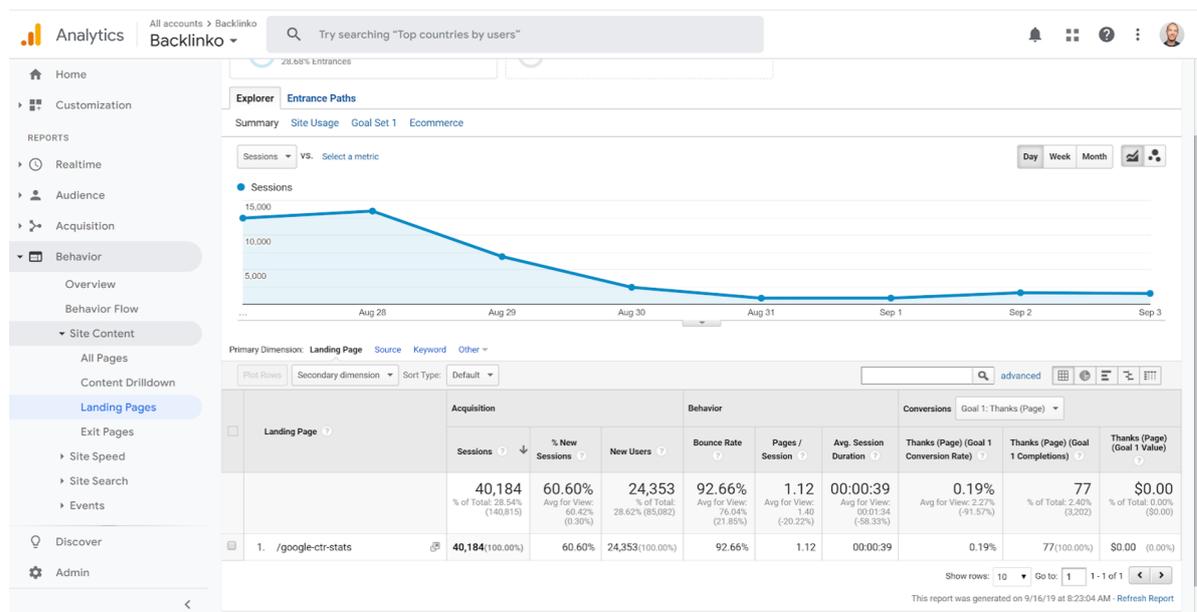
Here's a full breakdown:

On-Page

402 on-page comments and **4,480 shares** directly from the website - a much stronger performance compared to Backlinko's previous 10 articles.

Website

40K visitors in the first week, with **24K** being new visitors.



Social

On **Twitter**, the article gained 1.7K likes, 821 retweets, and 68 comments, **making it one of Backlinko's most successful tweets to date in terms of engagement.**

The article was also well received among leaders within the SEO community; drawing the attention of Rand Fishkin and Jason Acidre.



1.7K
Likes

821
Retweets

68
Comments



"Superb report. Every marketer should read it"

Rand Fishkin

428.5K Twitter followers
Founder, Moz



"Useful insights from this massive study by @Backlinko on organic CTR"

Jason Acidre

13K Twitter followers
Founder, Avaris

The piece was also ranked as the **second highest trending article** on **Sparktoro** for the month of August, 2019.



Within a short week, the data-driven article became one of the most successful pieces of content Backlinko has ever published.



The team of experts at FrontPage Data helped us to create one of the most successful pieces of content we have ever published. In the first week alone, it drove 40k visits to our website - a true testament to the quality and relevance of their work.



Success Factors

Here's why we are the perfect partners in developing data-driven content for your next blog article, white paper, or newsletter.

Diverse team

Our team consists of economists, statisticians, data journalists, engineers, and analysts; allowing us to build on everyone's strengths to create quality content marketing pieces.

We take the lead

We love helping clients identify their best ideas - and we have good instincts for what will be successful.

We know data can be daunting, which is why we happily guide clients through the process.

Data first

Time and time again, data-driven posts have spread like wildfire, and we are committed to finding the perfect fit between your data and your brand story.



Drive more traffic to your business.

We love data. Let us help you
develop your next data-driven
piece of content.

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 **FrontPage Data**

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