

How to get 6.2M pageviews and 145K followers

By alimese

- Before writing. Preparing for the storm & setting the right engines in place
 - The “second chance” effect. Why pageviews mean nothing
 - To email or not to email
 - Other engines for a stronger “second chance”
 - Business brand vs. personal brand
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 - Business brand vs. personal brand
 - Tech infrastructure check
- Writing. Let's Write. Writing style and essentials of an article that will get huge traffic
 - Write as simple as possible, but not simpler
 - No more than 25 words in a sentence
 - No more than three sentences in a paragraph
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 - No more than three sentences in a paragraph
 - Treat your article like a startup
 - Perfect trio: Long-form, data-backed, and learnings that do the leg work for readers
 - Perfect combo: Curious headline and eye-catching featured image
 - Introduction
 - Body
 - Let the reader breathe
 - Don't use distracting links
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 - End on a high note
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- End on a high note
- Ready to Publish.
 - The art of asking people to recommend or share
 - Sending out the newsletter at peak time
 - Send the first bomb altogether
 - Reproduce the same content on different channels and in different formats
- Post-publishing
 - List your targets
 - No traction, no redistribution
 - Send emails or tweet editors with eye-catching headlines
 - What? You have 42% shares? Stop doing the tactic above
 - Beware of exclusive agreements
 - Decide when to repost on media outlets
 - Multilingual channel
 - Fake redistributors