



Jake Ward

Started an SEO agency in 2019. Making \$20M/yr for Contact.so clients.
Also building: Mentions.so Byword.ai Kleo.so

187k followers • [View Profile](#)

2

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

500

AVG REACTIONS
170 comments

37%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns fast-changing, confusing topics into simple “save-and-share” maps (usually a short checklist plus a clear visual), so people can understand the shift in seconds and pass it to their team. His profile then backs those lessons with strong operator proof and gives one obvious next step (book a call or join a waitlist), so the content drives both trust and conversion without feeling pushy.

FORMAT BREAKDOWN

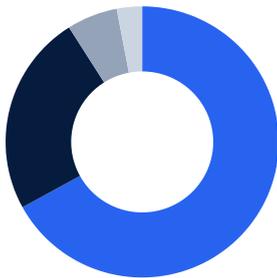


Image	67%	540 avg reactions
Carousel	24%	440 avg reactions
Text Only	6%	440 avg reactions
Video	3%	470 avg reactions

7 Tactics You Can Steal

01 [Turn a confusing change into a simple “level-by-level” map](#)

02 [Start with a big number so people feel the problem fast](#)

03 Use a famous person or big brand moment as your opening scene

04 Write like you're arguing with bad advice, then fix it

05 Sell your product by making the old way look ridiculous

06 Make people comment before you send the link or invite

07 Use a single strong picture more than long slide decks

7 Tactics You Can Steal

1 Turn a confusing change into a simple “level-by-level” map

He takes a messy topic and turns it into a clear path with steps people can follow (like “Level 1, then Level 2...”). This works because readers can instantly place themselves on the map and share it as a checklist. The level-based framework is one of his biggest repeatable winners: 4 posts average about 3.66x engagement, including the overall peak at 7.70x. To copy it, pick one change in your industry, name your map, list the steps in order, and end with one sentence telling people what to do next.

[Example 1 →](#)

[Example 2 →](#)

2 Start with a big number so people feel the problem fast

He often uses a specific number early (a percent drop, a huge daily count, or a price) to make the story feel real right away. That’s why some of his top posts stick: they don’t start with opinions, they start with something you can’t ignore (examples include numbers like 82% drops, 14B searches/day, or prices like \$500/mo and \$2,500/mo). Then he explains what caused it and what to do about it. To copy it, lead with one clear number, explain it in plain words, and give 3–6 concrete actions.

[Example 1 →](#)

[Example 2 →](#)

3 Use a famous person or big brand moment as your opening scene

He grabs attention by starting from a moment people already care about (a big brand shift or a well-known person reacting). It works because the reader thinks, “Wait, what happened?” and keeps reading for the meaning, not just the facts. Then he turns that moment into a short explanation plus a practical list. To copy it, take one timely screenshot/quote, explain the lesson in two sentences, and give a simple checklist people can apply today.

[Example 1 →](#)

[Example 2 →](#)

4

Write like you're arguing with bad advice, then fix it

He doesn't teach from a blank slate—he starts by calling out the wrong advice people are seeing, then replaces it with a clearer plan. This works because readers instantly think of a coworker, a client, or a post they disagree with, which makes them stop scrolling. He also uses this as an easy way to invite discussion: 8 posts use a direct “what do you think?” style question to spark comments. To copy it, quote the bad advice (one line), say why it fails (one line), then give your better checklist and end with one simple question.

[Example 1 →](#)[Example 2 →](#)**5**

Sell your product by making the old way look ridiculous

When he's promoting a tool, he often starts with humor or a strong opinion so the post feels like entertainment first, not an ad. This works because people comment to agree or push back, and the product becomes the “of course” solution at the end. In his dataset, product posts do best when they start with a provocative or emotional hook (6 posts averaging about 1.55x), and they do worst when they read like plain logistics (4 posts averaging about 0.43x). To copy it, pick one old habit in your niche, exaggerate it for laughs, then show your better way and one simple next step.

[Example 1 →](#)[Example 2 →](#)**6**

Make people comment before you send the link or invite

For launches, he often uses waitlists, limited spots, and “comment and I'll DM you” mechanics. This works because it creates urgency (people don't want to miss out) and it creates a natural reason for lots of comments, which helps distribution. Scarcity/waitlist is his main product conversion lever, especially around limited cohorts (like “500 spots”) followed by sold-out proof. To copy it, offer early access or a free resource, set a clear limit, ask for one keyword comment, then DM the link to everyone who asks.

[Example 1 →](#)[Example 2 →](#)**7**

Use a single strong picture more than long slide decks

He relies heavily on single-image posts, and they outperform his other formats in this dataset. Images are the dominant format (67 out of 100 posts) and the best performer by average relative engagement (about 1.59x), while carousels lag (24 posts averaging about 1.03x). This works because the picture communicates the point in one second, and the text adds detail for people who want it. To copy it, turn your idea into one simple graphic (chart, table, or metaphor), then write 8–15 short lines explaining it.

[Example 1 →](#)[Example 2 →](#)

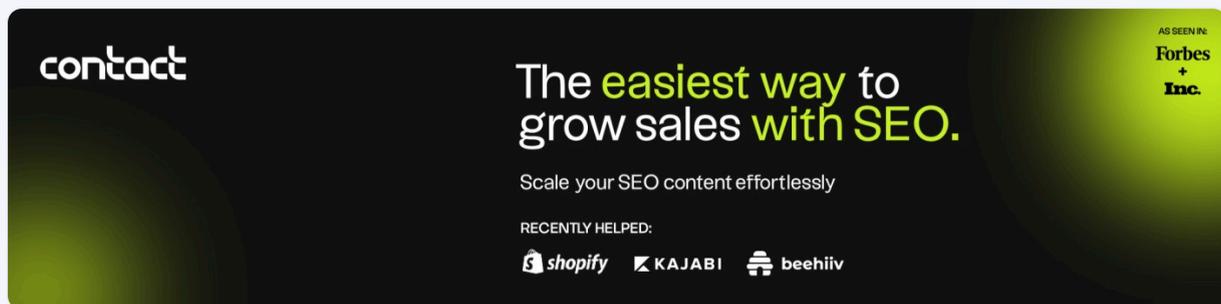
Profile Breakdown

HEADLINE FORMULA

Started an SEO agency in 2019. Making \$20M/yr for Contact.so clients. Also building: Mentions.so Byword.ai Kleo.so

Origin + operator identity ("Started an SEO agency in 2019") → hard proof tied to client value ("Making \$20M/yr for Contact.so clients") → momentum signal (a short list of active products). It works because it's instantly believable (time-in-market), outcome-based (revenue for clients, not vanity metrics), and shows he's actively building—so readers assume the advice comes from real execution.

BANNER STRATEGY



Landing-page style hero: one clear promise (grow sales with SEO), one simple mechanism (scale SEO content), and immediate social proof (recognizable logos + press badges). It works because it makes the offer legible in one glance and reinforces the same "I drive revenue with SEO" story the headline starts—so profile visitors know exactly what to do next.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
AI search + "new SEO" playbooks (frameworks, checklists, trend translations)	48%	This is the main growth engine: nearly half the feed (48%) and the strongest pillar by average performance (about 1.76x). The biggest wins are reusable, named frameworks—especially the level-based "New SEO Game" series (4 posts averaging about 3.66x engagement, including the overall peak at 7.70x). What doesn't work here: terminology/meta debates without a big framework behind them (2 posts averaging about 0.47x).	Post 1 Post 2 Post 3
SEO execution reality (case studies, experiments, and what it really takes)	16%	This pillar performs best when it's grounded in real experiments and outcomes: data-backed case studies average about 1.58x (3 posts). It underperforms when it's generic "tips and hacks" with no real story or proof (4 posts averaging about 0.74x). The recurring winning angle is showing the true scope of the work, so the reader walks away thinking "this is bigger than I expected" (which also supports higher-ticket services).	Post 1 Post 2 Post 3
Product + launch storytelling (Contact, Mentions, Kleo, etc.)	23%	Product posts work when the post starts with tension (a hot take, an emotional moment, or a sharp problem) and the product shows up as the natural answer. Those "provocative hook first" product posts average about 1.55x (6 posts). Straight logistics posts (hiring, "join live," feature-only updates) are the weakest pattern, averaging about 0.43x (4 posts).	Post 1 Post 2 Post 3
Creator growth + building-in-public (systems, partnerships, "edu-sales" mindset)	13%	These posts spike when they're a story with a real payoff and a clear next step (template, webinar, Q&A, etc.): that format averages about 2.19x (4 posts). Long, pure history/timeline posts consistently lag (3 posts averaging about 0.48x). The best-performing angle is "here's what we did, here's the repeatable system, here's something you can use now."	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

Contact.so SEO services (positioned as modern “Search Everywhere” SEO strategy + execution)

Mentions.so (LLM visibility tracking)

Kleo.so (LinkedIn writing/workflow tool)

Byword.ai

Free templates/resources and webinars/events

How They Promote in Posts

He sells after he teaches: most CTAs come at the end of the post, usually as a simple next step after a framework, checklist, or launch story. In the 100-post dataset, posts with an explicit CTA are about 37% (37 posts) and they slightly outperform posts without CTAs on average (1.49 vs 1.39 relative engagement), suggesting his CTAs aren’t hurting reach when they’re downstream of value. A separate count in the broader notes shows a lower CTA share (26%), likely due to a stricter definition of what counts as a CTA—but both views point to the same takeaway: “teach first, then link” works here.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built like a sales page: the headline leads with a clear operator identity and a buyer-relevant outcome metric, the banner repeats one simple promise with strong social proof, the About section builds trust with a detailed founder timeline, and the Featured section gives one obvious action (book a Contact strategy call). That way, even when a post is purely educational, viral traffic still has a clear path to become a lead.

[View Profile →](#)

Top 10 Posts

1



I don't know how to do SEO in 2025

He reframes modern SEO as a simple “levels” game and walks readers from basic fundamentals to newer channels like AI answers, community visibility, and platform-specific search. The post is packed with short, actionable bullets so it reads like a checklist people can save and share. It ends with a soft offer to help teams execute the full plan.

♡ 4169 💬 432 ↻ 829

2



SEO has been dying since 1997.

He takes the common “SEO is dead” claim and shows how often the same panic has repeated over decades. Then he anchors the argument with big market-sized numbers to make the point feel grounded. The closing message is that the channel doesn’t die; it changes shape.

♡ 3704 💬 479 ↻ 492

3



SEO?

He quotes the oversimplified things people say about his craft and contrasts them with the real work required in practice. The body is a dense list of specific tasks and issues, signaling that results come from many moving parts. The image reinforces the same “simple myth vs real complexity” contrast.

♡ 2403 💬 358 ↻ 357

4



Reddit just lost 82% of its AI citations overnight.

He reports a dramatic drop in AI citations and ties it to a business impact narrative, including market reaction and a simple technical explanation. The core point is that “AI visibility” can change overnight even if a company’s community and content haven’t changed. He ends by asking whether this is the first big crisis of this new kind.

♡ 2410 💬 461 ↻ 228

5



In 2023 Jake and I started posting on LinkedIn.

This is written by Lara Acosta and features Jake as part of a multi-year “before to after” story about posting consistently, building relationships, and turning attention into business outcomes. It lists specific behaviors (hooks, networking, swipe files, inbound leads) and ends with a free template offer. The post frames LinkedIn as the channel that turned online connection into a real partnership and product progress.

♡ 2041 💬 702 ↻ 19

6



SEO, AIO, GEO, AEO, SXO?

He starts from "too many new labels" frustration and turns it into a simple translation guide. Each term becomes a practical question a marketer can ask, and the infographic provides a reference-style breakdown. The overall message is to expand thinking beyond rankings into AI visibility and user conversion.

♡ 2032 💬 237 ↻ 360

7



"I don't know how to do SEO in 2026"

He repeats the same level-based roadmap concept, updated for a new year, and adds more action-focused bullets for AI and LLM visibility. The post blends familiar basics with new distribution surfaces so it feels relevant to both beginners and experienced marketers. It ends with a direct offer to help implement the strategy.

♡ 1850 💬 260 ↻ 311

8



I can't stop thinking about this Tweet.

He uses a popular tweet as a cultural hook to frame a bigger shift in how people search and learn. Then he delivers a numbered list of practical tips for being visible inside AI answers, including both brand signals and technical steps. The post ends by pointing readers toward a tool/waitlist that matches the problem discussed.

♡ 1800 💬 309 ↻ 68

9



SEO is not a one-person job.

He argues that teams often expect one hire to cover an unrealistic list of skills, then proves it by listing the many distinct jobs SEO usually includes. The punchline is a simple reframe: if you want all of that, you're hiring a team, not a person. The image shows the same point with an easy-to-grasp metaphor.

♡ 1574 💬 250 ↻ 157

10



THIS NEEDS TO STOP.

He uses a sarcastic rant to poke fun at manual content creation and position speed and tooling as the new advantage. The post anticipates the "authenticity" objection and argues for a middle ground where quality doesn't require slow workflows. The product is implied as the faster alternative.

♡ 1311 💬 638 ↻ 19