





#### ABOUT ME

- President & Founder of Crush The Rankings
- Search Engine Land Author
- SEO Training
- Algorithm Penalty Recovery
- FSU Alumni + MBA
- Professor at Front Range Community College

## ABOUT THIS SESSION:

During this module, you will learn recent changes from Google, what new benchmarks and metrics have been introduced, how to determine if your website is compliant and, if not, how to clean the website up to meet, or exceed, all known benchmarks. After this session, you will have a solid foundation and understanding on how to audit and analyze your website to get it to peak performance and ready for 2023 and beyond.

# Download workbook: taylorslides.com

## SEO



What I think I do



What my friends think I do

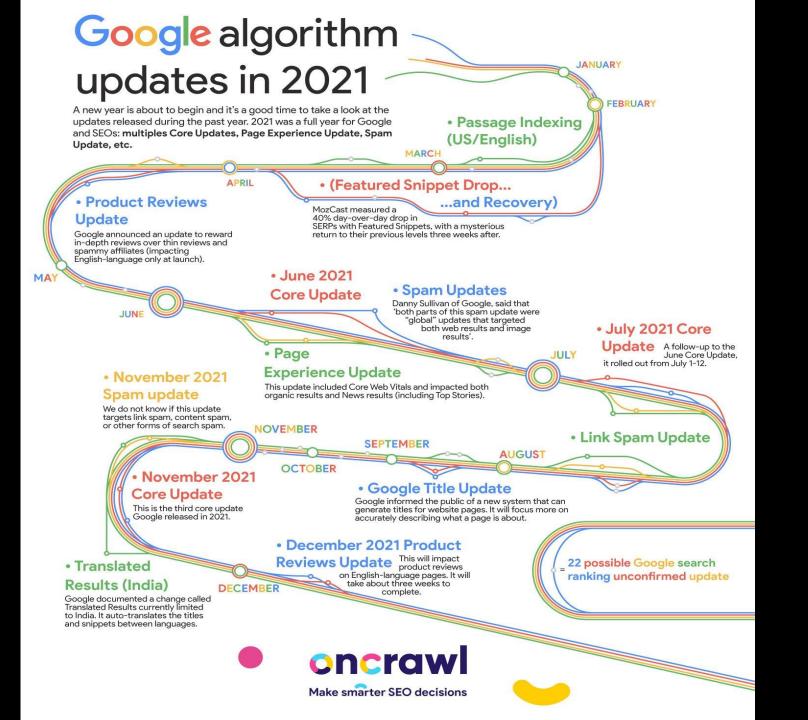


What my mom thinks I do



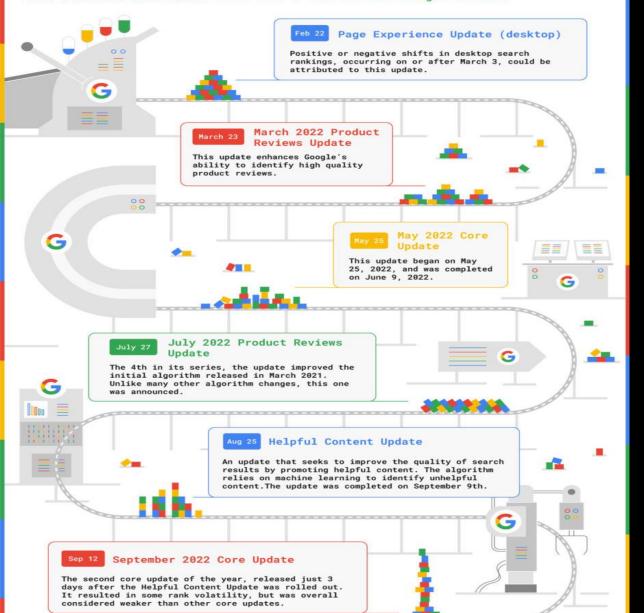
What I actually do

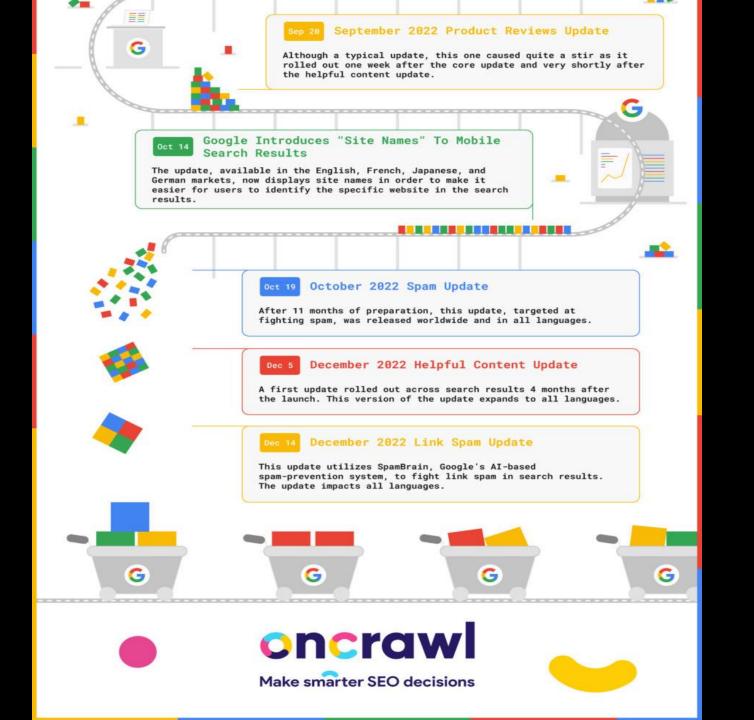




#### Google 2022 Updates

As SEOs, Google updates are a part of the job that can't always be anticipated and most certainly can't be controlled. The Google updates came at quite a quick pace this year; some we are used to seeing, others had the SEO community more concerned than usual. Let's take a look at what changed in 2022.

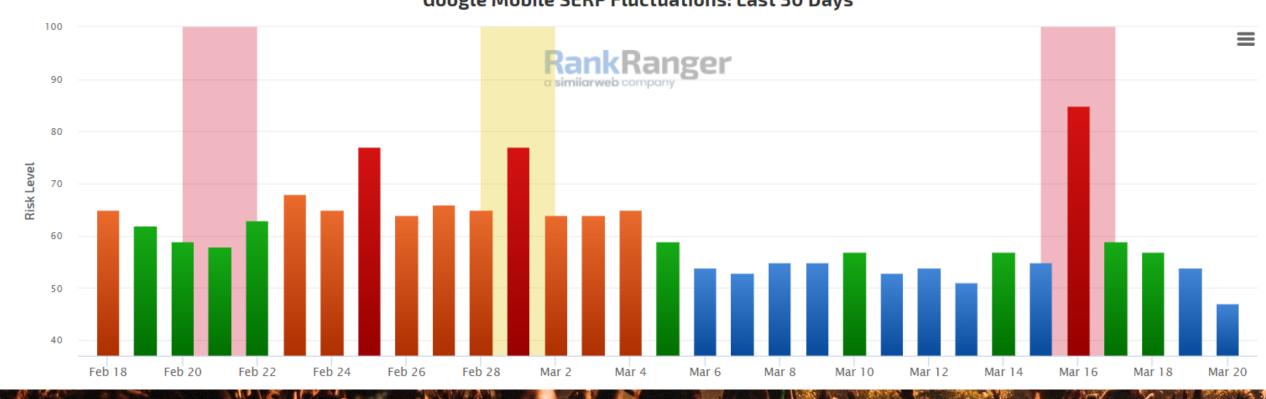




### FREE TOOLS TO CHECK SERP VOLATILITY

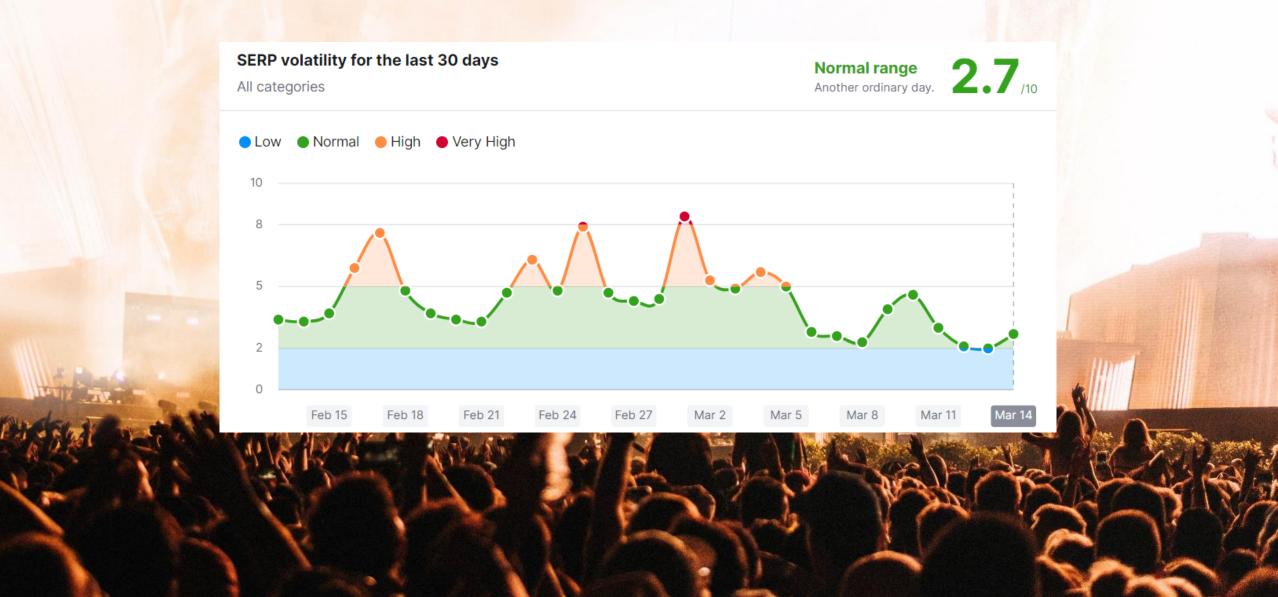
https://www.rankranger.com/rank-risk-index

#### Google Mobile SERP Fluctuations: Last 30 Days



### FREE TOOLS TO CHECK SERP VOLATILITY

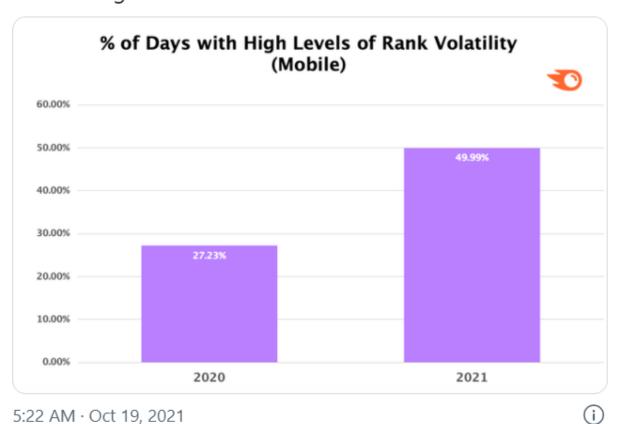
https://www.semrush.com/sensor/





But what about mobile?

Looking at just "high" levels of volatility (again high being 5/10 - 8/10 on the Sensor)... we're already at about 50% of 2021 being volatile!



Replying to @MordyOberstein

Year-over-year that's a dramatic 84% increase in the instances of high rank volatility!

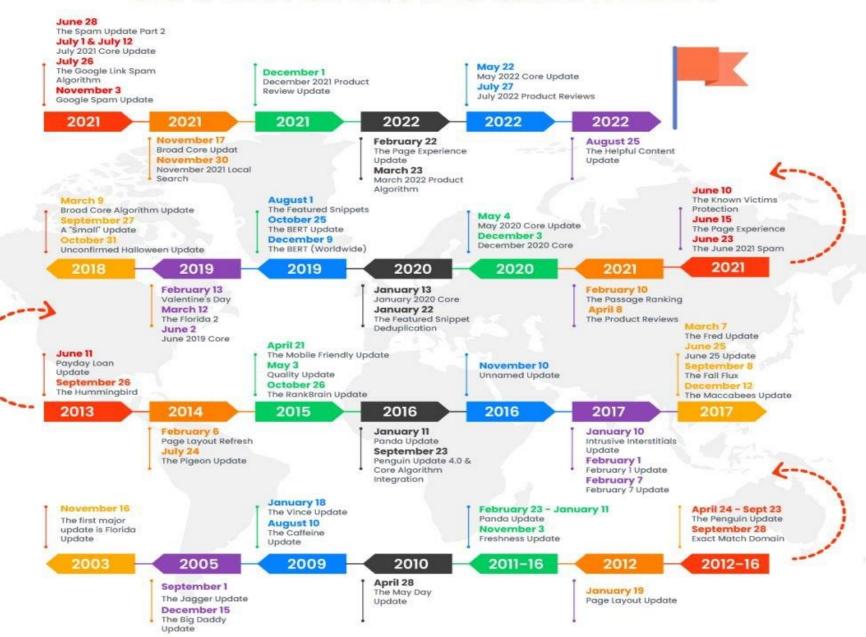


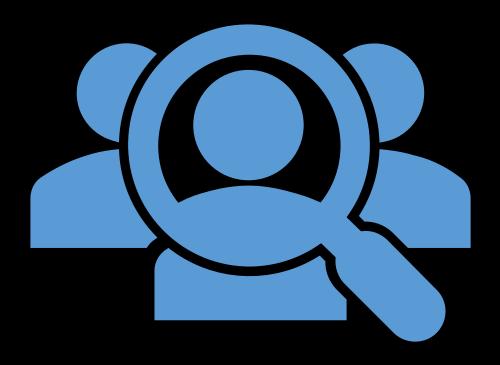
+84%

Mobile (High Volatility)

#### HERE IS THE COMPLETE HISTORY OF VITAL

#### **GOOGLE UPDATES SINCE 2003**





#### Algorithm Update Resources

- Google Search Quality Raters Guidelines <u>https://services.google.com/fh/files/misc/hsw-sqrg.pdf</u>
- Official List of Google Updates (Confirmed): <a href="https://developers.google.com/search/updates/ra">https://developers.google.com/search/updates/ra</a> <a href="https://developers.google.com/search/updates/ra">https://developers.google.com/search/updates/ra</a>
- Rank Rangers Sensor: https://www.rankranger.com/rank-risk-index
- SemRush Sensor: <a href="https://www.semrush.com/sensor/">https://www.semrush.com/sensor/</a>
- Google Helpful Content Update: <u>https://developers.google.com/search/blog/2022/08/helpful-content-update</u>
- March 2023 Core Update: <u>https://www.seroundtable.com/google-march-2023-core-update-35061.html</u>

Non I.T. person: What's it like working in SEO?

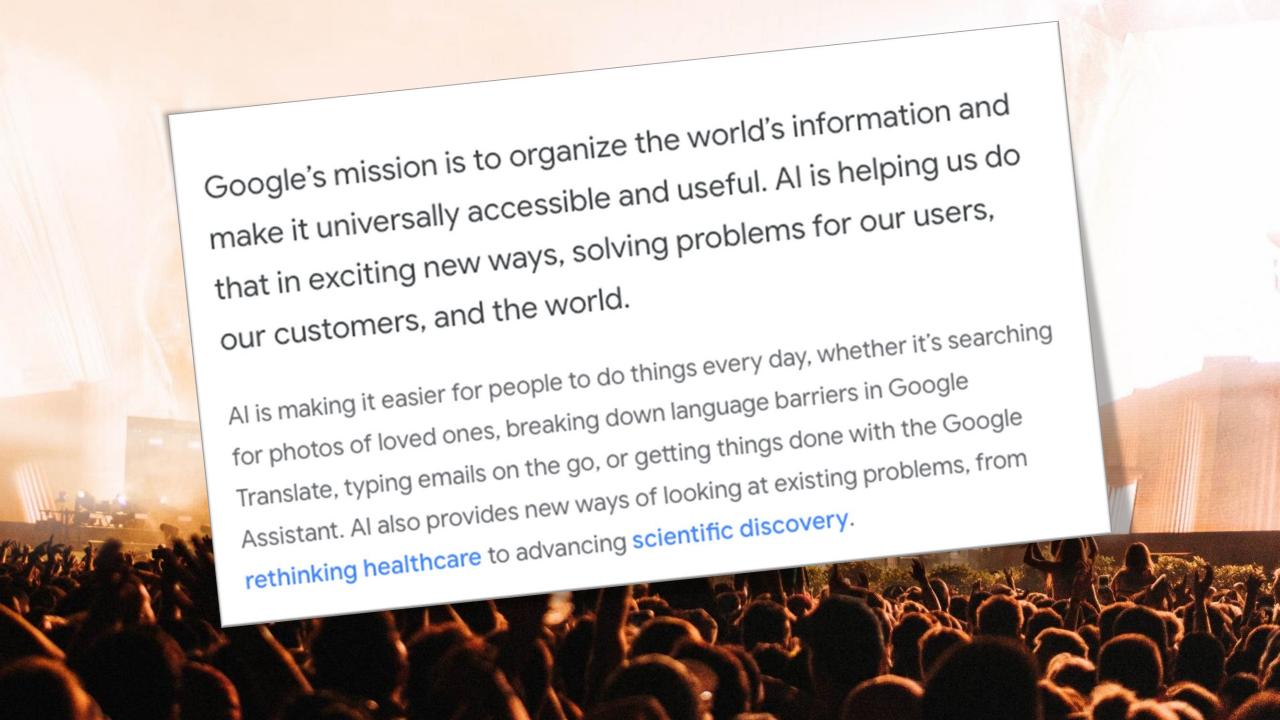
Me: Imagine a merry-go-round

Non I.T. person: Sounds fun

Me: i'm not finished









kiss concert

Shopping









Wed, Jun 1 Dortmund, Germany 6:00 PM Antwerp, Belgium Mon, Jun 6 Antwerps Sportpaleis

Hamburg, Germany Mon, Jun 13 8:00 PM Barclaycard Arena

Helsinki, Finland Hartwall Arena

Mon, Jun 20

Frankfurt, Germany Festhalle Messe Frankfurt

Fri, Jun 24

Łódź, Poland Atlas Arena

Fri, Jun 3 9:00 PM

■ News

Paris, France Tue, Jun 7 8:00 PM AccorHotels Arena

Johanneshov, Sweden Tele2 Arena

Tools

Sat, Jun 18

Gothenburg, Sweden Scandinavium

Wed, Jun 22 7:30 PM Vienna, Austria Wiener Stadthalle

Sun, Jun 26

Zunch, Sw Hallenstac

Santa Coli

Poro de Ca

Feedback

https://www.kissonline.com

KISS Online :: The Final Tour Ever - Kiss End Of The Road ...

Images

KISS Online: The Official KISS Website.

Tour Dates · Kiss · KISS Army · Join The Kiss Mailing List

https://www.kissonline.com > tour

#### Tour Dates | Upcoming KISS Tour and ... - KISS Online

Mark G Etess Arena at Hard Rock Hotel & Casino. Atlantic City, NJ. Tickets · VIP · RSVP. Aug22.

Xfinity Center, Hartford, CT, Tickets - VIP - RSVP, Aug25 ...

Wed, Aug 18 Xfinity Center

Thu, Aug 19 Darling's Waterfront Pavilion

Sat, Aug 21 Mark G Etess Arena at Hard ...

https://www.ticketmaster.com > Concert Tickets > Rock

#### KISS Tickets, 2021 Concert Tour Dates | Ticketmaster

Buy KISS tickets from the official Ticketmaster.com site. Find KISS tour schedule, concert details, reviews and photos.

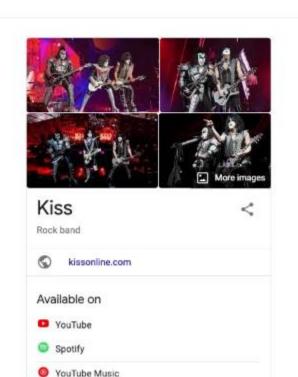
Wed, Aug 18 KISS: End of the Road World ...

Thu, Aug 19 KISS: End of the Road World ...

Sat, Aug 21 An Evening With: KISS

www.songkick.com » artists » 337267-kiss

Kiss Tickets, Tour Dates & Concerts 2022 & 2021 - Songkick



More music services

#### Main content

- Google wants to know how words and concepts are related to each other.
- What words are closely related to other words (i.e. word embedding)?
- Related entities are important.
- Focus on structure, readability and context.

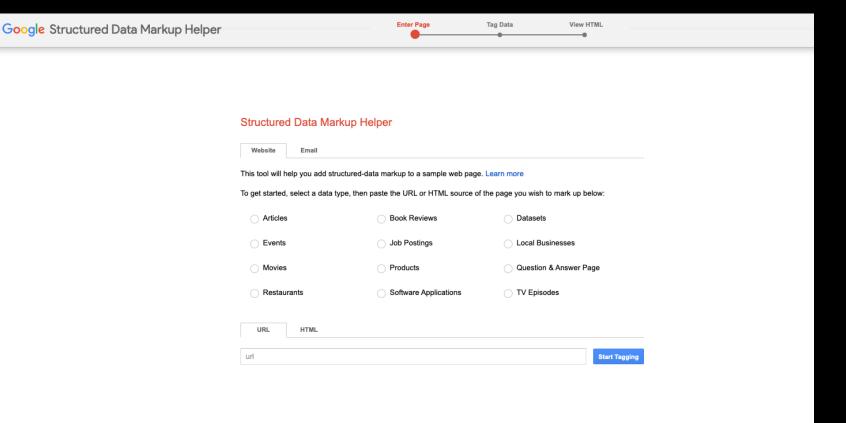
## Video optimization

- Use video sitemaps (visit sitemaps.org)
- Use on-page markup (visit schema.org)
- Consider the audio (must utilize transcriptions)

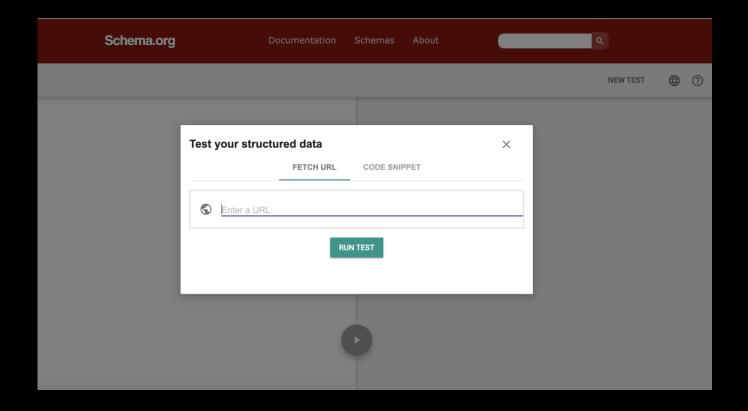
## Schema markup

- Helps search engines understand content meaning
- Improves search rankings
- Leads to rich snippets (sometimes)
- Schema.org

# Google Structured Markup Helper

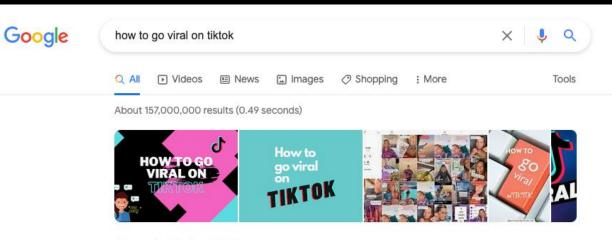


## Schema.org Validator Tool



## Featured snippets

- Identify a frequently asked question
- Answer it simply and directly



#### How to Go Viral on TikTok

- 1. Kick your video off with a bang. ...
- 2. When deciding on video length, keep it as short as possible. ...
- 3. Record your own audio. ...
- 4. Use trending music or sounds. ...
- 5. Tell a story. ...
- 6. Share tips, advice, favorite things. ...
- 7. Always have a strong call to action. ...
- 8. Include random details for people to comment on.

#### More items...

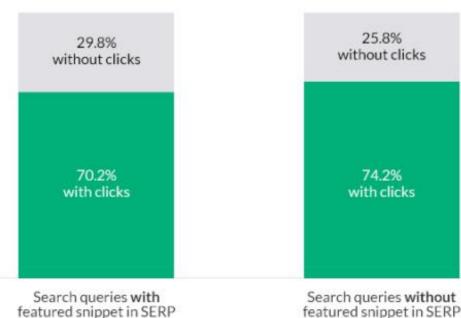
https://www.voyageandventure.com > how-to-go-viral-on...

How to Go Viral on TikTok - I gained 1 Million followers in 9 ...

#### TARGET FEATURED SNIPPETS

#### Featured snippets reduce clicks on the search results

(based on clickstream data from 100k random search queries)

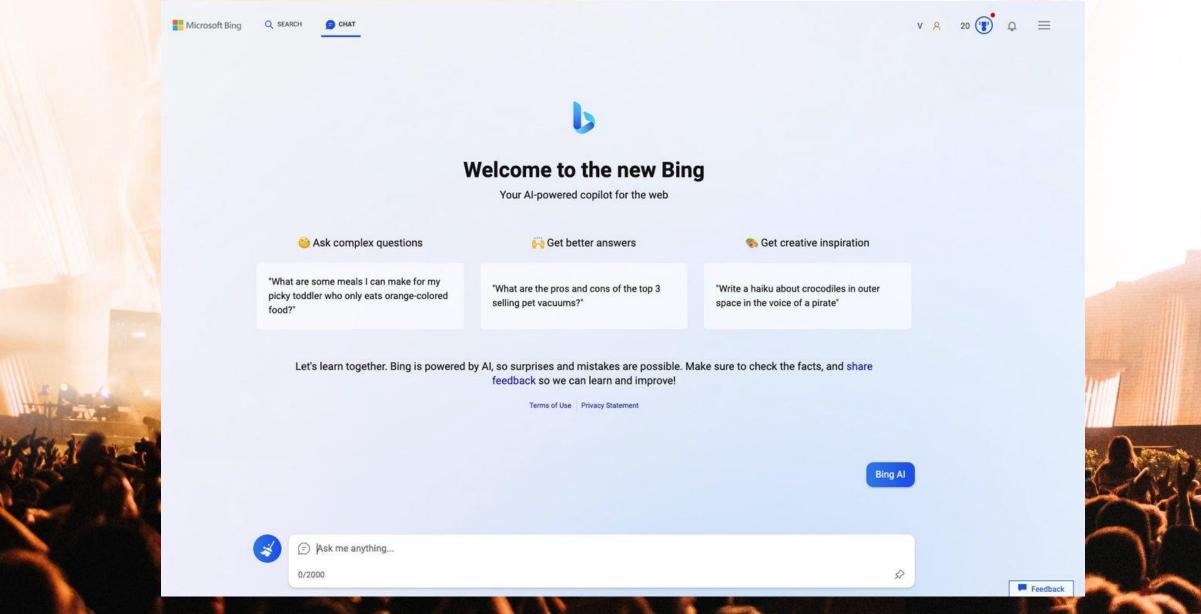


ahrefs

## Featured snippets

- Check the SERP in incognito mode
- Determine if it's a paragraph or list
- Add the relevant schema to the page
- Keep your paragraphs short (<50 words) and lists short (sentences)</li>
- Add the query within the answer when possible

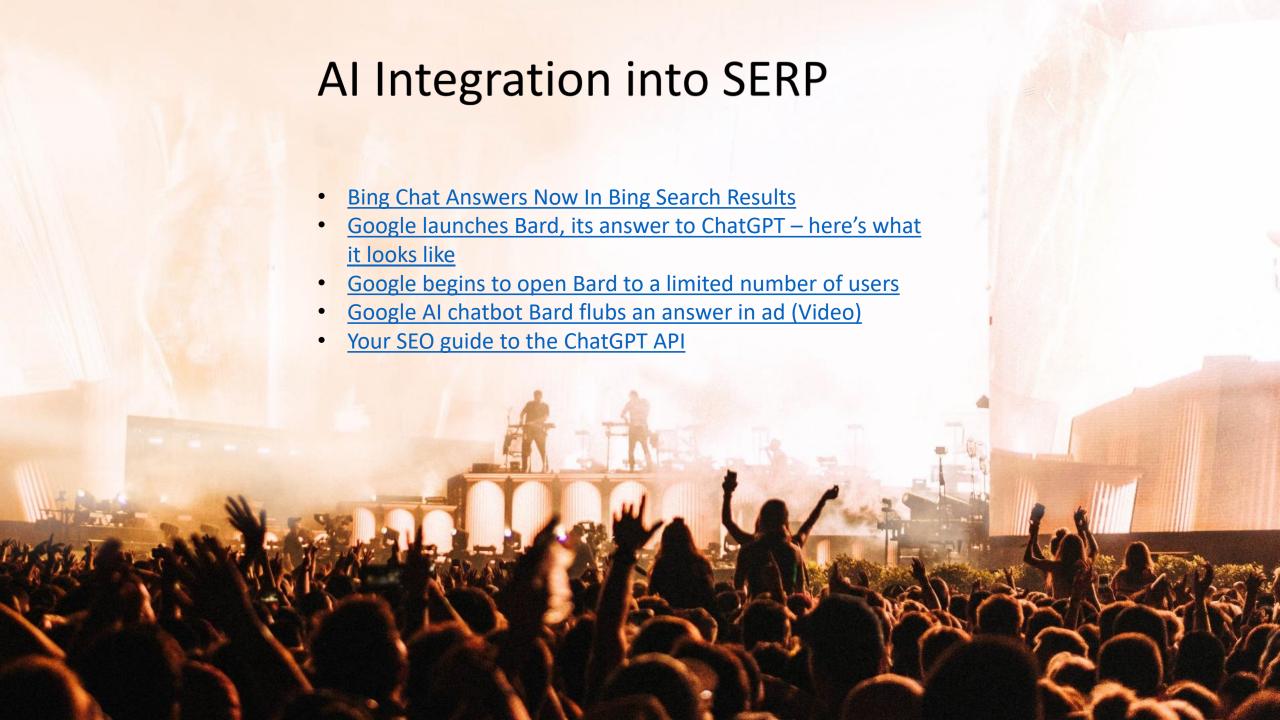
## Al Integration into SERP



## Al Integration into SERP

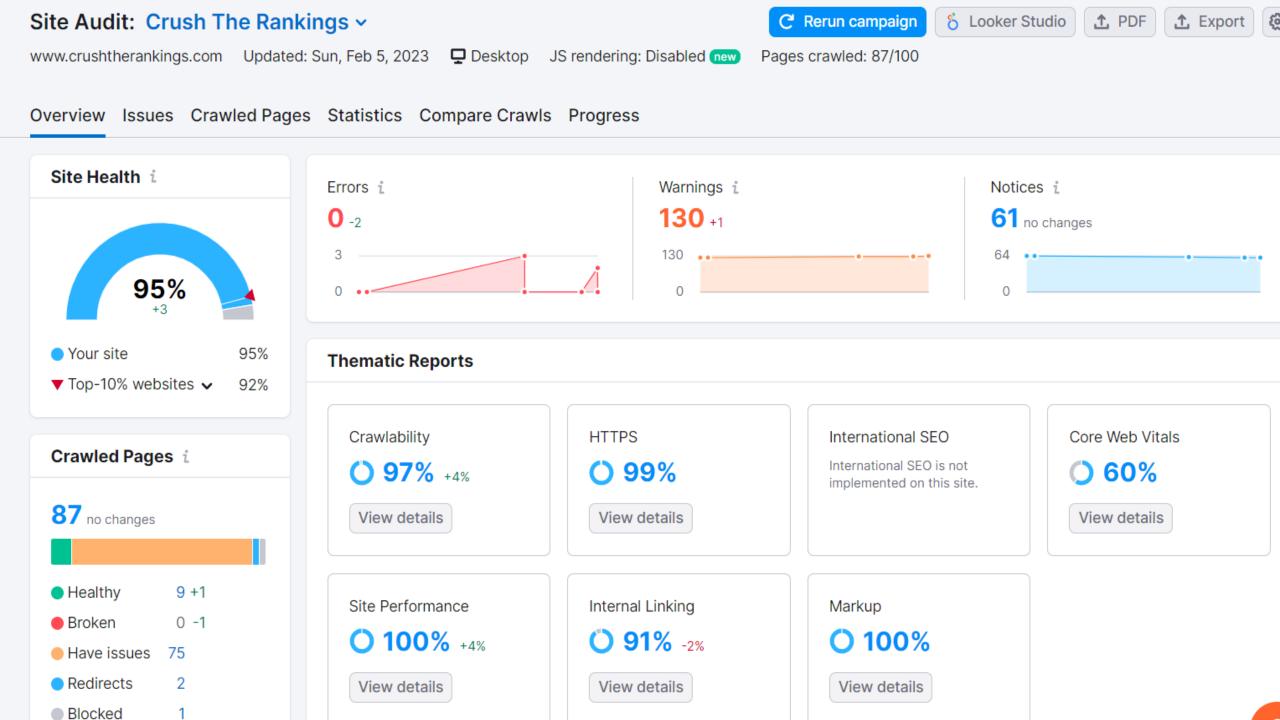
(=) Ask me anything...

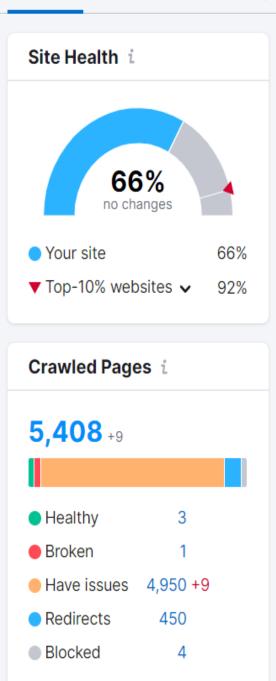
what are the symptoms of strep throat Searching for: strep throat symptoms Generating answers for you... Strep throat is a bacterial infection of the throat and tonsils that generally causes throat irritation. The symptoms of strep throat include 1 2: · Throat pain that usually comes on quickly · Painful swallowing · Red and swollen tonsils, sometimes with white patches or streaks of pus . Tiny red spots on the area at the back of the roof of the mouth (soft or hard palate) · Swollen, tender lymph nodes in your neck Fever Headache Rash · Nausea or vomiting, especially in younger children If you think you have strep throat, it's important to see a doctor 2. They can perform a physical exam and check for signs and symptoms of strep throat. If necessary, one or more tests are ordered 1. Learn more: 1. bing.com 2. mayoclinic.org 3. cdc.gov 4. healthline.com 1 of 15 How is strep throat treated? What causes strep throat? How long does strep throat last?









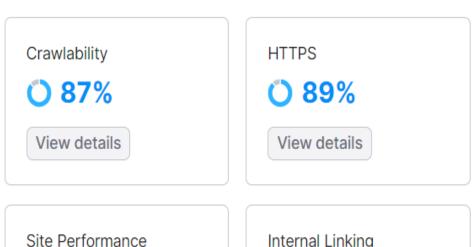


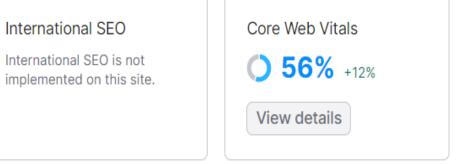


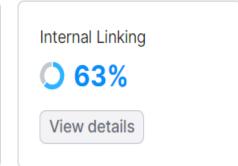
#### **Thematic Reports**

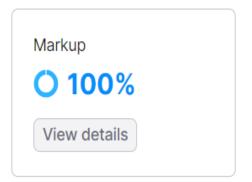
**O** 74%

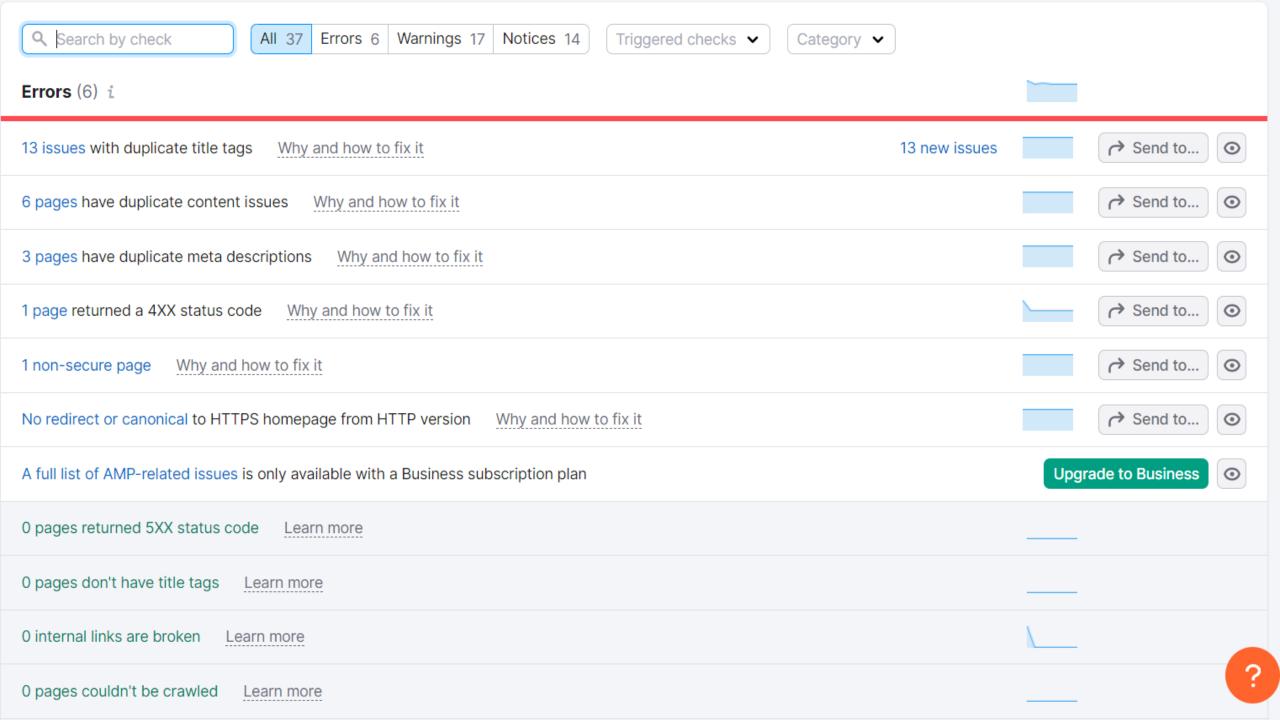
View details

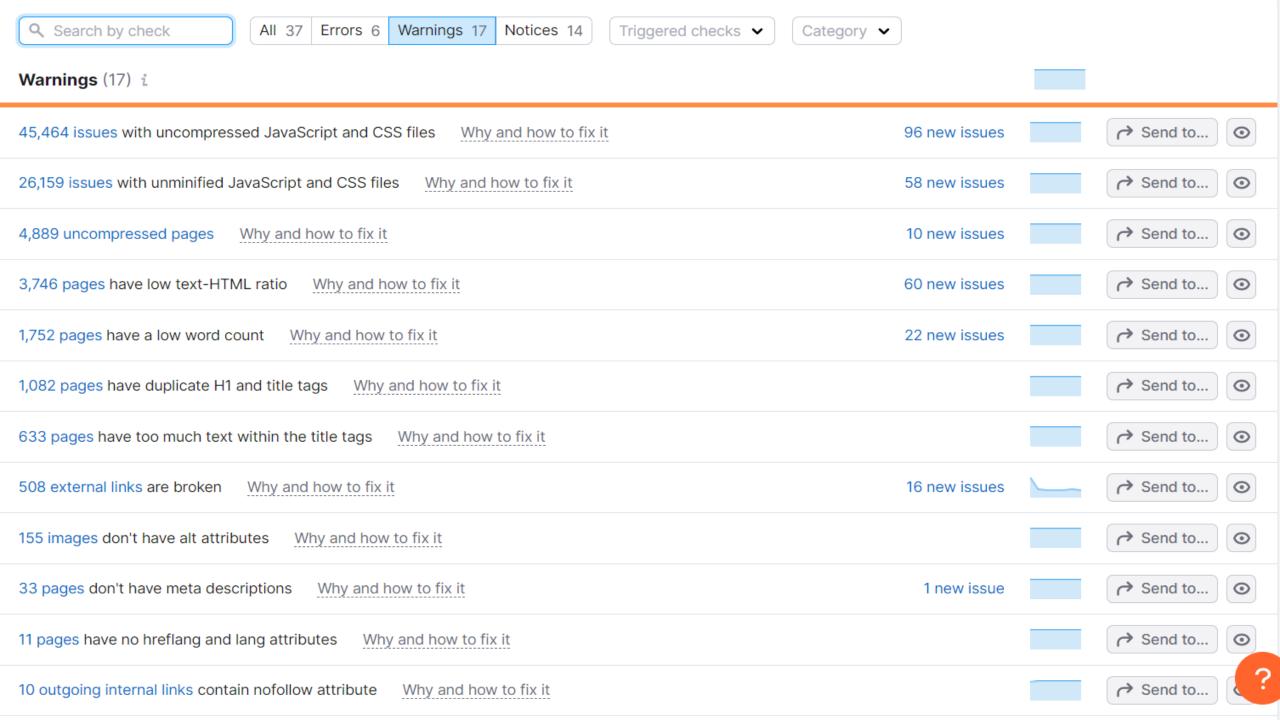


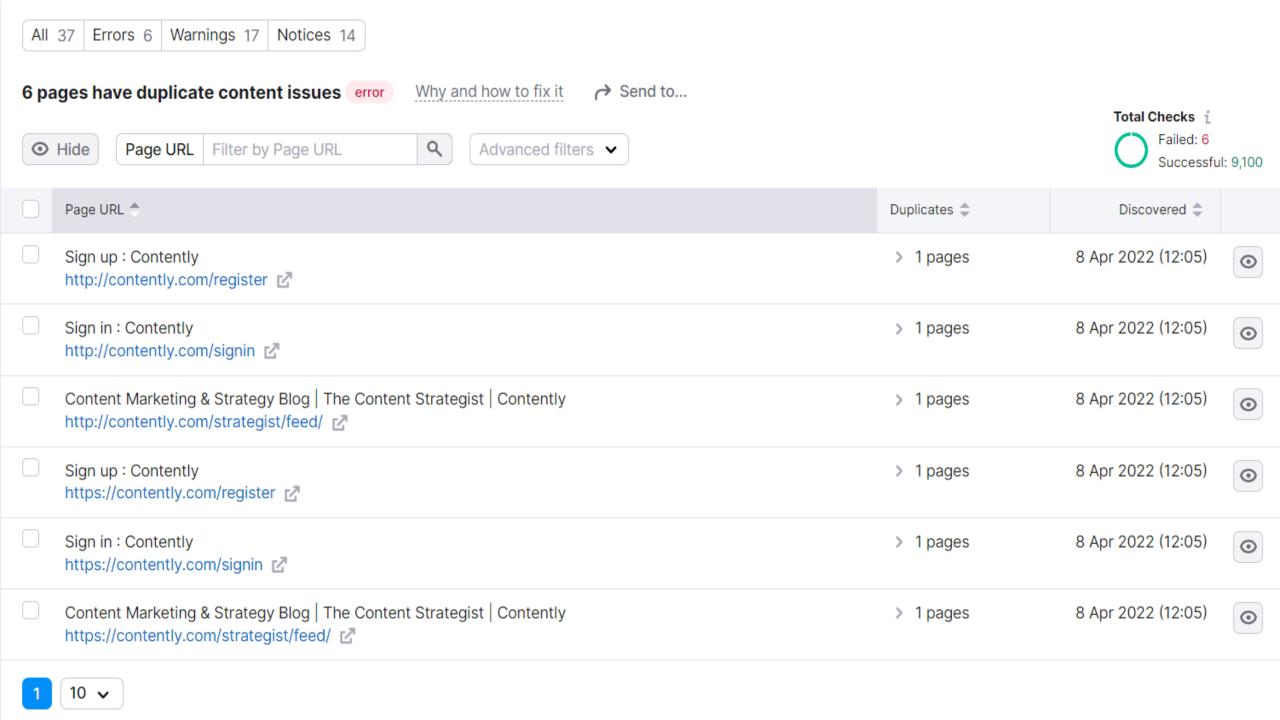


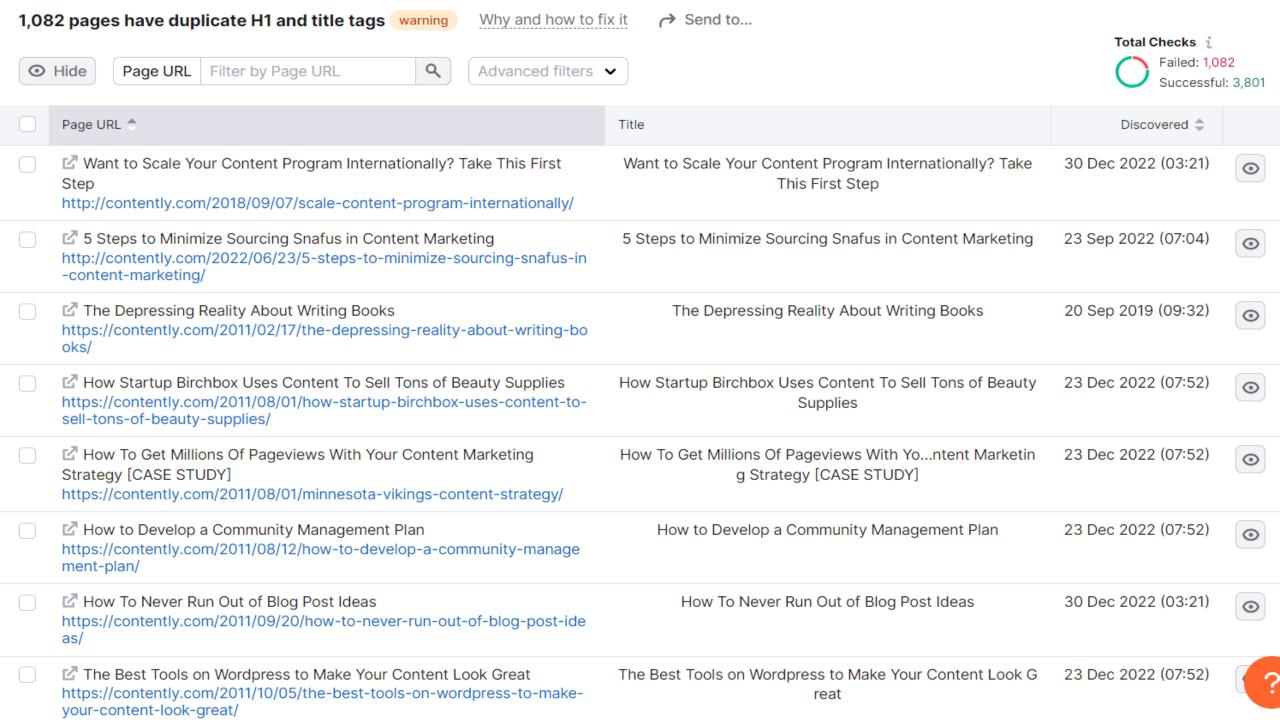


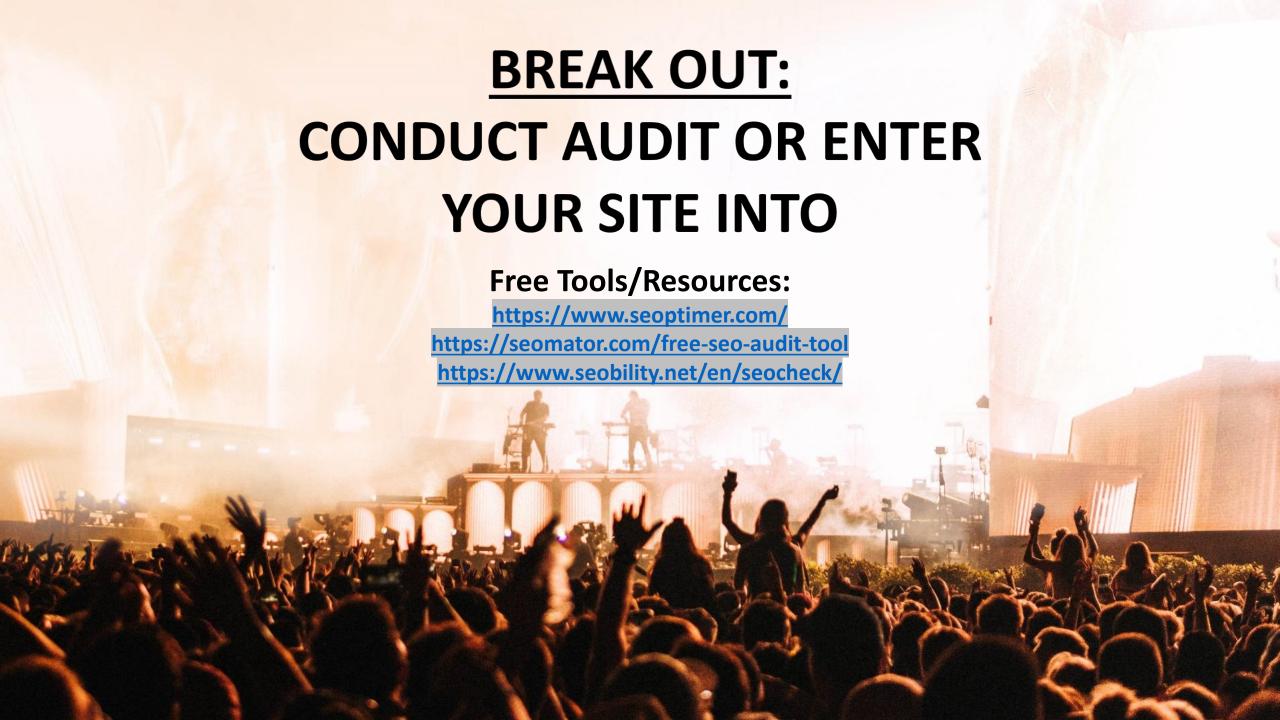














# SPEED MATTERS!

# Page speed

- Large, slow-to-load pages run the risk of being crawled only partially or skipped completely. (15MB MAX) <a href="https://searchengineland.com/googlebot-will-crawl-and-index-the-first-15mb-of-content-per-page-385995#:~:text=Googlebot%20can%20crawl%20the%20first,15MB%20of%20content%20for%20indexing.">https://searchengineland.com/googlebot-will-crawl-and-index-the-first-15mb-of-content-per-page-385995#:~:text=Googlebot%20can%20crawl%20the%20first,15MB%20of%20content%20for%20indexing.
- Google recommends above the fold content load no slower than 1 second.

# Page speed

- Compress images
  - ✓ Compressor.io
  - ✓ Tinypng.com

# Core Web Vitals



(Loading)



**Largest Contentful Paint** 



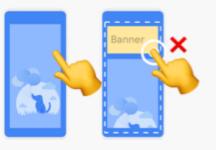


(Interactivity)



First Input Delay





(Visual Stability)



**Cumulative Layout Shift** 



# Checking Core Vitals

- https://web.dev/vitals/
- Standards
  - Largest Contentful Paint(LCP)- how long it takes for the largest piece of content on the page to render. (2.5s)
  - First Input Delay (FID) FID measures how long it takes for a user to get a response from the site in the browser, such as a click interaction (<100ms)
  - Cumulative Layout Shift (CLS)- focuses on the visual stability, such as moving elements as the page loads (0.1s)

# Core Web Vitals (Comments from John Mueller on 8/6/2021)



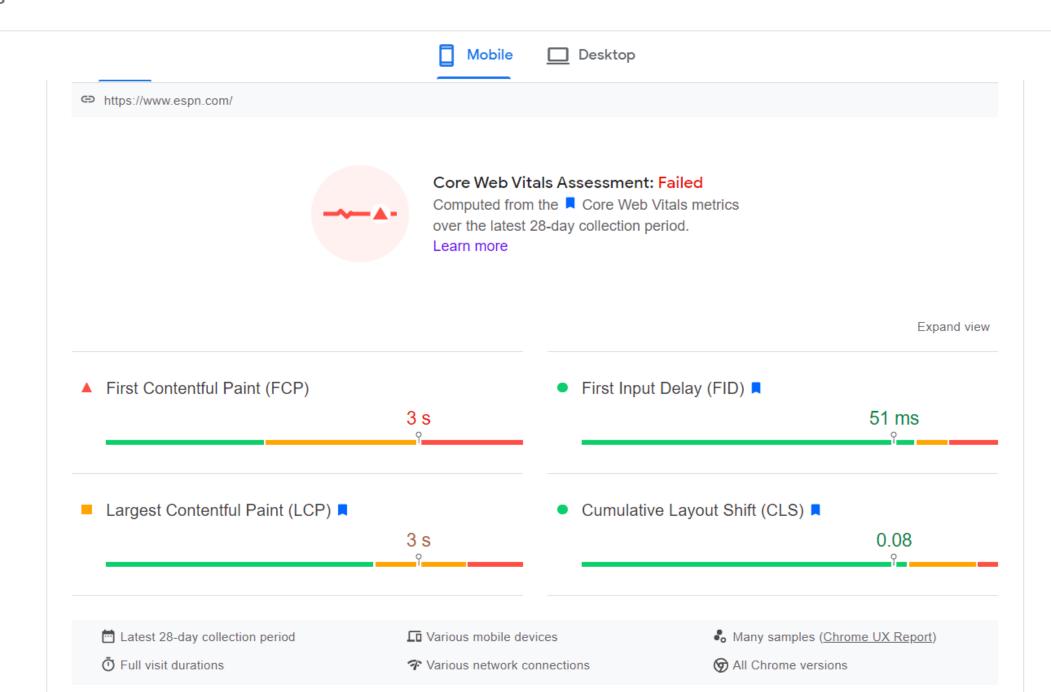
johnmu · 2d 🧓

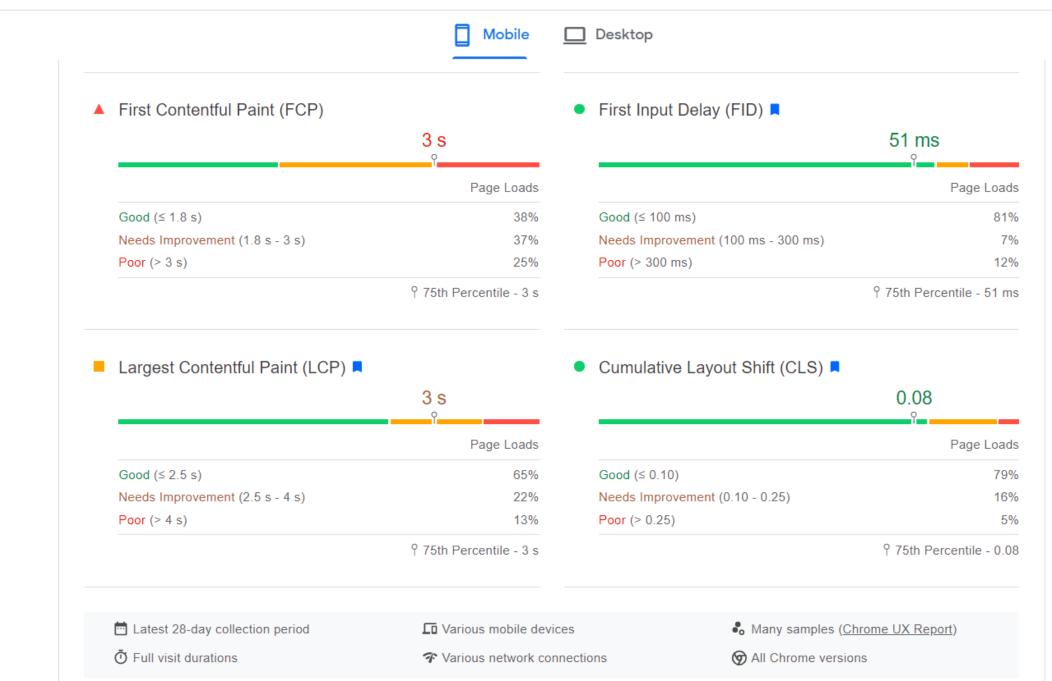
It is a ranking factor, and it's more than a tie-breaker, but it also doesn't replace relevance.

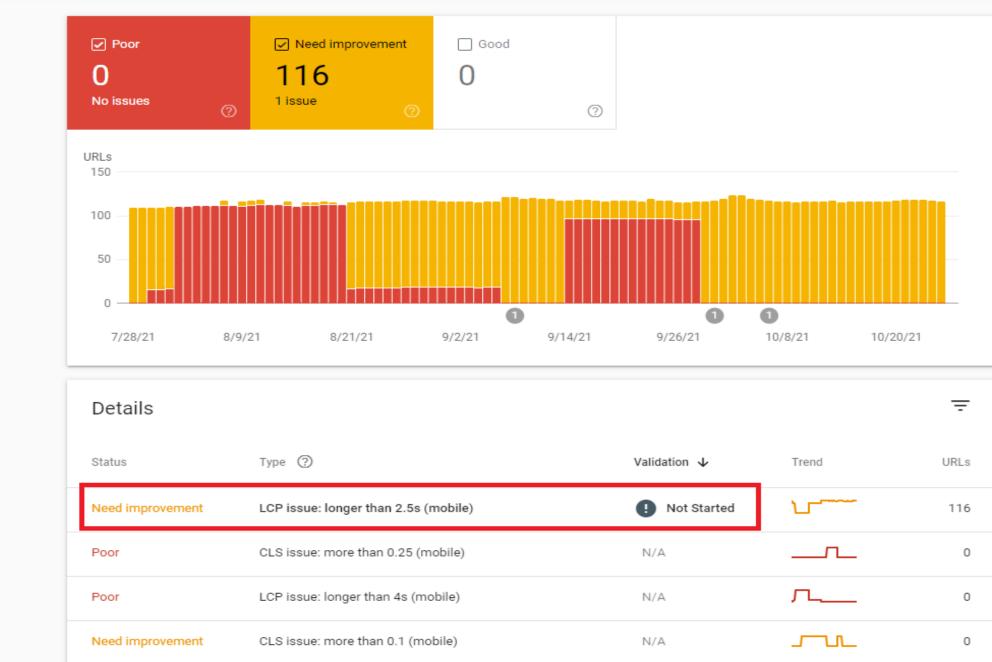
Depending on the sites you work on, you might notice it more, or you might notice it less. As an SEO, a part of your role is to take all of the possible optimizations and figure out which ones are worth spending time on. Any SEO tool will spit out 10s or 100s of "recommendations", most of those are going to be irrelevant to your site's visibility in search. Finding the items that make sense to work on takes experience.

The other thing to keep in mind with core web vitals is that it's more than a random ranking factor, it's also something that affects your site's usability after it ranks (when people actually visit). If you get more traffic (from other SEO efforts) and your conversion rate is low, that traffic is not going to be as useful as when you have a higher conversion rate (assuming UX/speed affects your conversion rate, which it usually does). CWV is a great way of recognizing and quantifying common user annoyances.

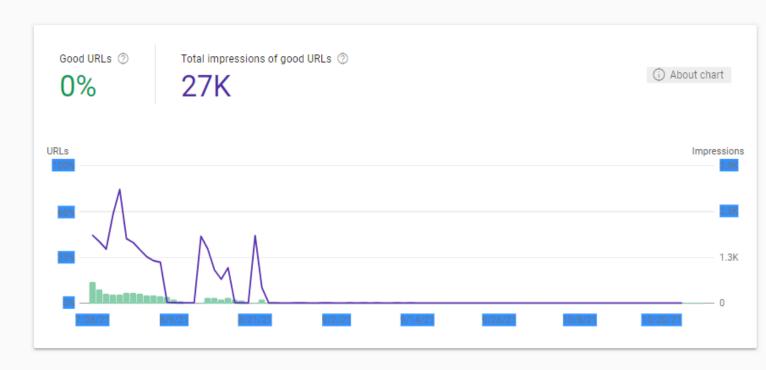
## CHECKING YOUR CORE VITALS THROUGH GOOGLE



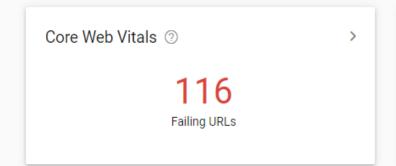


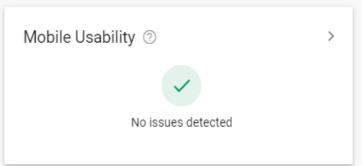


## Your site has no URLs with a good page experience

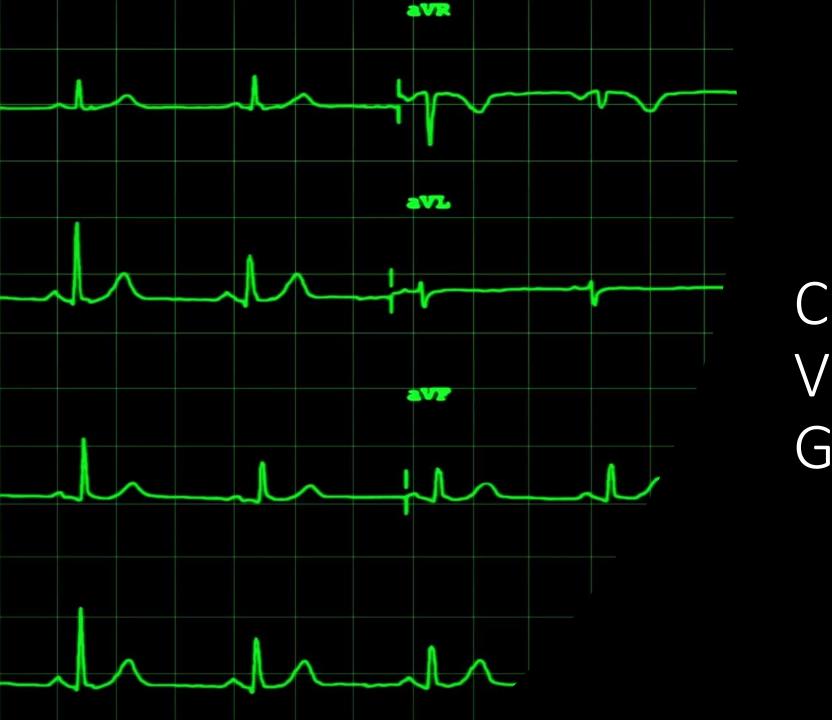


## Page experience signals





Okay...Google told me my Core Vitals are not good and what pages are failing, but how do I fix?

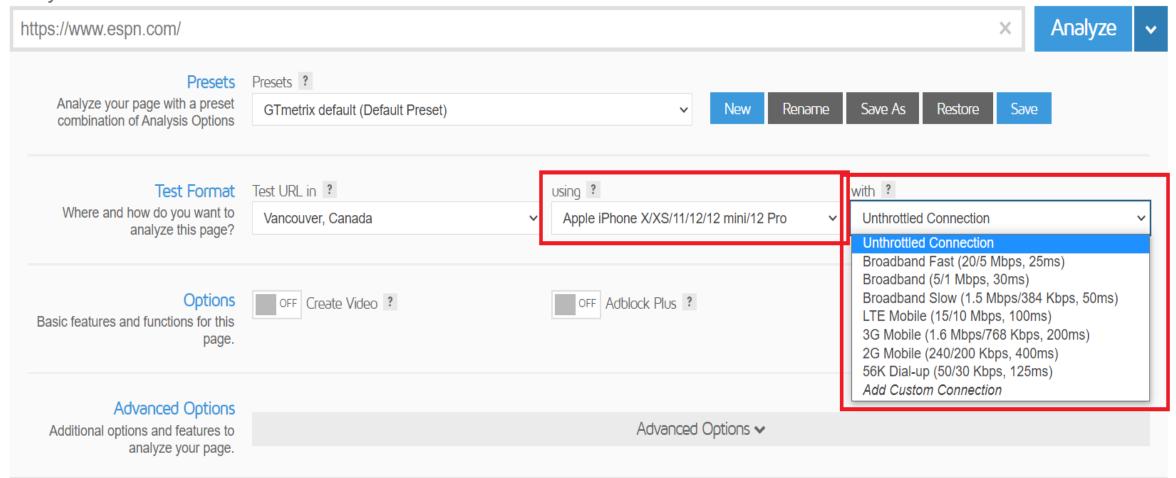


Checking Core Vitals: GTMetrix



## Dashboard







# Latest Performance Report for:

https://www.espn.com/

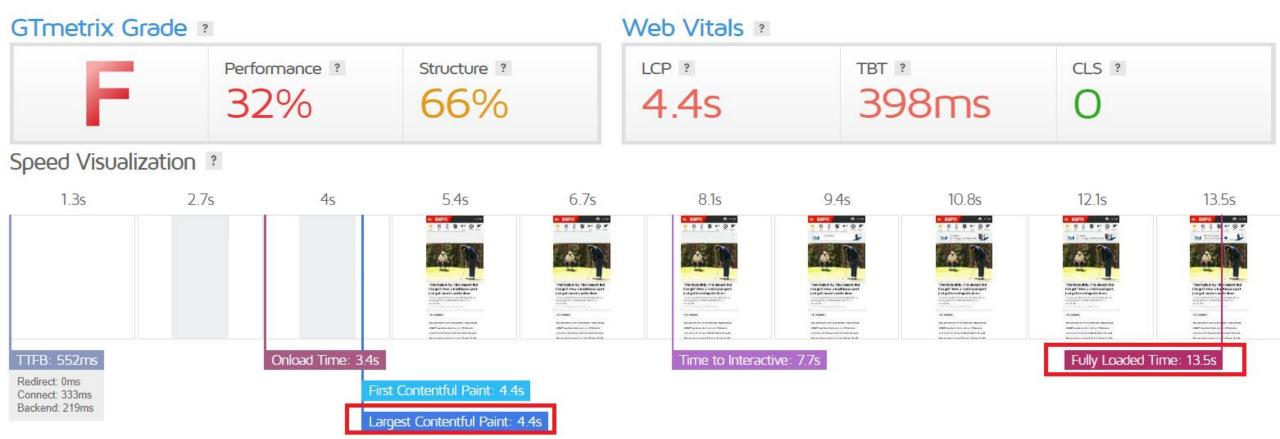
Report generated: Wed, Jun 15, 2022 5:32 AM -0700

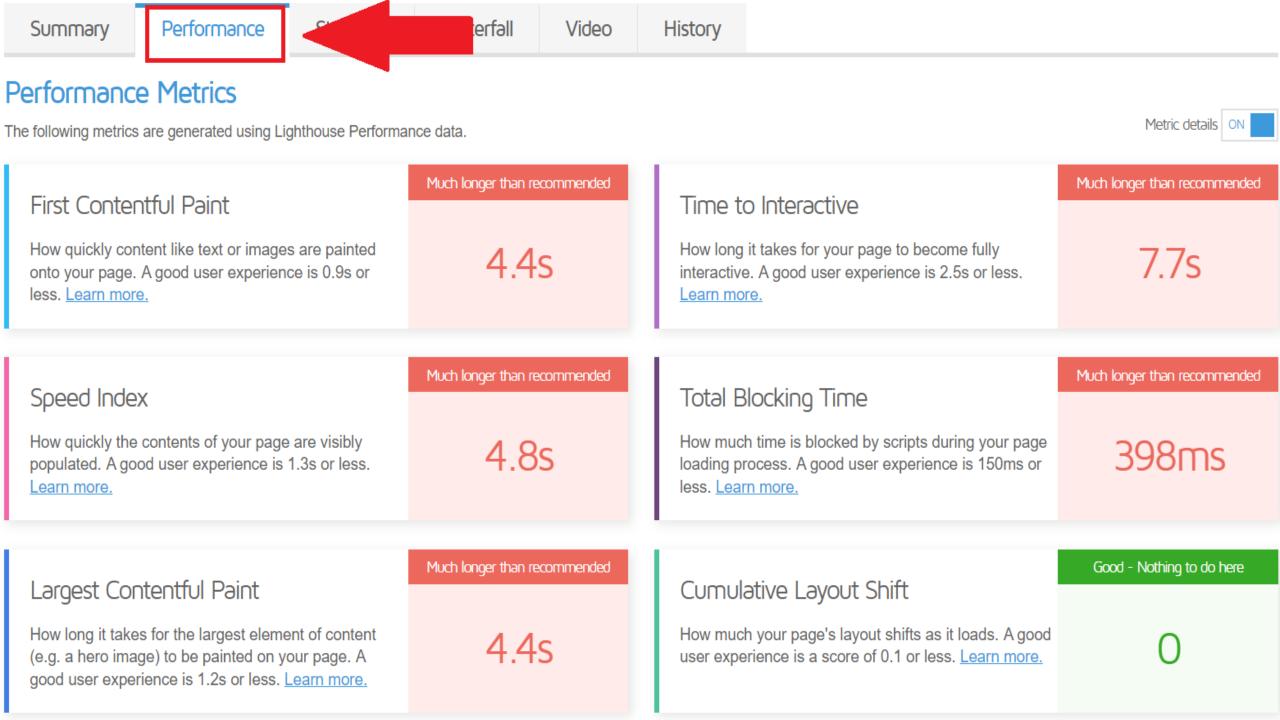
Test Server Location: | Vancouver, Canada

Using: O Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1

Connection: LTE Mobile (15/10 Mbps, 100ms)

Analysis options: | iPhone X/XS/11/12/12 mini/12 Pro





Summary	Performance	Structure	4	ideo	History					
IMPACT	AUDIT						What do these audits mean?			
Med-High	Avoid enormous netwo	rk payloads		Tota	al size was 4.42MB	<b>~</b>	These audits are best practices			
Med-High	Avoid an excessive DO	M size		2,56	62 elements	<b>~</b>	established by Google to help build websites for optimal front-end performance.			
Med	Avoid unload event list	eners		2 lis	teners found	<b>~</b>	Each audit is assessed based on your adherence to them and			
Med	Eliminate render-block	ing resources		Pote	ential savings of 351ms	<b>~</b>	ordered by the most likely impact to your page's performance.			
Med	Avoid chaining critical	requests		7 ch	nains found	<b>~</b>	Note that Structure audits do not directly affect your Performance score, however addressing them			
Med	Serve static assets with	n an efficient cach	e policy	Pote	ential savings of 707KB	~	can serve as good starting point to improve page load times overall. Additionally, some of the audits are			
Med-Low	Reduce JavaScript exe	cution time		2.99	spent executing JavaScript	<b>~</b>	correlated and thus, fixing one audit may affect others.			
Med-Low	Avoid long main-thread	I tasks		14	ong tasks found	<b>~</b>	Learn about all the audits			
Med-Low	Reduce unused JavaSo	cript		Pote	ential savings of 1.10MB	<b>~</b>	Need optimization help?			
Med-Low	Use a Content Delivery	Network (CDN)		26 r	resources found	~	We've written various guides and articles to help you improve your			
Med-Low	Avoid document.write()	)		2 in	stances found	<b>~</b>	page performance:  How to Guides			
Med-Low	Properly size images			Pote	ential savings of 218KB	<b>~</b>	Optimization Explained			
Med-Low	Reduce unused CSS			Pote	ential savings of 175KB	<b>~</b>	Need Assistance?			

## Waterfall Chart

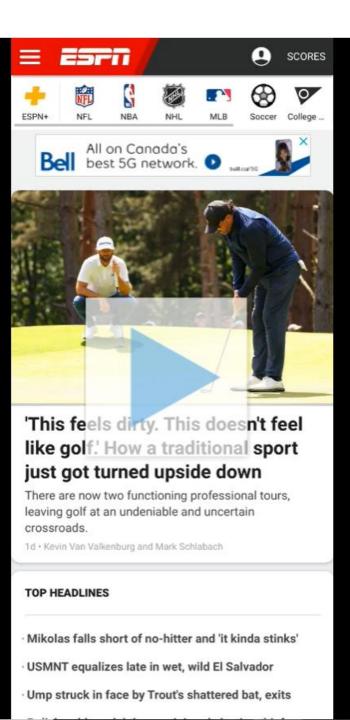
Summary

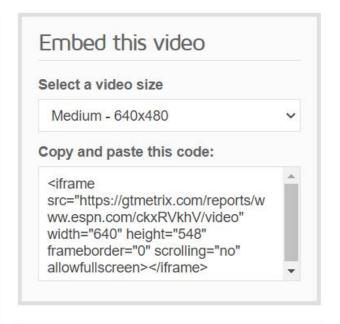
<sup>K →</sup> Fullscreen 

A request-by-request visualization of the page load. Learn how to read a waterfall chart

\ request-by-request visualiz	ation of	the page load. Le	earn now to i	read a v	waten	all chart.			
Q Filter requests		All HT	ML CSS	JS	XHR	Fonts	Images	Other	
				33	ALIIX	TOTIS	imoges	Otriei	
URL • gsap.mm.js	Status	Domain assets.jivox.com	Size 23.3KD						Timeline v
+ jquery.min.js	200	assets.jivox.com	30.1KB						31ms
+ Nike%20Swoosh%20Logo_white	200	assets.jivox.com	4.05KB						32ms
■ Nike%20Swoosh%20Logo.png	200	assets.jivox.com	4.04KB						31ms
■ 1x1.png	200	assets.jivox.com	38B						32ms
+ script_320x50.js	200	assets.jivox.com	1.91KB						29ms
dynamic_logic_live_Pros_320x5	200	assets.jivox.com	5.85KB						28ms
FuturaNDforNike365Cn-XBd.woff2	200	assets.jivox.com	23.0KB						28ms
HelveticaNeueRegular.woff2	200	assets.jivox.com	31.9KB						32ms
HelveticaWorld-Bold.woff2	200	assets.jivox.com	158KB						36ms
⊤ resolveDynamicData.php?camp	200	traffick.jivox.com	1.79KB						87ms
# dvtp_src.js?ctx=14526021&cmp	200	cdn.doubleverify.com	3.54KB						6ms
dv-measurements1800.js	200	cdn.doubleverify.com	89.8KB						5ms
visit.js?gdpr=&gdpr_consent=&t	200	tps.doubleverify.com	1.16KB						36ms
DA9812_010_A_PREM.png	200	assets.jivox.com	8.05KB						15ms
DA9812_010_B_PREM.png	200	assets.jivox.com	8.53KB						19ms
DA9810_010_A_PREM.png	200	assets.jivox.com	13.2KB						20ms
E DA9810_010_B_PREM.png	200	assets.jivox.com	8.24KB						21ms
DB2884_001_A_PREM.png	200	assets.jivox.com	19.3KB						23ms
DA9820_091_A_PREM.png	200	assets.jivox.com	9.40KB						23ms
DA9820_091_B_PREM.png	200	assets.jivox.com	8.84KB						24ms
es_encParams_L2FwX0RhdGFT	200	evs.jivox.com	43B						78ms
+ activeview?xai=AKAOjsvBJ7zv5I		pagead2.googlesynd	64B						38ms
es_encParams_L2FwX0RhdGFT	200	evs.jivox.com	43B						83ms
POST bsevent.gif?impid=834a0f	200	tps707.doubleverify	1.20KB						28ms
+ POST event.png?impid=02574c5		tps11056.doubleverif	465B						100ms
POST event.png?impid=e8be595		tps11066.doubleverif	413B						112ms
# getid?p=1480&g=1&j=0&asid=P0		loadus.exelator.com	0						83ms
insync?vxii_pid=10071&vxii_pdi	200	thrtle.com	43B						250ms
+ pixel.gif	200	load77.exelator.com	43B	ad 4a\					61ms
301 Requests 4.82MB (17.0N	MB Uncom	pressea) Fully L	oaded 12s (Onlo	au 18)					

Q Filter requests		All	HTML	CSS	JS	XHR	Fonts	Images	s (	Other						
Content Marketing Platform and Expert Content Creators   Contently																
URL	Status	Domain	Size								Tim	eline				-
<b>■</b> I	200	contently.com	14.9KB	733	ms											
+ classic-themes.min.css	200	contently.com	524B	2	47ms											
+ jquery.min.js	200	contently.com	31.0KB		468ms											
+ nightowl-styles.min.css?ver=2	200	contently.com	39.3KB		477ms	_										
+ logo.png	200	contently.com	3.34KB		1s											
+ 2j0yzpnnr7.jsonp	200	fast.wistia.com	1.81KB		478ms	•										
+ E-v1.js	200	fast.wistia.com	114KB		611ms											
+ G2-Logo-Resized.png	200	contently.com	4.65KB		1.3s											
+ stars.png	200	contently.com	1.64KB		1.3s											
+ Capterra.svg	200	contently.com	5.50KB		1.3s											
+ logo-Gartner-Reviews-optimiz	200	contently.com	4.79KB		1.5	S										
+ stories-wall.svg	200	contently.com	7.78KB		1.5	s										
+ logo-white.png	200	contently.com	3.08KB		1.6	S										
fb_social.png	200	contently.com	944B		1.6	is										
+ twitter_social.png	200	contently.com	890B		1.6	is										
+ ig_social.png	200	contently.com	1.02KB		1.6	is										
+ linkedin_social.png	200	contently.com	763B		1.	8s										
+ jquery.js	200	contently.com	84.9KB		730ms											
# qppr_frontend_script.min.js	200	contently.com	955B		730ms											
+ iframeResizer.min.js	200	contently.com	5.61KB		737ms											
+ globalLibs.min.js	200	contently.com	13.6KB		759ms											
+ global.min.js	200	contently.com	724B		739ms											
+ main.js	200	contently.com	5.44KB		745ms											
+ gtm.js?id=GTM-T4MHKW	200	googletagmanager.c.	76.9KB		743ms											
+ wp-emoji-release.min.js	200	contently.com	5.18KB		1.	7s										
<b>■</b> I	200	load.sumo.com	1.91KB		458ms	6										
+ 42rwn2?utm source=contently	200	info.contently.com	8.54KB		1.1	s										
184 Requests 13.0MB (18.8	MB Unco	ompressed) 27.	5s (Onload 4	l.7s)												







15.0s

Onload - 3.1s

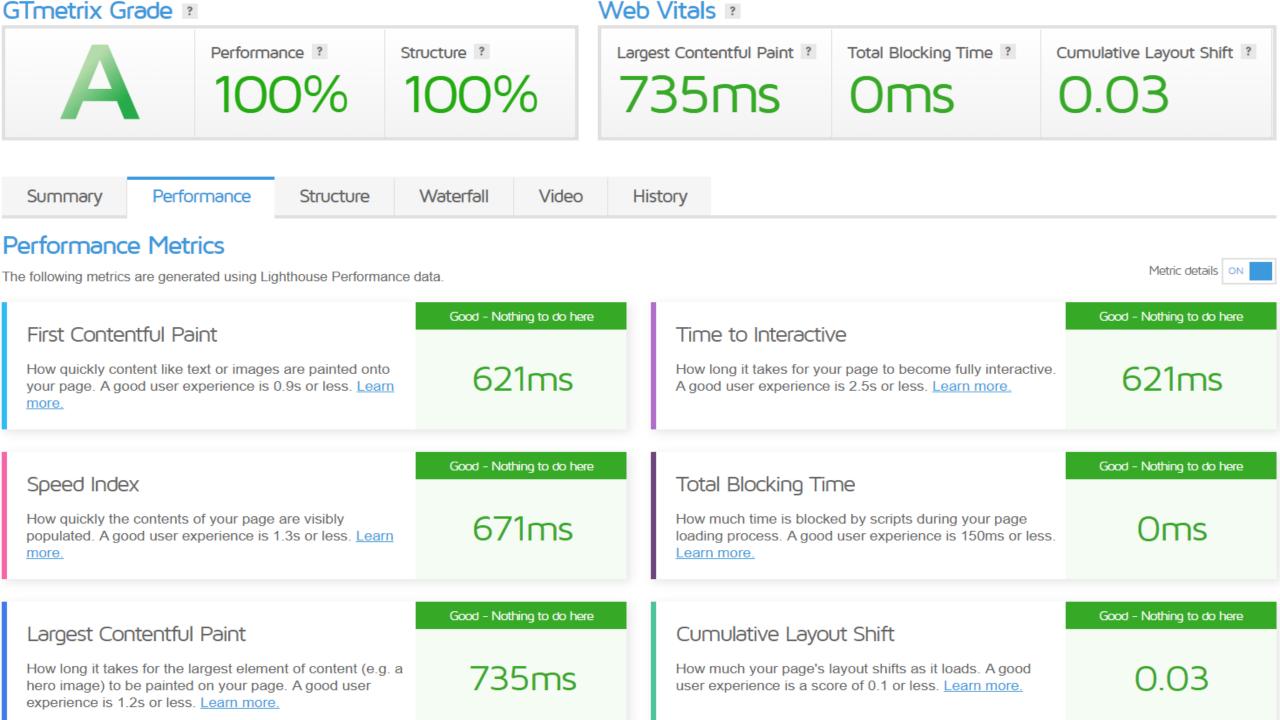
Time to First Byte - 0.5s

First Contentful Paint - 4.1s

Time to Interactive - 5.7s

Fully Loaded - 13.3s

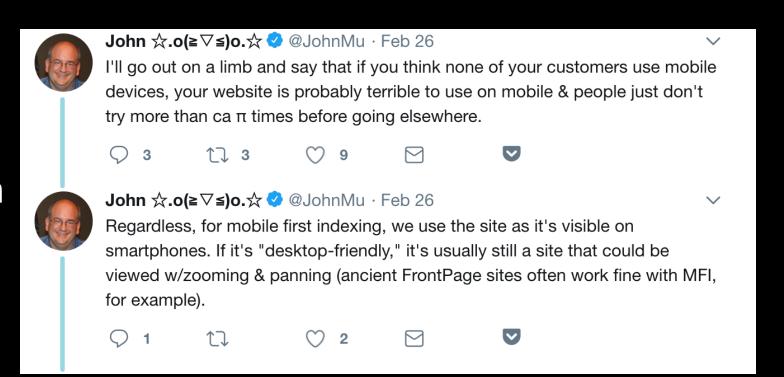
Largest Contentful Paint - 4.1s



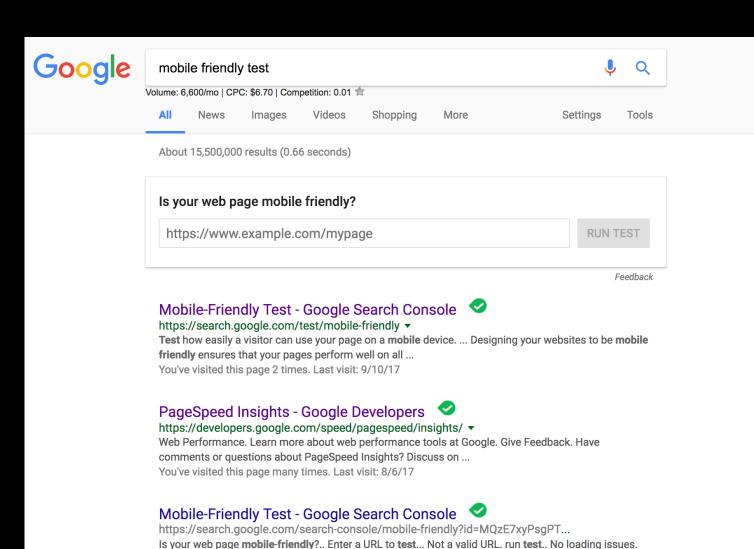
# What about mobile first indexing?

## Mobile first

- Mobile experience matters the most
- Rankings are impacted even on desktop
- Number of mobile users doesn't matter
- https://search.google.com/te st/mobile-friendly



# Google Mobile Friendly Test



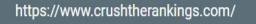
view details. Tested on: May 10, 2017 at 11:58 ...



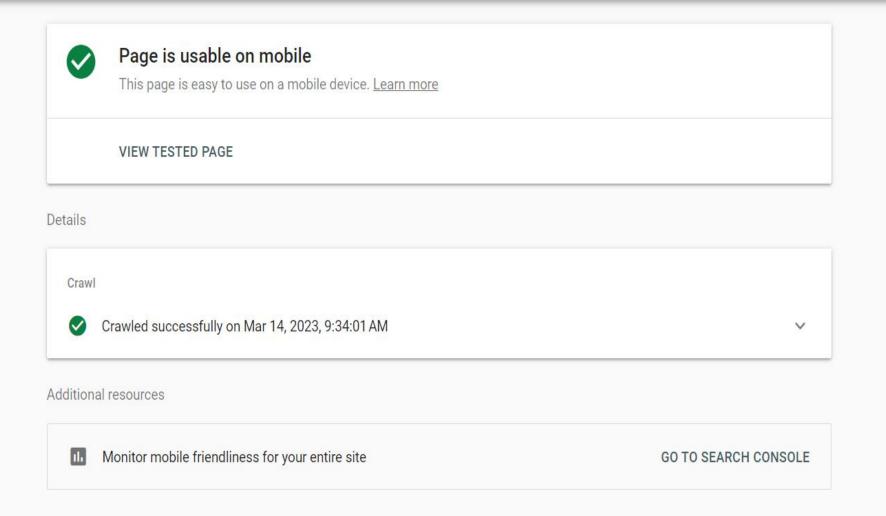






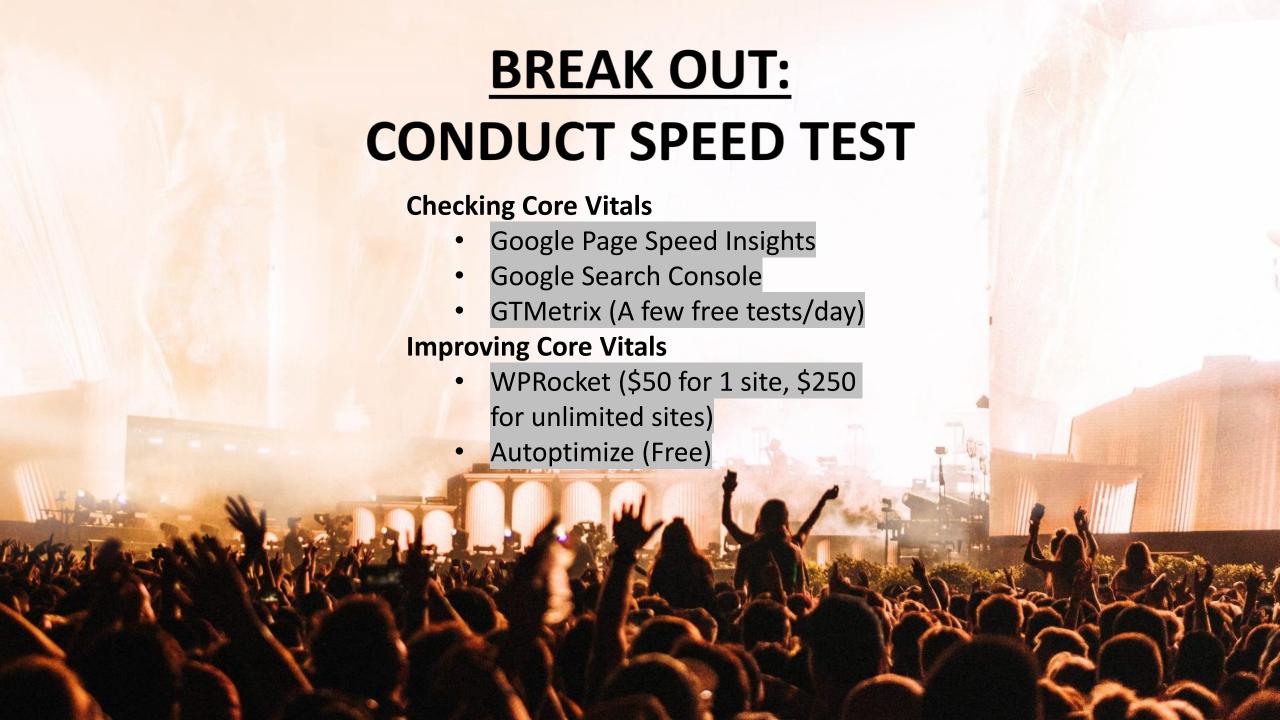


## Test results



# Core Vitals and Speed Tools

- Checking Core Vitals
  - Google Page Speed Insights
  - Google Search Console
  - GTMetrix (A few free tests/day)
- Improving Core Vitals
  - WPRocket (\$50 for 1 site, \$250 for unlimited sites)
  - Autoptimize (Free)





## Comparing metrics: Google Analytics 4 vs Universal Analytics

What to expect when comparing metrics between Google Analytics 4 and Universal Analytics. As you set up Google Analytics 4, you may want to compare the reported results in your Google Analytics 4 property against those in your Universal Analytics property. This article explains the extent to which you can and cannot compare metrics between Universal Analytics and Google Analytics 4.

# Users

## Metric UA

users

Total Users

New Users

Active Users

#### GA4

Total number of

Number of users

with your site for

the first time

- Primary user
  metric in UA: Total number of users
  - Number of users who interacted with your site or launched your app for the first time, and is triggered by the first\_open event

#### + NEW:

Primary user metric in GA4:

Number of users that have been active within a 28 day time period

## **Pageviews**

#### Metric UA

 Total number of pages viewed.
 Repeated views of a single page are

#### aka Views

GA4

 Total number of app screens and/or web pages your users saw.
 (The Views metric found in the reporting interface is the combination of pageviews and screenviews.) Repeated views of a single screen or page are counted.

Unique pageview

Session

Pageview

Disappearing

#### **Purchases**

#### Metric UA

- Purchase events found in the Enhanced Ecommerce model

- Data is pulled

Purchases

### GA4

- Purchase events are recommended and collect data in a similar fashion to UA, but there are differences
- Does not provide additional JavaScript for array collection and expects you to provide the items array when collecting a purchase event on your own (though the same advice is given with regard to populating a data layer object)

## Sessions

#### Metric UA

- Period of time a user is actively engaged with your website or app.
- Has defined parameters that may cause it to end
- New sessions
- A timeout
- Midnight
- Changing campaign parameter

#### GA4

#### aka Session Start

- The session\_start event generates a session ID and Analytics associates the session ID with each subsequent event or the session
- A session ends after 30 minutes of inactivity
- Sessions are not restarted at midnight or when new campaign parameters are encountered
- After a session timeout, a new session begins

## Session/Traffic based Acquisition

#### Metric UA GA4 - Found in the - Traffic acquisition metrics can be Acquisition found in the Traffic Acquisition report number of different reports Session/ - Channel or - The dimensions of Channel or Traffic Source/Medium are measured against Source/Medium is based metrics such as Users and Sessions the dimension Acquisition being analyzed against metrics such as Users and Sessions

## Conversions



## **Bounce Rate vs Engagement Rate**



## **Event count**

Metric UA



GA4



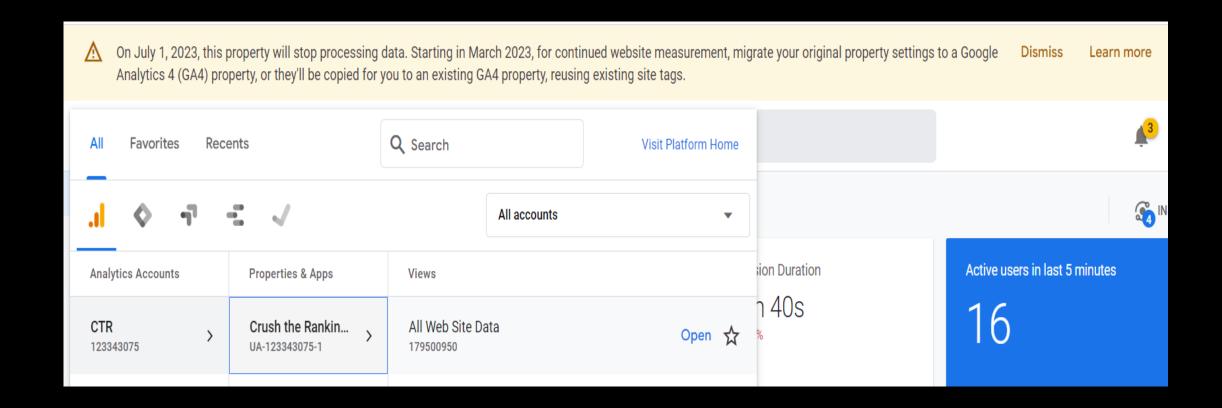




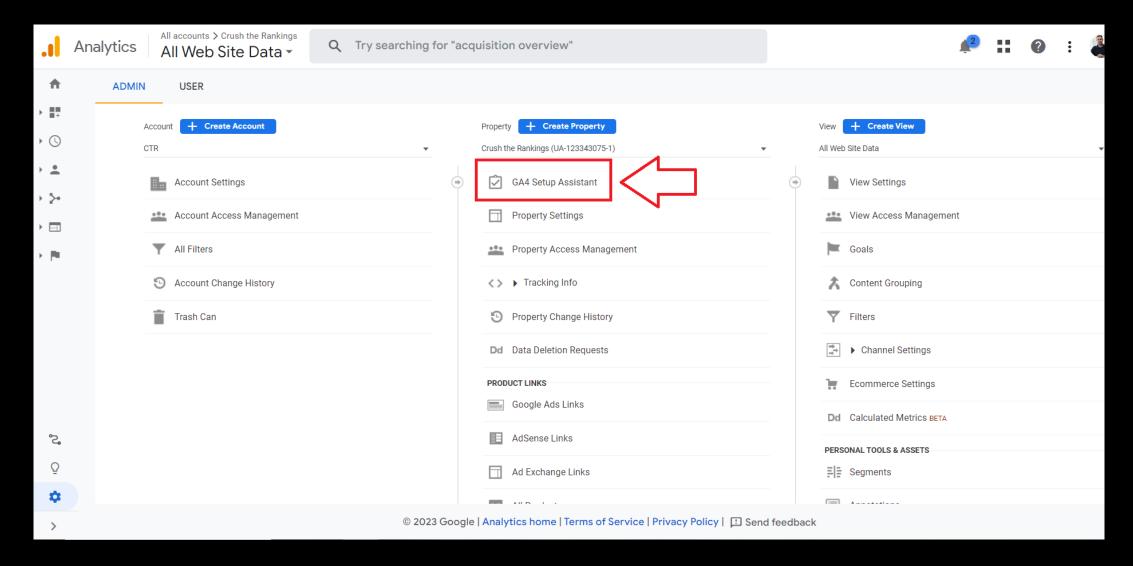
# GOOGLE ANALYTICS 4 RESOURCES

- [GA4] Introducing the next generation of Analytics, Google Analytics 4
- Introduction to Google Analytics 4
- [GA4] Make the switch to Google Analytics 4 (How to Migrate)

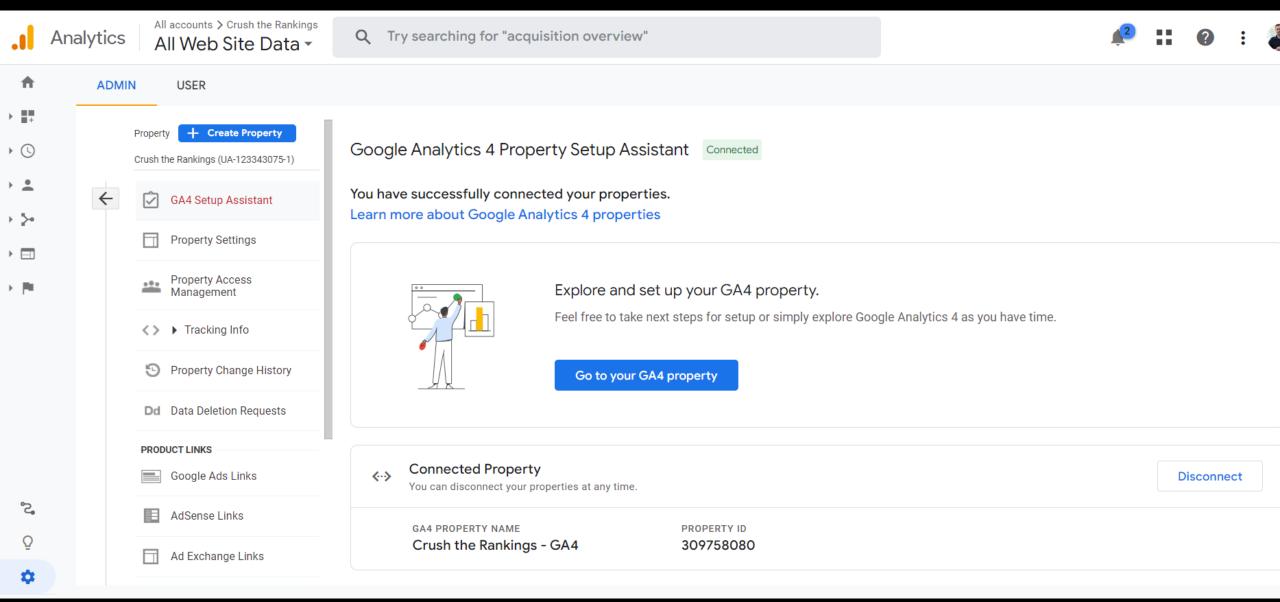
# Setting up GA4



# Setting up GA4



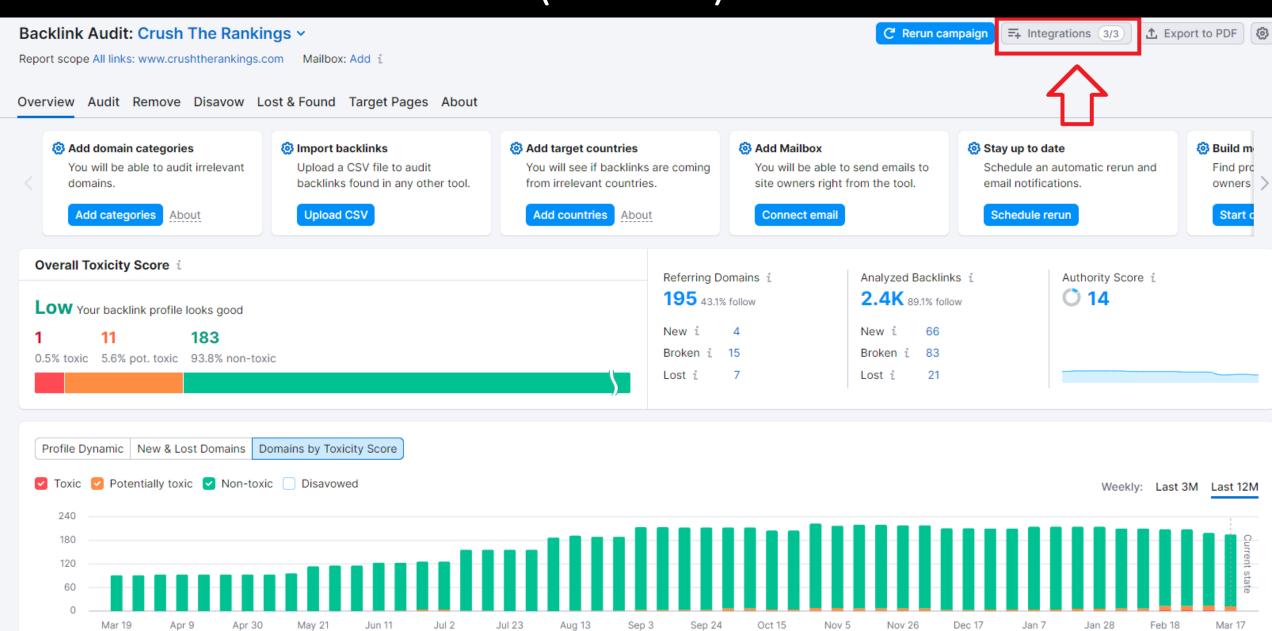
### Setting up GA4

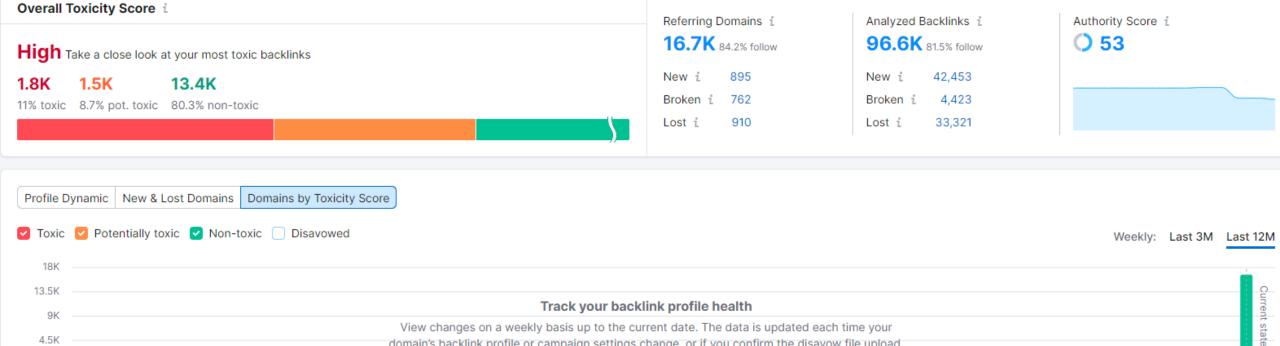






# Backlink Audit (SEMRush)





Track your backlink profile health View changes on a weekly basis up to the current date. The data is updated each time your

domain's backlink profile or campaign settings change, or if you confirm the disavow file upload.

Sep 9

Sep 30

Oct 21

Nov 11

Dec 2

Dec 23

Jan 13

Feb 3

Feb 24

Mar 17

4.5K

Mar 25

Apr 15

May 6

May 27

Jun 17

Jul 8

Jul 29

Aug 19

#### I have a lot of toxic links, what should I do?

 Google's John Mueller: "Don't waste your time on it; do things that build up your site instead."



#### Backlink Audit Articles

- Google Blasts Agencies That Sell Links & Disavow Link Services
- Google Double Downs On Not Using Link Disavow Files In A Bigger Way



Farhad Divecha · Mar 8, 2023



@FarhadD · Follow

Honest question @JohnMu:

How would an ordinary webmaster or SEO marketing exec know whether or not to spend time disavowing spam links to their domain?

Given @methode said he's "seen more people shoot themselves in the foot with their disavow files than actually benefit"



johnmu is not a chatbot yet 🔌 🤡



@JohnMu · Follow

To be honest, anyone who does not know, should \*not\* use it. That's why the tool is not a part of the search console UI. That's why our messaging has been consistently to not use it unless you know there's an actual issue. To paraphrase: When in doubt, leave disavow out.

12:46 PM · Mar 8, 2023







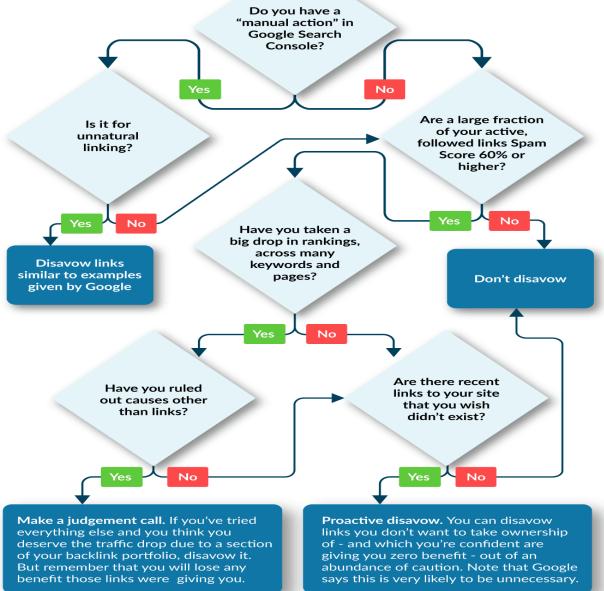


# When, if ever, should I disavow?



#### Should I disavow?

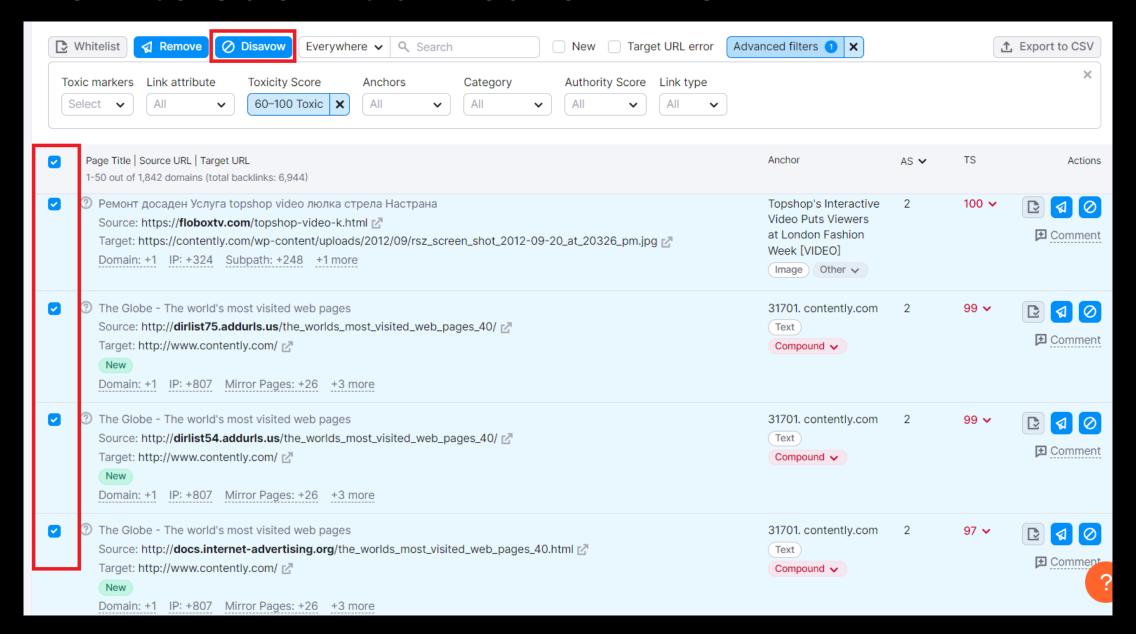








#### How to Submit a Disavow File



```
www-mmtcfl-com_20230317T082440Z_DisavowLinks - Notepad
File Edit Format View Help
# exported from backlink tool
# domains
domain: jaidenmsxae.link4blogs.com
domain:tysoncauog.onesmablog.com
domain:erickhboyg.blogstival.com
domain:movie16.co.hakktv.net
domain:riverzjqtz.tinyblogging.com
domain:cruzhkmoo.tinyblogging.com
domain:lanevncqf.tinyblogging.com
domain:beasley-michelle-g-md.business.site
domain:brooksbaxsp.ampblogs.com
domain:zanephfwo.bloguetechno.com
domain:eduardotyzwv.tinyblogging.com
domain:alexisybdfg.ampblogs.com
domain:felixrtvxx.acidblog.net
domain:shanehklno.ivasdesign.com
domain:cannabisdoctordenver50210.blogerus.com
domain:codyrtngw.pointblog.net
domain: johnathanwacdd.tinyblogging.com
domain:marijuana-medical-doctor95150.blogerus.com
domain:colorado-medical-marijuan15059.designi1.com
domain:elliottdhknr.onesmablog.com
domain:sethnstuw.thezenweb.com
domain:lukaswgqve.tinyblogging.com
domain:medical-marijuana-treatment-clinics-of-florida.business.site
domain:jeffreyuxzyb.blogocial.com
domain:garrettrwzce.pages10.com
domain:mmj-clinic72726.post-blogs.com
domain:medical-mj-doctors40547.blogolize.com
domain:marijuanadoctorsdenver30369.bloggin-ads.com
domain:andyyxvuu.onesmablog.com
domain:dantejmpqr.articlesblogger.com
domain:dispensary.jp
domain:shaneperdo.blogolize.com
domain:lorenzowabdc.thezenweb.com
domain:paxtondoxen.bloguetechno.com
domain:martinhoigq.blogolize.com
domain:waylonadeff.thezenweb.com
domain:caidenjqtvx.ampblogs.com
```

domain:messiahlqtuv.thezenweb.com
domain:dantexrbib.thezenweb.com
domain:health-medical.info

#### How to Submit a Disavow File

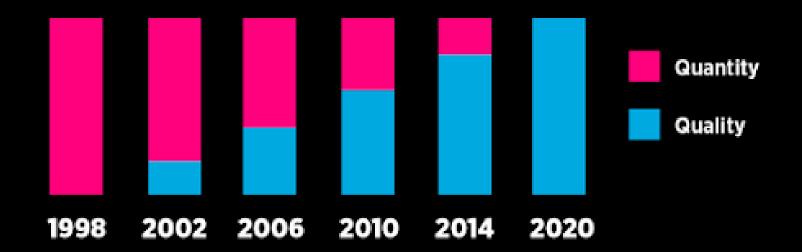
- Create disavow file (I use SEMRush Backlink audit, but this article explains how if you do not: When & How to Disavow Backlinks)
- Submit Disavow File to Google Disavow Tool: https://search.google.com/search-console/disavow-links



# Backlinks: Quantity Vs Quality

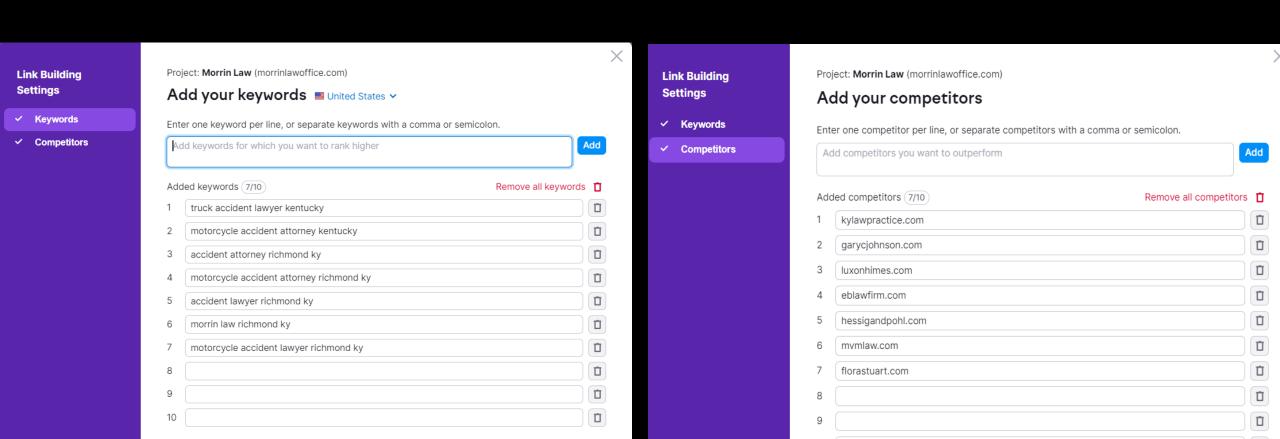


Over time Google has started to favour quality over quantity.



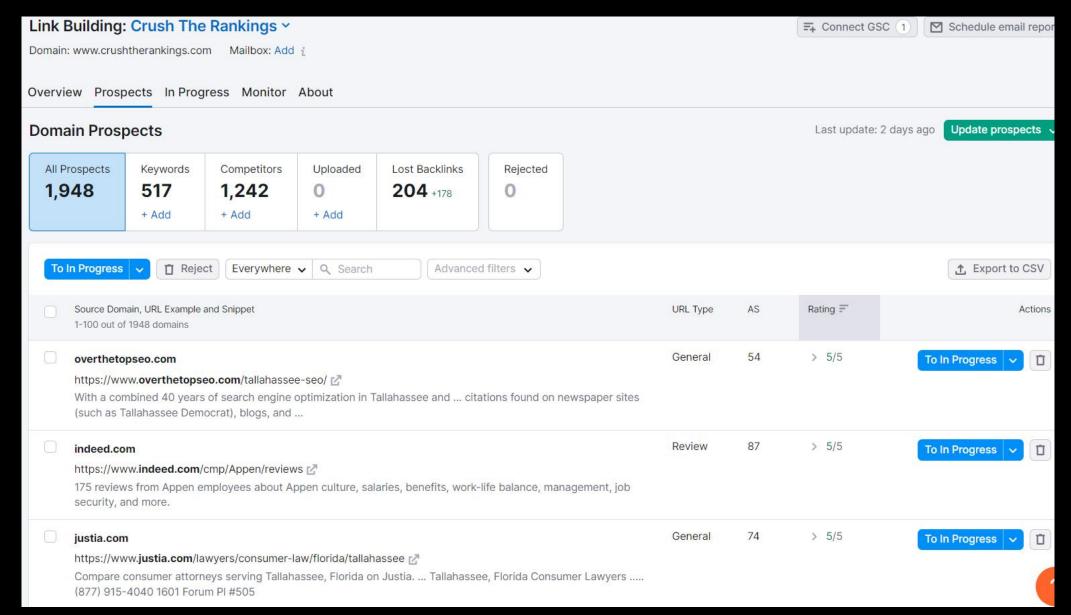
Google's 2012 Penguin Algorithm Update targeted unnatural backlinks. Since then, they've released several Link Spam updates.

## SEMRush Link Building Tool

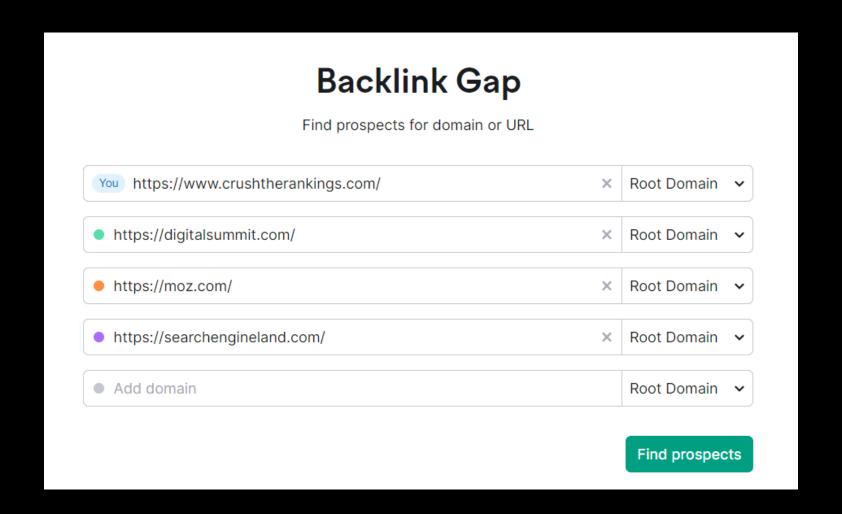


Competitors →

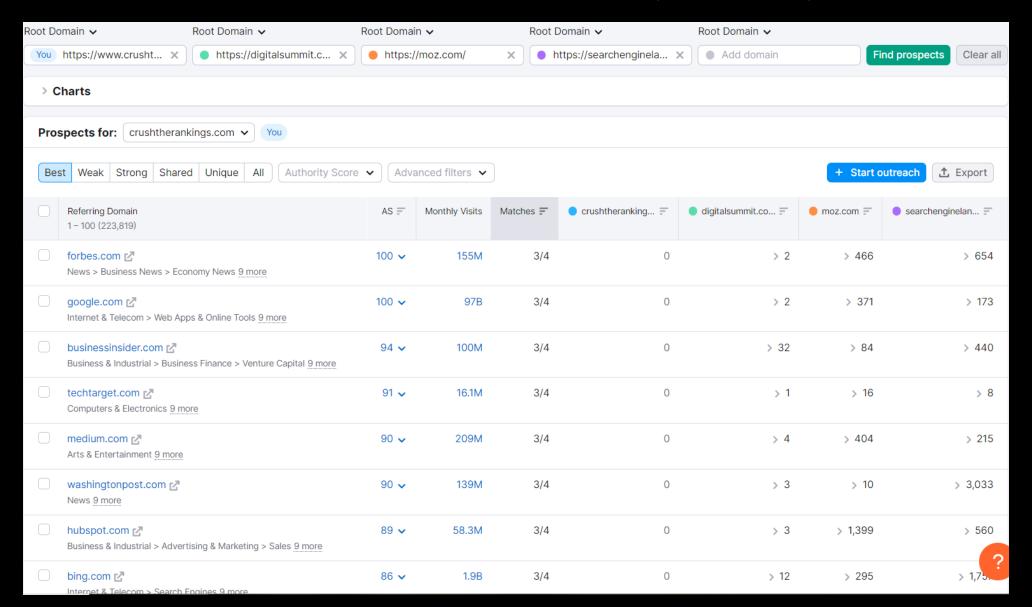
### SEMRush Link Building Tool



## SEMRush Backlink Gap Analysis



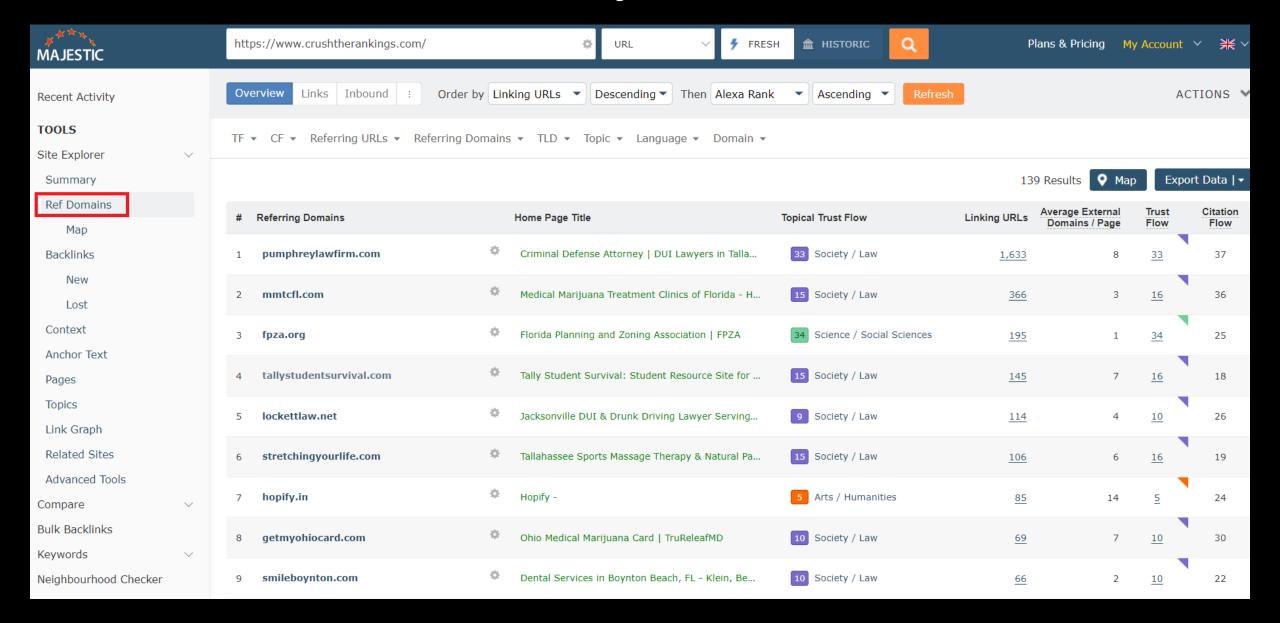
### SEMRush Backlink Gap Analysis



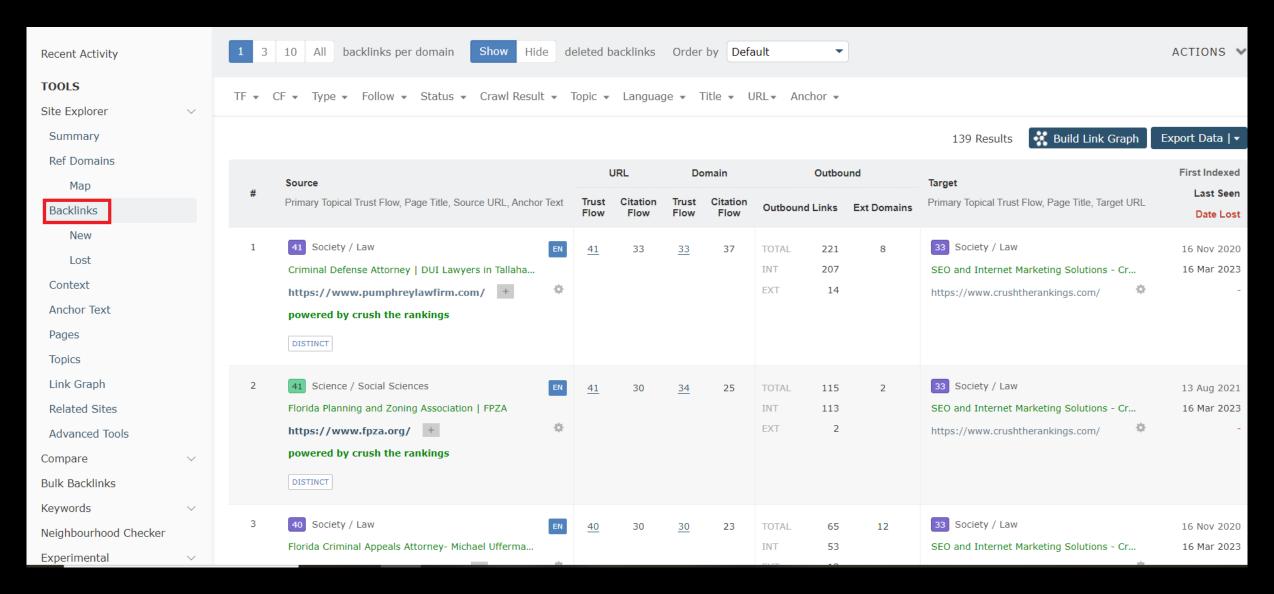
# SEMRush Backlink Gap Analysis

		ing Domain (223,819)	AS =	Monthly Visits	Match	nes =	crushtheranking =	digitalsummit.co	o moz.	.com =	<ul><li>sea</li></ul>	rchenginelan =
		essinsider.com 🗹 ess & Industrial > Business Finance > Venture Capital <u>9 more</u>	94 🗸	100M		3/4	0	v 3	2	> 84		> 440
☐ Ne	w į	Lost i Follow										
Page /	AS ₹	Source page Title and URL		Ext. Links Int.	Links	Anchor a	and Target URL			First Seer	1	Last Seen
	38	Insiders Explain Why Morale 'Sucks' at EV Startups Like L  www.businessinsider.com/morale-sucks-ev-startups- rivian-tesla-competitors-2022-10  Mobile friendly		101	92		oday ngeles.digitalsummit.co Nofollow	om/ ☑		Oct 6, 2	022	5d ago
	31	The Twitter Whistleblower Likely Isn't Elon Musk's Silver & www.businessinsider.com/why-the-twitter-whistleblo-isnt-elon-musks-silver-bullet-2022-8  Mobile friendly		99		⊕ digit	and tomorrow talsummit.com/ 🗹 Nofollow			Sep 14,	2022	5d ago
	28	Facebook Contractor Speaks Out About the "Messy" End www.businessinsider.com/facebook-contractor-speak e-messy-end-to-their-job-2022-8  EN Mobile friendly		103			oday digitalsummit.com/ 🗹 Nofollow			Aug 15,	2022	4d ago
	27	⊕ newsletter.businessinsider.com/click/27027259.14838 HM6Ly9waG9lbml4LmRpZ2l0YWxzdW1taXQuY29tLz9uci F9yZWZlcmVyPTEmdXRtX3NvdXJjZT1TYWlsdGhydSZ1dd XVtPWVtYWlsJnV0bV9jb250ZW50PTEwX3RoaW5nc1902 8e54f46f02b05764e850aB70167f58 🖸	l9lbWFpb G1fbWVka	0	0	▼ 302 New	digitalsummit.com	/?nr_email_referer=1 🗗		8d ago		8d ago
	27	10 Things in Tech: Prime Subs Scrutiny  ⊕ www.businessinsider.com/10-things-in-tech-amazon bscription-scrutiny-ftc-2022-3   □	-prime-su	100		⊕ pho	and tomorrow. enix.digitalsummit.com Nofollow	ď		Nov 6, 2	022	Mar 1, 2023

#### Majestic



#### Majestic



### Backlink Acquisition Tools

- SEMRush Link Building Tool
- SEMRush Backlink Gap Analysis
- Majestic
- BrightLocal



# Download workbook: taylorslides.com



#### Keep in Touch!

- taylor@crushtherankings.com
- @RealTaylorKurtz on Twitter
- <u>LinkedIn</u>
- WWW.TAYLORSLIDES.COM





#### ABOUT ME

- President & Founder of Crush The Rankings
- Search Engine Land Author
- SEO Training
- Algorithm Penalty Recovery
- FSU Alumni + MBA
- Professor at Front Range Community College

ABOUT THIS SESSION:

Content is King! This cliche statement has never been more true. This module will teach you to understand your audience, learn what information they're seeking, and how to create a tactful and targeted content strategy to attract your ideal audience.

# Download workbook: taylorslides.com

# SEO



What I think I do



What my friends think I do



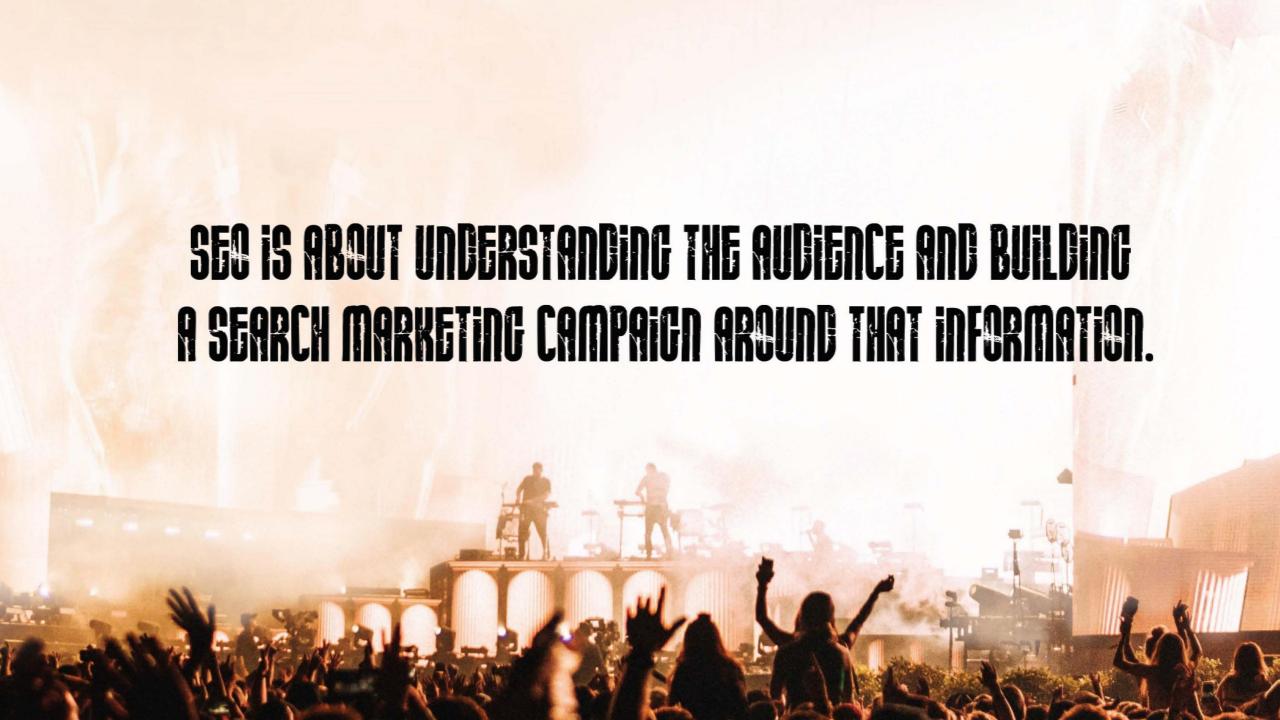
What my mom thinks I do

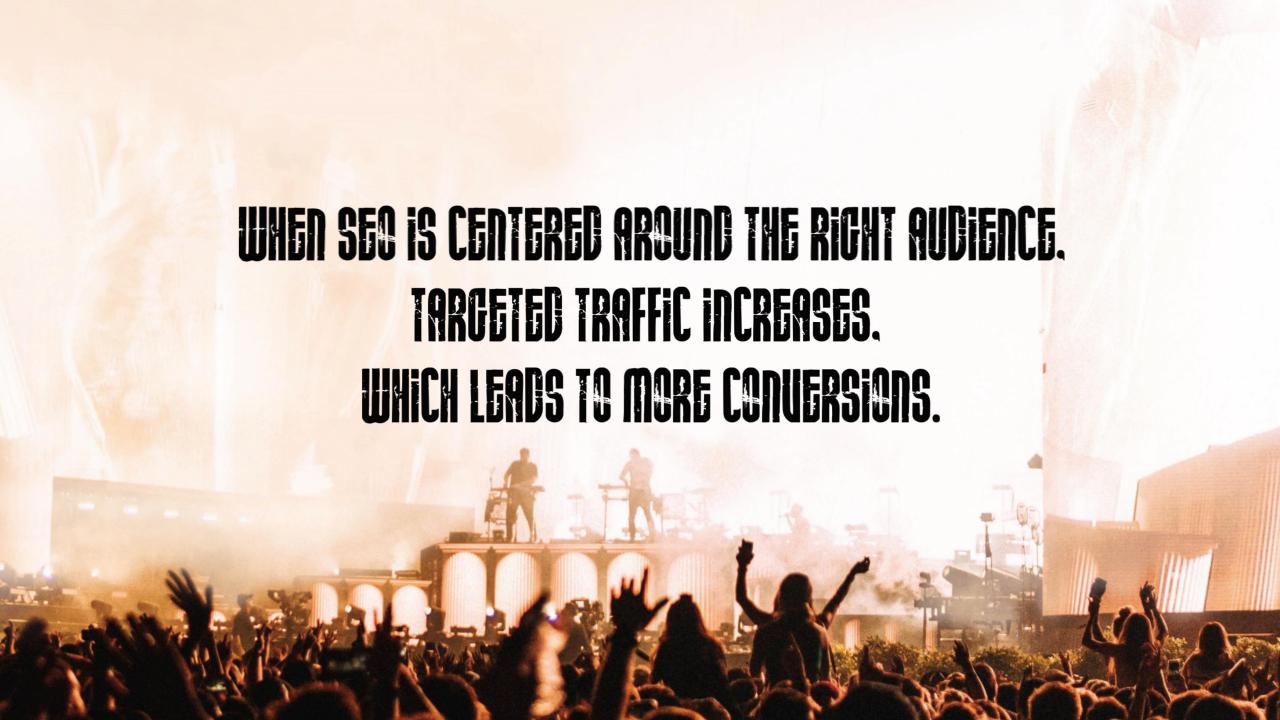


What I actually do

# your-searchers











#### Personas matter to SEO

- Words they use <del> (keywords)</del>
- Websites they frequent (links)

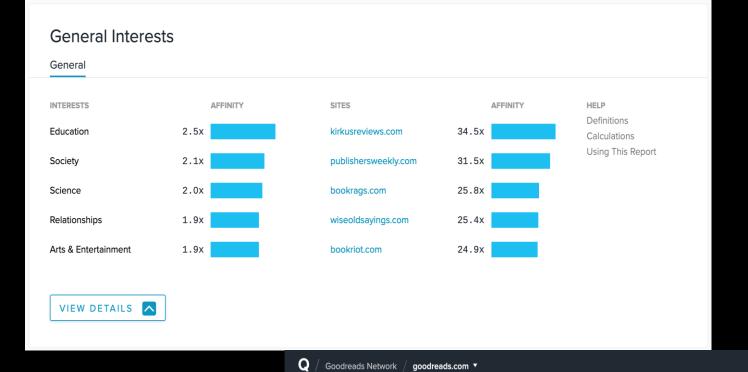
#### Understand & analyze your audience

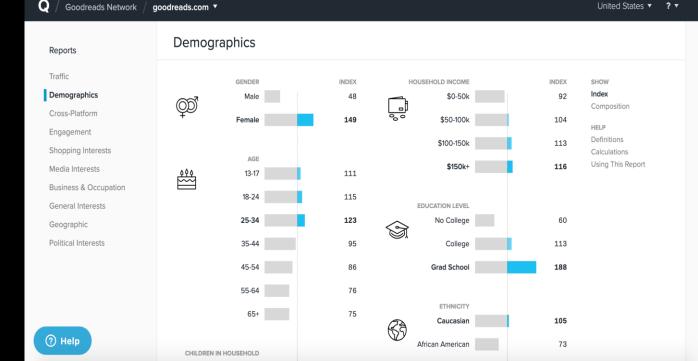
- Analyze competing brands
- Gather data from social platforms

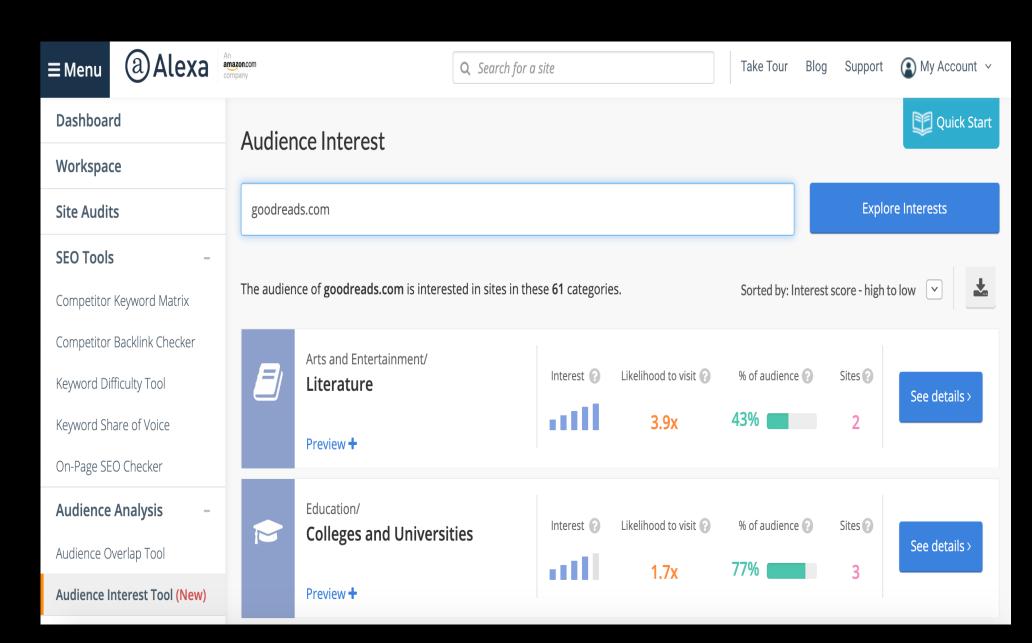
## Analyze competing brands

- Get insight into a brand's audience, which will help you identify content topics and target geographic areas
- In addition, you might come up with great link building ideas based on the interests

#### Quantcast







Alexa

#### Gather data from social platforms

 There is a lot of consumer data available from social platforms, which can be used to develop personas and/or identify content topics. Demographics

Socioeconomics

Influencers & brands Interests Media affinity Content Personality

Buying mindset Online habits

Hot content

Popular posts, hashtags, keywords and formats

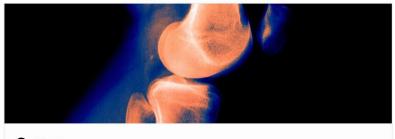
Last update: 16 days ago

5

Hot posts

Audiense

#### **Publications**



#### Wired

#### New Algorithms Could Reduce Racial Disparities in Health Care

Researchers trying to improve health care with artificial intelligence usually subject their algorithms to a form of machine med school. Software learns from doctors by digesting thousands or millions of x-rays or other data labeled by expert humans until it can accurately flag suspect moles or lungs showing sig...

#### Tradingster

#### COT Report: SILVER with COT Chart (Futures Only) -<u>Tradingster</u>

Below is the Commitments of Traders (COT) report for SILVER - COMMODITY EXCHANGE INC. (futures only) with COT charts. This COT report for SILVER is as of 2021-02-09. COT reports are released each Friday (except for U.S. holidays) by the CFTC. Each COT report release includes data from the...

#### Popular hashtags

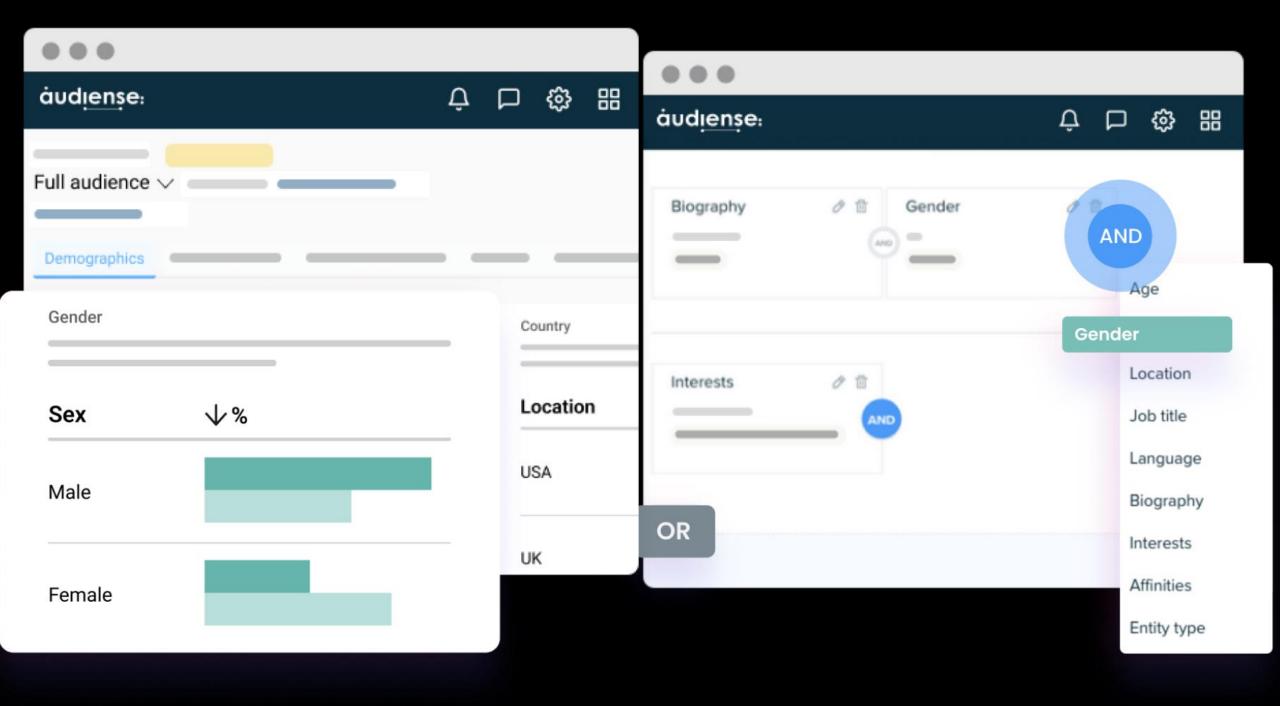
#twittermarketing	
#tuesdayvibe	
#sustainablebusiness	
#socialmediamarketing	
#socialmedia	
#news	
#mufc	
#leadgeneration	
#irish	
#influencers	

#### Popular keywords

content		<b>&amp;</b>
time	tijd	thewaryseo
strategies	social	robinlord
richardfergie		

#### Most relevant media formats

64.62%	6.92%	4.62%
Links	Videos	Photos



#### Ways to collect data

Interviews: Interview existing customers and pay careful attention to how they
describe their problems. Those are keyword opportunities.

#### Ways to collect data

Internal Departments: Depending on the size of your organization, other departments will have information to help you. For instance, the customer service and sales departments will know what people ask the most and what seems to interest them.

#### Ways to collect data

Surveys: If you have an existing customer base, you can send out a survey asking questions to help you understand them better.

HubSpot Tools

# Make My Persona

A Buyer Persona Generator from HubSpot

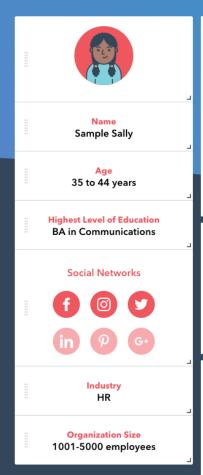
#### **Make My Persona Overview**



Color Scheme Delete Persona

Save

Download/Export



#### **Job Responsibilities** Reports to Head of HR • Consult with employers to identify needs and preferred qualifications · Interview applicants about their experience, education and skills Their Job Is Measured By · Contact references and perform **Talent Acquisition** background checks Talent Development • Inform applicants about job details such Performance Management as benefits and conditions • Hire or refer qualified candidates • Conduct new employee orientations Process paperwork **Biggest Challenges Goals or Objectives** Increase the percentage of active open Compliance positions filled within the targeted deadline. Management changes Workforce training and development Maintain the employee retention rate (less Adapating to innovation company-initiated transitions) above 75%. They Gain Information By Tools They Need to Do Their Job Reading blog posts BambooHR Receiving industry email newsletters Greenhouse Social media Slack

# Trello **Preferred Method of Communication** Social Media (Twitter, FB, LinkedIn)

#### Why Use a Buyer Persona?



Buyer personas provide structure and context for your company, making it easier to map out content, allocate your team's time and resources, and achieve alignment across your organization.

# Download workbook: Taylorslides.com

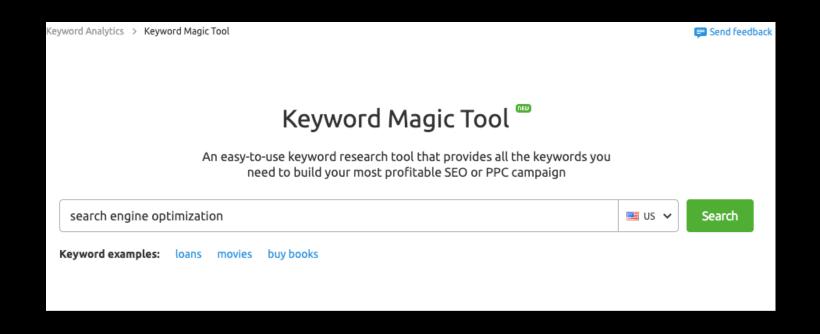


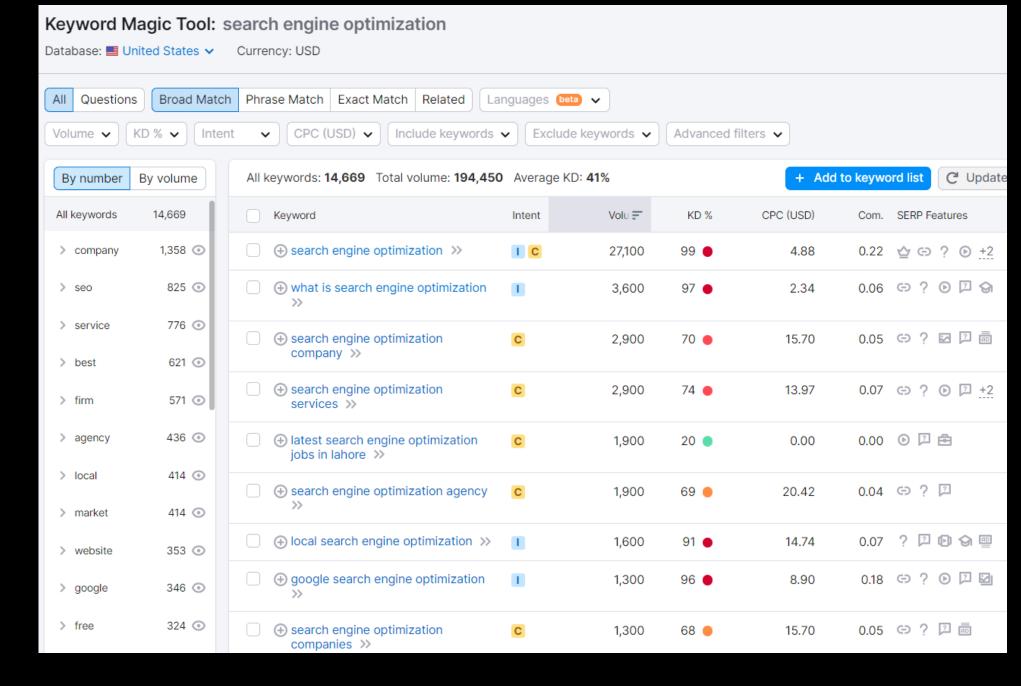
## Keyword research steps

- 1. Step One: Brainstorm your list (i.e. pad of paper or spreadsheet)
- 2. Step Two: Expand your list
- 3. Step Three: Validate search volume
- 4. Step Four: Identify search intent

# Expand your list

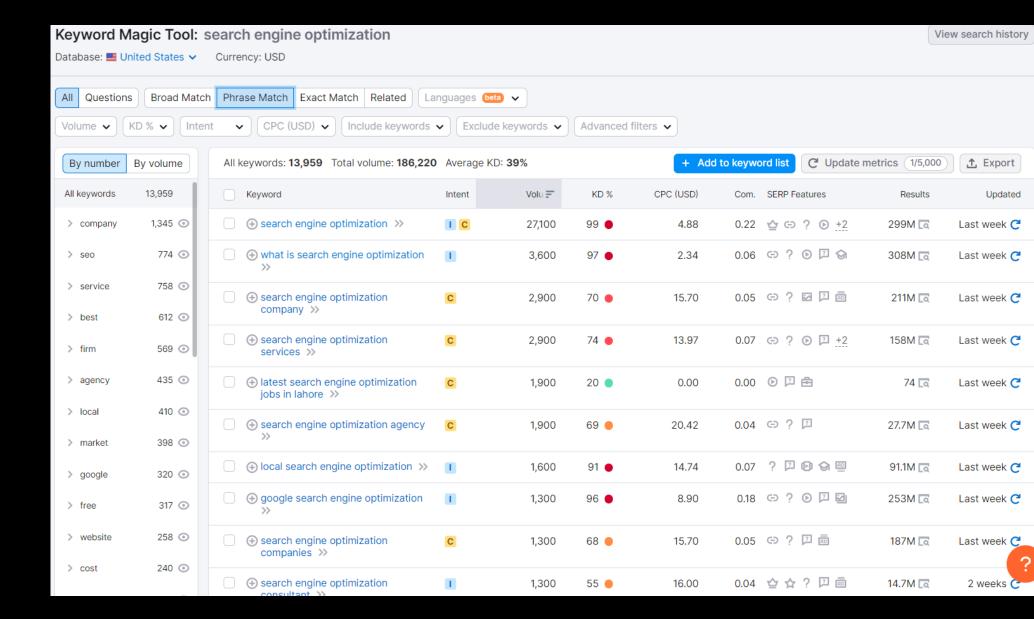
- Look for related words and phrases
- Identify synonyms
- Consider semantic relationship of words

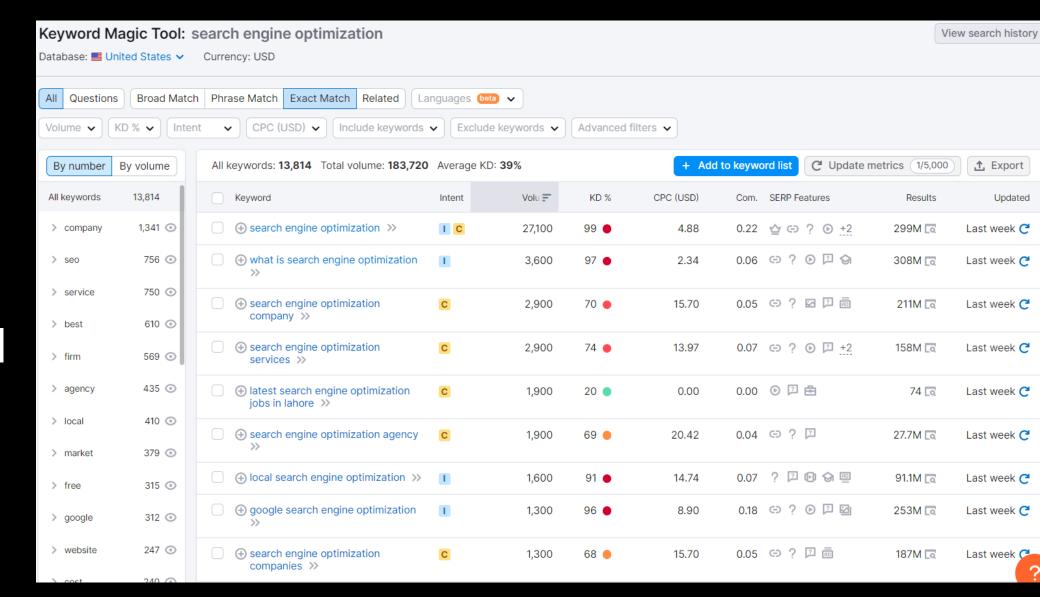


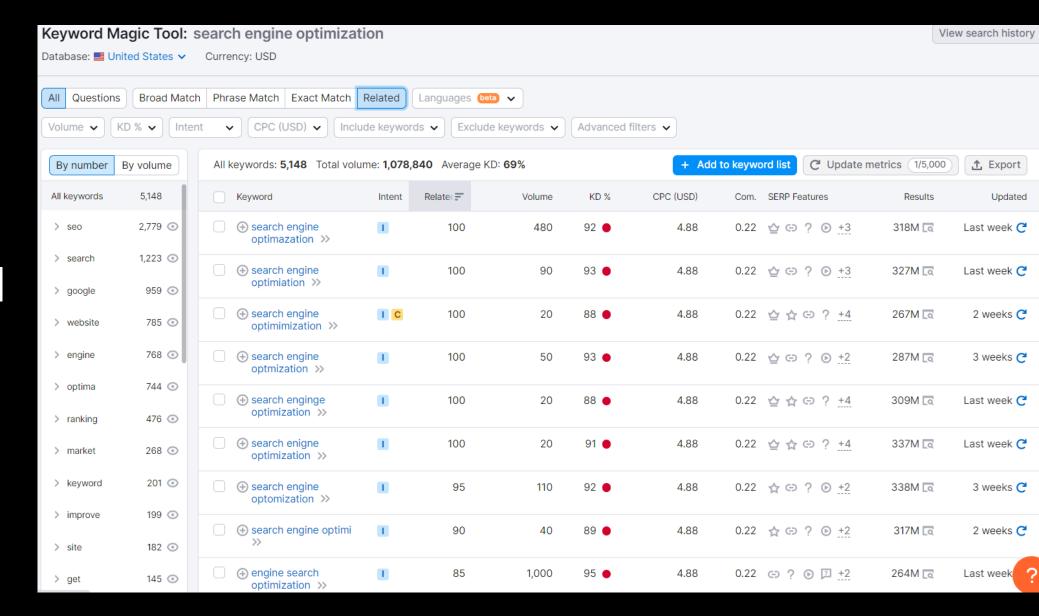


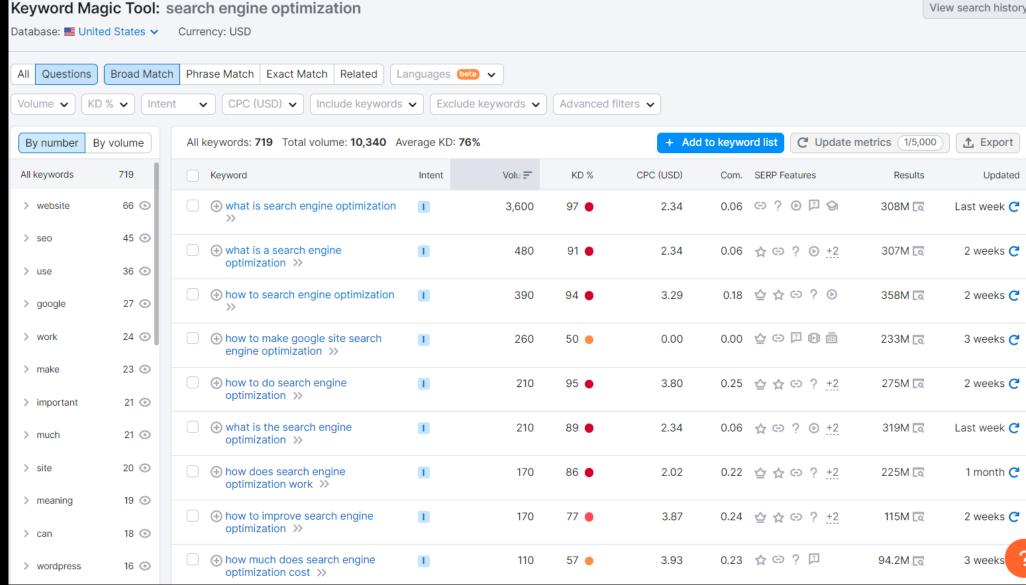
#### Validate search volume

- Make sure people are using that word or phrase
- Don't focus on search volume alone
- Relevancy is the most critical aspect
- Know if it is a conversion word

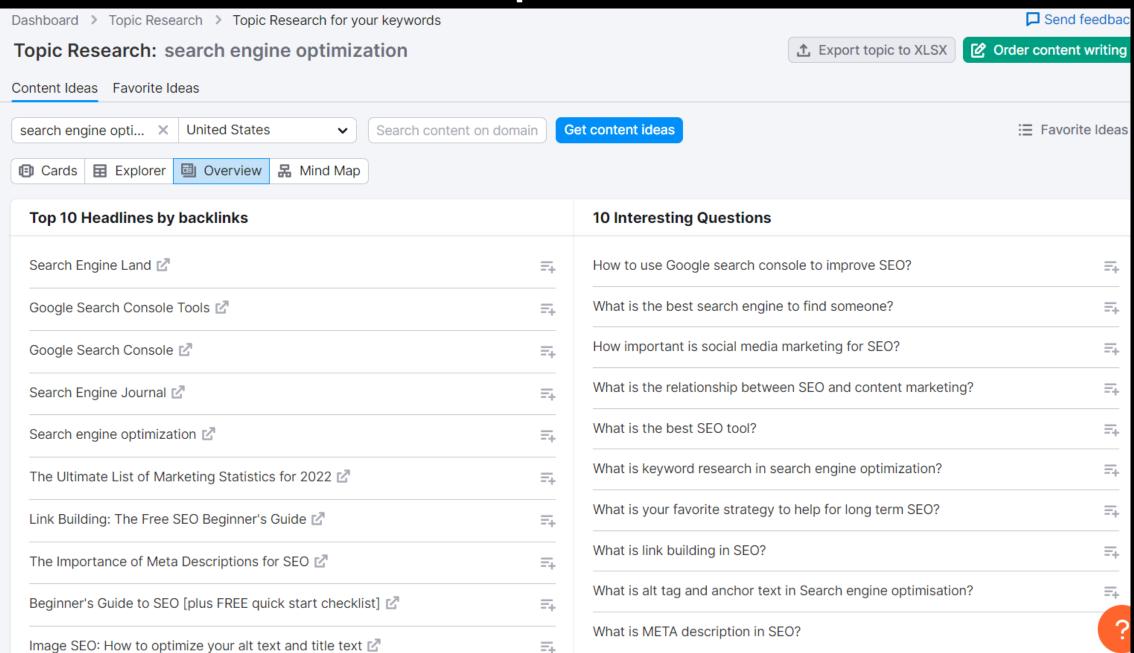








# **SEMRush Topic Research Tool**



# **SEMRush Organic Research**

#### Organic Research: digitalsummit.com 🗹

★ Export to PDF

**US** 944

CA 41 ■ AU 25 •••

Device: Desktop V

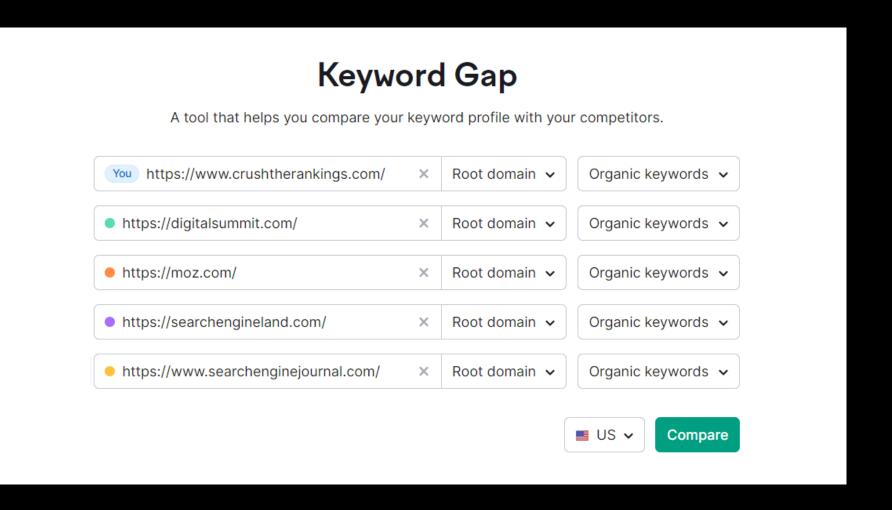
Date: Mar 15, 2023 V

Currency: USD

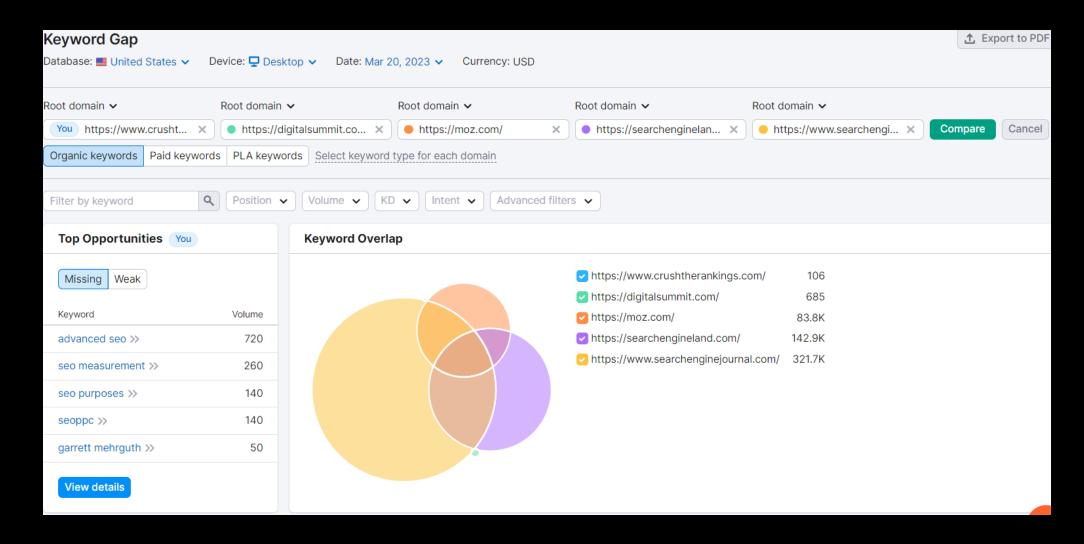
#### Positions Position Changes Competitors Pages Subdomains

Organic Search Positions 1 - 100 (944)							+ Add to I	keyword	list Manage columns 12/10	Manage columns 12/16			
		Keyword	Intent	SF	Positio =	Diff.	Traffic %	Volume	KD %	CPC	URL	SERP	Updated
>		① digital summit portland >>	N	4	1 → 1	0	3.03	90	0 •	0	portland.digitalsummit.com/lp 🛂 /2022-agenda/	Q	2 days
>		① digital summit seattle >>	N	4	1 → 1	0	3.03	90	9 •	0	seattle.digitalsummit.com/tick 2 ets/	Q	Feb 27
>		① digital summit boston >>	N	<u>5</u>	1 → 1	0	3.03	90	4 •	0	boston.digitalsummit.com/at- a-glance/	Q	Feb 25
>		① detroit digital summit >>	N	4	1 → 1	0	1.23	40	4 •	0	detroit.digitalsummit.com/faq/ 🛂 attendee-faq/	[a	Mar 11
>		① digital summit detroit >>	N	4	1 → 1	0	4.68	140	2 •	0	detroit.digitalsummit.com/faq/ 🗗 attendee-faq/	Q	3 days
>		minneapolis digital summit >>	N	4	1 → 1	0	0.96	30	13 •	0	minneapolis.digitalsummit.co 🗹 m/mc/	Q	Feb 20
>		① digital summit agenda >>	NT	<u>5</u>	1 → 1	0	0.55	20	28 •	5	seattle.digitalsummit.com/202 2/agenda/	Q	Feb 19
>		① digital summit minneapolis >>	N	3	1 → 1	0	4.68	140	11 •	5.2	minneapolis.digitalsummit.co 🗹 m/mc/	Q	Mar 02
>		① digital summit san francisco >>	N	3	1 → 1	0	2.34	70	1 •	0	sanfrancisco.digitalsummit.co 🗹 m/why-attend/	[Q	Mar ?

# SEMRush: Keyword Gap Analysis



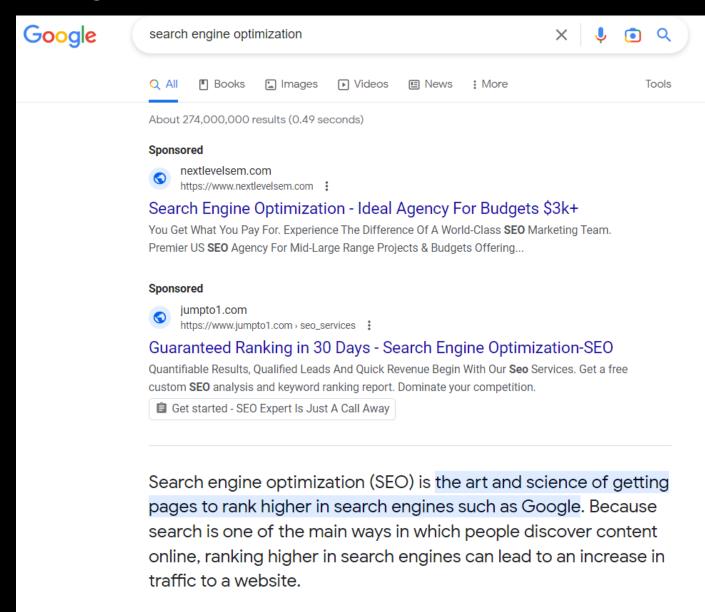
# SEMRush: Keyword Gap Analysis



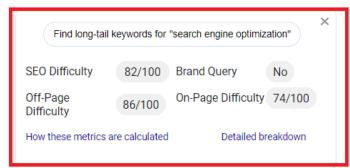
# SEMRush: Keyword Gap Analysis

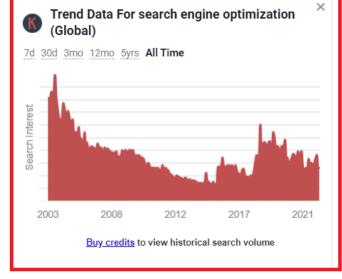
All keyword details for: https://www.crusht v												
Shared 0 Missing 15 Weak 0 Strong 0 Untapped 431.6K Unique 63 All 431.7K										+ Add to keyword list		
Keyword	Intent	https://www	https://digital	https://moz.c	https://searc	https://www	Volume =	KD%	CPC	Com.	Results	
		0	54	1	74	3	720	75 🔵	4.35	0.05	149M	
⊕ seo measurement >>		0	98	2	12	38	260	39 🛑	4.52	0.05	45.4M	
⊕ seo purposes >>		0	90	44	5	27	140	80 🛑	4.24	0.02	52.4M	
⊕ seoppc >>	C	0	33	25	3	5	140	54	7.13	0.13	6M	
⊕ garrett mehrguth >>		0	13	88	75	14	50	34 🛑	0.00	0	99	
⊕ google serp tracking >>	C	0	80	28	84	30	50	50 🛑	0.00	0	668K	
⊕ seo estimate >>		0	74	57	32	1	50	30 🛑	0.00	0.01	25M	
⊕ greg gifford seo »		0	49	50	5	6	40	38 🛑	9.07	0.34	615K	
⊕ structured data in seo >>		0	83	21	58	4	40	56 🛑	2.69	0.02	16.9M	
advanced on page seo >>		0	57	5	46	2	30	60 🛑	0.00	0.04	75.3M	
⊕ purna virji >>		0	43	33	4	6	30	17 •	0.00	0	22.6K	
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# **Keywords Everywhere**



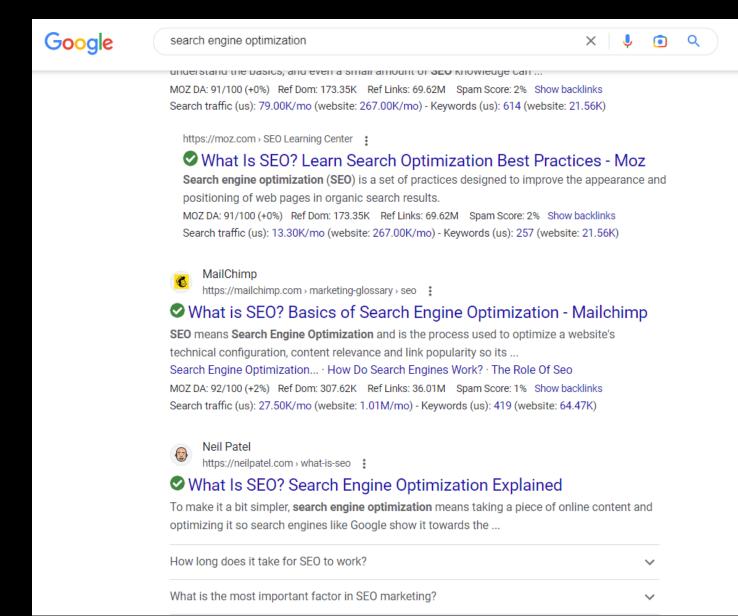
https://www.optimizely.com > optimization-glossary > se...

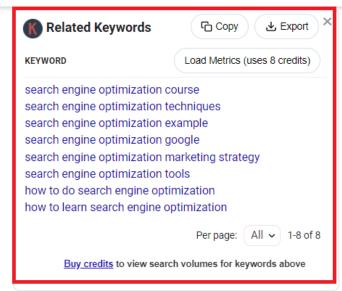


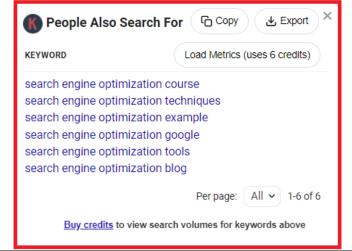




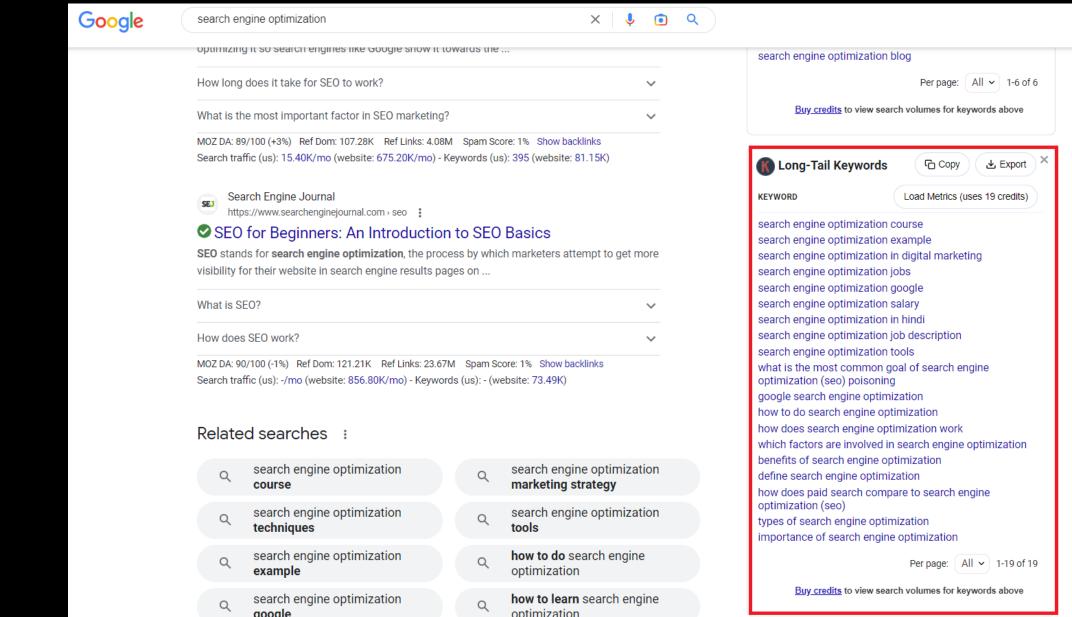
# **Keywords Everywhere**







# **Keywords Everywhere**

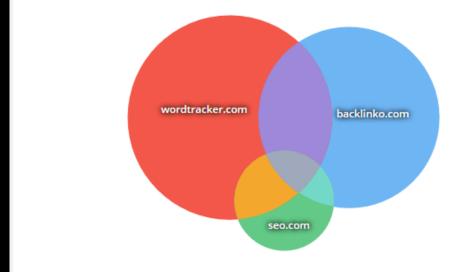


backlinko.com

wordtracker.com

VS

seo.com



#### **Overall Market Research**

**♀** KEYWORD UNIVERSE (8,469)

Keywords any domain ranks for

**CORE STARTING KEYWORDS** (13)

Keywords all three rank for

Recommendations for backlinko.com

WEAKNESS (17)

Keywords both competitors rank for, but not backlinko.com

□ EXCLUSIVE KEYWORDS (2,724)

Competitors don't yet rank, but backlinko.com does

#### Tools



# Identify search intent

- Intent falls into two categories: Know and Buy
- Page architecture and "other words" matter with intent

# Google



About 99,500,000 results (0.73 seconds)

#### "BUY" INTENT

#### Jim's Organic Coffee

https://www.jimsorganiccoffee.com/ -

Jim's **Organic Coffee** is a coffee roaster dedicated to providing the very finest certified organic coffees available. Learn more now.

Shop · Contact Us · Light / Medium Roast · Dark Roast

"KNOW" INTENT

#### Organic vs. Conventional Coffee | Equal Exchange

equalexchange.coop/blog/organic-vs-conventional-coffee \*

Apr 25, 2014 - The benefit of organic coffee. ... It's the difference between conventional and organic coffee. Even if you already choose organic in the produce ...

#### Organic Coffee Company | Best Organic Coffee and Coffee Beans www.organiccoffeecompany.com/ •

Fair trade, blended, flavored, and single origin products. Includes company news and tips for storage and brewing.

Testimonials · Free Recipe Book · 7 Fun Ways To Up Your Coffee ... · News

#### Best Organic coffee in Phoenix, AZ - Yelp

https://www.yelp.com/search?find\_desc=organic+coffee&find\_loc=Phoenix%2C... \*

Reviews on Organic coffee in Phoenix, AZ - A T Oasis Coffee & Tea Shop, Lux Central, Mama's Cold Brew, WhereUBean Coffee, Fair Trade Cafe, Urban Beans ...

#### Organic coffee - Wikipedia

https://en.wikipedia.org/wiki/Organic coffee \*

Organic coffee is coffee produced without the aid of artificial chemical substances, such as certain additives or some pesticides and herbicides.

#### Organic Coffee: Grounds for Change Organic Certified Coffee

www.groundsforchange.com/learn/organic.php \*

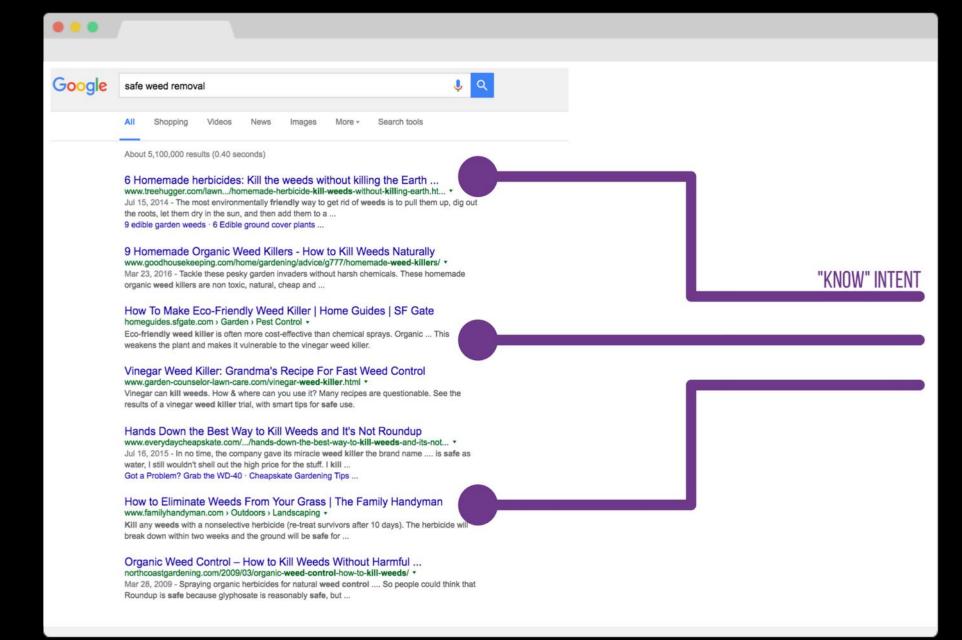
Certified Organic Coffee means that the organic coffee is produced by farmers who emphasize the use of renewable resources and the conservation of soil and ...

#### A Guide to Locally Roasted Coffee Beans in Metro Phoenix | Phoenix ...

www.phoenixnewtimes.com/.../a-guide-to-locally-roasted-coffee-beans-in-metro-pho... \*

Jun 3, 2014 - Highland Coffee Roaster Although you can't go to the Highland Cafe (because it doesn't exist), buying single origin, fair trade, organic, and ...

# Google



# Download workbook: taylorslides.com

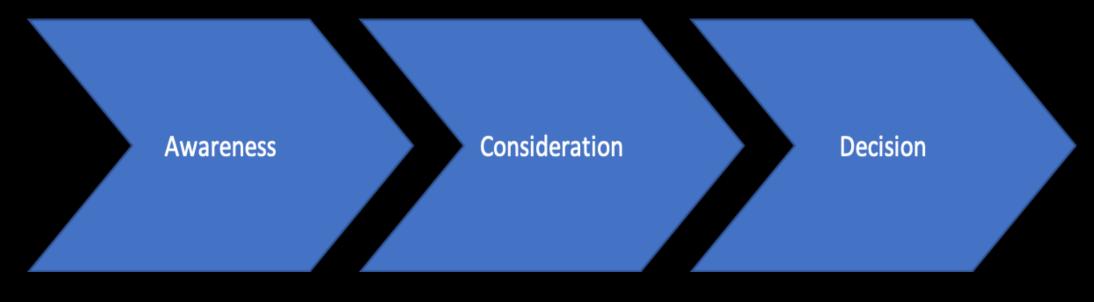


### The buyer's journey & SEO

- The idea of the buyer's journey is a combination of knowing your target customer and tailoring all interactions with them to help them move forward in the purchase process.
- All potential customers go on a journey—whether you know that journey or not as a marketer.

### Map keywords to the journey

- Make sure your website is optimized for keywords throughout the buyer's journey.
- Content should capture these moments.



"what to do after a car accident injury"

"benefits of hiring a personal injury lawyer"

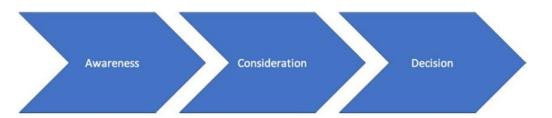
"personal injury lawyer near me"

#### PAGE

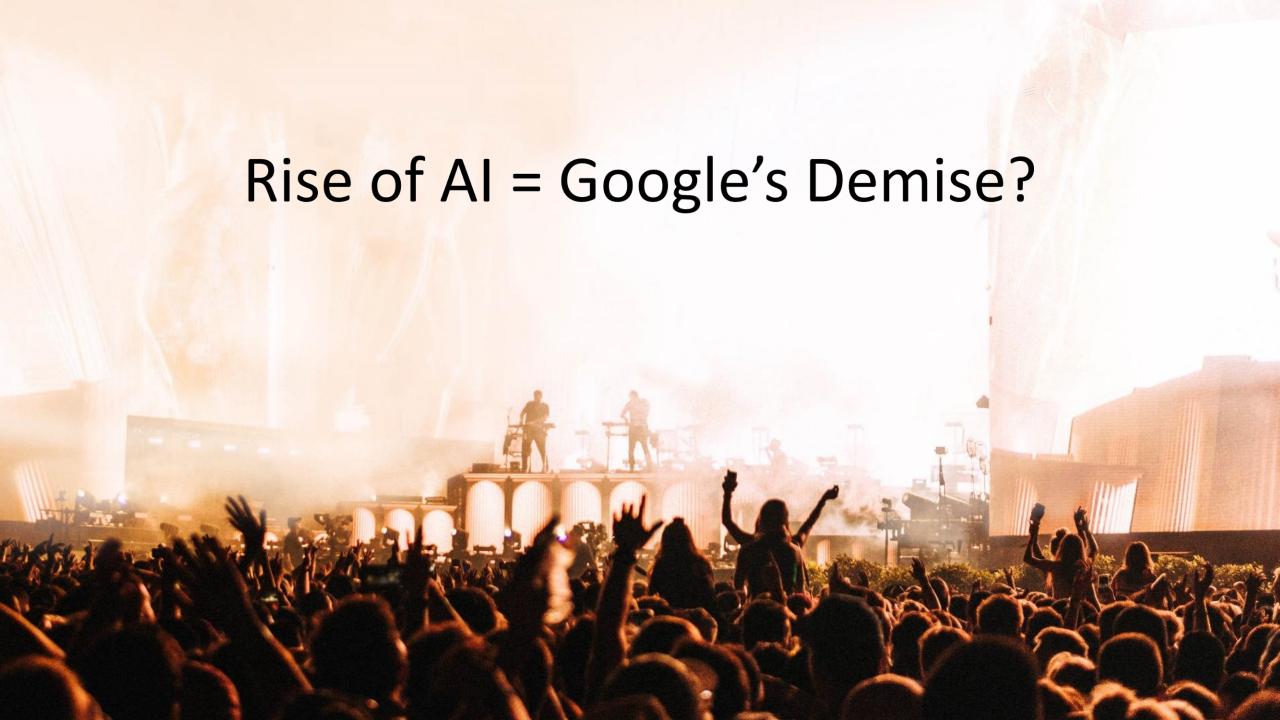
#### **BUYER'S JOURNEY FOR SEO**

"The buyer's journey is the process buyers go through to become aware of, consider and evaluate, and decide to purchase a new product or service." (HubSpot.com).

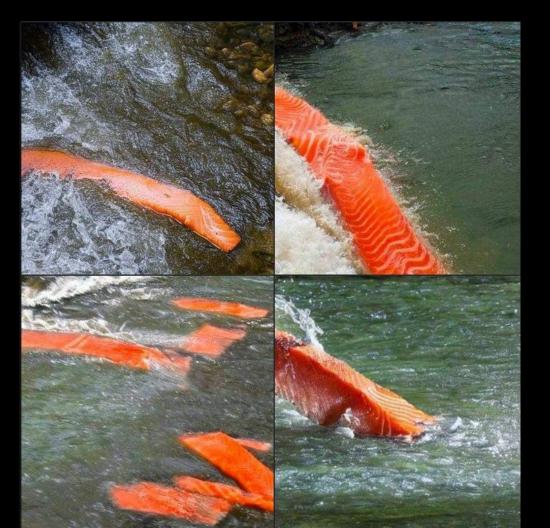
The idea of the buyer journey is a combination of knowing your target customer and tailoring all interactions with them to help them move forward in the purchase process. All potential customers go on a journey—whether you know that journey or not as a marketer. Below are the basic stages of the journey. Checkout this article for more indepth information: <a href="https://blog.hubspot.com/sales/what-is-the-buyers-journey">https://blog.hubspot.com/sales/what-is-the-buyers-journey</a>.





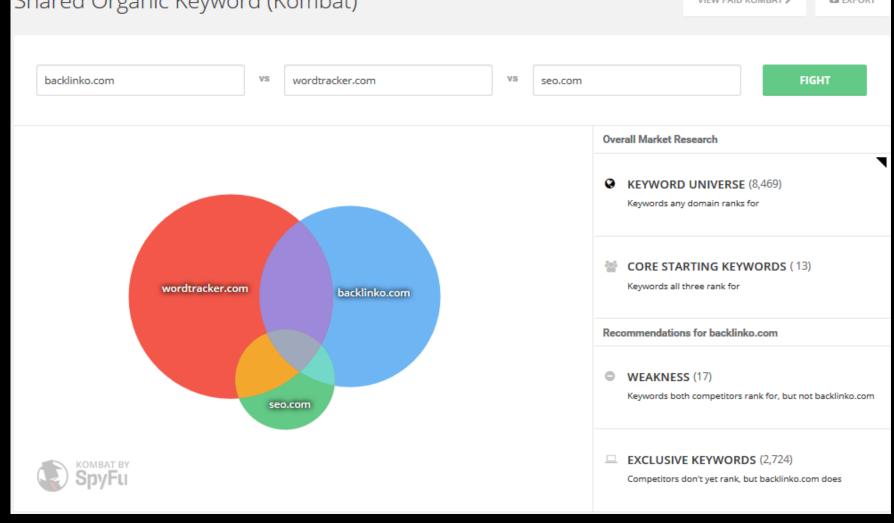


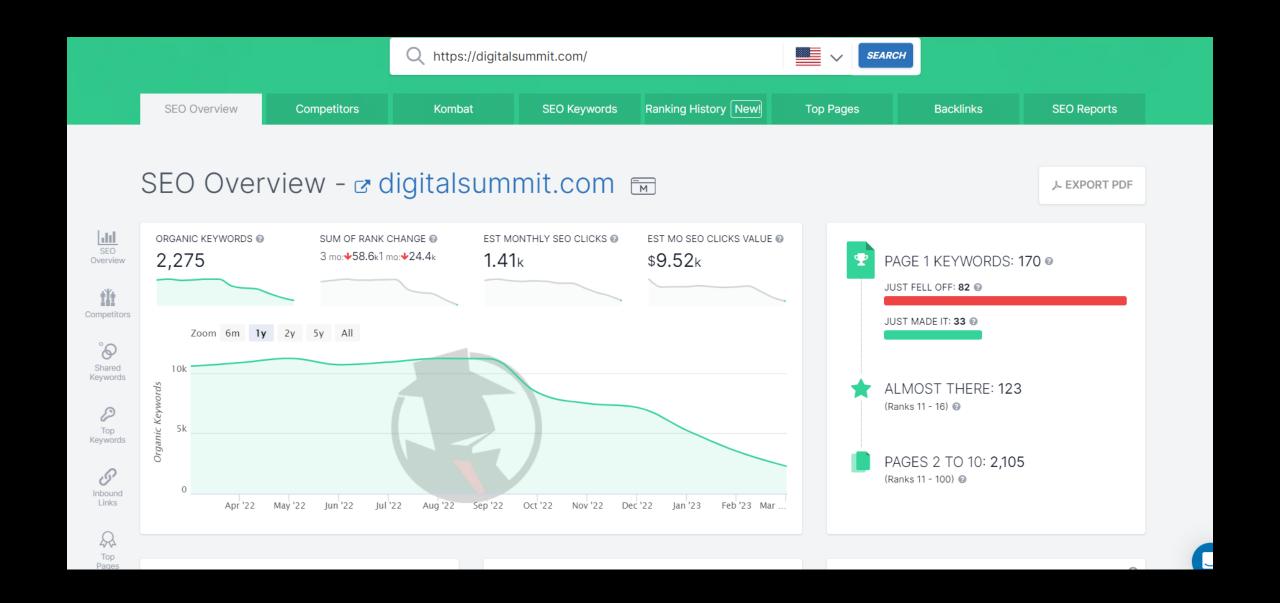
They asked an AI engine to recreate "a salmon swimming down a river", and here's what it guessed it would look like.



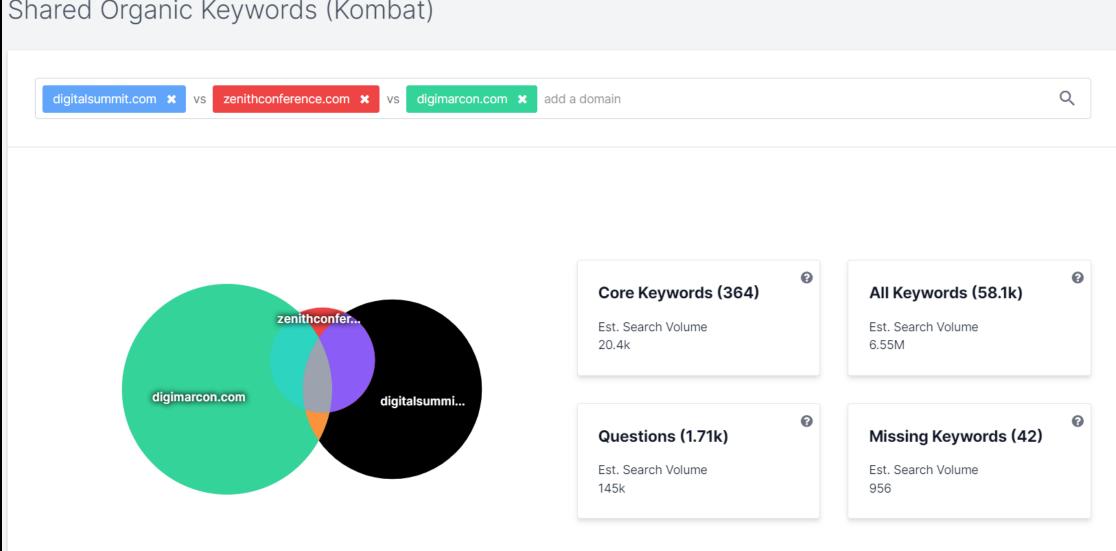






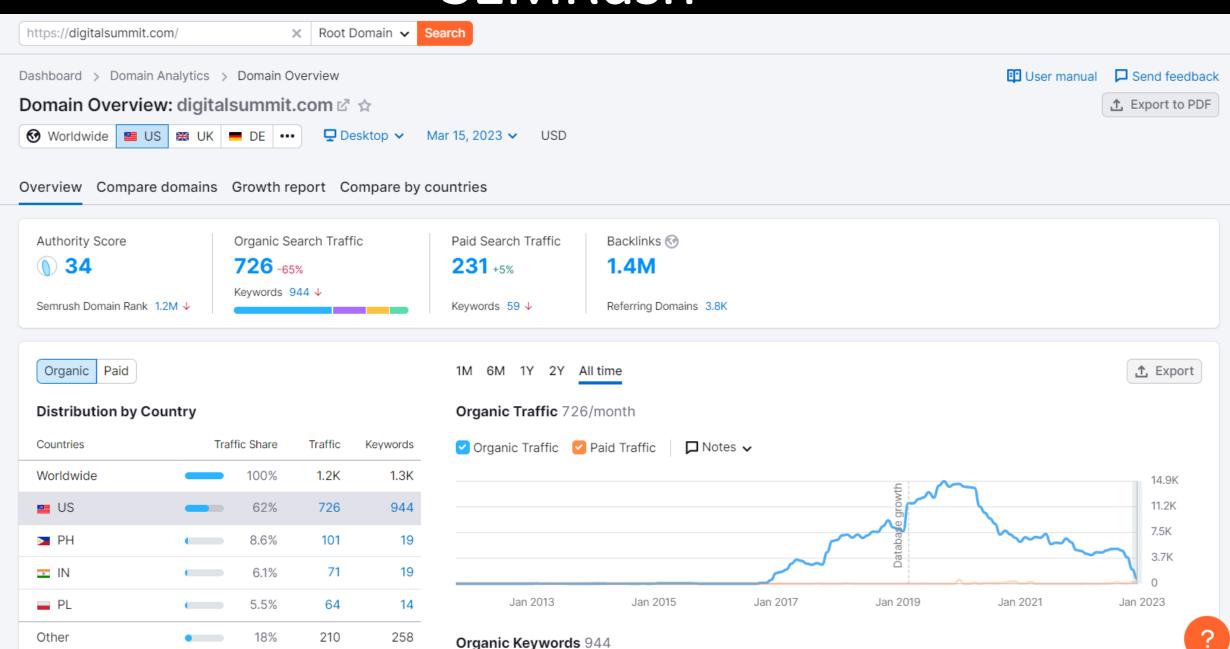


Shared Organic Keywords (Kombat)

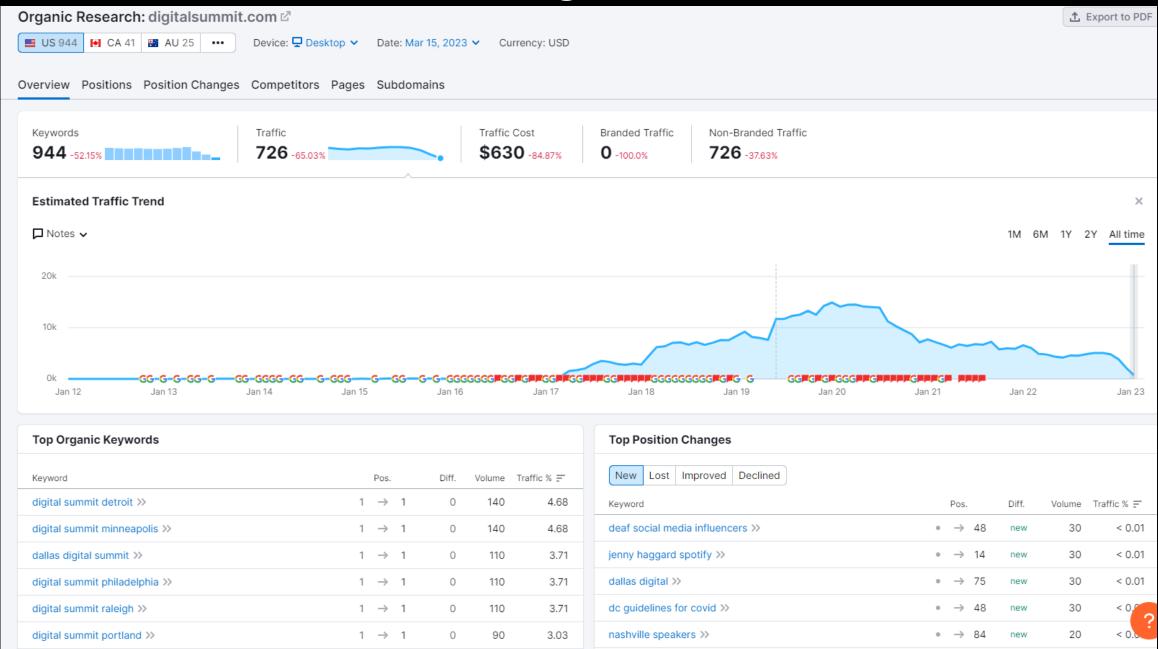


Page One Keywords		Almost There Keywords	Most Valuable Keywords					
Keyword	Rank (Change)	Keyword	TVICOC VAIGABIC INC Y VVOI GO					
internet summit	1 - ADD	digital summit atlanta						
digital summit minneapolis	1 - ADD	seo conference new york	Keyword	SEO Clicks	Volume			
digital summit dc	2 <b>–</b> ADD	kansas city marketing						
digital summit boston	1 - ADD	fyre festival logo transparent	internet summit	125	750			
digital summit philadelphia	1 - ADD	dayna grayson						
VIEW ALL PAGE ONE KEYWORDS >		VIEW ALL "ALMOST" KEYWOF	digital summit minneapolis	55	340			
Keywords that Just Made the First P	<sup>2</sup> age	Keywords that Just Fell Off the F	digital summit dc	50	600			
Keyword Rank (Change)		Keyword	digital summit boston	48	300			
shelby virgin	10 40↑ ADD	fyre festival logo transparent						
boston marketing conferences	3 NEW ADD	digital summit	digital summit philadelphia	48	290			
dallas digital marketing	7 14 <b>ADD</b>	chicago call for speakers						
sam mallikarjunan 10 1↑ ADD		jon youshaei	VIEW ALL ORGANIC KEYWORDS >					
memeology101	8 4 ↑ ADD	speaker submissions						

# SEMRush



#### SEMRush Organic Research



# **SEMRush Organic Research**

#### Organic Research: digitalsummit.com 🗹

★ Export to PDF

**US** 944

CA 41 ■ AU 25 •••

Device: Desktop V

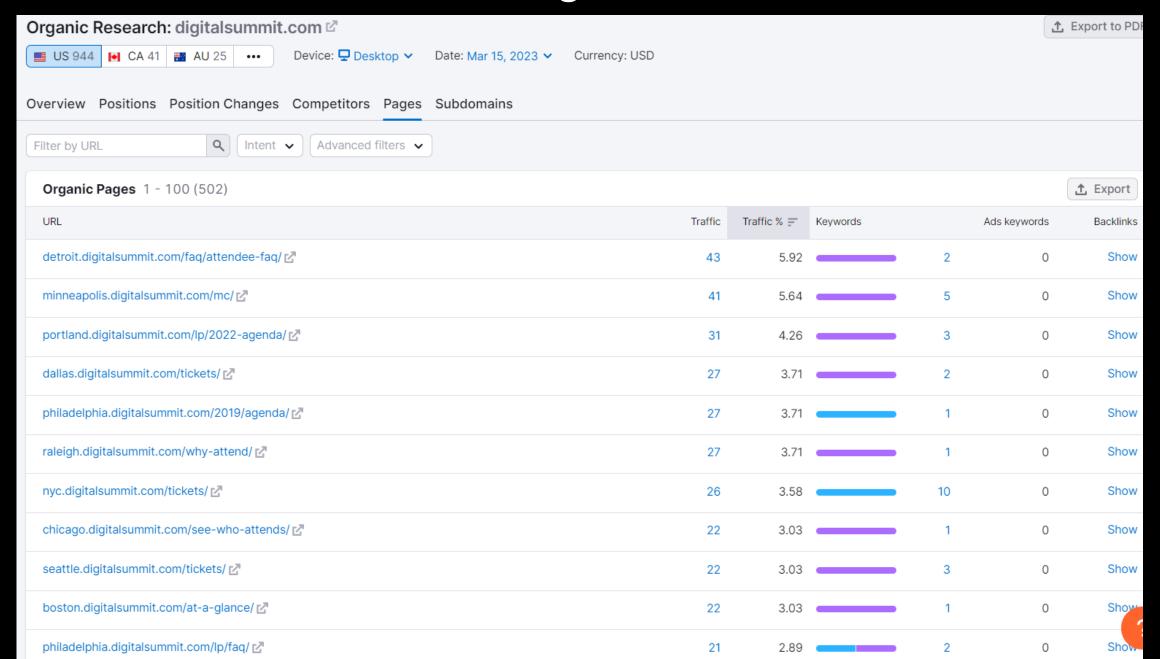
Date: Mar 15, 2023 V

Currency: USD

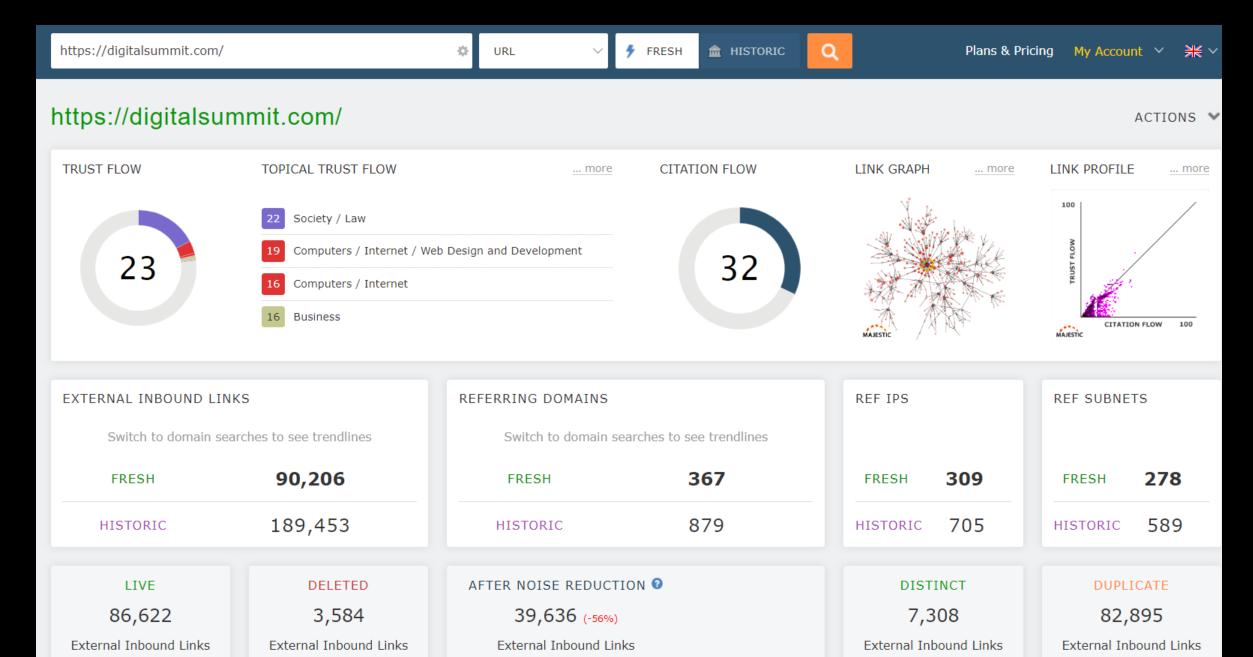
#### Positions Position Changes Competitors Pages Subdomains

Organic Search Positions 1 - 100 (944)						+ Add to keyword list Manage columns 12/16			Export				
		Keyword	Intent	SF	Positio =	Diff.	Traffic %	Volume	KD %	CPC	URL	SERP	Updated
>		① digital summit portland >>	N	4	1 → 1	0	3.03	90	0 •	0	portland.digitalsummit.com/lp 🛂 /2022-agenda/	Q	2 days
>		① digital summit seattle >>	N	4	1 → 1	0	3.03	90	9 •	0	seattle.digitalsummit.com/tick 2 ets/	Q	Feb 27
>		① digital summit boston >>	N	<u>5</u>	1 → 1	0	3.03	90	4 •	0	boston.digitalsummit.com/at- a-glance/	Q	Feb 25
>		① detroit digital summit >>	N	4	1 → 1	0	1.23	40	4 •	0	detroit.digitalsummit.com/faq/ 🛂 attendee-faq/	[a	Mar 11
>		① digital summit detroit >>	N	4	1 → 1	0	4.68	140	2 •	0	detroit.digitalsummit.com/faq/ 🗗 attendee-faq/	Q	3 days
>		minneapolis digital summit >>	N	4	1 → 1	0	0.96	30	13 •	0	minneapolis.digitalsummit.co 🗹 m/mc/	Q	Feb 20
>		① digital summit agenda >>	NT	<u>5</u>	1 → 1	0	0.55	20	28 •	5	seattle.digitalsummit.com/202 2/agenda/	Q	Feb 19
>		① digital summit minneapolis >>	N	3	1 → 1	0	4.68	140	11 •	5.2	minneapolis.digitalsummit.co 🗹 m/mc/	Q	Mar 02
>		① digital summit san francisco >>	N	3	1 → 1	0	2.34	70	1 •	0	sanfrancisco.digitalsummit.co 🗹 m/why-attend/	[Q	Mar ?

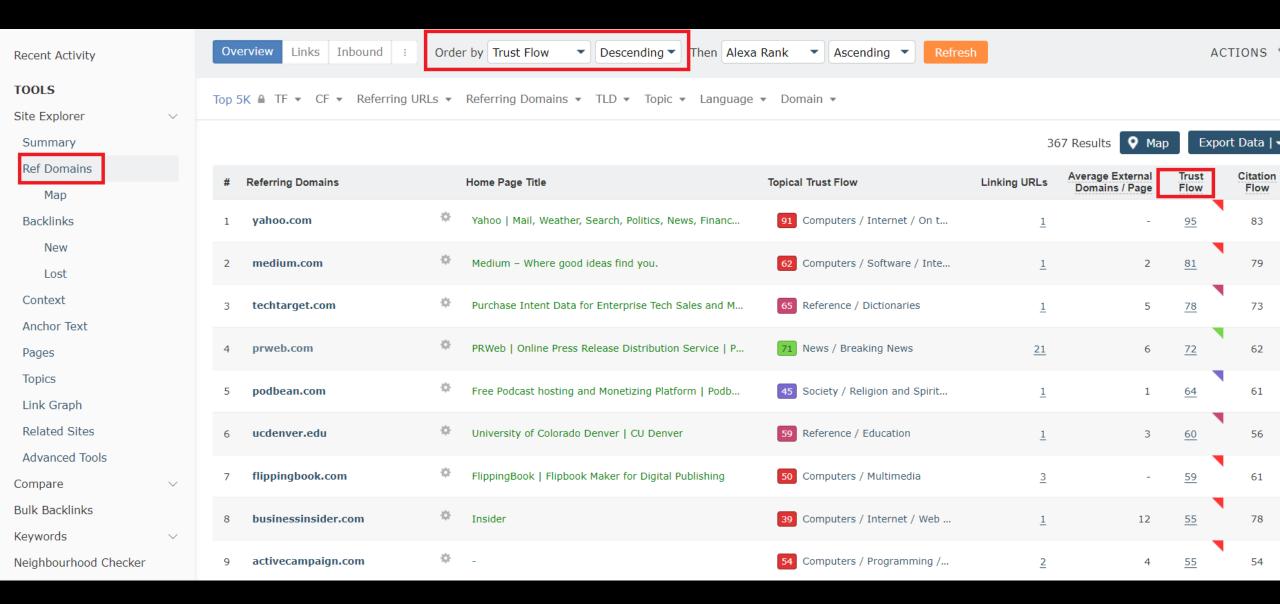
#### SEMRush Organic Research



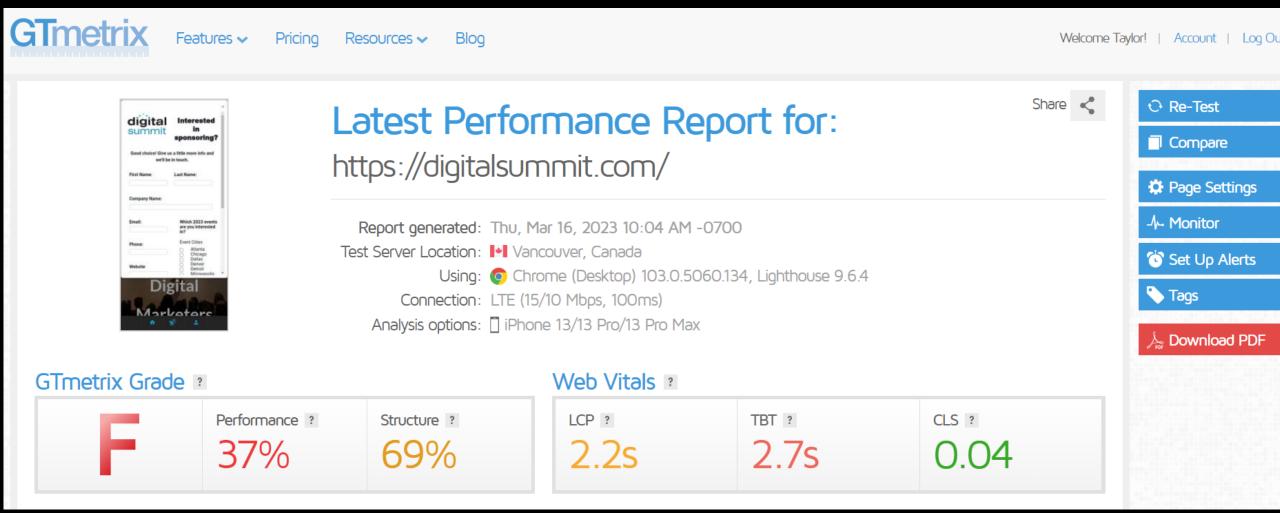
#### Majestic (Free Limited)



#### Majestic (Free Limited)

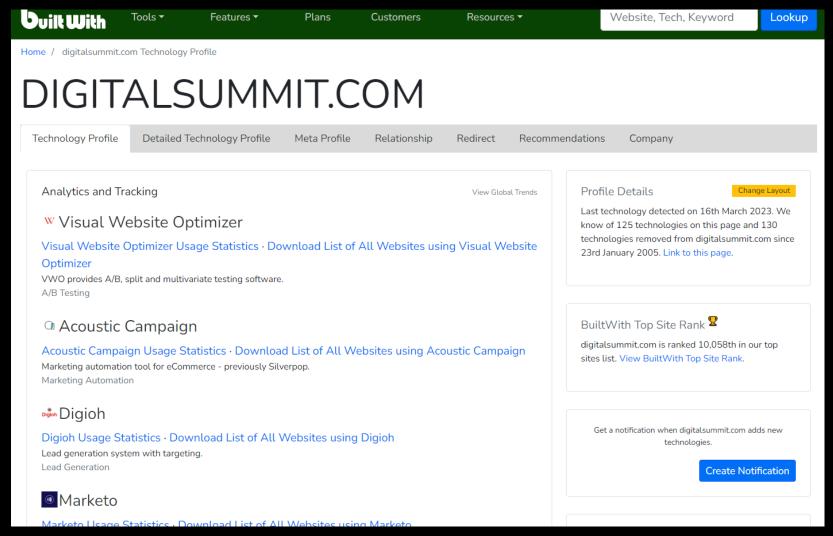


#### GTMetrix (Free Limited)



The point of this is to determine, if you're competing in the rankings, if the competitor has an advantage in speed or core vitals, both of which are ranking factors.

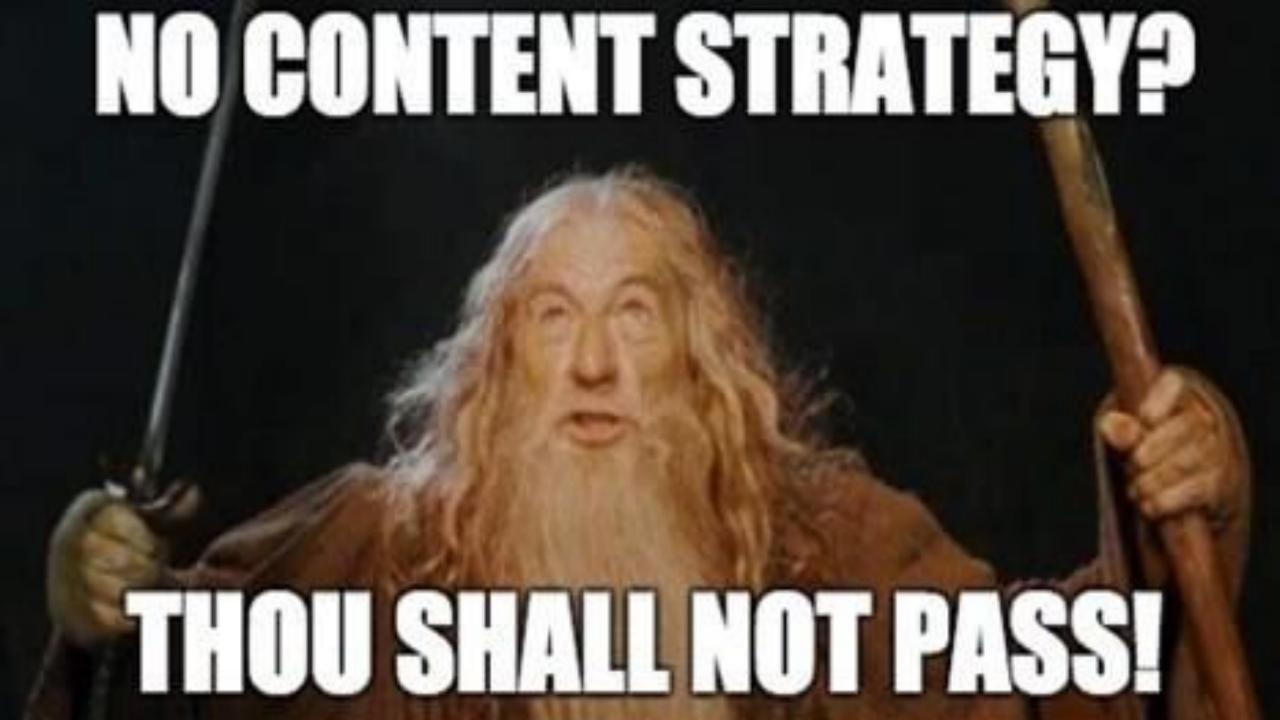
# BuiltWith (Free)



The point of this is to simply learn what technology is being used on your competitor's website and if there is anything being done that is creating an advantage for them and an opportunity for you.





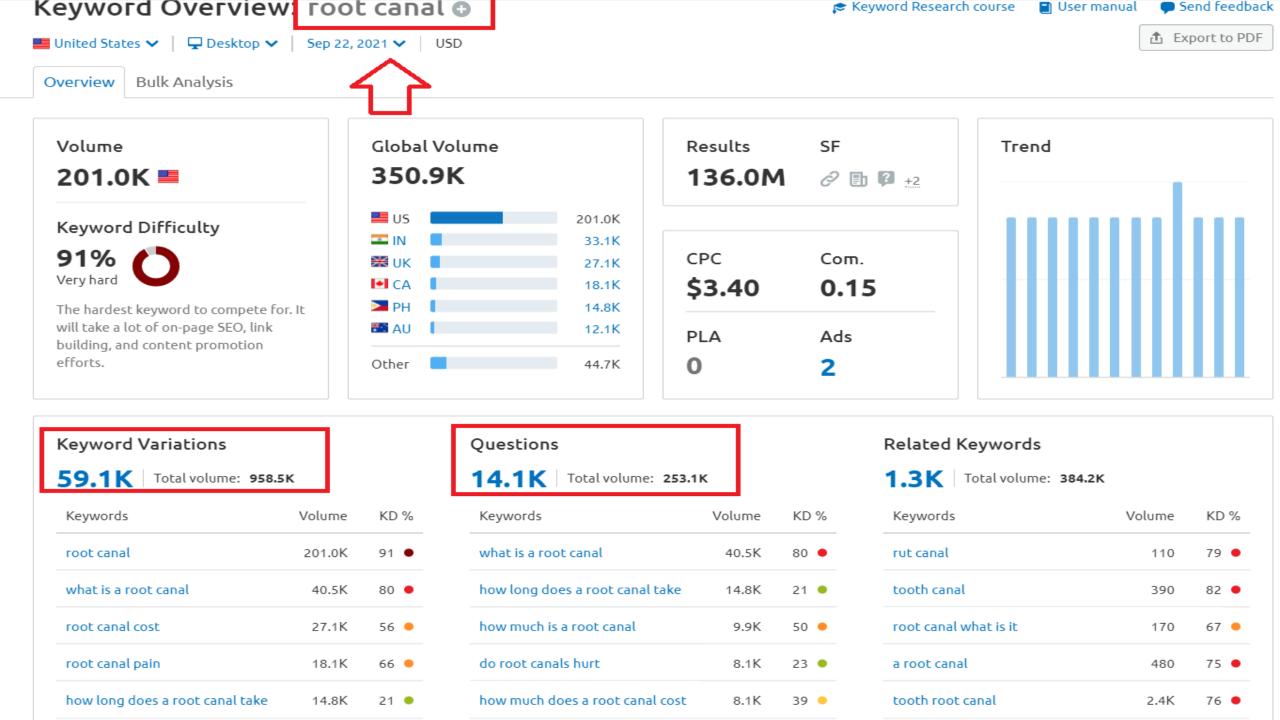


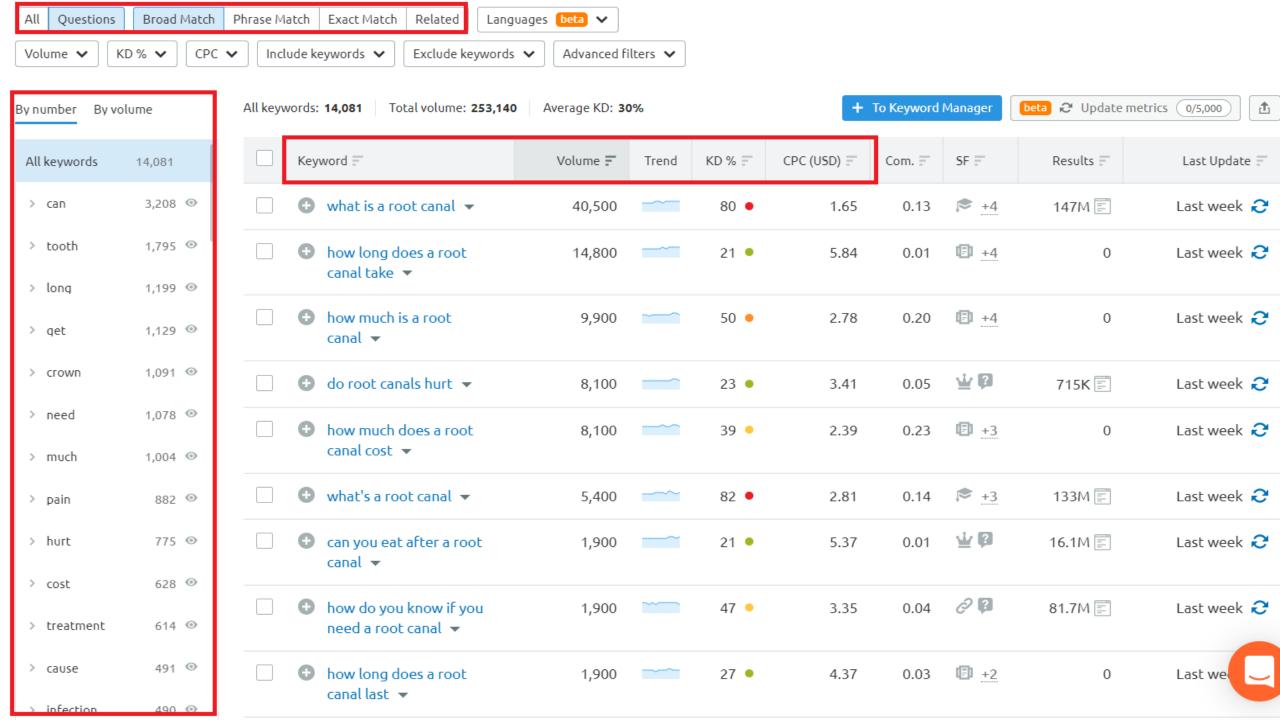
# GOOGLE PUBLISHED AN ARTICLE ON HOW TO RECOVER FROM CORE ALGO UPDATES

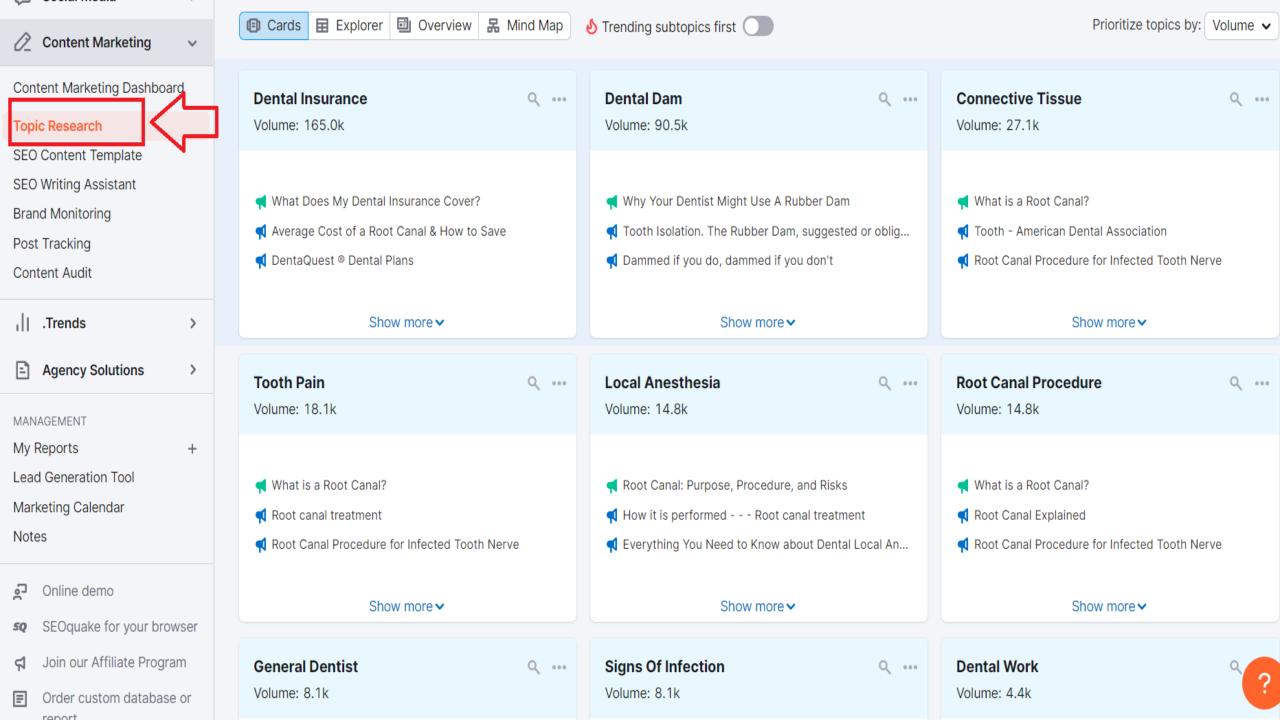
https://webmasters.googleblog.com/2019/08/core-updates.html

# TOOLS FOR FINDING TRENDING AND RELEVANT TOPICS

- www.answerthepublic.com
- Google Alerts
- SemRush Keyword Overview
- People Also Ask







Tooth abscess - Diagnosis and treatment [2] Root Canal Explained 🗹 Find an Endodontist Near You <a>I</a>

Root Canal Infection: Causes, Symptoms, Prevention, Treatment

What is a Root Canal? Dental Crowns: What Are They, Types, Procedure & Care 🗹

What Does My Dental Insurance Cover?

What do you pay for a root canal with dental insurance? = What is a dental dam? What is its use?

What is the pulp in a root canal? How to feel pain in the other teeth after a root canal procedure?

**10 Interesting Questions** 

Is anesthesia necessary in every sitting of root canal treatment? What is a root canal treatment?

Can a general dentist do root canals and crowns?

=

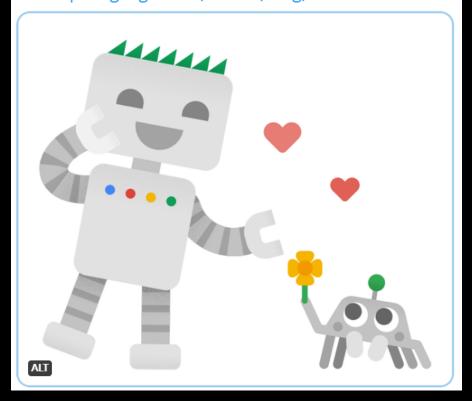
What are typical symptoms of root canal infection? What is root canal treatment in dentistry?

How soon can you return to work after a root canal treatment?





Next week, we will launch the "helpful content update" to better ensure people see more original, helpful content written by people, for people, rather than content made primarily for search engine traffic. Learn more & advice creators should consider: developers.google.com/search/blog/20...



# Helpful Content Update: Released 8/25/22

- Largest update in 10 years (Since Panda)
- It looks at content that was created to rank well in search over help humans
- This is a **sitewide algorithm**, so the whole site will be impacted by this update
- If you were hit by this, then you will need to look at your content and see if you can do better with Google's advice below
- https://developers.google.com/search/blog/ 2022/08/helpful-content-update

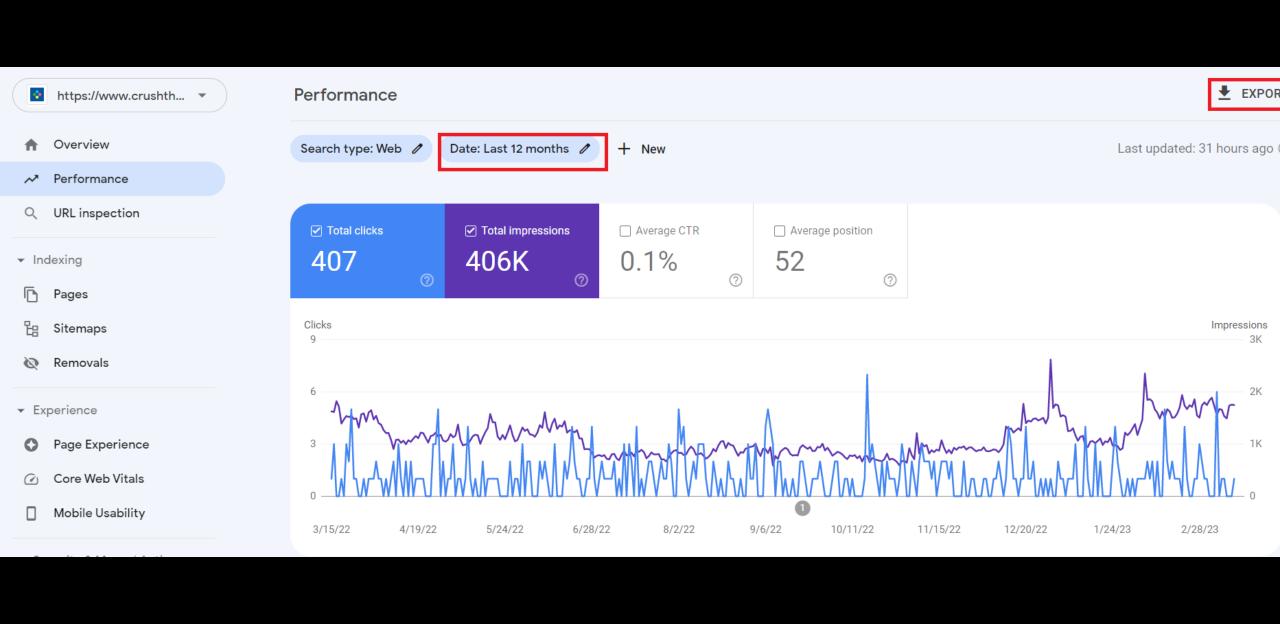
#### Avoid creating content for search engines first

Our advice about having a people-first approach does not invalidate following SEO best practices, such as those covered in Google's own SEO guide. SEO is a helpful activity when it's applied to people-first content. However, content created primarily for search engine traffic is strongly correlated with content that searchers find unsatisfying.

How do you avoid taking a search engine-first approach? Answering yes to some or all of the questions is a warning sign that you should reevaluate how you're creating content across your site:

- Is the content primarily to attract people from search engines, rather than made for humans?
- Are you producing lots of content on different topics in hopes that some of it might perform well in search results?
- Are you using extensive automation to produce content on many topics?
- Are you mainly summarizing what others have to say without adding much value?
- Are you writing about things simply because they seem trending and not because you'd write about them otherwise for your existing audience?
- Does your content leave readers feeling like they need to search again to get better information from other sources?
- Are you writing to a particular word count because you've heard or read that Google has a preferred word count?
   (No, we don't).
- Did you decide to enter some niche topic area without any real expertise, but instead mainly because you thought you'd get search traffic?
- Does your content promise to answer a question that actually has no answer, such as suggesting there's a release date for a product, movie, or TV show when one isn't confirmed?





QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	D/	ATES
	1					Ŧ
Top pages					↑ Clicks	Impressions
https://www.crushtherankings.com/re	esults/case-studies/				0	1,628
https://www.crushtherankings.com/re	esults/portfolio/harrison-bail-bon	ids/			0	1,193
https://www.crushtherankings.com/te	estimonials/robyn-johnson-amaz	on-advertising-expert/			0	792
https://www.crushtherankings.com/te	estimonials/cameron-vance-cio-f	or-mmtcfl/			0	613
https://www.crushtherankings.com/re	esults/portfolio/acculevel/				0	328

https://www.crushtherankings.com/results/portfolio/epsoft/ 

https://www.crushtherankings.com/testimonials/dr-john-tumminia/ 

https://www.crushtherankings.com/testimonials/mike-harrison/

https://www.crushtherankings.com/results/portfolio/medical-marijuana-treatment-clinics-of-florida/

# What to do with Weak Pages?

#### Keep/Kill

- If the page is an important page on your site that you want to keep, improve the content, focus on adding EAT (Expertise, authority, trust) and genuine value. Look at competitors with better performing pages and use as inspiration. I always say "Leave no stone unturned."
- IF the page is old/outdated/irrelevant, unpublish the page and add a 301 redirect to a relevant page



# Download workbook: taylorslides.com



#### Keep in Touch!

- taylor@crushtherankings.com
- @RealTaylorKurtz on Twitter
- <u>LinkedIn</u>
- WWW.TAYLORSLIDES.COM