

# digitalsummit

CTR WORKSHOP WORKBOOK

**KNOW YOUR AUDIENCE &  
CREATE A CONTENT STRATEGY  
TO ATTRACT YOUR IDEAL  
CUSTOMER**

Taylor Kurtz | Founder & President, Crush the Rankings



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## SECTION 2

# Know your Audience and Create a Content Strategy to Attract Your Ideal Customer



**Taylor Kurtz**

Owner and Founder,  
Crush the Rankings

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



## ABOUT THIS SESSION

**Content is King! This cliché statement has never been truer. 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 mom thinks I do



What my friends think I do



What I actually do


# YOUR ⚡ SEARCHERS





A vibrant concert scene at night. In the foreground, a large crowd of people is silhouetted against the bright stage lights, with many hands raised in the air. In the middle ground, a stage is lit up with warm, golden light. Two musicians are visible on the stage, one standing and one sitting at a keyboard. The background shows the outlines of buildings and more stage equipment, all bathed in the glow of the concert lights.

**SEO IS ABOUT UNDERSTANDING THE AUDIENCE AND BUILDING  
A SEARCH MARKETING CAMPAIGN AROUND THAT INFORMATION.**

A vibrant concert scene at night. In the foreground, a large crowd of people is seen from behind, with many hands raised in the air. In the middle ground, a band is performing on a stage with various instruments and equipment. The background features modern buildings and bright lights, creating a high-energy atmosphere. The overall color palette is dominated by warm, golden-yellow and orange tones, suggesting a sunset or night lighting.

**WHEN SEO IS CENTERED AROUND THE RIGHT AUDIENCE,  
TARGETED TRAFFIC INCREASES,  
WHICH LEADS TO MORE CONVERSIONS.**



A vibrant concert scene with a large crowd of people in the foreground, many with their hands raised. In the background, a stage is illuminated by bright, warm lights, and two performers are visible. The overall atmosphere is energetic and celebratory.

*ANALYZE YOUR AUDIENCE*

A vibrant concert scene at night. A large crowd of people is seen from behind, with many raising their hands in the air. In the background, a stage is illuminated by bright, warm lights, and several performers are visible. The overall atmosphere is energetic and celebratory.

*DEVELOP SEO PERSONAS*



- **Words they use = (keywords)**
- **Questions they ask = ("people also ask")**
- **Websites they frequent = (links)**

## UNDERSTAND & ANALYZE YOUR AUDIENCE

- **Analyze competing brands**
- **Gather data from social platforms**

- **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.**

## General Interests

### General

INTERESTS	AFFINITY	SITES	AFFINITY	HELP
Education	2.5x	kirkusreviews.com	34.5x	<a href="#">Definitions</a> <a href="#">Calculations</a> <a href="#">Using This Report</a>
Society	2.1x	publishersweekly.com	31.5x	
Science	2.0x	bookrags.com	25.8x	
Relationships	1.9x	wiseoldsayings.com	25.4x	
Arts & Entertainment	1.9x	bookriot.com	24.9x	

[VIEW DETAILS](#)

### Reports

Traffic

**Demographics**

Cross-Platform

Engagement

Shopping Interests

Media Interests

Business & Occupation

General Interests

Geographic

Political Interests

[? Help](#)

## Demographics

	GENDER	INDEX	HOUSEHOLD INCOME	INDEX	SHOW	
	Male	48		\$0-50k	92	<a href="#">Index</a> <a href="#">Composition</a>  <a href="#">HELP</a> <a href="#">Definitions</a> <a href="#">Calculations</a> <a href="#">Using This Report</a>
	Female	149		\$50-100k	104	
	AGE			\$100-150k	113	
	13-17	111		\$150k+	116	
	18-24	115			No College	
	25-34	123	College		113	
	35-44	95	Grad School		188	
	45-54	86		Caucasian	105	
55-64	76	African American		73		
65+	75					

CHILDREN IN HOUSEHOLD



Menu



Search for a site

Take Tour | Blog | Support | My Account

Quick Start

Dashboard

Workspace

Site Audits

SEO Tools

Competitor Keyword Matrix

Competitor Backlink Checker

Keyword Difficulty Tool

Keyword Share of Voice

On-Page SEO Checker

Audience Analysis

Audience Overlap Tool

Audience Interest Tool (New)

## Audience Interest

goodreads.com

Explore Interests

The audience of goodreads.com is interested in sites in these 61 categories.

Sorted by: Interest score - high to low



Category	Interest	Likelihood to visit	% of audience	Sites	Action
Arts and Entertainment/ <b>Literature</b>		3.9x	43%	2	See details >
Education/ <b>Colleges and Universities</b>		1.7x	77%	3	See details >

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

# AUDIENSE

Full audience ▼ Compared to: Global - Any ▼ Actions ▼

9588 members

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 ↻

Hot posts

**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 \(Futures Only\) - Tradingster](#)

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 🐦 f in 📷
- #tuesdayvibe 🐦 f in 📷
- #sustainablebusiness 🐦 f in 📷
- #socialmediamarketing 🐦 f in 📷
- #socialmedia 🐦 f in 📷
- #news 🐦 f in 📷
- #mufc 🐦 f in 📷
- #leadgeneration 🐦 f in 📷
- #irish 🐦 f in 📷
- #influencers 🐦 f in 📷

**Popular keywords**

content	👤	👤
time	tijd	thewaryseo
strategies	social	robinlord
richardfergie		

**Most relevant media formats**

64.62% Links	6.92% Videos	4.62% Photos
-----------------	-----------------	-----------------

# AUDIENSE

Full audience ▾

Demographics

Gender

Country

Location

USA

UK

**Sex** ↓%

Sex	Percentage
Male	~65%
Female	~35%

Biography

Gender

Interests

AND

OR

Age

**Gender**

- Location
- Job title
- Language
- Biography
- Interests
- Affinities
- Entity type



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

- **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.

- **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

Copyright © 2023 HubSpot, Inc.

# Make My Persona Overview

Last autosave: August 13th 2018, 4:21:07 pm.

 Color Scheme  Delete Persona

Save

Download/Export



**Name**  
Sample Sally

**Age**  
35 to 44 years

**Highest Level of Education**  
BA in Communications

### Social Networks



**Industry**  
HR

**Organization Size**  
1001-5000 employees

### Job Responsibilities

- Consult with employers to identify needs and preferred qualifications
- Interview applicants about their experience, education and skills
- Contact references and perform background checks
- Inform applicants about job details such as benefits and conditions
- Hire or refer qualified candidates
- Conduct new employee orientations
- Process paperwork

### Reports to

Head of HR

### Their Job Is Measured By

Talent Acquisition  
Talent Development  
Performance Management

### Goals or Objectives

Increase the percentage of active open positions filled within the targeted deadline.

Maintain the employee retention rate (less company-initiated transitions) above 75%.

### Biggest Challenges

Compliance  
Management changes  
Workforce training and development  
Adapating to innovation

### They Gain Information By

Reading blog posts  
Receiving industry email newsletters  
Social media

### Tools They Need to Do Their Job

BambooHR  
Greenhouse  
Slack  
Trello

### Preferred Method of Communication

Email  
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**

A vibrant concert scene at night. A large crowd of people is seen from behind, with many raising their hands in the air. In the background, a stage is illuminated by bright, warm lights, and several performers are visible on stage. The overall atmosphere is energetic and festive.

*GET DEEP IN KEYWORD RESEARCH*

- 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**

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

Keyword Analytics > Keyword Magic Tool

[Send feedback](#)

## Keyword Magic Tool <sup>beta</sup>

An easy-to-use keyword research tool that provides all the keywords you need to build your most profitable SEO or PPC campaign

 US Search

Keyword examples: [loans](#) [movies](#) [buy books](#)

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# SEMRush Keyword Magic Tool

## Keyword Magic Tool: search engine optimization

Database: United States ▼ Currency: USD

beta ▼"/>

All keywords	14,669
> company	1,358
> seo	825
> service	776
> best	621
> firm	571
> agency	436
> local	414
> market	414
> website	353
> google	346
> free	324

All keywords: **14,669** Total volume: **194,450** Average KD: **41%** [+ Add to keyword list](#) [↻ Update](#)

<input type="checkbox"/> Keyword	Intent	Volu <span style="font-size: 0.8em;">⇅</span>	KD %	CPC (USD)	Com.	SERP Features
<input type="checkbox"/> <a href="#">+ search engine optimization &gt;&gt;</a>	<span style="color: blue;">I</span> <span style="color: orange;">C</span>	27,100	99 <span style="color: red;">●</span>	4.88	0.22	
<input type="checkbox"/> <a href="#">+ what is search engine optimization &gt;&gt;</a>	<span style="color: blue;">I</span>	3,600	97 <span style="color: red;">●</span>	2.34	0.06	
<input type="checkbox"/> <a href="#">+ search engine optimization company &gt;&gt;</a>	<span style="color: orange;">C</span>	2,900	70 <span style="color: red;">●</span>	15.70	0.05	
<input type="checkbox"/> <a href="#">+ search engine optimization services &gt;&gt;</a>	<span style="color: orange;">C</span>	2,900	74 <span style="color: red;">●</span>	13.97	0.07	
<input type="checkbox"/> <a href="#">+ latest search engine optimization jobs in lahore &gt;&gt;</a>	<span style="color: orange;">C</span>	1,900	20 <span style="color: green;">●</span>	0.00	0.00	
<input type="checkbox"/> <a href="#">+ search engine optimization agency &gt;&gt;</a>	<span style="color: orange;">C</span>	1,900	69 <span style="color: orange;">●</span>	20.42	0.04	
<input type="checkbox"/> <a href="#">+ local search engine optimization &gt;&gt;</a>	<span style="color: blue;">I</span>	1,600	91 <span style="color: red;">●</span>	14.74	0.07	
<input type="checkbox"/> <a href="#">+ google search engine optimization &gt;&gt;</a>	<span style="color: blue;">I</span>	1,300	96 <span style="color: red;">●</span>	8.90	0.18	
<input type="checkbox"/> <a href="#">+ search engine optimization companies &gt;&gt;</a>	<span style="color: orange;">C</span>	1,300	68 <span style="color: orange;">●</span>	15.70	0.05	



- **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 Keyword Magic Tool

## Keyword Magic Tool: search engine optimization

[View search history](#)

Database: 🇺🇸 United States Currency: USD

[All](#)
[Questions](#)
[Broad Match](#)
[Phrase Match](#)
[Exact Match](#)
[Related](#)
[Languages beta](#)

[Volume](#)
[KD %](#)
[Intent](#)
[CPC \(USD\)](#)
[Include keywords](#)
[Exclude keywords](#)
[Advanced filters](#)

[By number](#)
[By volume](#)

All keywords: **13,959** Total volume: **186,220** Average KD: **39%**

[+ Add to keyword list](#)

[Update metrics](#) 1/5,000

[Export](#)

Keyword	Intent	Vol.	KD %	CPC (USD)	Com.	SERP Features	Results	Updated
<input type="checkbox"/> <a href="#">search engine optimization</a> >>	I C	27,100	99	4.88	0.22	👑 🔄 ? 📄 +2	299M 📄	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">what is search engine optimization</a> >>	I	3,600	97	2.34	0.06	🔄 ? 📄 📄 📄	308M 📄	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">search engine optimization company</a> >>	C	2,900	70	15.70	0.05	🔄 ? 📄 📄 📄	211M 📄	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">search engine optimization services</a> >>	C	2,900	74	13.97	0.07	🔄 ? 📄 📄 +2	158M 📄	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">latest search engine optimization jobs in lahore</a> >>	C	1,900	20	0.00	0.00	📄 📄 📄	74 📄	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">search engine optimization agency</a> >>	C	1,900	69	20.42	0.04	🔄 ? 📄	27.7M 📄	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">local search engine optimization</a> >>	I	1,600	91	14.74	0.07	? 📄 📄 📄 📄	91.1M 📄	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">google search engine optimization</a> >>	I	1,300	96	8.90	0.18	🔄 ? 📄 📄 📄	253M 📄	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">search engine optimization companies</a> >>	C	1,300	68	15.70	0.05	🔄 ? 📄 📄	187M 📄	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">search engine optimization consultant</a> >>	I	1,300	55	16.00	0.04	👑 ☆ ? 📄 📄	14.7M 📄	2 weeks <a href="#">↻</a>

# SEMRush Keyword Magic Tool

## Keyword Magic Tool: search engine optimization

View search history

Database: United States ▼ Currency: USD

All
Questions
Broad Match
Phrase Match
Exact Match
Related
Languages beta ▼

Volume ▼
KD % ▼
Intent ▼
CPC (USD) ▼
Include keywords ▼
Exclude keywords ▼
Advanced filters ▼

By number
By volume

All keywords: **13,814** Total volume: **183,720** Average KD: **39%**

[+ Add to keyword list](#)

[Update metrics](#) 1/5,000

[Export](#)

All keywords	13,814
> company	1,341
> seo	756
> service	750
> best	610
> firm	569
> agency	435
> local	410
> market	379
> free	315
> google	312
> website	247
> net	240

<input type="checkbox"/> Keyword	Intent	Volu <span style="font-size: x-small;">📄</span>	KD %	CPC (USD)	Com.	SERP Features	Results	Updated
<input type="checkbox"/> <a href="#">search engine optimization</a> >>	I C	27,100	99 <span style="color: red;">●</span>	4.88	0.22		299M <span style="font-size: x-small;">📄</span>	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">what is search engine optimization</a> >>	I	3,600	97 <span style="color: red;">●</span>	2.34	0.06		308M <span style="font-size: x-small;">📄</span>	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">search engine optimization company</a> >>	C	2,900	70 <span style="color: red;">●</span>	15.70	0.05		211M <span style="font-size: x-small;">📄</span>	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">search engine optimization services</a> >>	C	2,900	74 <span style="color: red;">●</span>	13.97	0.07		158M <span style="font-size: x-small;">📄</span>	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">latest search engine optimization jobs in lahore</a> >>	C	1,900	20 <span style="color: green;">●</span>	0.00	0.00		74 <span style="font-size: x-small;">📄</span>	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">search engine optimization agency</a> >>	C	1,900	69 <span style="color: orange;">●</span>	20.42	0.04		27.7M <span style="font-size: x-small;">📄</span>	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">local search engine optimization</a> >>	I	1,600	91 <span style="color: red;">●</span>	14.74	0.07		91.1M <span style="font-size: x-small;">📄</span>	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">google search engine optimization</a> >>	I	1,300	96 <span style="color: red;">●</span>	8.90	0.18		253M <span style="font-size: x-small;">📄</span>	Last week <a href="#">↻</a>
<input type="checkbox"/> <a href="#">search engine optimization companies</a> >>	C	1,300	68 <span style="color: orange;">●</span>	15.70	0.05		187M <span style="font-size: x-small;">📄</span>	Last week <a href="#">↻</a>

# SEMRush Keyword Magic Tool

## Keyword Magic Tool: search engine optimization

[View search history](#)

Database: 🇺🇸 United States Currency: USD

All keywords: **5,148** Total volume: **1,078,840** Average KD: **69%**


 1/5,000

All keywords	Volume	Keyword	Intent	Related	Volume	KD %	CPC (USD)	Com.	SERP Features	Results	Updated
> seo	2,779	<input type="checkbox"/> <a href="#">search engine optimazation</a> >>	I	100	480	92	4.88	0.22	👑🔗?🕒+3	318M	Last week
> search	1,223	<input type="checkbox"/> <a href="#">search engine optimiation</a> >>	I	100	90	93	4.88	0.22	👑🔗?🕒+3	327M	Last week
> google	959	<input type="checkbox"/> <a href="#">search engine optimimization</a> >>	I C	100	20	88	4.88	0.22	👑🌟🔗?🕒+4	267M	2 weeks
> website	785	<input type="checkbox"/> <a href="#">search engine optimization</a> >>	I	100	50	93	4.88	0.22	👑🔗?🕒+2	287M	3 weeks
> engine	768	<input type="checkbox"/> <a href="#">search engine optimization</a> >>	I	100	20	88	4.88	0.22	👑🌟🔗?🕒+4	309M	Last week
> optima	744	<input type="checkbox"/> <a href="#">search enigne optimization</a> >>	I	100	20	91	4.88	0.22	👑🌟🔗?🕒+4	337M	Last week
> ranking	476	<input type="checkbox"/> <a href="#">search engine optimization</a> >>	I	95	110	92	4.88	0.22	🌟🔗?🕒+2	338M	3 weeks
> market	268	<input type="checkbox"/> <a href="#">search engine optimi</a> >>	I	90	40	89	4.88	0.22	🌟🔗?🕒+2	317M	2 weeks
> keyword	201	<input type="checkbox"/> <a href="#">engine search optimization</a> >>	I	85	1,000	95	4.88	0.22	🔗?🕒🗨️+2	264M	Last week

# SEMRush Keyword Magic Tool

## Keyword Magic Tool: search engine optimization

[View search history](#)

Database: United States ▼ Currency: USD

Languages ▼ Beta

Volume ▼
KD % ▼
Intent ▼
CPC (USD) ▼
Include keywords ▼
Exclude keywords ▼
Advanced filters ▼

All keywords: **719** Total volume: **10,340** Average KD: **76%**

[+ Add to keyword list](#)

[Update metrics](#) 1/5,000

[Export](#)

All keywords	719	Keyword	Intent	Vol. <span style="font-size: 0.8em;">↕</span>	KD %	CPC (USD)	Com.	SERP Features	Results	Updated
> website	66 <span style="font-size: 0.8em;">↕</span>	<input type="checkbox"/> <a href="#">what is search engine optimization &gt;&gt;</a>	<span style="color: blue;">i</span>	3,600	97 <span style="color: red;">●</span>	2.34	0.06	<span style="font-size: 0.8em;">🔗 ? 📄 📄 📄</span>	308M <span style="font-size: 0.8em;">📄</span>	Last week <span style="color: blue;">↻</span>
> seo	45 <span style="font-size: 0.8em;">↕</span>	<input type="checkbox"/> <a href="#">what is a search engine optimization &gt;&gt;</a>	<span style="color: blue;">i</span>	480	91 <span style="color: red;">●</span>	2.34	0.06	<span style="font-size: 0.8em;">☆ 🔗 ? 📄 +2</span>	307M <span style="font-size: 0.8em;">📄</span>	2 weeks <span style="color: blue;">↻</span>
> use	36 <span style="font-size: 0.8em;">↕</span>	<input type="checkbox"/> <a href="#">how to search engine optimization &gt;&gt;</a>	<span style="color: blue;">i</span>	390	94 <span style="color: red;">●</span>	3.29	0.18	<span style="font-size: 0.8em;">👑 ☆ 🔗 ? 📄</span>	358M <span style="font-size: 0.8em;">📄</span>	2 weeks <span style="color: blue;">↻</span>
> google	27 <span style="font-size: 0.8em;">↕</span>	<input type="checkbox"/> <a href="#">how to make google site search engine optimization &gt;&gt;</a>	<span style="color: blue;">i</span>	260	50 <span style="color: orange;">●</span>	0.00	0.00	<span style="font-size: 0.8em;">👑 🔗 📄 📄 📄</span>	233M <span style="font-size: 0.8em;">📄</span>	3 weeks <span style="color: blue;">↻</span>
> work	24 <span style="font-size: 0.8em;">↕</span>	<input type="checkbox"/> <a href="#">how to do search engine optimization &gt;&gt;</a>	<span style="color: blue;">i</span>	210	95 <span style="color: red;">●</span>	3.80	0.25	<span style="font-size: 0.8em;">👑 ☆ 🔗 ? +2</span>	275M <span style="font-size: 0.8em;">📄</span>	2 weeks <span style="color: blue;">↻</span>
> make	23 <span style="font-size: 0.8em;">↕</span>	<input type="checkbox"/> <a href="#">what is the search engine optimization &gt;&gt;</a>	<span style="color: blue;">i</span>	210	89 <span style="color: red;">●</span>	2.34	0.06	<span style="font-size: 0.8em;">☆ 🔗 ? 📄 +2</span>	319M <span style="font-size: 0.8em;">📄</span>	Last week <span style="color: blue;">↻</span>
> important	21 <span style="font-size: 0.8em;">↕</span>	<input type="checkbox"/> <a href="#">how does search engine optimization work &gt;&gt;</a>	<span style="color: blue;">i</span>	170	86 <span style="color: red;">●</span>	2.02	0.22	<span style="font-size: 0.8em;">👑 ☆ 🔗 ? +2</span>	225M <span style="font-size: 0.8em;">📄</span>	1 month <span style="color: blue;">↻</span>
> much	21 <span style="font-size: 0.8em;">↕</span>	<input type="checkbox"/> <a href="#">how to improve search engine optimization &gt;&gt;</a>	<span style="color: blue;">i</span>	170	77 <span style="color: red;">●</span>	3.87	0.24	<span style="font-size: 0.8em;">👑 ☆ 🔗 ? +2</span>	115M <span style="font-size: 0.8em;">📄</span>	2 weeks <span style="color: blue;">↻</span>
> site	20 <span style="font-size: 0.8em;">↕</span>	<input type="checkbox"/> <a href="#">how much does search engine optimization cost &gt;&gt;</a>	<span style="color: blue;">i</span>	110	57 <span style="color: orange;">●</span>	3.93	0.23	<span style="font-size: 0.8em;">☆ 🔗 ? 📄</span>	94.2M <span style="font-size: 0.8em;">📄</span>	3 weeks <span style="color: blue;">↻</span>
> meaning	19 <span style="font-size: 0.8em;">↕</span>									
> can	18 <span style="font-size: 0.8em;">↕</span>									
> wordpress	16 <span style="font-size: 0.8em;">↕</span>									



# SEMRush Keyword Magic Tool

Dashboard > Topic Research > Topic Research for your keywords Send feedback

## Topic Research: search engine optimization

[Export topic to XLSX](#) [Order content writing](#)

Content Ideas Favorite Ideas

search engine opti... x United States Search content on domain [Get content ideas](#) Favorite Ideas

[Cards](#) [Explorer](#) [Overview](#) [Mind Map](#)

Top 10 Headlines by backlinks	10 Interesting Questions
<a href="#">Search Engine Land</a>	<a href="#">How to use Google search console to improve SEO?</a>
<a href="#">Google Search Console Tools</a>	<a href="#">What is the best search engine to find someone?</a>
<a href="#">Google Search Console</a>	<a href="#">How important is social media marketing for SEO?</a>
<a href="#">Search Engine Journal</a>	<a href="#">What is the relationship between SEO and content marketing?</a>
<a href="#">Search engine optimization</a>	<a href="#">What is the best SEO tool?</a>
<a href="#">The Ultimate List of Marketing Statistics for 2022</a>	<a href="#">What is keyword research in search engine optimization?</a>
<a href="#">Link Building: The Free SEO Beginner's Guide</a>	<a href="#">What is your favorite strategy to help for long term SEO?</a>
<a href="#">The Importance of Meta Descriptions for SEO</a>	<a href="#">What is link building in SEO?</a>
<a href="#">Beginner's Guide to SEO [plus FREE quick start checklist]</a>	<a href="#">What is alt tag and anchor text in Search engine optimisation?</a>
<a href="#">Image SEO: How to optimize your alt text and title text</a>	<a href="#">What is META description in SEO?</a>



# SEMRush Organic Research

## Organic Research: digitalsummit.com

Export to PDF

US 944 CA 41 AU 25 Device: Desktop Date: Mar 15, 2023 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

### Organic Search Positions 1 - 100 (944)

+ Add to keyword list

Manage columns 12/16

Export

<input type="checkbox"/>	Keyword	Intent	SF	Positio...	Diff.	Traffic %	Volume	KD %	CPC	URL	SERP	Updated
> <input type="checkbox"/>	<a href="#">digital summit portland</a> >>	N	4	1 → 1	0	3.03	90	0 ●	0	<a href="#">portland.digitalsummit.com/lp/2022-agenda/</a>	🔍	2 days
> <input type="checkbox"/>	<a href="#">digital summit seattle</a> >>	N	4	1 → 1	0	3.03	90	9 ●	0	<a href="#">seattle.digitalsummit.com/tickets/</a>	🔍	Feb 27
> <input type="checkbox"/>	<a href="#">digital summit boston</a> >>	N	5	1 → 1	0	3.03	90	4 ●	0	<a href="#">boston.digitalsummit.com/at-a-glance/</a>	🔍	Feb 25
> <input type="checkbox"/>	<a href="#">detroit digital summit</a> >>	N	4	1 → 1	0	1.23	40	4 ●	0	<a href="#">detroit.digitalsummit.com/faq/attendee-faq/</a>	🔍	Mar 11
> <input type="checkbox"/>	<a href="#">digital summit detroit</a> >>	N	4	1 → 1	0	4.68	140	2 ●	0	<a href="#">detroit.digitalsummit.com/faq/attendee-faq/</a>	🔍	3 days
> <input type="checkbox"/>	<a href="#">minneapolis digital summit</a> >>	N	4	1 → 1	0	0.96	30	13 ●	0	<a href="#">minneapolis.digitalsummit.com/mc/</a>	🔍	Feb 20
> <input type="checkbox"/>	<a href="#">digital summit agenda</a> >>	N T	5	1 → 1	0	0.55	20	28 ●	5	<a href="#">seattle.digitalsummit.com/2022/agenda/</a>	🔍	Feb 19
> <input type="checkbox"/>	<a href="#">digital summit minneapolis</a> >>	N	3	1 → 1	0	4.68	140	11 ●	5.2	<a href="#">minneapolis.digitalsummit.com/mc/</a>	🔍	Mar 02
> <input type="checkbox"/>	<a href="#">digital summit san francisco</a> >>	N	3	1 → 1	0	2.34	70	1 ●	0	<a href="#">sanfrancisco.digitalsummit.com/why-attend/</a>	🔍	Mar

## Keyword Gap

A tool that helps you compare your keyword profile with your competitors.

<span>You</span> <input type="text" value="https://www.crushtherankings.com/"/>	<input type="button" value="x"/>	<input type="text" value="Root domain"/>	<input type="text" value="Organic keywords"/>
<input type="text" value="https://digitalsummit.com/"/>	<input type="button" value="x"/>	<input type="text" value="Root domain"/>	<input type="text" value="Organic keywords"/>
<input type="text" value="https://moz.com/"/>	<input type="button" value="x"/>	<input type="text" value="Root domain"/>	<input type="text" value="Organic keywords"/>
<input type="text" value="https://searchengineland.com/"/>	<input type="button" value="x"/>	<input type="text" value="Root domain"/>	<input type="text" value="Organic keywords"/>
<input type="text" value="https://www.searchenginejournal.com/"/>	<input type="button" value="x"/>	<input type="text" value="Root domain"/>	<input type="text" value="Organic keywords"/>

# SEMRush Keyword Gap Analysis

## Keyword Gap

Database: United States Device: Desktop Date: Mar 20, 2023 Currency: USD

Export to PDF

Root domain Root domain Root domain Root domain Root domain

You <https://www.crusht...> × <https://digitalsummit.co...> × <https://moz.com/> × <https://searchenginelan...> × <https://www.searchengi...> × Compare Cancel

Organic keywords Paid keywords PLA keywords Select keyword type for each domain

Filter by keyword  Position Volume KD Intent Advanced filters

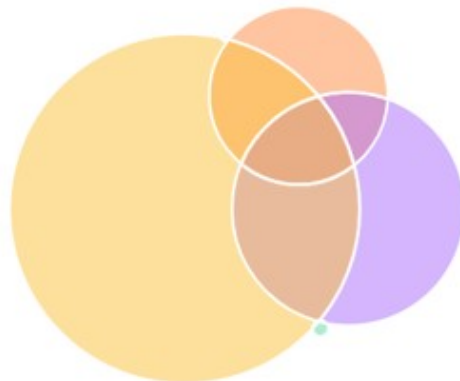
### Top Opportunities You

Missing Weak

Keyword	Volume
<a href="#">advanced seo &gt;&gt;</a>	720
<a href="#">seo measurement &gt;&gt;</a>	260
<a href="#">seo purposes &gt;&gt;</a>	140
<a href="#">seoppc &gt;&gt;</a>	140
<a href="#">garrett mehrguth &gt;&gt;</a>	50

View details

### Keyword Overlap



- <https://www.crushterrankings.com/> 106
- <https://digitalsummit.com/> 685
- <https://moz.com/> 83.8K
- <https://searchengineland.com/> 142.9K
- <https://www.searchenginejournal.com/> 321.7K

# SEMRush Keyword Gap Analysis

All keyword details for:  You

Shared 0 **Missing 15** Weak 0 Strong 0 Untapped 431.6K Unique 63 All 431.7K

[+ Add to keyword list](#) [Export](#)

<input type="checkbox"/> Keyword	Intent	<span>https://www....</span>	<span>https://digital...</span>	<span>https://moz.c...</span>	<span>https://searc...</span>	<span>https://www....</span>	Volume	KD%	CPC	Com.	Results
<input type="checkbox"/> <a href="#">+ advanced seo &gt;&gt;</a>	I	0	54	1	74	3	720	75 <span>●</span>	4.35	0.05	149M
<input type="checkbox"/> <a href="#">+ seo measurement &gt;&gt;</a>	I	0	98	2	12	38	260	39 <span>●</span>	4.52	0.05	45.4M
<input type="checkbox"/> <a href="#">+ seo purposes &gt;&gt;</a>	I	0	90	44	5	27	140	80 <span>●</span>	4.24	0.02	52.4M
<input type="checkbox"/> <a href="#">+ seoppc &gt;&gt;</a>	C	0	33	25	3	5	140	54 <span>●</span>	7.13	0.13	6M
<input type="checkbox"/> <a href="#">+ garrett mehrguth &gt;&gt;</a>	I	0	13	88	75	14	50	34 <span>●</span>	0.00	0	99
<input type="checkbox"/> <a href="#">+ google serp tracking &gt;&gt;</a>	C	0	80	28	84	30	50	50 <span>●</span>	0.00	0	668K
<input type="checkbox"/> <a href="#">+ seo estimate &gt;&gt;</a>	I	0	74	57	32	1	50	30 <span>●</span>	0.00	0.01	25M
<input type="checkbox"/> <a href="#">+ greg gifford seo &gt;&gt;</a>	I	0	49	50	5	6	40	38 <span>●</span>	9.07	0.34	615K
<input type="checkbox"/> <a href="#">+ structured data in seo &gt;&gt;</a>	I	0	83	21	58	4	40	56 <span>●</span>	2.69	0.02	16.9M
<input type="checkbox"/> <a href="#">+ advanced on page seo &gt;&gt;</a>	I	0	57	5	46	2	30	60 <span>●</span>	0.00	0.04	75.3M
<input type="checkbox"/> <a href="#">+ purna virji &gt;&gt;</a>	I	0	43	33	4	6	30	17 <span>●</span>	0.00	0	22.6K
<input type="checkbox"/> <a href="#">+ seo tactics 2022 &gt;&gt;</a>	I	0	41	7	99	12	30	76 <span>●</span>	2.35	0.34	5.7M
<input type="checkbox"/> <a href="#">+ wrightimc &gt;&gt;</a>	N	0	33	72	71	41	30	37 <span>●</span>	20.00	0.09	5.9M





# KEYWORDS EVERYWHERE



search engine optimization



All Books Images Videos News More Tools

About 274,000,000 results (0.49 seconds)

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https://www.nextlevelsem.com

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#### Guaranteed Ranking in 30 Days - Search Engine Optimization-SEO

Quantifiable Results, Qualified Leads And Quick Revenue Begin With Our **SEO** Services. Get a free custom **SEO** analysis and keyword ranking report. Dominate your competition.

Get started - SEO Expert Is Just A Call Away

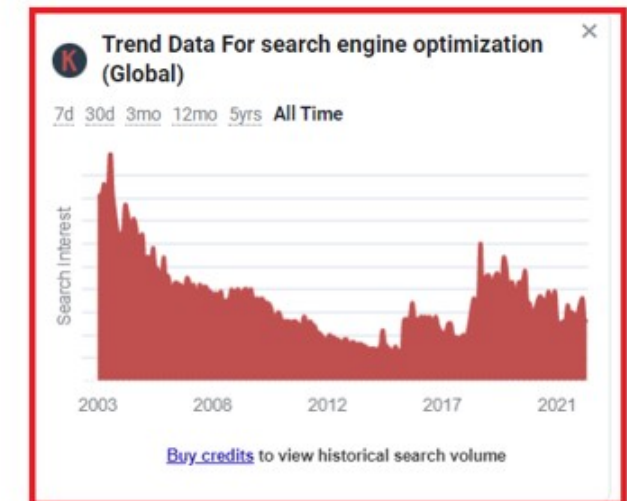
Search engine optimization (SEO) is the art and science of getting pages to rank higher in search engines such as Google. Because search is one of the main ways in which people discover content online, ranking higher in search engines can lead to an increase in traffic to a website.

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

Find long-tail keywords for "search engine optimization"

SEO Difficulty	82/100	Brand Query	No
Off-Page Difficulty	86/100	On-Page Difficulty	74/100

[How these metrics are calculated](#) [Detailed breakdown](#)



Search Engine Optimization

# KEYWORDS EVERYWHERE



search engine optimization



understand the basics, and even a small amount of SEO knowledge can...  
MOZ DA: 91/100 (+0%) Ref Dom: 173.35K Ref Links: 69.62M Spam Score: 2% Show backlinks  
Search traffic (us): 79.00K/mo (website: 267.00K/mo) - Keywords (us): 614 (website: 21.56K)

<https://moz.com> › [SEO Learning Center](#) ⋮

## ✔ What Is SEO? Learn Search Optimization Best Practices - Moz

**Search engine optimization (SEO)** is a set of practices designed to improve the appearance and positioning of web pages in organic search results.

MOZ DA: 91/100 (+0%) Ref Dom: 173.35K Ref Links: 69.62M Spam Score: 2% Show backlinks  
Search traffic (us): 13.30K/mo (website: 267.00K/mo) - Keywords (us): 257 (website: 21.56K)



MailChimp

<https://mailchimp.com> › [marketing-glossary](#) › [seo](#) ⋮

## ✔ What is SEO? Basics of Search Engine Optimization - Mailchimp

SEO means **Search Engine Optimization** and is the process used to optimize a website's technical configuration, content relevance and link popularity so its ...

[Search Engine Optimization...](#) · [How Do Search Engines Work?](#) · [The Role Of Seo](#)

MOZ DA: 92/100 (+2%) Ref Dom: 307.62K Ref Links: 36.01M Spam Score: 1% Show backlinks  
Search traffic (us): 27.50K/mo (website: 1.01M/mo) - Keywords (us): 419 (website: 64.47K)



Neil Patel

<https://neilpatel.com> › [what-is-seo](#) ⋮

## ✔ What Is SEO? Search Engine Optimization Explained

To make it a bit simpler, **search engine optimization** means taking a piece of online content and optimizing it so search engines like Google show it towards the ...

How long does it take for SEO to work? ▾

What is the most important factor in SEO marketing? ▾

### Related Keywords

Copy Export

KEYWORD

Load Metrics (uses 8 credits)

search engine optimization course  
search engine optimization techniques  
search engine optimization example  
search engine optimization google  
search engine optimization marketing strategy  
search engine optimization tools  
how to do search engine optimization  
how to learn search engine optimization

Per page: All 1-8 of 8

[Buy credits](#) to view search volumes for keywords above

### People Also Search For

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KEYWORD

Load Metrics (uses 6 credits)

search engine optimization course  
search engine optimization techniques  
search engine optimization example  
search engine optimization google  
search engine optimization tools  
search engine optimization blog

Per page: All 1-6 of 6

[Buy credits](#) to view search volumes for keywords above

# KEYWORDS EVERYWHERE



search engine optimization



optimizing it so search engines like Google show it towards the ...

How long does it take for SEO to work? ▾

What is the most important factor in SEO marketing? ▾

MOZ DA: 89/100 (+3%) Ref Dom: 107.28K Ref Links: 4.08M Spam Score: 1% [Show backlinks](#)  
Search traffic (us): 15.40K/mo (website: 675.20K/mo) - Keywords (us): 395 (website: 81.15K)



Search Engine Journal

<https://www.searchenginejournal.com> › seo

## ✓ SEO for Beginners: An Introduction to SEO Basics

SEO stands for **search engine optimization**, the process by which marketers attempt to get more visibility for their website in search engine results pages on ...

What is SEO? ▾

How does SEO work? ▾

MOZ DA: 90/100 (-1%) Ref Dom: 121.21K Ref Links: 23.67M Spam Score: 1% [Show backlinks](#)  
Search traffic (us): -/mo (website: 856.80K/mo) - Keywords (us): - (website: 73.49K)

### Related searches :

search engine optimization **course**

search engine optimization **marketing strategy**

search engine optimization **techniques**

search engine optimization **tools**

search engine optimization **example**

**how to do** search engine optimization

search engine optimization **google**

**how to learn** search engine optimization

search engine optimization blog

Per page: All ▾ 1-6 of 6

[Buy credits](#) to view search volumes for keywords above

### Long-Tail Keywords

Copy Export

KEYWORD

Load Metrics (uses 19 credits)

search engine optimization course  
search engine optimization example  
search engine optimization in digital marketing  
search engine optimization jobs  
search engine optimization google  
search engine optimization salary  
search engine optimization in hindi  
search engine optimization job description  
search engine optimization tools  
what is the most common goal of search engine optimization (seo) poisoning  
google search engine optimization  
how to do search engine optimization  
how does search engine optimization work  
which factors are involved in search engine optimization  
benefits of search engine optimization  
define search engine optimization  
how does paid search compare to search engine optimization (seo)  
types of search engine optimization  
importance of search engine optimization

Per page: All ▾ 1-19 of 19

[Buy credits](#) to view search volumes for keywords above

## Shared Organic Keyword (Kombat)

[VIEW PAID KOMBAT >](#)

[EXPORT](#)

backlinko.com

vs

wordtracker.com

vs

seo.com

**FIGHT**



### 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





SpyFu



SEMrush





- **Intent falls into two categories    now and Buy**
- **Page architecture and    other words    matter with intent**

The image shows a Google search interface for the query "organic coffee". The search results are annotated with two horizontal lines: a green line labeled "BUY" INTENT and a purple line labeled "KNOW" INTENT. The green line points to the first result, "Jim's Organic Coffee", which is a commercial website. The purple line points to the second result, "Organic vs. Conventional Coffee | Equal Exchange", which is an informational article.

Google  
organic coffee

All Shopping Maps News Images More Search tools

About 99,500,000 results (0.73 seconds)

**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

**Organic vs. Conventional Coffee | Equal Exchange**  
[equalexchange.coop/blog/organic-vs-conventional-coffee](http://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/](http://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...](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](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](http://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...](http://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 ...

"BUY" INTENT

"KNOW" INTENT

The image shows a Google search interface for the query "safe weed removal". The search results page displays several links with titles and snippets. Three purple circles are placed to the right of the search results, with lines connecting them to a horizontal purple bar on the right side of the page. This bar is labeled "KNOW" INTENT. The search results include:

- 6 Homemade herbicides: Kill the weeds without killing the Earth ...**  
[www.treehugger.com/lawn.../homemade-herbicide-kill-weeds-without-killing-earth.ht...](http://www.treehugger.com/lawn.../homemade-herbicide-kill-weeds-without-killing-earth.ht...)  
Jul 15, 2014 - The most environmentally friendly way to get rid of weeds is to pull them up, dig out the roots, let them dry in the sun, and then add them to a ...  
9 edible garden weeds · 6 Edible ground cover plants ...
- 9 Homemade Organic Weed Killers - How to Kill Weeds Naturally**  
[www.goodhousekeeping.com/home/gardening/advice/g777/homemade-weed-killers/](http://www.goodhousekeeping.com/home/gardening/advice/g777/homemade-weed-killers/)  
Mar 23, 2016 - Tackle these pesky garden invaders without harsh chemicals. These homemade organic weed killers are non toxic, natural, cheap and ...
- How To Make Eco-Friendly Weed Killer | Home Guides | SF Gate**  
[homeguides.sfgate.com](http://homeguides.sfgate.com) › Garden › Pest Control  
Eco-friendly weed killer is often more cost-effective than chemical sprays. Organic ... This weakens the plant and makes it vulnerable to the vinegar weed killer.
- Vinegar Weed Killer: Grandma's Recipe For Fast Weed Control**  
[www.garden-counselor-lawn-care.com/vinegar-weed-killer.html](http://www.garden-counselor-lawn-care.com/vinegar-weed-killer.html)  
Vinegar can kill weeds. How & where can you use it? Many recipes are questionable. See the results of a vinegar weed killer trial, with smart tips for safe use.
- Hands Down the Best Way to Kill Weeds and It's Not Roundup**  
[www.everydaycheapskate.com/.../hands-down-the-best-way-to-kill-weeds-and-its-not...](http://www.everydaycheapskate.com/.../hands-down-the-best-way-to-kill-weeds-and-its-not...)  
Jul 16, 2015 - In no time, the company gave its miracle weed killer the brand name .... is safe as water, I still wouldn't shell out the high price for the stuff. I kill ...  
Got a Problem? Grab the WD-40 · Cheapskate Gardening Tips ...
- How to Eliminate Weeds From Your Grass | The Family Handyman**  
[www.familyhandyman.com](http://www.familyhandyman.com) › Outdoors › Landscaping  
Kill any weeds with a nonselective herbicide (re-treat survivors after 10 days). The herbicide will break down within two weeks and the ground will be safe for ...
- Organic Weed Control – How to Kill Weeds Without Harmful ...**  
[northcoastgardening.com/2009/03/organic-weed-control-how-to-kill-weeds/](http://northcoastgardening.com/2009/03/organic-weed-control-how-to-kill-weeds/)  
Mar 28, 2009 - Spraying organic herbicides for natural weed control .... So people could think that Roundup is safe because glyphosate is reasonably safe, but ...

**Download Work  
Book  
taylorslides.com**

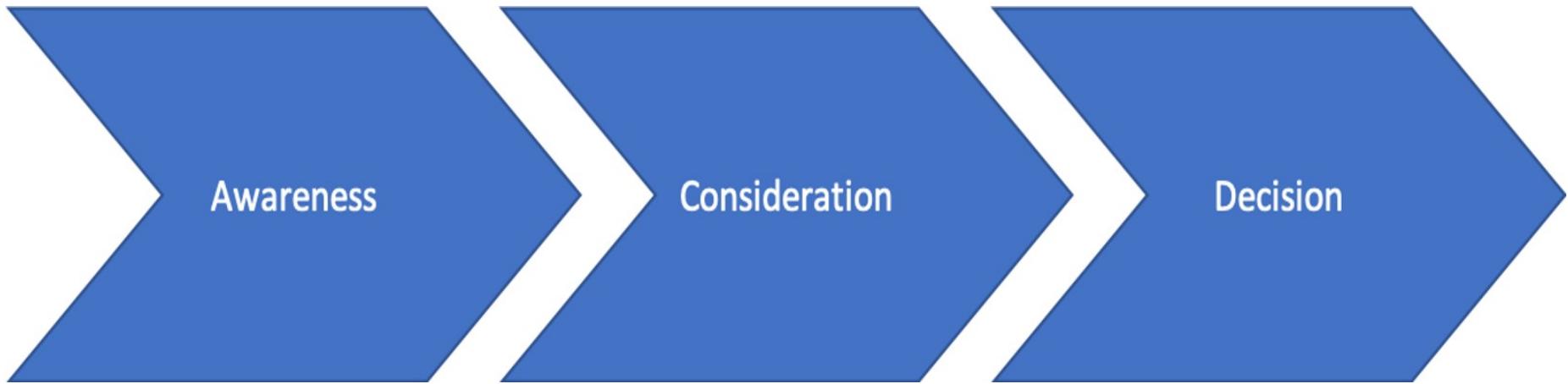
A large crowd of people is seen from behind, with their arms raised in the air, participating in a concert or festival. The scene is illuminated by bright, warm stage lights, creating a hazy, golden atmosphere. In the background, a stage is visible with several performers and musical equipment. The text "IDENTIFY THE JOURNEY" is overlaid in the center of the image in a red, handwritten-style font.

*IDENTIFY THE JOURNEY*

- **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.**



- **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"**

## 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 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 in-depth information:  
<https://blog.hubspot.com/sales/what-is-the-buyers-journey>**



## BREAK OUT: Identify Your Search Personas

1. Audiense
2. Alexa
3. Quantcast
4. SEMRush



# BREAK OUT: PERSONAS FOR SEO

## EXERCISE

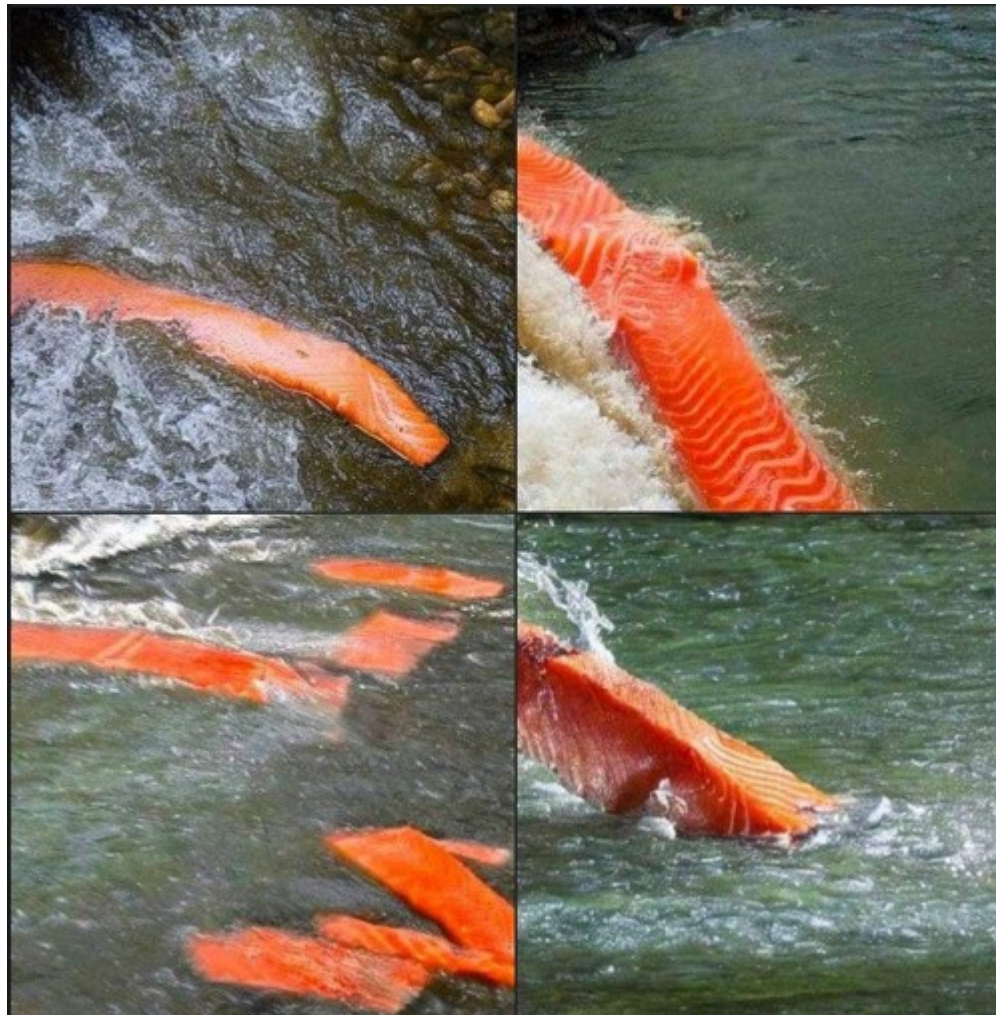
### Persona #1

Demographics	
Gender	
Age	
Education	
Occupation	
Income	
Marital Status	
Region	



**Rise of AI = Google's Demise?**

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



# Competitor Research

# **What Keywords are Driving Your Competitor's Traffic?**

## Shared Organic Keyword (Kombat)

[VIEW PAID KOMBAT >](#)

[EXPORT](#)

backlinko.com

vs

wordtracker.com

vs

seo.com

**FIGHT**



### 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)

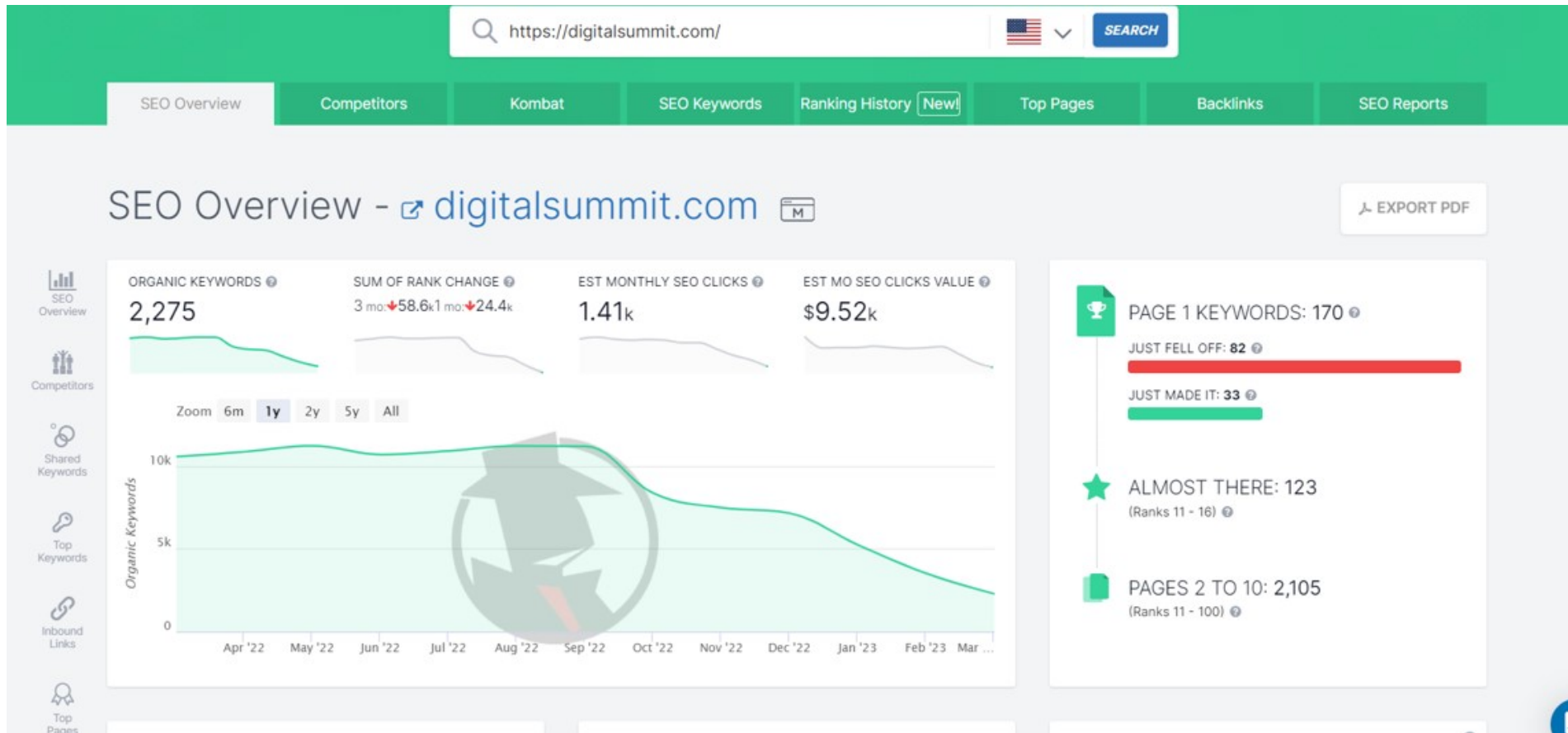
Keywords both competitors rank for, but not backlinko.com

**EXCLUSIVE KEYWORDS** (2,724)

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

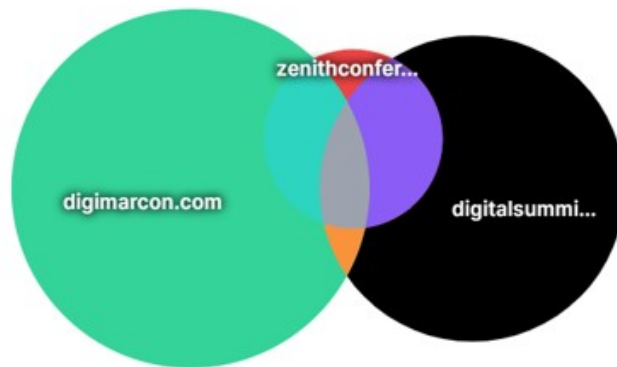


# SpyFu (Free Limited)



## Shared Organic Keywords (Kombat)

digitalsummit.com ✕ vs zenithconference.com ✕ vs digimarcon.com ✕ add a domain 🔍



**Core Keywords (364)** ⓘ  
Est. Search Volume  
20.4k

**All Keywords (58.1k)** ⓘ  
Est. Search Volume  
6.55M

**Questions (1.71k)** ⓘ  
Est. Search Volume  
145k

**Missing Keywords (42)** ⓘ  
Est. Search Volume  
956

# SpyFu (Free Limited)

## Page One Keywords

Keyword	Rank (Change)	
internet summit	1 -	<input type="button" value="ADD"/>
digital summit minneapolis	1 -	<input type="button" value="ADD"/>
digital summit dc	2 -	<input type="button" value="ADD"/>
digital summit boston	1 -	<input type="button" value="ADD"/>
digital summit philadelphia	1 -	<input type="button" value="ADD"/>
<a href="#">VIEW ALL PAGE ONE KEYWORDS &gt;</a>		

## Almost There Keywords

Keyword
digital summit atlanta
seo conference new york
kansas city marketing
fyre festival logo transparent
dayna grayson
<a href="#">VIEW ALL "ALMOST" KEYWORD</a>

## Most Valuable Keywords

Keyword	SEO Clicks	Volume
internet summit	125	750
digital summit minneapolis	55	340
digital summit dc	50	600
digital summit boston	48	300
digital summit philadelphia	48	290
<a href="#">VIEW ALL ORGANIC KEYWORDS &gt;</a>		

## Keywords that Just Made the First Page

Keyword	Rank (Change)	
shelby virgin	10 40 ↑	<input type="button" value="ADD"/>
boston marketing conferences	3 🟡	<input type="button" value="ADD"/>
dallas digital marketing	7 14 ↑	<input type="button" value="ADD"/>
sam mallikarjunan	10 1 ↑	<input type="button" value="ADD"/>
memeology101	8 4 ↑	<input type="button" value="ADD"/>

## Keywords that Just Fell Off the First Page

Keyword
fyre festival logo transparent
digital summit
chicago call for speakers
jon youshaei
speaker submissions

https://digitalsummit.com/ x Root Domain Search

Dashboard > Domain Analytics > Domain Overview

User manual Send feedback

## Domain Overview: digitalsummit.com

Export to PDF

Worldwide US UK DE Desktop Mar 15, 2023 USD

Overview Compare domains Growth report Compare by countries

Authority Score

34

Semrush Domain Rank 1.2M

Organic Search Traffic

726 -65%

Keywords 944

Paid Search Traffic

231 +5%

Keywords 59

Backlinks

1.4M

Referring Domains 3.8K

Organic Paid

### Distribution by Country

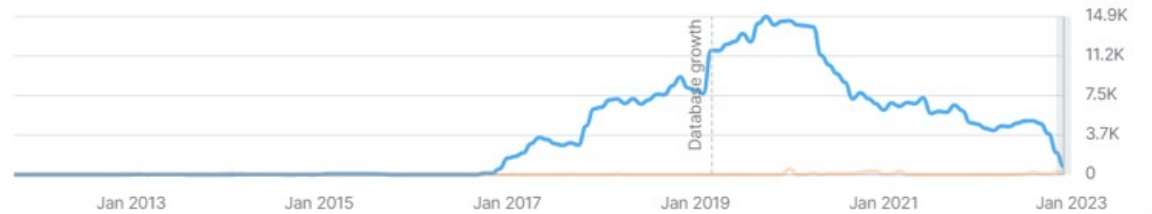
Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	1.2K	1.3K
US	62%	726	944
PH	8.6%	101	19
IN	6.1%	71	19
PL	5.5%	64	14
Other	18%	210	258

1M 6M 1Y 2Y All time

Export

### Organic Traffic 726/month

Organic Traffic Paid Traffic Notes



Organic Keywords 944



# SEMRush Organic Research

## Organic Research: digitalsummit.com

Export to PDF

US 944 CA 41 AU 25 Device: Desktop Date: Mar 15, 2023 Currency: USD

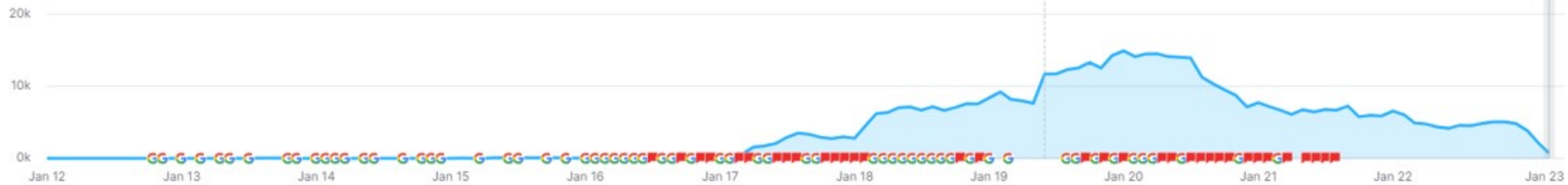
Overview Positions Position Changes Competitors Pages Subdomains

Keywords **944** -52.15% Traffic **726** -65.03% Traffic Cost **\$630** -84.87% Branded Traffic **0** -100.0% Non-Branded Traffic **726** -37.63%

### Estimated Traffic Trend

Notes

1M 6M 1Y 2Y All time



### Top Organic Keywords

Keyword	Pos.	Diff.	Volume	Traffic %
digital summit detroit >>	1 → 1	0	140	4.68
digital summit minneapolis >>	1 → 1	0	140	4.68
dallas digital summit >>	1 → 1	0	110	3.71
digital summit philadelphia >>	1 → 1	0	110	3.71
digital summit raleigh >>	1 → 1	0	110	3.71
digital summit portland >>	1 → 1	0	90	3.03

### Top Position Changes

New Lost Improved Declined

Keyword	Pos.	Diff.	Volume	Traffic %
deaf social media influencers >>	• → 48	new	30	< 0.01
jenny haggard spotify >>	• → 14	new	30	< 0.01
dallas digital >>	• → 75	new	30	< 0.01
dc guidelines for covid >>	• → 48	new	30	< 0.01
nashville speakers >>	• → 84	new	20	< 0.01

# SEMRush Organic Research

## Organic Research: digitalsummit.com

Export to PDF

US 944 CA 41 AU 25 Device: Desktop Date: Mar 15, 2023 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

### Organic Search Positions 1 - 100 (944)

+ Add to keyword list

Manage columns 12/16

Export

<input type="checkbox"/>	Keyword	Intent	SF	Positio...	Diff.	Traffic %	Volume	KD %	CPC	URL	SERP	Updated
> <input type="checkbox"/>	<a href="#">digital summit portland</a>	N	4	1 → 1	0	3.03	90	0 ●	0	<a href="#">portland.digitalsummit.com/lp/2022-agenda/</a>	🔍	2 days
> <input type="checkbox"/>	<a href="#">digital summit seattle</a>	N	4	1 → 1	0	3.03	90	9 ●	0	<a href="#">seattle.digitalsummit.com/tickets/</a>	🔍	Feb 27
> <input type="checkbox"/>	<a href="#">digital summit boston</a>	N	5	1 → 1	0	3.03	90	4 ●	0	<a href="#">boston.digitalsummit.com/at-a-glance/</a>	🔍	Feb 25
> <input type="checkbox"/>	<a href="#">detroit digital summit</a>	N	4	1 → 1	0	1.23	40	4 ●	0	<a href="#">detroit.digitalsummit.com/faq/attendee-faq/</a>	🔍	Mar 11
> <input type="checkbox"/>	<a href="#">digital summit detroit</a>	N	4	1 → 1	0	4.68	140	2 ●	0	<a href="#">detroit.digitalsummit.com/faq/attendee-faq/</a>	🔍	3 days
> <input type="checkbox"/>	<a href="#">minneapolis digital summit</a>	N	4	1 → 1	0	0.96	30	13 ●	0	<a href="#">minneapolis.digitalsummit.com/mc/</a>	🔍	Feb 20
> <input type="checkbox"/>	<a href="#">digital summit agenda</a>	N T	5	1 → 1	0	0.55	20	28 ●	5	<a href="#">seattle.digitalsummit.com/2022/agenda/</a>	🔍	Feb 19
> <input type="checkbox"/>	<a href="#">digital summit minneapolis</a>	N	3	1 → 1	0	4.68	140	11 ●	5.2	<a href="#">minneapolis.digitalsummit.com/mc/</a>	🔍	Mar 02
> <input type="checkbox"/>	<a href="#">digital summit san francisco</a>	N	3	1 → 1	0	2.34	70	1 ●	0	<a href="#">sanfrancisco.digitalsummit.com/why-attend/</a>	🔍	Mar



# SEMRush Organic Research

## Organic Research: digitalsummit.com

Export to PDF

US 944 CA 41 AU 25 ...

Device: Desktop

Date: Mar 15, 2023

Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Filter by URL Intent Advanced filters

### Organic Pages 1 - 100 (502)

Export

URL	Traffic	Traffic %	Keywords	Ads keywords	Backlinks
<a href="https://detroit.digitalsummit.com/faq/attendee-faq/">detroit.digitalsummit.com/faq/attendee-faq/</a>	43	5.92		2	0
<a href="https://minneapolis.digitalsummit.com/mc/">minneapolis.digitalsummit.com/mc/</a>	41	5.64		5	0
<a href="https://portland.digitalsummit.com/lp/2022-agenda/">portland.digitalsummit.com/lp/2022-agenda/</a>	31	4.26		3	0
<a href="https://dallas.digitalsummit.com/tickets/">dallas.digitalsummit.com/tickets/</a>	27	3.71		2	0
<a href="https://philadelphia.digitalsummit.com/2019/agenda/">philadelphia.digitalsummit.com/2019/agenda/</a>	27	3.71		1	0
<a href="https://raleigh.digitalsummit.com/why-attend/">raleigh.digitalsummit.com/why-attend/</a>	27	3.71		1	0
<a href="https://nyc.digitalsummit.com/tickets/">nyc.digitalsummit.com/tickets/</a>	26	3.58		10	0
<a href="https://chicago.digitalsummit.com/see-who-attends/">chicago.digitalsummit.com/see-who-attends/</a>	22	3.03		1	0
<a href="https://seattle.digitalsummit.com/tickets/">seattle.digitalsummit.com/tickets/</a>	22	3.03		3	0
<a href="https://boston.digitalsummit.com/at-a-glance/">boston.digitalsummit.com/at-a-glance/</a>	22	3.03		1	0
<a href="https://philadelphia.digitalsummit.com/lp/faq/">philadelphia.digitalsummit.com/lp/faq/</a>	21	2.89		2	0

# Majestic (Free Limited)

https://digitalsummit.com/ URL FRESH HISTORIC Plans & Pricing My Account UK

**https://digitalsummit.com/** ACTIONS

**TRUST FLOW** 23

**TOPICAL TRUST FLOW** ... more

- 22 Society / Law
- 19 Computers / Internet / Web Design and Development
- 16 Computers / Internet
- 16 Business

**CITATION FLOW** 32

**LINK GRAPH** ... more

**LINK PROFILE** ... more

**EXTERNAL INBOUND LINKS**

Switch to domain searches to see trendlines

<b>FRESH</b>	<b>90,206</b>
<b>HISTORIC</b>	189,453

**REFERRING DOMAINS**

Switch to domain searches to see trendlines

<b>FRESH</b>	<b>367</b>
<b>HISTORIC</b>	879

**REF IPS**

<b>FRESH</b>	<b>309</b>
<b>HISTORIC</b>	705

**REF SUBNETS**

<b>FRESH</b>	<b>278</b>
<b>HISTORIC</b>	589

**LIVE**

86,622

External Inbound Links

**DELETED**

3,584

External Inbound Links

**AFTER NOISE REDUCTION** ⓘ

39,636 (-56%)

External Inbound Links

**DISTINCT**

7,308

External Inbound Links

**DUPLICATE**

82,895

External Inbound Links

# Majestic (Free Limited)

Recent Activity

**TOOLS**

- Site Explorer
- Summary
- Ref Domains**
- Map
- Backlinks
  - New
  - Lost
- Context
- Anchor Text
- Pages
- Topics
- Link Graph
- Related Sites
- Advanced Tools
- Compare
- Bulk Backlinks
- Keywords
- Neighbourhood Checker

Overview Links Inbound **Order by Trust Flow** Descending Then Alexa Rank Ascending Refresh ACTIONS

Top 5K TF CF Referring URLs Referring Domains TLD Topic Language Domain

367 Results Map Export Data

#	Referring Domains	Home Page Title	Topical Trust Flow	Linking URLs	Average External Domains / Page	Trust Flow	Citation Flow
1	<a href="#">yahoo.com</a>	Yahoo   Mail, Weather, Search, Politics, News, Financ...	91 Computers / Internet / On t...	1	-	95	83
2	<a href="#">medium.com</a>	Medium - Where good ideas find you.	62 Computers / Software / Inte...	1	2	81	79
3	<a href="#">techtarget.com</a>	Purchase Intent Data for Enterprise Tech Sales and M...	65 Reference / Dictionaries	1	5	78	73
4	<a href="#">prweb.com</a>	PRWeb   Online Press Release Distribution Service   P...	71 News / Breaking News	21	6	72	62
5	<a href="#">podbean.com</a>	Free Podcast hosting and Monetizing Platform   Podb...	45 Society / Religion and Spirit...	1	1	64	61
6	<a href="#">ucdenver.edu</a>	University of Colorado Denver   CU Denver	59 Reference / Education	1	3	60	56
7	<a href="#">flippingbook.com</a>	FlippingBook   Flipbook Maker for Digital Publishing	50 Computers / Multimedia	3	-	59	61
8	<a href="#">businessinsider.com</a>	Insider	39 Computers / Internet / Web ...	1	12	55	78
9	<a href="#">activecampaign.com</a>	-	54 Computers / Programming / ...	2	4	55	54

# GTmetrix (Free Limited)

The screenshot shows the GTmetrix website interface. At the top left is the GTmetrix logo with navigation links for Features, Pricing, Resources, and Blog. On the top right, it says 'Welcome Taylor!' with links for Account and Log Out. The main content area displays a 'Latest Performance Report for: https://digitalsummit.com/'. To the left of the report is a thumbnail of the website being tested. The report details include: Report generated: Thu, Mar 16, 2023 10:04 AM -0700; Test Server Location: Vancouver, Canada; Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4; Connection: LTE (15/10 Mbps, 100ms); Analysis options: iPhone 13/13 Pro/13 Pro Max. Below the report, the 'GTmetrix Grade' is shown as 'F', with sub-scores for Performance (37%) and Structure (69%). The 'Web Vitals' section shows LCP (2.2s), TBT (2.7s), and CLS (0.04). On the right side, there is a sidebar with buttons for Re-Test, Compare, Page Settings, Monitor, Set Up Alerts, Tags, and Download PDF.

GTmetrix Grade		Web Vitals			
<b>F</b>	Performance: 37%	Structure: 69%	LCP: 2.2s	TBT: 2.7s	CLS: 0.04

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.

Home / digitalsummit.com Technology Profile

# DIGITALSUMMIT.COM

Technology Profile Detailed Technology Profile Meta Profile Relationship Redirect Recommendations Company

**Analytics and Tracking** [View Global Trends](#)

**Visual Website Optimizer**  
Visual Website Optimizer Usage Statistics · [Download List of All Websites using Visual Website Optimizer](#)  
VWO provides A/B, split and multivariate testing software.  
A/B Testing

**Acoustic Campaign**  
Acoustic Campaign Usage Statistics · [Download List of All Websites using Acoustic Campaign](#)  
Marketing automation tool for eCommerce - previously Silverpop.  
Marketing Automation

**Digioh**  
Digioh Usage Statistics · [Download List of All Websites using Digioh](#)  
Lead generation system with targeting.  
Lead Generation

**Marketo**  
[Marketo Usage Statistics · Download List of All Websites using Marketo](#)

**Profile Details** [Change Layout](#)  
Last technology detected on 16th March 2023. We know of 125 technologies on this page and 130 technologies removed from digitalsummit.com since 23rd January 2005. [Link to this page.](#)

**BuiltWith Top Site Rank** 🏆  
digitalsummit.com is ranked 10,058th in our top sites list. [View BuiltWith Top Site Rank.](#)

Get a notification when digitalsummit.com adds new technologies.  
[Create Notification](#)

**he 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**

## Break Out:

### Competitive/Keyword Research

Research you competitors and come up with a few keywords/  
article topics

- <https://www.spyfu.com/> (Free Limited)
- <https://www.semrush.com/>
- <https://majestic.com/> (Free Limited)
- <https://builtwith.com/> (Free)
- <https://gtmetrix.com/> (Free Limited, Speed Tests)





**Content has been, and is still, KING!**

**NO CONTENT STRATEGY?**

**THOU SHALL NOT PASS!**

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

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

- **[www.answerthepublic.com](http://www.answerthepublic.com)**
- **Google Alerts**
- **SEMRush Keyword Overview**
- **People Also Ask**

# Keyword Overview: root canal +

United States | Desktop | Sep 22, 2021 | USD

Export to PDF

Overview | Bulk Analysis

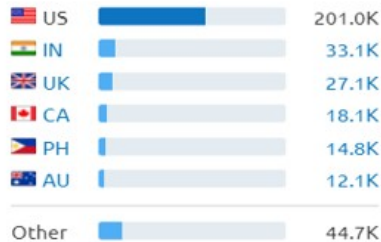
Volume  
**201.0K**

Keyword Difficulty

**91%**  
Very hard

The hardest keyword to compete for. It will take a lot of on-page SEO, link building, and content promotion efforts.

Global Volume  
**350.9K**



Results SF  
**136.0M**

CPC **\$3.40** Com. **0.15**

PLA **0** Ads **2**



Keyword Variations  
**59.1K** | Total volume: **958.5K**

Keywords	Volume	KD %
root canal	201.0K	91
what is a root canal	40.5K	80
root canal cost	27.1K	56
root canal pain	18.1K	66
how long does a root canal take	14.8K	21

Questions  
**14.1K** | Total volume: **253.1K**

Keywords	Volume	KD %
what is a root canal	40.5K	80
how long does a root canal take	14.8K	21
how much is a root canal	9.9K	50
do root canals hurt	8.1K	23
how much does a root canal cost	8.1K	39

Related Keywords  
**1.3K** | Total volume: **384.2K**

Keywords	Volume	KD %
rut canal	110	79
tooth canal	390	82
root canal what is it	170	67
a root canal	480	75
tooth root canal	2.4K	76



All Questions Broad Match Phrase Match Exact Match Related Languages beta

Volume KD % CPC Include keywords Exclude keywords Advanced filters

By number By volume

Keyword	Volume
All keywords	14,081
> can	3,208
> tooth	1,795
> long	1,199
> get	1,129
> crown	1,091
> need	1,078
> much	1,004
> pain	882
> hurt	775
> cost	628
> treatment	614
> cause	491
> infection	490

All keywords: 14,081 | Total volume: 253,140 | Average KD: 30%


[+ To Keyword Manager](#) beta [Update metrics](#) (0/5,000)

<input type="checkbox"/>	Keyword	Volume	Trend	KD %	CPC (USD)	Com.	SF	Results	Last Update
<input type="checkbox"/>	+ what is a root canal	40,500		80 <span style="color: red;">●</span>	1.65	0.13	+4	147M	Last week
<input type="checkbox"/>	+ how long does a root canal take	14,800		21 <span style="color: green;">●</span>	5.84	0.01	+4	0	Last week
<input type="checkbox"/>	+ how much is a root canal	9,900		50 <span style="color: orange;">●</span>	2.78	0.20	+4	0	Last week
<input type="checkbox"/>	+ do root canals hurt	8,100		23 <span style="color: green;">●</span>	3.41	0.05	?	715K	Last week
<input type="checkbox"/>	+ how much does a root canal cost	8,100		39 <span style="color: yellow;">●</span>	2.39	0.23	+3	0	Last week
<input type="checkbox"/>	+ what's a root canal	5,400		82 <span style="color: red;">●</span>	2.81	0.14	+3	133M	Last week
<input type="checkbox"/>	+ can you eat after a root canal	1,900		21 <span style="color: green;">●</span>	5.37	0.01	?	16.1M	Last week
<input type="checkbox"/>	+ how do you know if you need a root canal	1,900		47 <span style="color: yellow;">●</span>	3.35	0.04	?	81.7M	Last week
<input type="checkbox"/>	+ how long does a root canal last	1,900		27 <span style="color: green;">●</span>	4.37	0.03	+2	0	Last week



Content Marketing Dashboard

Content Marketing ▼

- Content Marketing Dashboard
- Topic Research** 
- SEO Content Template
- SEO Writing Assistant
- Brand Monitoring
- Post Tracking
- Content Audit

Trends ▶

Agency Solutions ▶

MANAGEMENT

- My Reports +
- Lead Generation Tool
- Marketing Calendar
- Notes

Online demo

SEOquake for your browser

Join our Affiliate Program

Order custom database or report

Cards Explorer Overview Mind Map

Trending subtopics first

Prioritize topics by: Volume ▼

**Dental Insurance** 🔍 ...

Volume: 165.0k

- 🔊 What Does My Dental Insurance Cover?
- 🔊 Average Cost of a Root Canal & How to Save
- 🔊 DentaQuest® Dental Plans

Show more ▼

**Dental Dam** 🔍 ...

Volume: 90.5k

- 🔊 Why Your Dentist Might Use A Rubber Dam
- 🔊 Tooth Isolation. The Rubber Dam, suggested or oblig...
- 🔊 Dammed if you do, dammed if you don't

Show more ▼

**Connective Tissue** 🔍 ...

Volume: 27.1k

- 🔊 What is a Root Canal?
- 🔊 Tooth - American Dental Association
- 🔊 Root Canal Procedure for Infected Tooth Nerve

Show more ▼

**Tooth Pain** 🔍 ...

Volume: 18.1k

- 🔊 What is a Root Canal?
- 🔊 Root canal treatment
- 🔊 Root Canal Procedure for Infected Tooth Nerve

Show more ▼

**Local Anesthesia** 🔍 ...

Volume: 14.8k

- 🔊 Root Canal: Purpose, Procedure, and Risks
- 🔊 How it is performed - - - Root canal treatment
- 🔊 Everything You Need to Know about Dental Local An...

Show more ▼

**Root Canal Procedure** 🔍 ...

Volume: 14.8k

- 🔊 What is a Root Canal?
- 🔊 Root Canal Explained
- 🔊 Root Canal Procedure for Infected Tooth Nerve


Show more ▼

**General Dentist** 🔍 ...

Volume: 8.1k

**Signs Of Infection** 🔍 ...

Volume: 8.1k

**Dental Work** 🔍 ... 

Volume: 4.4k

### Top 10 Headlines by backlinks

- [American Association of Endodontists](#)  

---

- [Cracked Teeth](#)  

---

- [Tooth abscess - Symptoms and causes](#)  

---

- [What is a Root Canal?](#)  

---

- [Dental Crowns: What Are They, Types, Procedure & Care](#)  

---

- [Tooth abscess - Diagnosis and treatment](#)  

---

- [Root Canal Explained](#)  

---

- [Find an Endodontist Near You](#)  

---

- [What Does My Dental Insurance Cover?](#)  

---

- [Root Canal Infection: Causes, Symptoms, Prevention, Treatment](#)  

### 10 Interesting Questions

- [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?](#) 

---

- [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?](#) 

# Google Helpful Content Update

<https://developers.google.com/search/blog/2022/08/helpful-content-update>

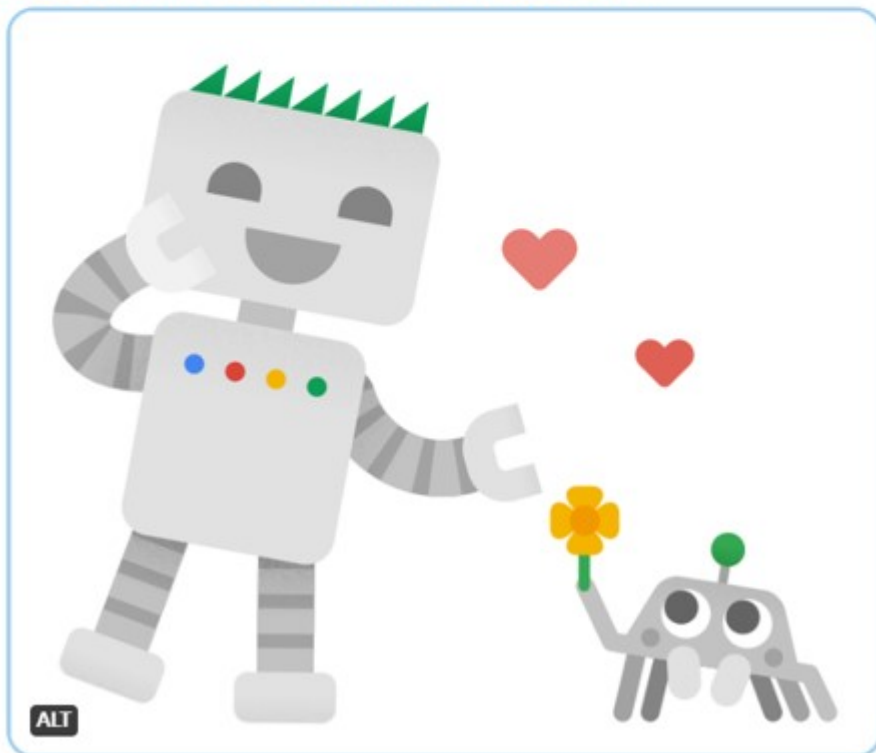


Google Search Central ✓  
@googlesearchc

...

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...](https://developers.google.com/search/blog/2022/08/helpful-content-update)



## 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

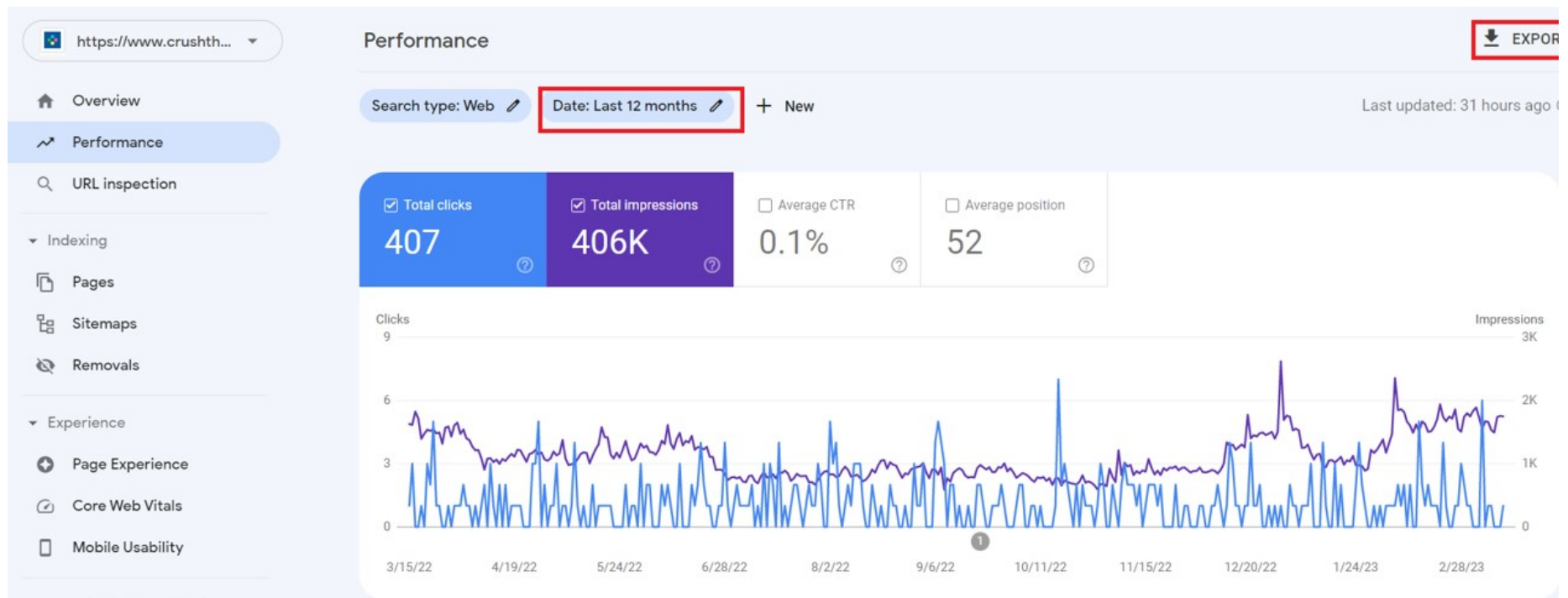
Our advice about having a people-first approach does not invalidate following SEO best practices, such as those covered in [Google's own SEO guide](#). SEO is a helpful activity when it's applied to people-first content. However, content created primarily for search engine traffic is strongly correlated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



# IDENTIFYING WEAK PAGES



QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES



Top pages	↑ Clicks	Impressions
<a href="https://www.crushtherankings.com/results/case-studies/">https://www.crushtherankings.com/results/case-studies/</a>	0	1,628
<a href="https://www.crushtherankings.com/results/portfolio/harrison-bail-bonds/">https://www.crushtherankings.com/results/portfolio/harrison-bail-bonds/</a>	0	1,193
<a href="https://www.crushtherankings.com/testimonials/robyn-johnson-amazon-advertising-expert/">https://www.crushtherankings.com/testimonials/robyn-johnson-amazon-advertising-expert/</a>	0	792
<a href="https://www.crushtherankings.com/testimonials/cameron-vance-cio-for-mmtcfl/">https://www.crushtherankings.com/testimonials/cameron-vance-cio-for-mmtcfl/</a>	0	613
<a href="https://www.crushtherankings.com/results/portfolio/acculevel/">https://www.crushtherankings.com/results/portfolio/acculevel/</a>	0	328
<a href="https://www.crushtherankings.com/results/portfolio/epsoft/">https://www.crushtherankings.com/results/portfolio/epsoft/</a>	0	189
<a href="https://www.crushtherankings.com/testimonials/dr-john-tumminia/">https://www.crushtherankings.com/testimonials/dr-john-tumminia/</a>	0	183
<a href="https://www.crushtherankings.com/testimonials/mike-harrison/">https://www.crushtherankings.com/testimonials/mike-harrison/</a>	0	178
<a href="https://www.crushtherankings.com/results/portfolio/medical-marijuana-treatment-clinics-of-florida/">https://www.crushtherankings.com/results/portfolio/medical-marijuana-treatment-clinics-of-florida/</a>	0	165

- **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

# **BREAK OUT**

**Dig into your GSC and Find Poor-Performing Pages**

## **Tools/Resources:**

- **Google Search Console**
- **SEMRush Position Tracker (Pages Tab)**





## Keep in Touch!

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