

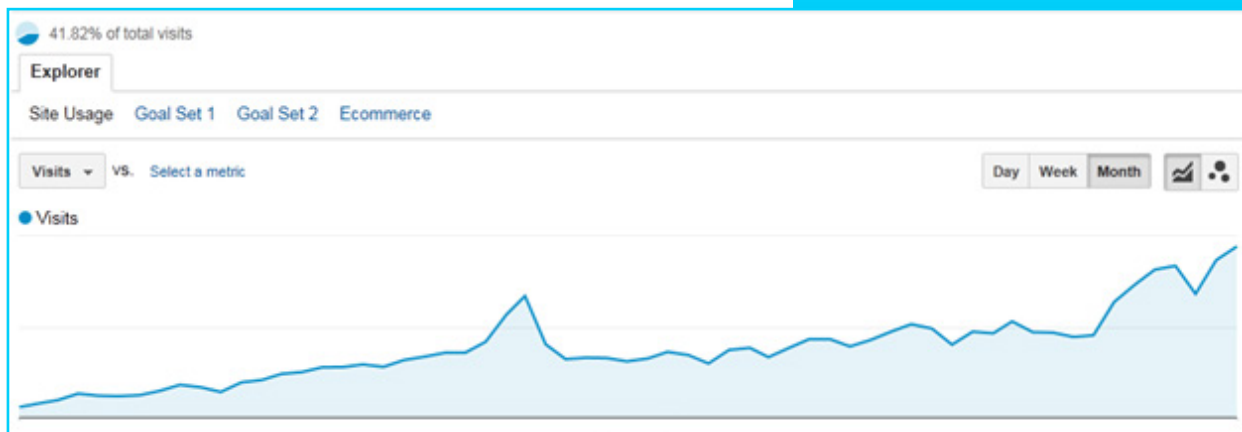


5 BULLETPROOF SEO STRATEGIES

What is SEO?

There has never been a more crucial time for a business to maximize its online presence in the savviest, most effective ways possible. There are so many companies with great products and services, but if your company is buried in search results to the point that consumers can't find you online, you are missing out on a great opportunity to grow your audience.

What is Search Engine Optimization?



Search Engine Optimization, or SEO, is one of the most effective tools that successful companies use to gain visibility online because it allows them to bring in more visitors through free, organic search results. The major search engines (like Google, Bing, and Yahoo!) rank websites based on specific parameters they deem most important, and they do so at no cost to website owners.

By optimizing your website and increasing your rankings in search engines results, you will gain greater visibility, therefore, seeing an increase in visitor traffic to your website.

What do you need to know about SEO?

There is good news if your website is currently ranking low in search engine results! You will easily be able to increase your ranking by implementing a new SEO approach that focuses on medium and long-term natural traffic growth.

The most important thing in SEO is knowing each search engines' ranking factors to ensure your website is viewed as relevant and popular by search engines.

In this audit we are going to examine your website's ranking factors and make optimization suggestions that will help you to rank better.



Dreaming of Results VS

Actionable SEO

The biggest mistake Marketers make when it comes to building a new website is that they only focus on design and pages built directly for paid advertising while neglecting optimizing for organic rankings.

SEO, being one of the trickiest digital marketing services, has resulted in marketers being discouraged from incorporating it into their marketing mix. However, investing in SEO provides a long-term, steady traffic acquisition source that can be considered as “free” traffic.

Incorporating SEO into your marketing activities is not easy. However, if it's done right, once you get the rankings it is difficult to lose them. Therefore, many consider SEO as the best traffic source for long term success.

Furthermore, SEO can work in conjunction with Pay Per Click Search Ads. As you may be aware, search PPC is one of the most powerful and quickest ways to make a business profitable. Well optimized campaigns can give you great results within a few months, or even weeks.

The downside in relying on PPC for your conversion results is that you have to pay for EACH CLICK. However, that's not the case with Search Engine Optimization. When you obtain organic rankings within the Search Engine result pages (through SEO) you don't have to pay for each click anymore. Therefore, SEO can dramatically INCREASE your Overall Marketing ROI.

The bear in the forest effect:

When it comes to SEO, you need to act quick. Imagine being in a forest, with a bear chasing you and your friend. Who do you think that the bear will catch first? The slower one or the one that runs faster. Who has the higher chance of surviving? Just like this, in SEO, your ultimate goal is to perform better than the websites that outrank you. In order to succeed in ranking in Google's top positions, you need to analyze what the websites there offer, and offer something that's better.

Following some generic advice regarding the optimization of your website, won't help you outrank your competitors. Instead, you have to focus on performing better than them in every possible way. This guide will help you discover ADVANCED techniques that you can use to identify opportunities to outperform your competitors.

**These techniques can
be used and scaled, so it's
really up to you to
generate results.**



The False Reality

Expand: Google claims that websites with exceptional content will rank in Google. However, that's not always the case. If that was the case then everyone would rank easily.

FALSE!

Focusing on creating great content won't take your rankings to the top of Google's search results. After endless trials and errors we have identified that focusing solely on what Google suggests is NOT as good as fully optimizing websites and content for SEO.

By reading this guide, you will gain access to some of the best strategies that work in terms of analyzing, optimizing and improving your websites' performance in Google search results.

BE CAREFUL

The techniques are not dangerous by any means. These results are based on "white hat" SEO optimization so it's not something that will fade soon or risk penalty!

Our techniques are based on identifying the weak and strong elements of your competitors and improving your website to elevate above those competitors!

Experiment

There is a way to prove Google wrong. We did an experiment and we are sharing the results with you. However, you can try it for yourself. We are pretty sure that your experimentation results will be the same as ours.

1

Identify a topic that is relevant to your website

2

Hire two writers. Top-notch one (Already engaged with your Niche) and Medium performing one (Low rate without specific knowledge).

3

Give them the same topic and ask them to write a piece of content about it.

- a. Provide the top writer with just the topic
- b. Provide to the medium one the topic, content structure, Main, Secondary and LSI keywords, Number of media pieces to be used, Exact page title, exact headings and a meta-description

4

Once you receive the content, upload the two articles on 100% fresh domains with nothing else uploaded on them. You can easily set up two simple wordpress websites for this.

As you will notice, within 3-4 weeks, the optimized content will rank higher than the non-optimized.

Furthermore, if you want to push this experiment even more, try the following:

1

Build a couple of backlinks to the optimized article. Within another 3-4 weeks, your optimized article will start going up even further in the rankings.

After you finish your test, you will understand what we are talking about! Nobody, especially Google, will provide you with correct SEO information! It's not worth them doing this. They want you to spend your budget on PPC.

A well-known fact is that Google is a multi billion dollar business. Another obvious and well-known fact is how businesses always offer more services to keep their revenue flowing. For Google, one of its most profitable revenue generating machines is none other than Google Ads.

How can Google possibly be benefiting via organic search results? That is the sole and most important reason why Google is not supporting SEO and does not provide any insights on how to 'beat' its algorithm. Hence, SEO is mainly based on trial and error and reverse engineering.

RESULTS

What you really need in order to Rank (and Bank)!

Great content is important but is not the only factor. In order to move up in rankings, you need an SEO strategy that will be based on:

• OnPage SEO

- Technical SEO
- Content Optimization
- Page Speed
- Website Structure
- Hierarchy
- Crawl Budget
- Correlational Analysis
- Siloing

• OffPage SEO

- Backlinks
 - Guest Posts
 - Competitor Link Acquisition
 - Link Resources
 - Private Domain Assets
- Citations (Mostly applicable on Local SEO but can also benefit from international websites)

Preparing your website for success

Before you start benefiting from organic (FREE) traffic you need to make sure that your website is prepared to be successful. If it's not, you may need to do some adjustments and optimizations so that you are ready to start getting FREE traffic.

How to prepare your website for Search Engines

In order to prepare your website for success you will need to sort out the following elements:

- Technical Issues – Crawl Errors, 404 pages, Canonicals, Bloated Index, Crawl Budget Optimization

- Website Structure – Keyword Research, Keyword Mapping, Confusing structure? use Silo Approach

- Weak Backlink Profile – Spam Links, Weak back links, No backlinks

- Low Authority – Increase Social Signals, Increase high quality links, Increase Online Footprint

The first pillars that will determine your website's future?

**Content and
Technical SEO**



**Page Speed
Optimization**



**Content
Calendar**



**Backlink Profile
and Authority**



Technical SEO

Content and technical site audit

Let's start with the audit

Auditing your website should be the first thing that you always do. In order to audit your website you need two things:

- Crawler – Screaming Frog is a good crawler and it's free
- Manual exam of Content and Structure – Initially takes some time but gets faster after you learn how to do it.

A detailed audit will provide a step by step action plan in order to optimize your website for Search Engines

Crafting a detailed SEO audit requires a lot of time and knowledge. In order to do a comprehensive audit you will need access to multiple tools. Extensive Technical knowledge is required in order to identify specific, technical SEO issues. Don't let this freak you out. An SEO audit is essential for obtaining organic traffic and leads

Here are a few of the most common technical errors you might be facing – and, **more importantly, how to fix them:**

Keyword Research & Keyword Mapping are lacking

Keyword Research

Keyword research is a fundamental SEO activity that involves identifying keywords (words and phrases) that people enter into search engines when looking for something specific. Keyword Research provides marketers with data of how high the demand is for certain keywords.



Keyword Mapping

Keyword mapping is the process of assigning relevant keywords to the different pages that exist, or are going to be created, on the website. Keyword Mapping is based off of the keyword research! It's an important aspect of on-page search engine optimization that will allow search engines to see the page's relevancy based on a user's search.



Killer Keyword Research & Mapping

Every SEO strategy starts with correct planning. In the case of SEO, the correct planning is your keyword research and your keyword mapping.

Tools that can help you with your keyword Research & Mapping:

- Ahrefs
- SEMrush
- Google Search Console
- Google Sheets

How to do your keyword research & mapping

First you need to identify your target keywords. There are multiple ways to do it. Let's see the most important:

1

Seed keyword research - You start with your main keywords (based on your products/services/topics) and then you try to identify related and more specific keywords

2

Competitors keyword research - You examine your competitors' websites (through AHREFS or SEMrush) check for what keywords they are ranking for and copy their keywords

3

Low-hanging fruit - These are the keywords that you are ranking from position 5 to 25. Therefore, you collect information regarding these keywords in order to push them higher

Once you finish collecting your data, you export your landing page URLs into a spreadsheet and work by assigning keywords to the specific pages.

When you finish with it, there is a chance that you will have some keywords that don't apply anywhere. For these keywords you will need to create new pages or blog posts.

When the keyword mapping is finished, you should create landing pages that contain those keywords and relevant, OPTIMIZED content.

Based on the keyword map you should adjust your content optimization, content creation, and backlinking efforts.

Remember:

In order to succeed in the game of SEO you need to identify all possible keyword opportunities that someone could use in order to find your website.

Once you do this, you need to map the keywords into groups based on:

- **Intention**
- **Keyword Similarity**



OnPage Duplicate content caused because of the wrong configuration in Server

If you have more than one version of a page, all with different URLs then it's something you definitely want to fix. Having pages being served with different variations of your URL is a strong signal of duplicate content.

Example of identical pages served with varied version:

- `www.yourdomain.com`
- `http://yourdomain.com`
- `http://www.yourdomain.com`
- `http://yourdomain.com/index`
- `http://yourdomain.com/default.aspx`
- `http://yourdomain.com/home`

How to identify if you have this issue

Duplication of a webpage is not something that Google is looking for. Google is searching for genuine content and not pages filled with information that already exists on other pages.

One way we could check out whether we have duplicate pages is using the link examples listed above in order to find out whether there are pages that are duplicated. Use the above variations with your own domain name and check whether more than one of the variations leads to the same page with the same content.

In other words

All variations should redirect to one final version of the website. Make sure to check internal pages as well.

How to fix it:

If you have an extra URL or even 10, you need to create 301 redirects to clarify to Google your original page. There are multiple ways to do this site-wide but some of the most common are:

- Plugin for CMS – This is simple and can be done without technical knowledge
- Cloudflare commands – You need an experienced developer to do this for you
- Create a command in the HTaccess – You need an experienced developer to do this for you



NON-optimized 404 page

The HTTP 404 Not Found Error means that the webpage you were trying to reach could not be found on the server. It is a Client-side Error which means that either the page has been removed, or moved and the URL was not changed accordingly, or that you typed in the URL incorrectly.

How to monitor 404 errors

The best approach to 404 pages is to make sure visitors and search engines don't land on them. There are a number of different ways you can monitor 404 errors, and there are a number of different tools we can use.

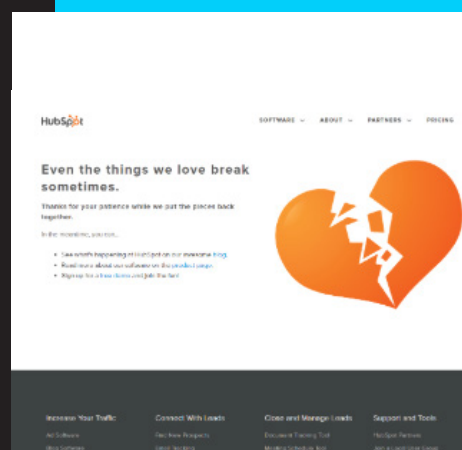
- **Google Search Console**
- **Crawlers**
- **CMS plugin**

Google Search Console monitors your site and lets you know when Googlebot crawlers find, what it calls, "Not Found" errors, which are typically 404 and 503 HTTP error codes. Furthermore, crawlers and CMS plugins can identify the 404 pages on demand.

EXAMPLE OF A BAD 404 PAGE:



EXAMPLE OF GOOD 404 PAGE:



How a 404 page should look

- Insert a search bar
- Insert an email opt-in page
- Add your site's main pages
- Add Business Information
- Add contact Information
- Make it look and feel nice

**ERROR
PAGE NOT FOUND**

...



How to identify if you have this issue

Pictures can elevate your articles to a whole new level. Adding pictures to your articles can compel your readers to be more engaged with your content and read it completely. In addition to that, when your pictures are picked carefully, they can carry your message across more easily and clearly (a direct benefit of this is having the chance to get a good ranking in the “Images” section of the search results).

One of the things to be careful with when it comes to your images is giving them good Alt attributes in order to to give substance to what your images stand for.

Why should you use alt tags?

By giving a name and a description to your image with the Alt text, you give spiders and crawlers the ability to understand what that image is all about, simultaneously making your image more desirable to search engines. Benefits of using alt texts can make it clear to crawlers why that image exists on your page.

Other names for the Alt Text are:

Alt Tag, Title Tag



How to optimize Images

The first place to start your optimization is at your money pages and landing pages that are most frequently visited.

Once you identify the pages that need image optimization, then you will start optimizing your images by adjusting them for the web.

What that means is that the images you have on your pages may be too big for the website and take too long to load. This is a problem. People rarely take this into account since we often think the better the resolution of the picture the better it will show to the end user. Many people have pictures that are too large and take too long to load, if they even load at all.

This is especially the case during an age when everything is so fast. Almost half the visitors usually bounce from a website that takes more than three seconds to load (40%)

Another thing you will have to do during your image optimization procedure is to add descriptive alt text, in order for the search engines to identify what all the pictures on the article, money page or landing page are all about.



Meta Tags are not Optimized

Pictures can elevate your articles to a whole new level. Adding pictures to your articles can compel your readers to be more engaged with your content and read it completely. In addition to that, when your pictures are picked carefully, they can carry your message across more easily and clearly (a direct benefit of this is having the chance to get a good ranking in the “Images” section of the search results).

One of the things to be careful with when it comes to your images is giving them good Alt attributes in order to to give substance to what your images stand for.

Meta title:

This is the few sentences of words that appear underneath the title and the URLs on the SERPs, in grey lettering. Meta descriptions are a few lines that can help a prospect identify what your website is all about at a glance.

Meta description:

These are tags that let search engine crawlers know whether to crawl a page or not, and they are usually referred to as “noindex” or “nofollow” and they are in code form and used in the head of your webpage

Meta robots:

These are tags that let search engine crawlers know whether to crawl a page or not, and they are usually referred to as “noindex” or “nofollow” and they are in code form and used in the head of your webpage

How to optimize the Meta Tags

Meta Title:

Meta titles have to describe the webpage that they belong to. Not every Meta Title has to be the same though! - Meta titles have to contain the correct keyword!



Meta Description:

The meta description has to be catchy in order to grab the attention of the people looking for your website. It is the first thing they are going to interact with before visiting your website.

In addition to catchy, the description has to be... well, descriptive - since it is one way to explain what the visitor has to expect from your website. If the person looking for your website does not find something they want on your website, then your bounce rate increases.

Of course the Meta Description has to contain the main keyword and variations of the keywords, alongside a strong call to action.



Meta Robots:

Meta robots are here to help Google from crawling irrelevant web pages on your website. For example, some pages that are irrelevant to Google are: Privacy, Terms and Conditions, Policies, Archives etc.

In the case of the pages mentioned above, the Meta Robots come in handy because they list those pages as "NoIndex".

Furthermore, Meta Robot tags should be used for link juice funneling and crawl budget optimization.



Page Speed

Page Speed Optimization

Slow and Steady does not apply to SEO

Page speed is not only important for SEO purposes but also for the end users. In simple terms, this is the speed with which your page loads. The faster the better! Google aims to have the optimal page of your website be under half a second, and the threshold for an e-commerce site is 2 seconds.

One of the major perks of page speed, is that people have a better user experience. A better user experience can produce more returning customers in the future, and help the customers convert easier. Easier conversions means positive impact to your bottom line and more traffic to your website. That immediately means better rankings and increased ranking signals due to the fact that there is a lower bounce rate and dwell time (how much time did it take for the user to return to the search results page).

Things that you can optimize if you want to achieve a better page speed:

Utilize a Content Distribution Network

Internet speed MATTERS! Having a server being far away from a location can result in a delay of information being delivered to the end user. Many of the end users though, need immediate information. This is where CDN's come in play. CDN's can ensure the speed of your content is the same worldwide, without having to deal with delays caused by distance.



Minify CSS, HTML, JS

Again, on the matter of Page speed, another thing you could do is minify and compress the CSS of your website, alongside its JavaScript. By minifying these aspects of your website, it will help it become smaller and faster to load since the elements that need to be loaded are going to be in a lighter format.



Enable Compression

Your server has a lot of things to distribute. By enabling compression on your website you allow your server to distribute smaller amounts of information.



Reduce unnecessary redirects

Redirects take more time since they are taking the end user from one page to another. Too many redirects are not good for pages and for people that are looking for information quickly.

If there are too many redirects towards one page, then you could get rid of unnecessary redirects between the first and last page.



Remove render-blocking JavaScript

Render blocking code lowers the speed of your page since the page loads, or... renders, slower than it should.

The best resolution to this is remove the render-blocking JavaScript entirely.



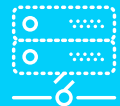
Leverage browser caching

A server can hold information for some time - as much as necessary according to the content of the page. This means that when someone is browsing a page then the content on the page will need less loading time since images and CSS (etc) already exist.



Improve server response time

Web servers play a critical role when it comes to the response time of a website. Google wants their response time to be close to instant. One of the most important things when it comes to the response time of the server is choose the best server for your kind of website.



Optimize images

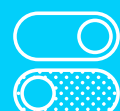
Size matters, and in this instance, the smaller the file size the better. But, keep the quality respectable! Finding the golden ratio between file size and quality can be challenging but with the correct research, and trial and error you will reach the best combination for your website. For example - a simple picture on a website should be under 100KB.



Use Sprites - (Explain)

This basically says, that instead of using separate elements (images) for such things as navigation buttons that are close to each other, use one single image for all of them, and map the image to different functions. This can lead to a smaller loading time and faster website loading time overall. Small changes matter.

These are only some of the many optimizations readily available for most of the webmasters to perform. You don't need to do all of the optimizations. However, you need to do as many as possible in order for your website to load as quick as possible to the end user.



Most of the optimizations require advanced Technical knowledge. You have to be careful when optimizing elements that have to do with source code or the server. You may need the help of experienced SEOs and Web Developers to do some of the optimizations.

WARNING!



Content Calendar

uhm vs AH-MAZING content

Content is a major ranking factor. You need high quality, relevant and well-researched content in order to rank.

Since the dawn of the internet, people considered it as a place to find useful information they can use in their everyday lives. If there is useful information on a website, then people will look for it, read it and engage with the website in general. High quality content can ensure many things to the webmasters and to the visitors alike.

The more relevant your content is, and the fresher it looks, the people will engage with it. After all, the internet is the place where people are looking for information anyway.

One of the things to keep in mind, not only does the content need to be well research, it also needs to be well optimised for your SEO efforts.

Don't do things because they are in the way, do things because they ARE the way. High quality and optimised content can be your ticket to the front page of Google if created correctly. Keep your ideas fresh, your content rich and your keywords at hand!

Content is not only used for rankings but also to keep the traffic engaged

Keep that bounce rate lying low! When visitors come to your website, it means that they have been looking for something that you offer, or information you know, and have posted on your website for the world to see. If your SEO efforts are clean cut and straightforward, then those people will be able to engage with the correct and ideal content that they were looking for.

Keep the crowds entertained and engaged in order to ensure a lower bounce rate off the webpage you worked so hard for.

Ordinary, Generic and filler content cannot do the job anymore.

There was a time when SEO Specialists had it so good. But now things are tougher than ever. More and more advancements on Google's algorithms have made it harder and harder for SEOs to have an easy way to the top.

Long gone are the days when generic filler articles could help you get a higher position on Google. Now, it's the era of high quality content that people love, but also Google has to love it as well.

How to create ah-mazing content?

Know your audience. Create content that is addressed to your customer personas

Get to know who your audience is! This visualization will help you understand what the people you are targeting really expect from your website and your marketing efforts. Doing things at random can lead to positives, but also, it can lead to negatives. Have a mental image of your audience. Being able to recognise who your core audience is, then you can focus your efforts on delivering their needs.

This means that your marketing efforts will be more concentrated to a cause and less vague. After that, if you see an augmentation to your traffic and new demographics entering the list, then you can re-adjust.

1

Use killer headlines in order to grab attention

You want people to actually bother reading your content, right? Tease! Headlines are probably the deciding factor whether someone will be interested or not in the content you wrote or paid for. Locking something behind an uninteresting headline is content suicide.

Tease people, make them want to read! Maintain your bounce rate as fiction and make your traffic a reality! Headlines are a gateway to traffic, and your content is an arsenal to your bounce rate.

2

Use your keyword mapping to optimize the articles according to the cluster of keywords that you are writing about.

Keyword research is very important for all SEOs, old or new. Since you have already gone through a keyword research process, now it's time to put your hard work... to work! Use the keywords you discovered, that may be beneficial to your website, within your content. Keep in mind that the richer the content is with keywords the better. BUT, richer does not mean overstuffed with keywords to the point when the article makes no sense and it's just a bunch of keywords put together in a piece of code.

3

Use visuals such as videos, images, infographics.

Remember when you were a kid and you grabbed books and looked at the pictures in them?

Well... nothing has changed! Make people relate your written content to reality. You can't only have pictures to tell your story because you need the written part to sneak your keywords into the website and appeal to Google for good content. But having visuals in your text will help people engage and relate more to your content! Keep it neat, consecutively structured and smartly designed in order to help people get through your whole content without getting bored or considering the information insignificant. Solidify your content with powerful infographics or aid it with pictures that explain the content better.

4

Make your content useful. utilize things such as how-to guides, case studies, infographics.

As mentioned before, useful content never goes out of style. Giving people the chance to learn something from your content is a powerful asset to have as a website. If you go through the effort of creating something of high-quality and useful, then keep it in a format that will keep people interested in it, and help them understand it. Some things that could help your content be more appealing is to create it in a 'how-to' guide format. This lets people know that they can do it as well. Also, use case studies and infographics! We all learn from the past. The only thing we need is someone to concentrate the information in a bite-sized format with pretty visuals to help us understand in less time that we are supposed to read an article in its entirety.

5

Research common questions that are taking place in your niche and create content that provides answers to the questions.

If you are wondering what your content should be based on, then... In Niche We Trust. Having a niche is a blessing when it comes to SEO. Generic ideas are the ones that are harder to rank, since more people are using those keywords. In niches on the other hand... oh baby! Find keywords that not many people are using, but many people are looking for and FOCUS on them! Create content that people have questions about, and answer them. The quality has to be there and then people will gravitate naturally to the questions they want answered. If the answers already exist, make better and more understandable ones.

6

Try to generate leads on all of your pages.

Leads are the butter and SEO is the bread. Try to generate leads at every opportunity. And good content is a good opportunity. Try to structure your content with a goal to make profit and leads. Concentrate your efforts on the things that matter, without panning away to something that doesn't matter that much.

Generate leads on every page you can and augment your chances to gain organic traffic that will make your website a killer competitor.

7

Useful tools for creating killer content

- AHREFS content explorer (PAID)
- answerthepublic (FREE)
- title-generator (FREE)
- BuzzSumo (PAID)

Backlink Profile and Authority

Backlinks & Domain Authority

- Expand: What backlinks are.
- Expand: What is Domain Authority
- Expand: How is Domain Authority related to increased rankings (More DA means that the website is ranking easier in the Result pages.)
- Expand: Good VS Bad links. What should you do with bad backlinks

BackLink

Building Methods:

Outreaching

In SEO campaigns, the primary goal of outreach is to create valuable backlinks from off-site websites to your website. These links improve organic rankings and expose the brand to new audiences, driving highly qualified organic and referral traffic to the client. Often, outreach has the secondary goals of extending brand awareness and strengthening credibility.

Guest Posts

Guest Posting is a method for link building (Actually the best), where you write an article for a website and get a link to your website/blog in return. You may also link to your social media profiles. It is a win-win situation for both the parties. You get a link from the website, while the website owner gains content for his/her site.

Relevant Directories & Citations

Directory links can help you diversify and improve your backlink profile. Directories are still one of the best linking methods (If done correctly).

The type of directories that should be avoided:

Spammy

Old school paid directories

The type of directories that should be used:

Local Directories

Niche Specific directories

05

strategies

Generate huge
amounts of
FREE TRAFFIC of
your website!

Strategy 1

Target the low hanging fruit

Part 1:

Research

- Identify keywords that are ranking in positions 4 to 20. Use AHREFS (preferred) or Webmaster Tools (Search Console) to identify those opportunities
- Collect their monthly volume and the current ranking page
- Add them in a spreadsheet and sort them from higher volume to lower
- Create a Pivot table in order to relate landing pages with Keywords
- Once you do this you will be able to see the TOP low hanging fruit opportunities.

Part 2:

OnPage Optimization

- Identify the best keywords (in terms of volume)
- Enrich your content to contain the main keyword in H1, page title, headings and text
- Enrich your content with LSI variations of the main keyword
 - You can use free tools to do this such as Ubersuggest & UltimateKeywordHunter.
 - There are more advanced ways to identify the LSI keywords. These methods would require advanced statistical analysis skills.
- **Optimize the page by doing the following:**
 - Increase image count
 - Optimize alt texts
 - Increase the overall text length
 - Make sure that the page is loading fast

Part 3:

Build the Authority of your Domain and your pages

- Start link building campaigns and generate backlinks that will target the specific pages (Low hanging fruit landing pages)
 - Try to prospect relevant websites
 - Use Partial Match and Compound anchor texts
- Start link building campaigns and generate backlinks that will target the homepage of your website.
 - Try to prospect relevant websites
 - Use branded and generic anchor texts
 - Experiment with building few citations

@Vaso Pavl

Please find

Thanks☒

Strategy 2

Steal your

competitors traffic

@Mario Nicolaou

Spying on your competitors is a common practise in SEO. What you actually do is that you identify their top pages, and find keywords that they are ranking for, but you are not. For this strategy you will need to have access to a premium tool such as AHREFS (preferred) or SEMrush.

Part 1:

Researching and finding the opportunities

- Run a content Gap report on your website versus 3 of your competitors
- Export the data. The generated data are the keywords that AT LEAST one of the competitors is ranking for in the top 10 positions but you are not
- Filter the data. Make sure to exclude branded keywords and keywords that are not relevant to your offering or services
- Sort the keywords by volume
- Map the keyword to your current landing pages
- In case that you don't have any pages that you could assign the keywords to, it's worth planning the creation of new pages

Part 2:

OnPage Optimization

This part is the same as the previous technique. The only real difference is when creating pages that do not exist. In this case you will need to create the optimized content from scratch rather than optimizing/enriching the current one.

- Identify the best keywords (in terms of volume)
- Enrich your content to contain the main keyword in H1, page title, headings and text
- Enrich your content with LSI variations of the main keyword
 - You can use free tools to do this such as Ubersuggest & UltimateKeywordHunter
 - There are more advanced ways to identify the LSI keywords. These methods would require advanced statistical analysis skills.
- Optimize the page by doing the following:
 - Increase image count
 - Optimize alt texts
 - Increase the overall text length
 - Make sure that the page is loading fast

Part 3:

Build the Authority of your Domain and your pages

- Start link building campaigns and generate backlinks that will target the specific pages (Low hanging fruit landing pages)
 - Try to prospect relevant websites
 - Use Partial Match and Compound anchor texts
- Start link building campaigns and generate backlinks that will target the homepage of your website.
 - Try to prospect relevant websites
 - Use branded and generic anchor texts
 - Experiment with building few citations

Strategy 3

Craft an AMAZING backlink profile and replicate your competitors backlinks

Not all backlinks are created equal. An inbound link from a mommy's blog isn't going to deliver the same kind of traffic you'd get from a reputable company in your niche. Relevant backlinks are the best kind of backlinks to drive results to your website.

What is the best place to start looking for prospects?

Your competitors of course. And how do you do it?

- Pick your top 10 competitors (People that are ranking for the keywords that you want to rank for)
- Use a tool such as AHREFS, Majestic, SEMrush to export their backlinks
- Once you gather the backlinks of your competitors, combine them to a spreadsheet
- Use a parameter that makes sense to you to sort the data. What we suggest is (Estimated Organic traffic from AHREFS)
- Visit all the backlinks (Start from the higher Estimated Organic Traffic).
 - Each time you visit a webpage, try to understand what kind of backlink it is.

Some examples are:

**1) Auto-generated Backlinks (Directories, Submission links),
2) Outreach links (Guest posts, Resource pages, Infographics),
3) Owned backlinks (PBNs, Private Domain Assets, Corporate websites, Partner websites. 4) Natural links (Forums, Discussion boards, Mentions on authoritative websites)**

- You will need to try to replicate nearly everything. If a link however, seems spammy or low quality, it's not worth replicating.
- In order to replicate the links, you will need to reach out to the webmasters and ask them to link to you. However, asking directly for a backlink will get you nowhere. What you should do instead is to have a strategic approach to asking for backlinks.

Some tips about outreaching:

Find the right prospect to outreach to:

Finding the right email address to submit your request at is crucial for your success. Avoid outreaching to generic emails such as `info@domain.com` or `submissions@domain.com`. Instead you should find the right editor to contact. You can find the details from the author page or their twitter account.

Build a relationship with the editor:

Once you contact them you will need to engage them. Retweeting their content, commenting on their posts and engaging with them is enough to grab their attention.

Be specific:

Once you have their attention, make sure to pitch them something that is well researched but also a good fit for their website. Make sure to read their pitch guidelines.

Strategy 4

Increase your UX and your Rankings

Google is using a machine learning technology called RankBrain to help deliver its search results. Rankbrain takes into consideration user factors such as click through rate (CTR), Bounce Rate and Dwell time in order to understand the quality of a website.

Let's see an example:

example1.com

is ranking as the first position for their main keyword.

example2.com

is ranking as position 5 for the same keyword.

Example1.com

does nothing to improve their overall web page quality.

However, Example2.com is constantly improving their content, User Experience and page titles.

What will happen is the following:

Example2.com will have an improvement on CTR, Bounce Rate, Dwell time. Once Google realizes this, it will experiment with pushing example2.com higher in rankings in order to see if it's more beneficial for the search users. If example2.com continues to have better CTR and other metrics then Google will consider that Example2.com is better fit for the specific keyword.



How to improve your CTR:

- Generate a report in Webmaster tools and gather the top landing pages that are ranking on average positions 1-10.
- Once you have the pages, check their CTR. There is no value that is considered optimal. The main idea is that you need to improve anything that is there. So for example, if one of your pages sits at 2% CTR then you would want to improve it.

Edit your page title and Meta description to make them more appealing

- Improve your CTAs
- Include your main keywords in Meta Description and Page title
- Make your meta description as detailed as possible
- Make sure that your page title and meta description are not truncated
- Mention your Unique Selling Point (USP). For example Free shipping, Discounts, Low price guarantee, fast TAT, Same day delivery etc.

Mark up your website in order to earn more space on the ranking pages. Some of the schema markups that could help you achieve this are:

- Review Schema
- Date
- Breadcrumbs
- Site Navigation Elementt

How to improve your UX

- Create a responsive Design of your website. When it comes to web design, you have to think mobile-first. So where your website is not optimized for mobile you must be aware that you are missing out!
- Implement a script like HotJar to capture session recordings and make changes on the website accordingly. HotJar allows you to record user actions on your webpages. Using HotJar will allow you to see where people are clicking, how much they are scrolling and their reaction on CTAs. Use HotJar wisely!
- Split test! Make sure to always create experiments of your web pages. The experiments could be related to the colors, CTAs, visuals, content, content structure, or even testing, side-by-side, two different design approaches.
- Optimize your page speed. Page Speed is not only important for SEO but for UX as well. Where your website is slow, you are missing out, especially with regards to mobile traffic. Ideally you want your website to load as fast as possible. Try and keep it below 2 seconds. Include well-designed and written headlines. Headlines grab users' attention so make sure to add attention grabbing headlines. Also, make sure to have a maximum 300 words after each heading
- Identify your 404s. Once you identify them make sure to deal with them. Dealing with a 404 by either fixing the page that is broken or redirecting the specific URL to another page (the new version of the page) is paramount.

Strategy 5

**Better content,
+Better Backlinks,
+Better UX,
+Better Everything
= Better Rankings**

When it comes to SEO, “better” is always the answer. Google ranks websites that they believe are going to provide better value to their users. So by creating a better alternative page for users then your chances of ranking above the previously best page are much greater.

But where can you start?

Let's start with the factors that you can instantly improve with CMS access

- Improve your content length – See what's ranking at position 1 and create more educational content. So if your search terms are related to a service that your company offers, make sure to create content that educates the visitors on the service. Talk about the benefits of the service, how it can help the users, How to use the service, What are the steps of the service etc.
- Improve your content's readability – When writing content, make sure that is easy for a child to understand. Users love easily digested content. Therefore, this is your chance to create content that will be helpful for your visitors
- Increase Keyword Frequency – Our experiments show that the more times you include a keyword (Without spamming) the more likely it is to rank. Be careful – This doesn't mean that you need to alter your existing content and start stuffing unnecessary keywords every where. You need to keep a strategic approach in order to increase your keyword frequency. You can do this by increasing the overall content length.

Book a Free Consultation