SEO Marketing Ultimate Guide (Free Trial)

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Alright, so we're now onto our last class. SEO. Search Engine Optimization. At this point, we have our social media up and running. We have our email set on automation and we have some PPC ads running to drive traffic and sales. SEO is often recommended as the last of the 4 major digital marketing areas to work on because SEO really is a long term play. It takes time to see it pay off. However, if you're good at this, it can offer a greater return on investment than social and PPC.

As with PPC, SEO is something that isn't taught to marketing beginners. Marketing professionals usually don't learn this stuff for a good couple of years into the job if they learn it at all. SEO has skyrocketed in popularity and in importance and by you having this skillset, you're going to blow your competition away and get a ton more interviews as SEO is becoming more and more important for marketing. As I've stated at the beginning of the 3 prior classes, I realize you can read for days, months and years online of all the different SEO tips and tricks you can apply. But, do realize, much of that stuff is fluff. I am going to zone in on exactly what you need to know for business so that you are focused on the right areas that will actually provide the results you want so that you can get hired faster, for more money, and ultimately skyrocket up the ladder using these same techniques I used. This is exactly what us hiring managers want SEO Marketers to know so don't worry about all the fluff that is out there. This lecture is zoned in on what you actually need for the working world.

SEO is all about using unpaid methods, primarily in the form of blogging, to get your content and website in front of your target demographic on Search Engines like Google so that they can begin to trust you as a reliable resource and eventually become a customer. You might hear it called inbound marketing and what you're doing is essentially putting out content online in a non-salesy way for people to find you and hopefully they'll ultimately begin to trust you as an expert in that area or that your product can solve their problem. In order for your content to get in front of them though on Google or other search engines, we need to first determine what your ideal customer is searching for Google so we know what we need to write about with our SEO blogs so we can show up in front of them. 2nd, we'll need to determine if enough people are searching these keywords to make it worthwhile investing time writing content about that topic, going after those keywords, and if it's possible for your content to rank high enough on Google (or any search engine page) so that your ideal customer can even see that your company exists. 3rd, we need to determine what your ideal customer's intent is with that search. Finally, we'll need to figure out a way to get your content ranking high on search engines so that your company can be found.

Big picture, whenever we are thinking about investing anytime into a particular area of marketing, we want to think about how this particular area of marketing can bring the company more customers. So, at the end of the day, your goal isn't just to get your company to rank high on Google so that people begin to know who your company is, but rather, your goal is to get your company to rank high on Google or any search engine like Bing for the people who are ultimately going to turn into customers. Because at the end of the day, a company isn't going to care all that much if you're able to get a lot of traffic to their website if that traffic isn't going to

lead to more customers. Companies need to make money in order to survive and in order to pay their employees. So, when creating your SEO plan as we'll soon be going over, you need to keep this in mind when determining which keywords to go after and what type of blog content to create in order to have a killer SEO strategy.

Let's think about this at a high-level. Just like with PPC, we want to think about the searcher's intent when we are deciding what keywords to go after when writing our SEO blogs. As we went over in the PPC section, we broke the searcher's intent down to 3 main purchasing intents. We have cold-purchasing intent keywords that the searcher has put into Google search that don't show any intent to buy. We have warm-purchasing intent keywords that show that there could be some intent to buy. And then we have hot-purchasing intent keywords that show the person is looking to buy now.

Let's use Sam's SEO as our example once again just like we've done in previous sections. Once again, our example company Sam's SEO provides SEO services to small companies. For Sam's SEO, a cold-purchasing intent keyword could be something along the lines of "Why is SEO important for businesses". As you can see, someone that types this long-tail keyword into Google isn't really looking to purchase SEO services right now but they are moreso just gathering information on the importance of SEO. This person isn't looking to buy right now and we don't have any indication that they ever will want to purchase SEO services as they may just decide to do it themselves.

Next we have warm-purchasing intent keywords such as "Should I hire an SEO agency for my small business" or "Is it worth it to hire a SEO agency". As you can see by these long-tail keywords, we can start to see that these types of Google searches show us that these people are starting to consider purchasing SEO services. Although these searches don't suggest that they are ready to buy right now, they are definitely starting to consider it so these people are much more valuable to get Sam's SEO in front of as these people have a much higher probability of actually converting into customers than those from our cold-purchasing intent keyword.

Finally, we have hot-purchasing intent keywords such as "Best SEO agency for small businesses" or "Most affordable SEO agency near me". When someone types these keywords in, we can clearly see their intent as they are looking to purchase SEO services now. In a perfect world, these are the people you want to get in front of as they are looking to buy now so you are going to have the most success converting people into customers that are typing these types of high-purchasing intent keywords into Google.

Overall, when building your SEO strategy, you want to think of things as a type of funnel with cold-purchasing intent keywords at the top, warm-purchasing intent keywords in the middle, and hot-purchasing intent keywords at the bottom where the sale comes right underneath that. As I already mentioned, one of the main ways you're going to get your company to show up on Google for certain keywords is by creating blog content around those keywords and topics. So

let me ask you this. If you are tasked to create blogs for a company for their SEO marketing, what blog topics do you think is going to lead to more sales? Blog topics going after cold-purchasing intent keywords or blog topics going after hot-purchasing intent keywords? Of course it's going to blog topics going after hot-purchasing intent keywords as these people are already searching for the products or services that you offer so this is the perfect time for your company to hopefully show up in front of them so they can see what you offer. Not only are they actively searching to purchase services or products like you offer, but they are also going to be the path of least resistance which means it will likely take your company less effort to convert them into a customer as they've already more or less made up their mind that they want to purchase this type of product or service so you don't need to spend a bunch of time trying to convince them how much your product or service will help them as they've already come to that conclusion on their own and you just need to show that your company is a good fit.

On the other hand, when you create SEO blog content around warm-purchasing intent keywords such as "Should I hire an SEO agency for my small business?", these people are interested in possibly getting these types of services, but it's going to take more effort on your company to still convince them that not only that they should hire an SEO agency, but that also your SEO agency in particular is going to be the best fit for them. Although it's good to get in front of these people as they may turn into customers, these people will take more work to convert into customers than the blogs that focus on hot-purchasing intent keywords and a lot of these people still won't ever decide to actually purchase SEO services from anyone as they still aren't sure that they should purchase SEO services.

Then, finally with cold-purchasing intent keywords, yes it's nice to drive more traffic to your website for blogs going after keywords like "Why is SEO important for business", but, these people are by far the least likely to convert into actual customers as they appear to just be gathering information on the importance of SEO and aren't showing any intent on actually purchasing SEO services.

Remember, at the end of the day, although it's nice to get as much website traffic as possible, what matters the most to companies is what's going to bring in the most money. So, in a perfect world, your SEO blog strategy should try to focus on creating blog content that focuses on hot-purchasing intent keywords because if you can get your website and blog to rank for these and show up in front of these people who are ready to buy, you're going to be able to bring in a lot more customers that way. However, as we'll get into later in this SEO training, these hot-purchasing intent keywords are the hardest to rank high on Google for as all companies want to go after these types of keywords because they know that by ranking high for these keywords, they'll be getting in front of people at the best time possible; right when they are ready to make a purchase. So, oftentimes, it will be incredibly hard to get your blog article to rank high on the Google search results for these keywords and we'll show you how to do the analysis later in this training on if you'll be able to rank for a particular keyword or not and then how to actually succeed in ranking for those keywords.

If you can find any hot-purchasing intent keywords that you can rank for, then you definitely want to go for it as blogs around these topics and keywords are likely to lead to the best leads and the most new customers.

If you can't rank for any hot-purchasing intent keywords, or even if you can, in a perfect world, the next area you'll want to focus on is building SEO blog content at the next stage up in the funnel by going after warm-purchasing intent keywords. Creating blog content around warm-purchasing intent keywords will likely be easier to get your blogs to rank higher on Google than with hot-purchasing intent keywords as people that type in these keywords are going to be less likely to convert into customers than those who type in hot-purchasing intent keywords so companies are going to be less-inclined to spend as much time going after these keywords which makes them a bit less competitive.

Finally, once you've checked both hot-purchasing intent keywords and warm-purchasing intent keywords and have created SEO blog content going after the keywords in these areas that you think you can rank for based on the amount of competition that's already out there, at that time then you should start looking at the cold-purchasing intent keywords. These will by far be the easiest keywords to get your blogs to rank for as companies aren't spending nearly the same amount of effort creating blog content around these keywords as they know these people are very far away from becoming customers if at all.

When creating SEO blogs, it's important not to fall in the trap that I see so many new SEO professionals fall into. It's very common for people to spend way too much time creating blogs going after cold-purchasing intent keywords because they realize it's easier for their blogs to rank high on Google when going after these keywords. However, this can be a GIGANTIC mistake and cost you months of wasted work. At the end of the day, most companies care much more about bringing in more customers than just solely getting more website traffic. Sure, creating blog content going after cold-purchasing intent keywords is going to help you rank faster and bring in more website traffic, but is the website traffic coming from these cold-purchasing intent keywords actually going to turn into customers? It's not all that likely and these people are definitely not as likely to turn into customers as those that are finding your blogs when typing in hot-purchasing intent keywords.

So, when working with a company, you need to really be on the same page as them as to what they are hoping to achieve. Let them know that it's definitely easier to bring in more traffic by going after cold-purchasing intent keywords but these people are going to be much less likely to convert so it might not be the best strategy to spend all efforts creating blog content going after these keywords. Explain to them that although it's going to be harder to rank for high-purchasing intent keywords and warm-purchasing intent keywords, it's going to be in the company's best interest to see if we can first compete on some of those keywords as these will likely lead to more customers which is often what most companies care the most about. After you determine if you can reasonably compete on the hotter-purchasing intent keywords, from there, we'll move

higher and higher up the funnel and create blog content on lesser and lesser hot--purchasing intent keywords.

Overall, this is how you want to be thinking about your SEO strategy from a high-level. In this section, we're going to go over keyword research, competitor research, how hard will it be to rank for certain keywords, what type of content you need to create in order to rank and more. But, at its core, when you are thinking about all of this, you want to do it with this lens on in knowing that in a perfect world, create blog content going after the hot-purchasing intent keywords first if there is enough search volume for these keywords and it's not too competitive where you can't rank high on Google search, then create blog content going after the warm-purchasing intent keywords second if there is enough search volume for these keywords and it's not too competitive where you can't rank, and finally create blog content going after the cold-purchasing intent keywords if there is enough search volume for these keywords and it's not too competitive where you can't rank. This overall strategy is how you'll get SEO not only to help bring more traffic to your website, but more importantly, this strategy will help ensure that you are bringing in traffic that will actually convert into customers which is what most companies care about the most.

Alright, now that you know how you should be thinking about SEO from a strategic standpoint that's going to lead to more customers for a company, let's now go over some SEO stats so that you can see just how important SEO is becoming in marketing.

SEO Stats

1. 61% of marketers believe that SEO is the key to online success
2. 82% of people who implemented an SEO strategy found it to be effective
3. 92% of traffic goes to the results on the first page of Google
4. 75% of users will not scroll past the first page on Google.
5. 0.78% of Google searchers click on results from the 2nd page.
6. Position #1 in google enjoys a 34.36% CTR
7. 92.96% of global traffic comes from Google search, Google Images, and Google Maps.
8. 53.3% of all website traffic comes from organic search.
9. SEO drives 1000%+ more traffic than organic social media.
10. 68% of online experiences begin with a search engine.
11. 97% of consumers research a company via the internet.
12. 70% of users trust information that they find online.
13. SEO is 5.66 times more effective than paid search advertising.
14. Businesses with a marketing strategy allocate on average 41% of their budget to SEO

Alright, so you can clearly see it's incredibly important for your company to pay attention to SEO if you want people to be able to organically find you online. Let's go over a step by step process on how to succeed with SEO so that your company's page can and will show up on page 1 of

Google when people search for products or services that your company offers. We're going to discuss this in a very logical order from determining what you should write about, to how to write the content, and then finally how to get your content in front of eyes. So, let's hop into our step by step process on how to succeed in SEO.

1. Step 1 - Keyword Analysis
2. Step 2 -SERP Analysis
3. Step 3 - How To Write The Best Performing Content
4. Step 4 -How To Optimize Your Content For Maximum Results
5. Step 5 - Promoting Your Content For Visibility

Let's now take a deeper look at each of these:

Step 1 - How To Find The Best Keywords - Keyword Analysis

In order for SEO to be effective, we need to be strategic on how we approach this. We don't just want to spend hours writing blogs and creating content if nobody will ultimately see it. As an SEO marketer, your goal is to ensure that anytime someone types something into Google that's related to your field, your company's website or blog shows up on the search engine results page. Since a company's homepage is only going to have so much text on it, your company is only going to show up for a limited amount of search inquiries as Google ultimately tries to match the keywords searched and the keywords on a particular page. Since your homepage isn't a novel of content (at least it shouldn't be), this is ultimately going to limit the amount of searches that your homepage will show up for in the SERP as the chances that there will be a match in keywords is limited due to the fact that your homepage doesn't have a ton of writing on it. This isn't good for companies trying to get exposure though. Anytime someone types something related to your industry, you want to make sure that your page shows up letting the searcher know your company is an option for them. Most companies get this extra exposure by writing blogs which allows them to show up on Google's results page for a lot more types of searches that are related to their field. By writing blogs on a ton of different facets of your industry, this allows companies (via their blog) to show up for a ton of different search inquiries which therefore is giving potential customers who have an interest in your industry more and more exposure to who you are and it's ultimately taking these people to your website via your blog page.

So, in determining how to succeed with SEO and get our website to show up time and time again for a bunch of searches related to our field and industry, we need to start off with figuring out what your ideal customer wants to see when searching online for a product/service like yours. Once we've determined that, we'll need to figure out if we'll be able to show up high

enough on the SERP (search engine results page) to where our ideal customer would be able to see you exist. To determine this, we need to start with:

1. **Keyword Analysis - What do people want to see?**
    a. There are tons of tools out there (including Google Keyword Planner) to show us this. We're going to be using Ahrefs in this section though as tons of companies use this and you'll have a leg up on your competition if you can say you know how to use this system already. So, for that reason, I want to get you familiarized with it.
    b. When people search the web trying to find information, a product, or a service like your company provides, they are going to be using either short tail or long tail keywords when trying to find something online.
    c. Let's first go over:
        i. **Short Tail Keywords**
            1. Examples: Egg, greek food, soul food, internship
            2. Short-tail keywords are terms that are more general, broad, and may have multiple user intents — basically, the opposite of long-tail keywords. Short-tail keywords tend to have high search volume, high competition, and high cost-per-clicks, but low conversion rates. Generally, it is best to stay away from these
            3. On the other hand, we have long tail keywords which is what more of us are likely searching at this point as we want Google to provide us with specific results.
        ii. **Long Tail Keywords**
            1. Examples: "what is the best way to get work experience?" "entry level job requirements", "is work experience better than good grades?"
            2. Long tail keywords are much more specific. They usually contain four or more words that clearly specify what the consumer is looking for and what their intent is. The more specific keywords you add to your product, website, or blog, the more likely you will get more qualified customers visiting your site.
            3. Most marketers would recommend that you focus on long tail keywords over short tail keywords as short tail keywords have low conversion rates and are overly competitive.
            4. Furthermore, with more and more people using voice assistance, long tail keywords are growing in popularity as people search via voice using complete sentences. Here's an overview of how each of these perform when it comes to competition, cost, volume, conversion rate and intent. I think it's pretty easy to see that long tail keywords are what you should be focusing more of your attention on.

a.

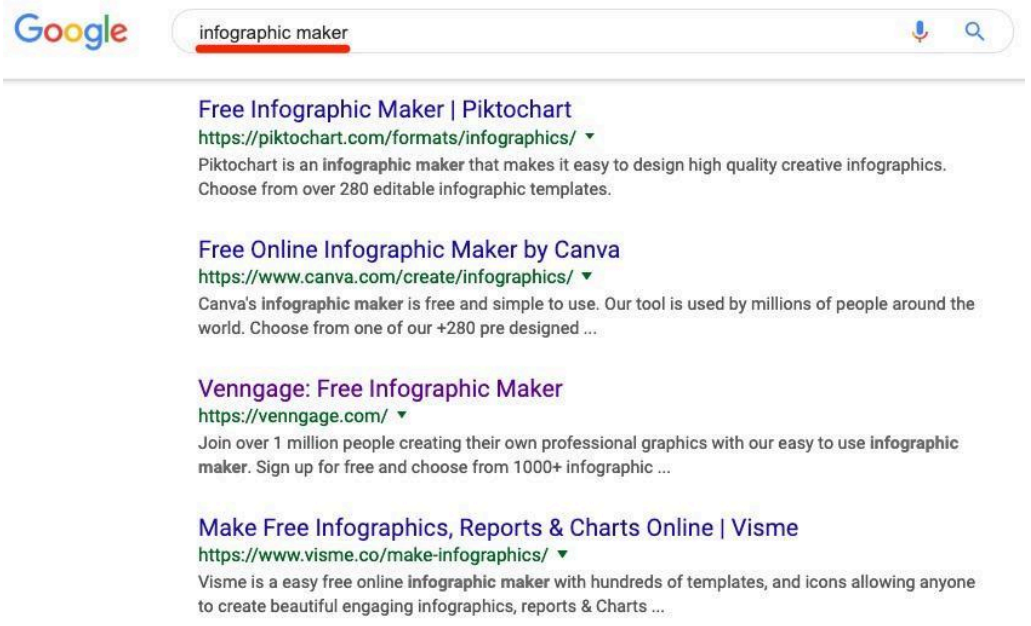
Long Tail Keywords	VS	Short Tail Keywords
Low	Competition	High
Low	Cost	High
Low	Volume	High
High	Conversion Rate	Low
High	Intent	Low

iii. Now that we've determined what keywords are and that more than likely you're going to have much better results with long tail keywords, let's now start taking a look at what keywords you should strive to have on your website and in your blogs to ensure that your blog/website shows up high on the search engine results page when someone types those keywords into Google.

d. **1st - In determining what your ideal customer wants and what they are searching for online, start by looking at your competitors and do a competitor analysis** - There is no point in blindly typing in keywords that you think your customers are searching for when you can use all of the hard work, time, and money your competitors have already spent on this task.

i. If you aren't sure who your competitors are, you can simply think of what you'd type into google if you were a customer trying to find your service/product and those that come up in the SERP (search engine results page) are your competitors. As you can see here, when I type in "infographic maker" into Google's search engine, these are all of my competitors that show up in the results page.

1.

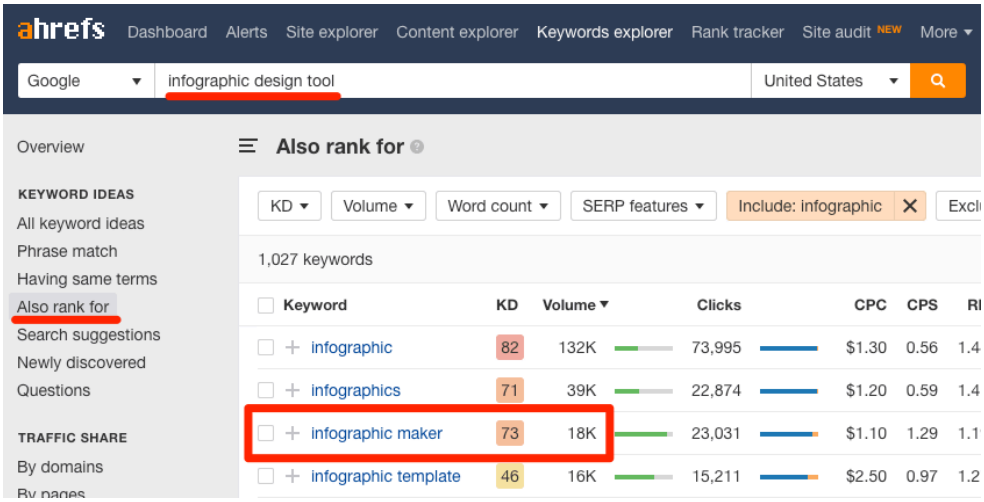


ii. You can also get a much more detailed outlook on your competitors and become an internet spy ninja by using companies like SEMRush and Ahrefs. These are 2 incredibly popular companies that marketing departments use and in this SEO course, we're going to be using Ahrefs just so that you can see the power and all the data you can quickly pull with a service like they offer. The fact that you'll be able to put that you know Ahrefs on your resume will really make you stand out as this is not a tool beginner marketers know yet it's one that is very powerful and used heavily by marketing teams.

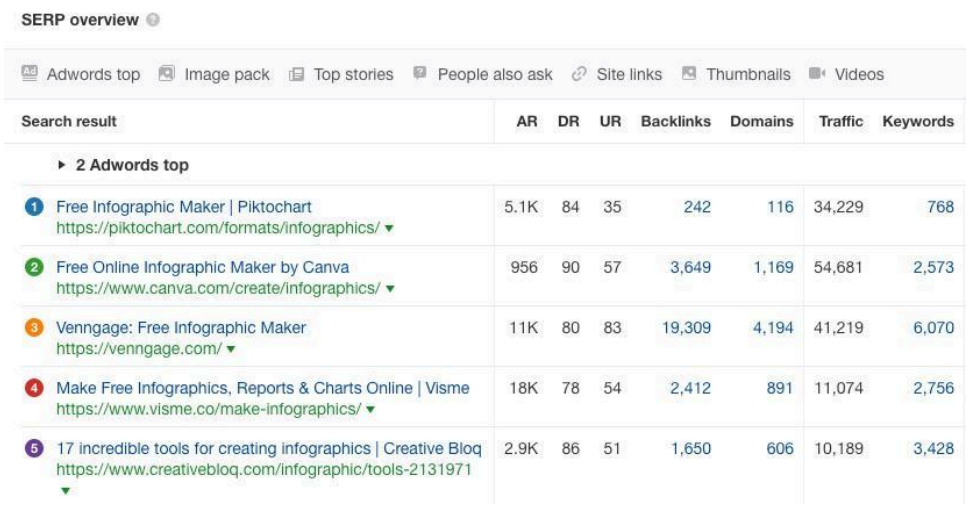
iii. Here's how to do a quick competitor analysis it in Ahrefs so that you can get a better understanding of what your target demographic is already searching for online:

Ahrefs video walkthrough - competitor analysis

1. Keyword Explorer > *type in your keywords (**digital marketing course**) > Also Rank For or All Keyword Ideas. From here you can simply click on the keywords and the keyword's SERP analysis will come up.*



2.
3. *I'll click "Digital Marketing Course". The below image is the SERP Analysis which shows you the top 10 pages that show up on Google when someone types in that keyword(s). These are your competitors for those keywords and likely your business competitor as well.*

4. 

Search result	AR	DR	UR	Backlinks	Domains	Traffic	Keywords
▸ 2 Adwords top							
1 Free Infographic Maker | Piktochart https://piktochart.com/formats/infographics/ ▾	5.1K	84	35	242	116	34,229	768
2 Free Online Infographic Maker by Canva https://www.canva.com/create/infographics/ ▾	956	90	57	3,649	1,169	54,681	2,573
3 Venngage: Free Infographic Maker https://venngage.com/ ▾	11K	80	83	19,309	4,194	41,219	6,070
4 Make Free Infographics, Reports & Charts Online | Visme https://www.visme.co/make-infographics/ ▾	18K	78	54	2,412	891	11,074	2,756
5 17 incredible tools for creating infographics | Creative Bloq https://www.creativebloq.com/infographic/tools-2131971 ▾	2.9K	86	51	1,650	606	10,189	3,428

iv. If you want to do a full fledged competitor analysis, you'll want to make sure you stay very organized. You can use this spreadsheet (also in your JobPrepped Program Materials folder) from Ahrefs but most likely, your company will have one they want you using. As you can see from the spreadsheet, a competitor analysis can get very in depth. For now though, we just want to use our competitors to determine what keywords we should focus on in creating our own content.

e. 2nd - Once you know who your competitors are, see what keywords they are ranking for:

i. Go to "Site Explorer", type in a few of their domains and then go to "Organic Keywords".

ii. I'll type in https://bootcamp.berkeley.edu/digitalmarketing/

iii. It's important to note that short-tail keywords are very hard to rank for in comparison to long-tail keywords. Long-tail keywords comprise up to 70% of all search traffic and can unlock the door to successful SEO.

iv. These are all the keywords that this competitor is ranking for. You'll want to filter to those that you can compete with because there isn't much of a point in going after certain keywords if they are too competitive and your content won't show up until page 6 on Google for example. For new companies, filter under KD (Keyword Difficulty) 20 and volume of 500+.

1. By setting a KD of 20 or below, this means that you are going after keywords that aren't as competitive so you're likely to show up earlier in the search results and ideally, eventually on page one. Furthermore, you want to make sure the keywords you're going after still get a decent volume (we choose 500 as the minimum) as there is no point trying to rank for a keyword if nobody is searching that phrase.
2. If you get hired by a bigger company, you can go after KD scores much higher than this.

3. From this list, feel free to use the “Exclude” filter to take out brands and things you know you don’t want like “digitalmarketer” and then choose these keywords that you have a chance with and put them in a spreadsheet to keep track of them.

v. You can repeat this process over and over again for each competitor.

vi. Top Pages

1. Since a single page can rank for hundreds (sometimes thousands) of closely related keywords, you’ll also want to check out your competitor’s “Top Pages” to better focus on where they are really excelling.
2. You can do this over and over for each company or you can go to “Content Gap”, type in all their domains there, and then put yours at the bottom. This is going to show all the keywords that they are ranking for and you are not. You’ll want to make note on where your competitors are getting a lot of traffic (even if you can’t rank for these yet) and set these as future goals once your company gets bigger and you can compete and then move on. Side Note: You should also check out “Top Pages” for your competitors as this is giving you even further insight as to what your customers want as your customers are already visiting these pages in high numbers.

vii. Let’s go ahead and type in digitalmarketer and Berkeley so that we can check out what keywords they are doing really well with.

1. From these results, filter out those that you have a chance to rank for based on how big your company is. For a new company, filter under KD 20 and volume of 500+.

f. **3rd - Now that your Keyword Analysis based on your competitors is complete, if you want more keywords to target, you can do your own research now based on things you didn’t find**. This is the path to take as well if you don’t have any competitors for some reason:

i. Come up with **Seedwords** for your business - essentially, what would customers type into google if they wanted to find you. Put these into “**Keywords Explorer**” in Ahrefs.

1. Since it looked like there wasn’t a ton of search volume when typing in digital marketing bootcamp, let’s go about this a different way. Our ideal customer is a college student or new grad looking for their first professional job after college. Ideally it will be in marketing. These are the people that we want to get familiar with us as we can help them achieve that goal. So, what might they type into Google? How about, “First job after college.” Let’s try that as this could be a good article to write about where we then also mention JobPrepped and how we can help. So, let’s start making

a list of all the words that have a decent search volume and that we might be able to rank for.

ii. Click "**All Keyword Ideas**" as this will give you additional ideas. Once again, for a new company, filter under **KD 20 and volume of 500+**. From this list, feel free to use the "Exclude" filter to take out brands and things you know you don't want such as "LinkedIn jobs" and then choose these keywords that you have a chance with and put them in a keyword analysis spreadsheet so you can stay organized.

iii. If there is a search term that doesn't directly appeal to your business but may have some correlating keywords such as "hard skills", make sure to try that out as well as that can give you some more ideas.

Google Keyword Planner video walkthrough (brief) as we already went over this in PPC

End of video walkthrough

2. If you don't have any money to spend on Keyword research, here are what I believe to be:
3. The Best Free Alternative Keyword Research Methods
    a. **An alternative way to do Keyword Research is by using the KGR formula**
        i. This is one of many methods to help newer companies get out of the "sandbox". The Google Sandbox is the idea that it takes a while for Google to allow a new site to rank quickly. The idea has been around for years but hasn't been confirmed to actually exist.
        ii. This technique goes after super low keywords in hopes of getting some easy wins quickly so that your page can quickly show up high on Google when your keywords are searched.
        iii. The idea is, if you find a **Keyword Golden Ratio** phrase and you publish a piece of content targeting the keyword, your article should rank in the top 50 within a few days – sometimes hours. If your site has a decent domain rating and isn't brand new, then you can rank in the top 15.
            1. **Domain Rating (DR) - (also referred to as Domain Authority (DA))** is a search engine ranking score that predicts how well a website will rank on search engine result pages (SERPs). A DA score ranges from one to 100, with higher scores corresponding to a greater ability to rank. DA is calculated by evaluating multiple factors, including linking root domains and the number of total links, into a single DA score. Nike.com for example would have a DA of close to 100 whereas the new website joeshmosellsshoes.com will likely have a DA score under 5.
        iv. So let's get into how to do this as an alternative or in addition to the above method just to show you there are tons of different strategies and rules of thumb on how to determine if a keyword is a good option.

1. 1. The keyword has to have a **monthly search volume under 250** (you can see this in Ahrefs or in Google Keyword Planner within Google Ads).
2. 2. **Divide the number of Google Results that have the keyword phrase in the title** by the monthly search volume and if this number is **under .25 then it meets the rule and it's a good keyword.** If it's between .25 - 1.00 then it might work and above 1.0 then it's bad.
    a. How do you determine the number of Google Results that have the keyword phrase in the title? Easy
        i. Go to Google and type: "**allintitle**:" and the search phrase with no spaces and no quotes.
        ii. You will see the number right below the search as seen here when searching for the best electric shaver for ingrown hairs. As you can see, that number is 22:



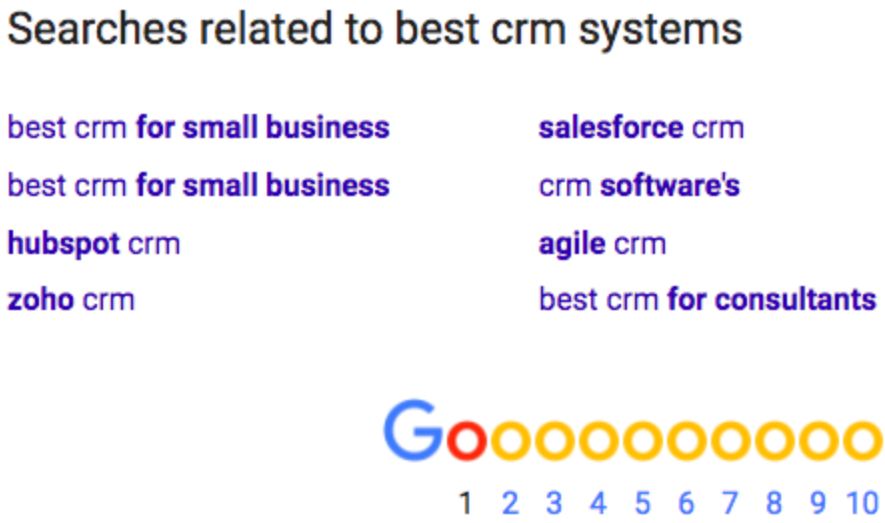
        iii. Now divide 22 by the monthly search volume (pretend it was 90 from your Ahrefs research) and that gets me 0.14 which means this meets the KGR and the keyword should be good for further SERP Analysis.
3. **If the KGR is less than 0.25, then you should rank in the top 50 as soon as your page is indexed.** You should still rank in the top 250 when the KGR is between 0.25 and 1 and it should be pretty fast. If you want to try this method, I strongly recommend sticking to the formula and look for KGR under 0.25 in the beginning.

b. Another Alternative Keyword Research Method is Neil Patel's method

i. Using this method, you essentially skip the entire above analysis and simply look at the suggestions down at the bottom of Google and incorporate all of these in your blog rather than doing a bunch of keyword research.

Video walkthrough

1. Example:



a.

End of video walkthrough

ii. The reason Neil Patel recommends this is because Google is getting smarter and smarter and their primary focus in determining what content should rank highest is no longer just based on who has the exact keywords the searcher inserted, but rather, which content is serving the searcher's intent the best. Google wants to provide the best experience possible for people searching on their search engine and they provide their users a better user experience by rewarding content that lines up with the type of content that the searcher wants (such as job postings, informational blogs etc) rather than just provide the content that has the most keywords in it. That is why our next step, SERP Analysis, is so important as this goes directly to what the searcher's intent is when they type something into Google. I don't agree wholly with this method and I strongly suggest you still do a keyword research and analysis. What I do agree with is that the SERP analysis is more important now than ever before as that goes over the searcher's intent which has become more important to Google over the years.

c. Keyword Plugins
   i. There are also tons of free plugins that you can use to help you get a basic understanding of how often a keyword is searched. I personally use Keyword Surfer
d. Stay organized
   i. You'll want to make sure that you're putting all of these keywords in an Excel spreadsheet so that you can stay organized and keep track of how hard it will be to compete with each keyword and what kind of volume you

can expect in return. There are tons of free keyword templates online and your company will very likely have one ready for you that they'll want you using.

e. **INTERVIEW TIP**: Ask whether the company has started to focus much on inbound marketing and SEO as you know a lot of companies are shifting that way. If so, ask them what programs they use for keyword research and what are their thoughts on how important keyword research is. State that you understand Google's primary goal is shifting more and more toward user intent as opposed to just having the exact right keywords, but see if they are more inline with Neil Patel's method or with doing extensive research on Ahrefs. Bringing this up is going to show that you understand the trends and where marketing is going. This is a much more high level type question and you'll impress your interviewer with your concern here. For the record, I don't think keyword research is going anywhere for at least 2-3 more years but Neil Patel's method is a quick and easy way to do a decent job with keyword research.

Now you have an idea what your customers are already searching for and what is and isn't working for your competition. You now know what keywords you should be using on your website as well as on your blog so that you hopefully show up on page 1 of the search engine results page such as Google when someone types in these keywords while searching the web. Remember, it is your goal to make your company's website and blog show up as often as possible when anyone searches for things related to your field as this will increase the chance that they discover who you are and ultimately become a customer. You want to of course be strategic about which keywords you target as SEO, writing blogs, and ultimately getting your blogs to rank on Google can take a good amount of time and effort. This is why you're going to want to make sure that enough people are searching these keywords monthly to ensure that these blogs, once you're able to get them to rank high on Google, provide a good enough stream of viewers to your website so that it's actually worth the effort.

You should now have a list of keywords that you can potentially rank for as well as have enough monthly searches per month where you feel it's worth the effort of creating content around this keyword. Now even though some of these keywords might look good to have an article around, the next step, the SERP analysis, is likely the most important part of the analysis phase as this will determine if we can get your content to rank highly on SERP so that people can actually find it on Google and if so, it will determine what kind of content we'll have to write. Let's move onto Step 2, SERP Analysis.

Step 2: Guarantee You'll Rank on Page 1: SERP Analysis

1. **What is SERP?**
    a. SERP stands for Search Engine Results Page. When you type something into google, the search engine, and you get a bunch of websites after you click the search button, this is the search engine' results page.
2. **Why is it important?**
    a. When someone types something into a search engine like Google, Google is going to give you websites based on what they think you want to see given your search. They are able to do this by seeing what billions of users click each and every day and are therefore figuring out the user's intent when they type in keywords. It is Google's goal to give users the best user experience so that user's searches are very quick and they don't have to search long. Search engines are so good that 75% of people never scroll to the 2nd page. So, we need to do all that we can to make sure that your content shows up on the first page otherwise it may never be seen.
3. **How do we succeed?**
    a. We need to focus first on whether the keyword is one that we can compete with (we just did this in our keyword analysis). Secondly, we need to do a SERP Analysis so that the keyword we are trying to rank for matches the searcher's intent in whatever content we are creating. For example, if I typed "jobs" in Google, google will provide a bunch of job boards like LinkedIn, ZipRecruiter, Monster ect. Google has determined that when people type in jobs, the searcher's intention is to find jobs. So, if I wrote a blog about jobs, this wouldn't show up for quite some time as Google has determined that when someone types "jobs", they are looking for job boards. Let's now go more in-depth with our SERP analysis step by step approach.

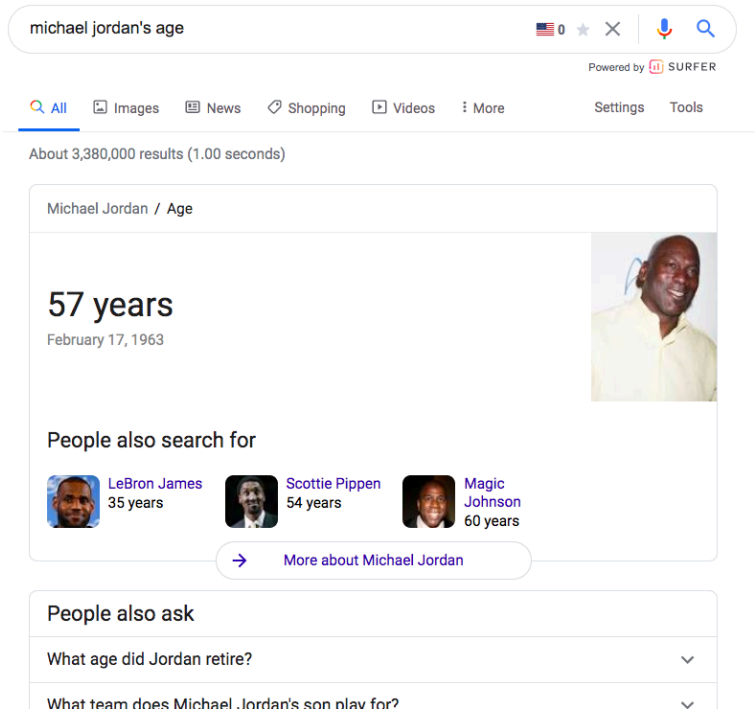
SERP Analysis Step-by-Step Approach

1. Go through each keyword on your list (which you should have in an excel spreadsheet by now), and you need to determine if it's
    a. **1. Is it worth it?**
    b. **2. Can you rank?**
    c. **3. What is the searcher's intent?**
    d. **4. What is the content type you need to fit into the ranking?**
    e. This is the overall framework for your SERP analysis. Let's now go through each of these steps.
2. **First, Is it Worth It?** -

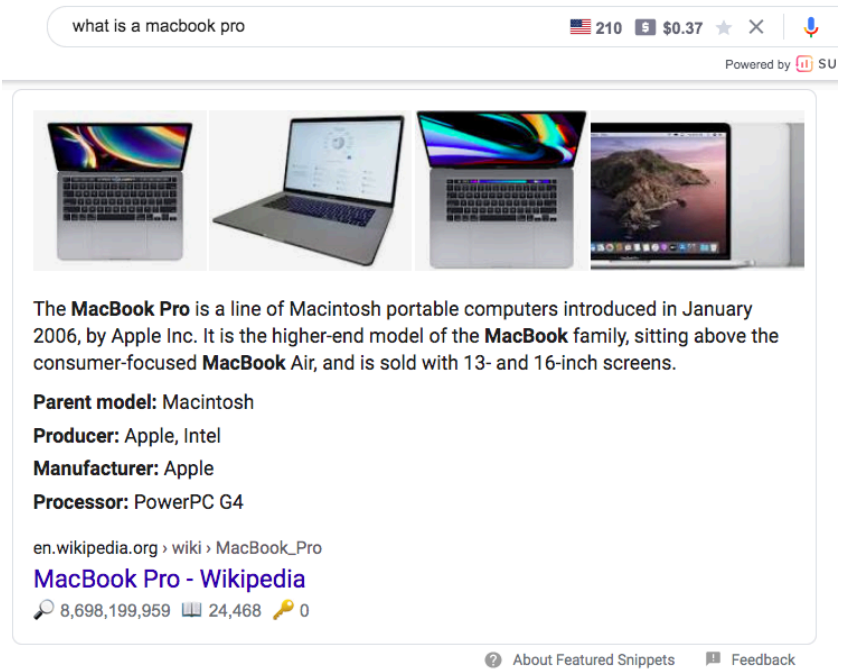
Video walkthrough

Let's check "marketing certifications" as that was one of the keywords we saved and we now want to take a deeper dive to see if it's worth it to write a blog on this topic. Look at volume and look at clicks. Volume might be high but if clicks are low, then it might not be worth it. Organic clicks can be much lower than the volume for 2 main reasons. First, Google sometimes provides answers for users without the user even having to click on a website. Second, the clicks are going to paid ads.

a. **Google's Answers**
    i. Snippets - Google now offers this which essentially provides an answer for the searcher immediately without making them click into a website. For example, Michael Jordan's age. If nobody needs to click on websites for this info, it likely won't make sense to create content to try to rank here.



1.
2. **Featured snippets**
    a. Featured Snippets appear a lot for informational queries, like "what is a macbook pro":



i.

3. Answer boxes
4. Shopping results
    a. Shopping Results appear for transactional queries, like “cheap macbook pro for sale”
5. Video results
6. Related questions
7. Knowledge graphs

b. **Organic vs. Paid Clicks** - if too much of these clicks are going toward paid click (like 40%+) and you’re only doing organic search, same thing. It might not be worth it.

3. **Second, Can You Rank?** - If you pass the above step, move onto this step. Otherwise, start over with a new keyword from your list.
    a. Click on SERP for your keyword and this will show you the top 10 pages that are showing up on google when someone types in that phrase/keyword.
    b. You will look at their “UR” (URL) and “Domain” (DA) score to see if you can compete.
        i. UR Score - a metric that shows how strong a backlink profile of a specific webpage is on a scale from 1 to 100. In other words, how popular and well respected that individual page is. Domain Rating (DR) on the other hand shows how strong a backlink profile of a specific website is on a scale from 1 to 100. In other words, how popular and well respected that website is.
        ii. You’re specifically looking for pages where there are at least 1-2 competitors within **+/- 5 points** of your domain rating (DR), and/or URLs with a **single-digit to low-teen** page authority (UR) score. If you find this,

you can move onto the next step. **Also, search terms that have a single-digit to low-teen referring domain counts are easier to target.** If not, this might be tough to rank for and you move to the next keyword. If you pass this test, move onto step 3.

iii. PRO TIP: When making this determination over what keywords to go after, ALWAYS focus on the ROI rather than just what you can rank for. Who cares if you can rank for a keyword if the search volume is low and won't bring in much of the targeted traffic you want. It might be worth going after a keyword that's a bit harder if it will end up bringing in a lot more traffic. Use this as a rule of thumb.

4. **<u>Third, What is the Searcher's Intent?</u>**: Looking at the websites in the SERP, you'll get a strong idea of what Google thinks the searcher wants when they type in this keyword/keyword phrase. This is also determining where in the buyer's journey your customer is. Remember, Google does this by looking at billions of people and what they click on to determine if someone that types in "internships" is looking for internship jobs, information about what internships are, or rankings on what the best internships are.. **YOU MUST MATCH THE SEARCHER'S INTENT!** For instance, JobPrepped won't be able to rank for "marketing internships" as all of the SERP results are for sites like LinkedIn, Indeed, Ziprecruiter, Monster and this shows me that in order to rank for this, I need to be offering jobs like these companies as that's what google thinks users want when they type in "marketing internships". Therefore, I need to stay away from this as I won't be able to provide a bunch of job listings and therefore, I won't rank well as I'm not able to match the searcher's intent. On the other hand, if the keyword is "apprenticeship vs. internship" I see it's informational intent and that shows up on the SERP results. If I have an informational blog then I can continue my analysis as I could potentially rank here as long as my content type is the same for the most part with what is already showing up. If the SERP shows mixed intent (like some blogs, some transactional websites, and some commercial investigation for example), then it's likely smartest to try to aim after the same intent as the top ranking pages for that SERP

End of video walkthrough

i. **The 4 main types of intent are:**
    1. **Informational intent** - looking for info on something
        a. Examples: info, how to, best way to, why
        b. For example: "Who is Michael Jordan?", "Dodger stadium directions", "Obama", "basketball scores"
    2. **Navigational intent** - searching for a specific website like Facebook and they want google to take them there.
        a. Examples: "Facebook", "Lakers", "JobPrepped"
    3. **Transactional intent** - searching with intent to buy
        a. Examples: buy, deal, discount, product names

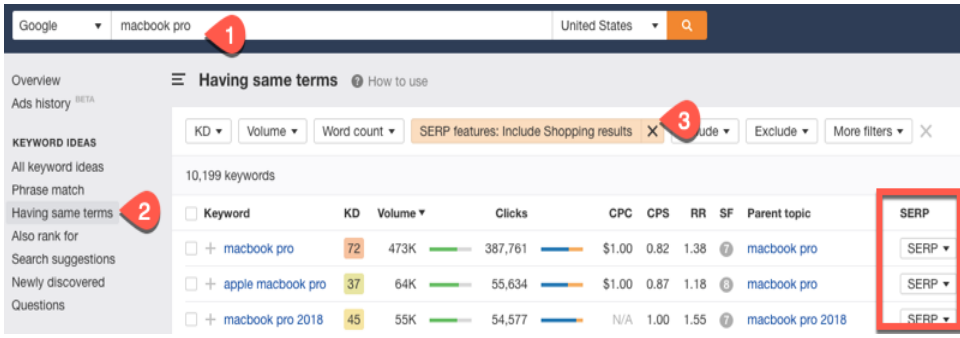
b. Examples: “buy Samsung tv”, “Roomba coupon”, “bedroom furniture cheap”

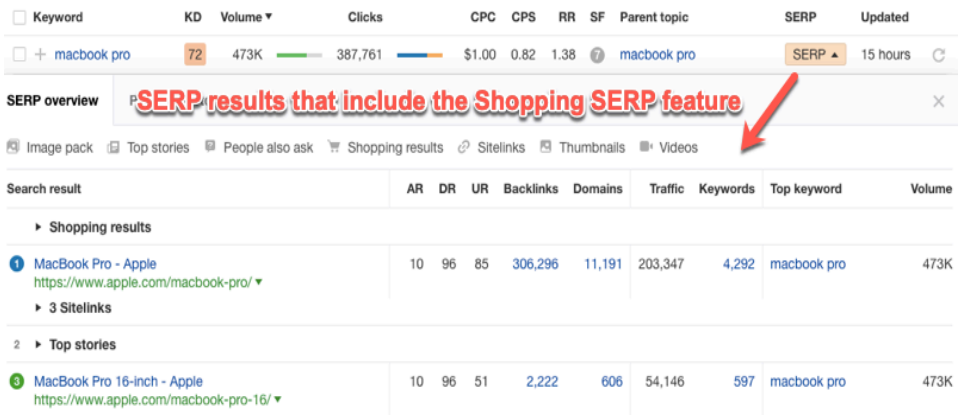
4. **Commercial investigation** - still doing research but they want to buy soon. “What vacuum would be best?”
    a. Examples: “best bed sheets”, “Nintendo Switch vs. PS4”, “Oculus Review”, “top restaurant in LA”

ii. For the most part, the SERP will clearly show what the searchers intent is as all of the websites will be providing very similar content like they’ll all be “how-to” guides or review sites like “Debot vs. iRobot: which is better”.

Video walkthrough

iii. **Pro Move:** If you want to go deeper, in Ahrefs Keyword Explorer, you can filter by the different SERP features to refine your results. For example, if you wanted to find keywords with investigational or commercial intent, you could include only keywords with shopping SERP features.

1. Enter your keyword, e.g. **“macbook pro”**
2. Select **“Having same terms”** from the sidebar
3. Include **“Shopping results”** from the SERP features dropdown
    a. 

4. Now, select the SERP dropdown to see the SERP overview report for each keyword
    a. 

5. If you want, you can filter for different SERP features depending on the search intent you want to target. For example:

a. **Informational** – Featured Snippet, Knowledge Card, Videos, People Also Ask
b. **Navigational** – Sitelinks, Knowledge Panel, Tweet Box
c. **Commercial Investigation** – Featured Snippet, Adwords
d. **Transactional** – Shopping Results, Google Ads

5. **<u>Fourth, What is the CONTENT TYPE you need to fit into the ranking?</u>**: Much like searcher's intent, your content type needs to be the same or very similar. If you see everyone on this SERP list as video content, list-type, product, etc, then yours needs to be the same. This is a 3 step process
    a. First, Match Content Format
    b. Second, Analyze Content Quality
    c. Third, Analyze SERP Volatility

    d. **First, Match Content Format**: You want the same type of format in order to match searcher's intent. Most common are:
        i. How-to guides
        ii. List posts
        iii. Step-by-step tutorials
        iv. Checklists
        v. Case studies
        vi. Roundups
        vii. Reviews
        viii. Comparisons
    e. **Second, Analyze Content Quality**: You should manually review some of these pages by going to them and seeing their content. If you see poor content, you can likely outrank them. Focus on:
        i. **Length** - Google rewards length as they want more in depth info. However, you don't want to write a novel. Take a look at the competing websites in the SERP and have it be comparable to theirs while satisfying the user's intent.
        ii. **Is multimedia used?** - Does the content have a bunch of stock images or relevant visuals like graphs? Make sure you provide what they have and then some. Graphs and relevant images are obviously better than stock photos. If you use photos, please remember to name them (discussed in the blog section) and transcribe videos and podcasts if you have those.
        iii. **Grammar** - Make sure you have clean grammar and pay attention to the other content and whether it's written in a formal or informal tone.
        iv. **Structure/ categorization of content** - Make sure that you're using headings, subheadings and bullet points to make it easy on your readers.
    f. **<u>Third, Analyze SERP Volatility</u>**: If the same websites have been at the top for years, then that means Google has a good idea of the searcher's intent and it's providing what users want with that search. These will be harder to break into. If there is a lot of fluctuation though, then it's easier to get into the top 10 as Google

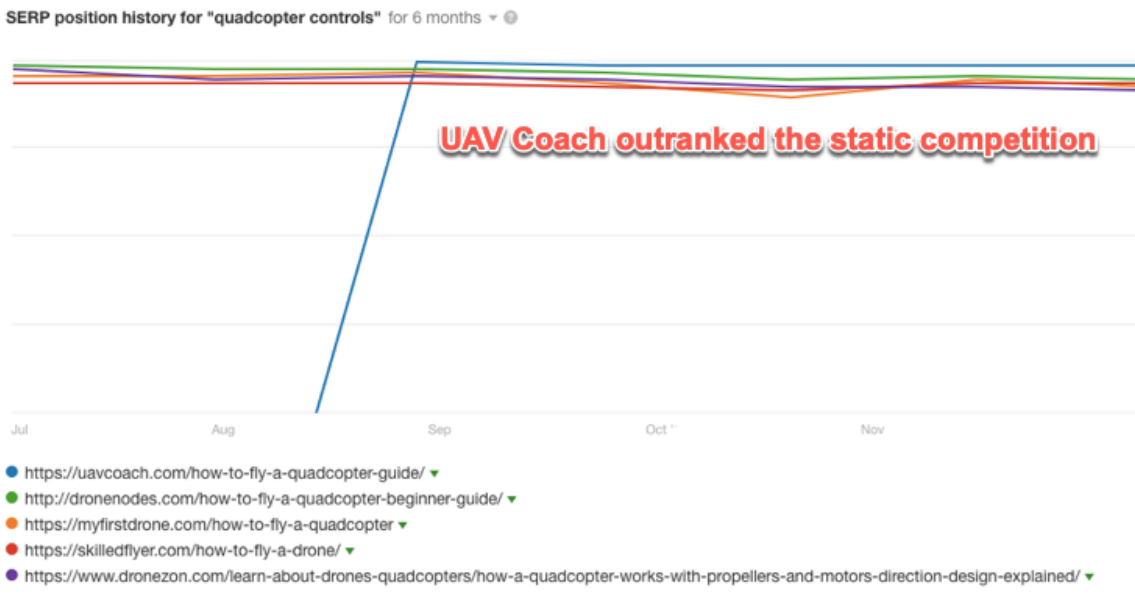
is still figuring out what the searcher's intent is. You can check this by going to the SERP position history graph and there you'll see the volatility and you can filter it by time frame.

i. Let's take a look at a few examples on SERP volatility.

ii. **#1 Little or no volatility in rankings**

1. 

iii. **#2 Volatility of some pages but not others.** Look into what the rising page did and try to copy them.



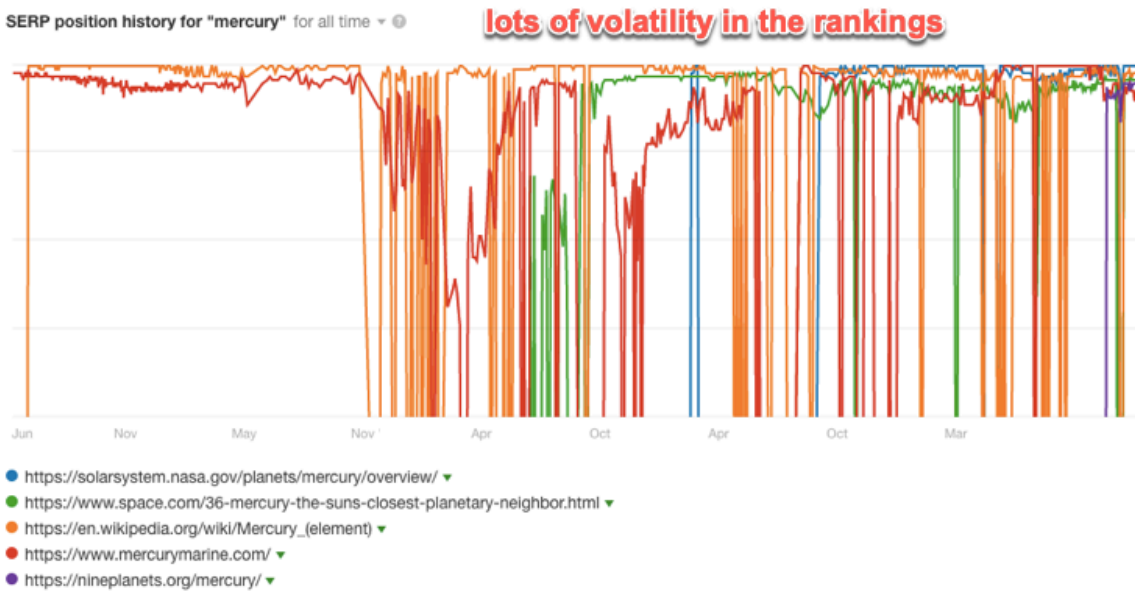
iv.

v. If you see the below where some are static and some are jumping around, go after those that are jumping around as they haven't fully satisfied the searcher's intent as that's why they aren't staying at the top.



vi.

vii. **#3 Lots of volatility in rankings.** This means Google is struggling to understand the searcher's intent. It's hard to go after these words as you won't know the type of intent your article should aim for as Google doesn't even know. This often happens with broad search terms like "Mercury" which could be referencing many things such as a planet, an element, or a rock singer.



viii.

If your keyword fulfills the rules above or is close to it, then you're set and can write articles trying to rank for it. You just want to make sure your content is better than what's out there as that will be key in you climbing the rankings.

Video walkthrough

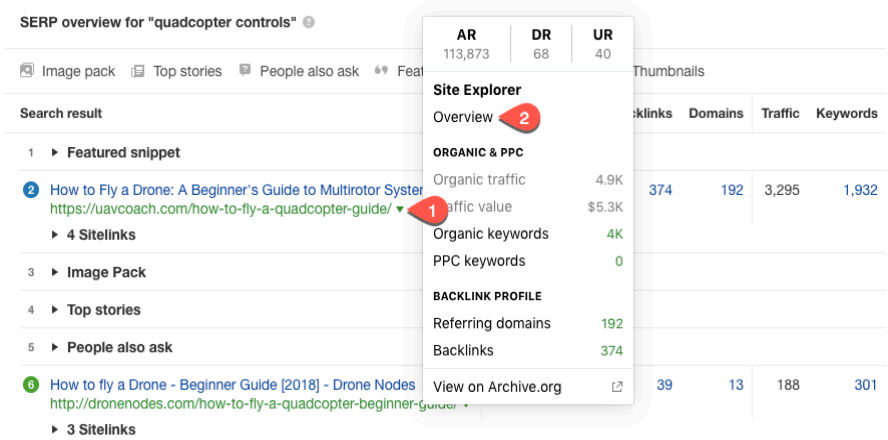
g. Determine how many links you'll need to get to stay competitive.

i. Now that you've decided to write about a certain keyword, it's important to also note at this time how many links you'll need to stay competitive so that your website stays amongst the top of the SERP by looking at your competition and marking this in your keyword planner spreadsheet. We'll get much more into how to get backlinks at the end of the SEO session but it's important to note that the more quality backlinks you have, the higher you'll usually rank. This is because Google sees backlinks (when a website other than your own shares a link to your website) kind of like "Thumbs up" in that the more people that backlink to your website, the more google trusts that this is good content for their searchers. So, the more quality backlinks that a webpage has, the better it will rank.

ii. **<u>Analyze Link Velocity</u>**: In the SERP, we can see how many backlinks each site has at the time of your search. But, we'll want to understand how many they are getting on average as we'll need to stay consistent if not better. How do I do this?

i. **First**, click on the green carrot next to the page URL

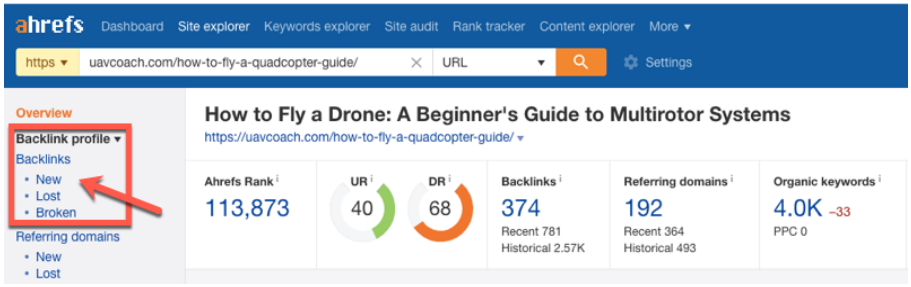
ii. **Second**, click **Overview** in the popup menu like the below

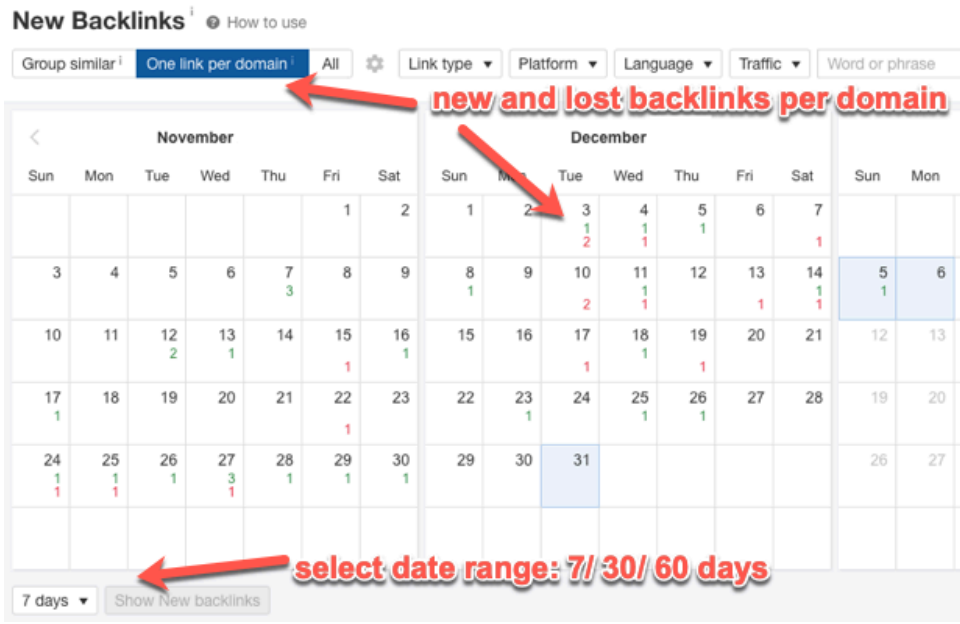


1.

2. The above shows an overview of that specific URL.

iii. **Third**, click **New** in the **Backlinks profile** menu:

1. 

2. The below shows the number of backlinks won (green) and lost (red) for the timeframe you set it at the bottom of the page.
3. 

4. I recommend setting the calendar for 60 days and then you can simply divide the amount of new backlinks by 60 and this will tell you how many backlinks you'll need to average per day from unique domains. Note, you want to measure backlinks from new domains rather than just new backlinks as new domains are worth more to your ranking than just getting a ton from the same website.
    a. For example: in the last 60 days, they received 20 new backlinks from unique domains
    b. 60 divided by 20 equals 1 link every 3 days. So, if you wanted to outrank someone in SERP, you'd need to get around the same amount of backlinks they already have in your SERP analysis AND then continue to get a bit more than 1 new backlink from a new domain every 3 days. Make sure you mark this in your keyword planner excel spreadsheet so

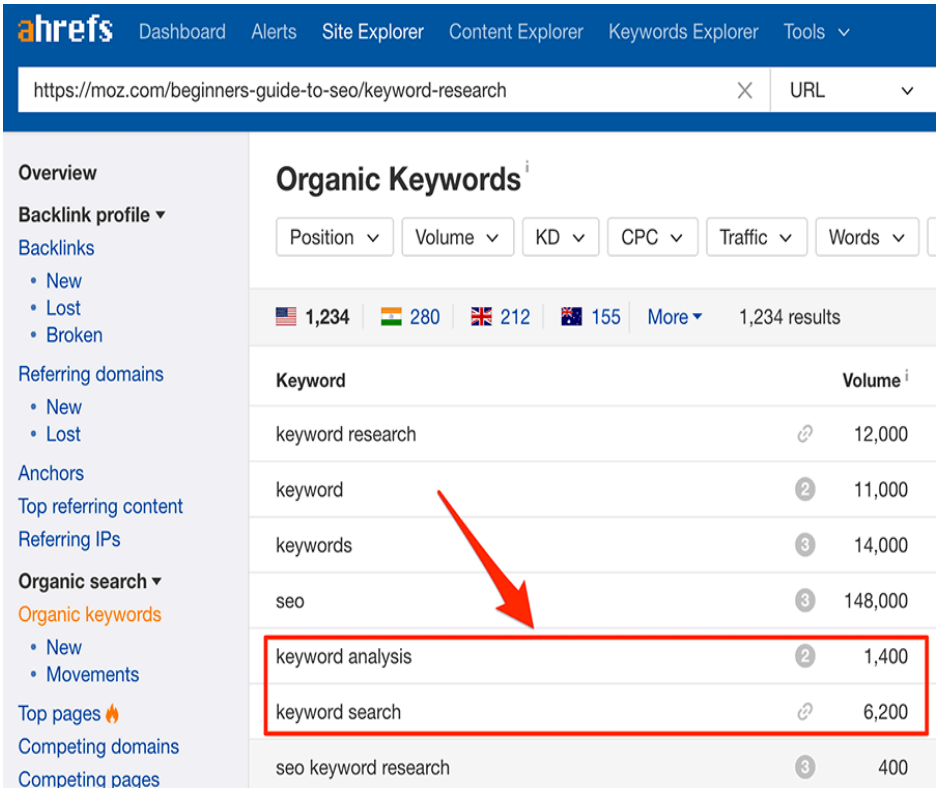
that once the content is written, and you're working on your backlinking strategy to promote this, you'll know what to aim for.

Bonus Section once you've determined your keywords and passed the above analysis:

1. **Use SERP Analysis to Come Up With The Best Secondary Keywords to Add to Your Content**:
    a. You'll want more than one keyword in your content as this will help you rank better. Although each content piece should be focused on 1-2 main keywords (or long-tail keywords), you aren't expected to have to write a piece of content for every keyword. Instead, add several additional keywords (secondary keywords) into each post. How do you know what other keywords to add? Easy! Look at what your competition is doing:
        i. **First, look on SERP page for the main keyword you're targeting**
        ii. **Second, click on "Keywords" and this will give you a list of all the keywords that that article is targeting.** Remember, you're trying to replace them so see what they are doing and then do it better. You'll want to sprinkle as many of these as possible in your article while still sounding organic and not just keyword stuffing as keyword stuffing will penalize your SEO ranking.
            1. Keyword stuffing was an old SEO trick that marketers used to use where they essentially would just put in as many keywords in their content as possible in hopes of ranking well. This will now get you penalized as search engines prefer articles that sound natural and aren't just writing for SEO.
        iii. **Third, scan several of the SERP websites at the same time** (Recommended). Go over to "Content Gap" and type each of these websites from the SERP in and place your own website at the bottom so that you can see what keywords they have and you don't.
        iv. **Fourth, focus on the opportunities where at least two of your competitors are ranking in the Top 10 for a given keyword as these will typically be the most relevant targets.** Make sure to add these in your post as well as some low hanging fruit (KD under 20 and volume above 500). There is no need to do a further analysis than this as these are all considered "secondary keywords" and are not the main one that you are going after so these are just giving your article a little bump up.
2. **Alternative Method for More Secondary Keywords (I recommend the above)**
    a. I recommend the above method as it's more specific to exactly what you want to rank for as it's looking at your direct competition for your main keyword.
        i. **First, type in that you want the content to be based around in Keyword Explorer**

ii. **Second, click on "Top Pages"**

iii. **Third, copy and paste the URL for the top website that the keyword ranks for and put it into Ahrefs' Site Explorer and take a look at the other keywords that this page ranks for.**



1.
2. And in an instant, I see two decent keywords:
    a. keyword analysis — 1,400
    b. keyword search — 6,200

i. You can add these keywords in your content.

End video walkthrough

Your Keyword Research and SERP Analysis is now complete. You know what keywords to target for your blog and what type of content you need to create in order to match the searcher's intent so that you can hopefully rank high on the SERP and be seen by your ideal audience. It's now time to shift our focus to the content itself.

Just fyi, to make you feel even better about what you've just learned, in all my years as a hiring manager, I have never had someone come into the job knowing how to use Ahrefs. Not once. This is an incredibly powerful tool and it says a ton about all you know in marketing if you're already familiar with a program like Ahrefs. I'll be showing you more cool things in this program later on in this lesson but I just wanted to make sure you realize how special of a candidate you are becoming and how valuable you're going to be immediately once you're hired. Alright, let's now move to Step 3, Writing Content.

Step 3: How To Write The Best Performing Content

Through research, you now know what keywords to target, how to match the searcher's intent, the content type, the content format, the length, and whether you should use multimedia in getting your site to hopefully rank on the first page of the SERP. In addition, you should of course be prioritising content that isn't just the easiest to rank for, but rather those that are going to give you the best ROI (return on investment). Who cares if you can rank for a keyword that only has 25 searches a month. You want to be strategic in what keywords you go after and what content you create and this starts with determining what your goal of the content is. In looking at the sales funnel, is this content you're creating going after those prospects that are in the information gathering stage, the transactional intent stage, or the commercial investigation stage? In other words, is your goal of your content simply to get more brand recognition, to generate more leads or are you trying to convert customers? As we just went over in the SERP Analysis, you can see the searcher's intent for each of your keywords. As a business, you need to decide what the goal will be and that is how you'll decide where to prioritize your content creation. You need to decide this first before you start creating content.

Alright, now that you've decided what your company's goals are, let's start talking about the structure of how you'll write and then in the next section of content writing, we'll teach you the SEO tools to ensure that your blog is fully optimized so that search engines like Google like what they see and won't hesitate to rank it high.

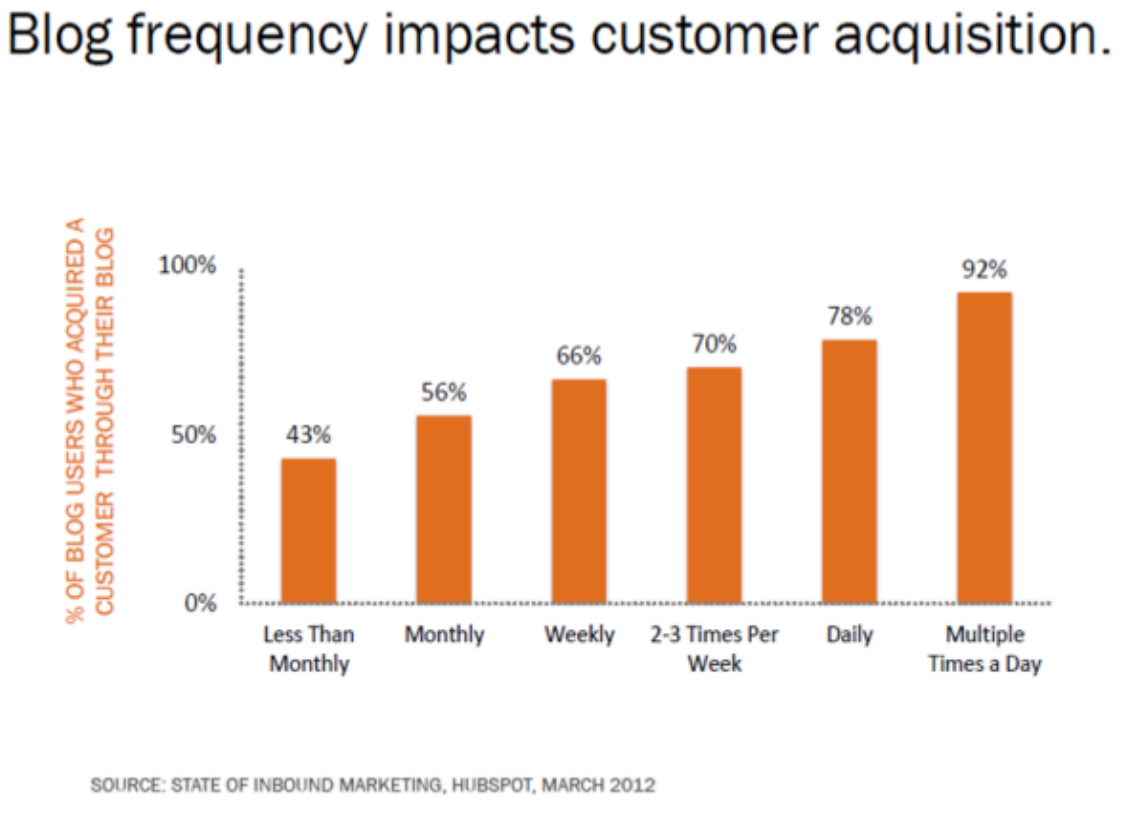
A Few Stats Emphasizing the Importance of Content Creation/Blogging

1. 72% of online marketers describe content creation as their most effective SEO tactic.
2. SEO leads have a 14.6% close rate, while outbound leads (such as direct mail or print advertising) have a 1.7% close rate.
3. Companies that blog have 97% more inbound links
4. B2B marketers using blogs generate 67% more leads
5. Websites with blogs have 434% more indexed pages
6. Websites with blogs have 97% more indexed links
7. 61% of US consumers have made a purchase based on a blog post
8. 37% of marketers believe blogs are the most important type of content marketing.

As you can see, blogging is incredibly important to your company's success on a SEO front. Let's now shift our focus to my top:

11 Rules to Make Sure Your Blog Dominates

1. **Keep Creating New Evergreen Content Regularly**
    a. Evergreen content is content that continues to be relevant well past it's publication date. Minor updates are fine. You just want to make sure that this isn't content that will only be good for a few weeks and then become irrelevant as content takes time to grow in reach and the longer it's relevant, the more time it has to get big and rank well
    b. Creating new content consistently is INCREDIBLY important as you can see in this graph which shows the percent of blog users who acquired a customer through their blog based on how often they blog. Clearly, the more you can produce, the better.



    i.
2. **Repurpose Content**
    a. If you have a blog on a topic, use that info and now make a list or podcast, or video so you don't have to do the research all over again and this might appeal to those that don't like reading blogs

    b. **INTERVIEW TIP**: Ask your interviewer how the company is currently repurposing their content. State that you know video is growing quickly in terms of popularity because of the great engagement that it receives, ask them if they've considered repurposing some of their blogs into videos for social media channels. This is going to show that you're in tune with the trends of video as well as that you care about working efficiently by thinking about repurposing content.
3. **Update Content**
    a. To keep your content valuable, make sure to take a look at it every few months to make sure all your statements still hold up. When you update your content, it also looks better on Google's end as it no longer is showing that it's 3 years old in the search but rather when the update took place.
    b. **INTERVIEW TIP**: Ask how often they are updating content. Once again, this is going to show that you care about working efficiently as it's much easier to update content than to create brand new content.
4. **Have a content calendar**
    a. Try to plan at least one month ahead for all the content you'll create and when it will be published. Ideally, you want these to play off of one another and you can even give sneak peaks to the next content that will be released or have them all part of a series of a broader issue.
    b. Here is a free content calendar from Impact
5. **Each Piece of Content Should Have a Goal**
    a. Is the piece to get email addresses, get people to buy the product, or is it just to improve SEO ranking and get your brand out there? Write toward this goal and have the appropriate links and call to action to succeed for this goal.
    b. Use online tools to track how successful you are in accomplishing your goal with this piece and monitor changes that can be made to make this more effective toward your goal (we'll get more into this later).
    c. Marketing is all about setting goals and then achieving them through trial and error and finding the most optimized way to get the results you need at the lowest ROI.
6. **Focus on Value**
    a. Give the readers good info and don't spend too much time talking about how great you are as this will turn people off.
7. **Promotion Is a Big Part of Success**
    a. Creating the content is only 50% of the battle. You need to spend the other 50% promoting this so that people can actually find your work. We'll address this more in depth in the backlinks section.
8. **Encourage Engagement**
    a. Getting people to engage (commenting and/or sharing) will improve your ranking
    b. Interactive content like quizzes, surveys, and infographics lead to higher engagement.
9. **Video Content is Growing**

a. People love videos. If you can add relevant videos, then you'll keep up with the trends as more and more are doing this.

10. Use Relevant Images

a. Hubspot states that content with relevant images receives 94% more views than content without relevant images. For help selecting an image for your post, read "How to Select the Perfect Image for Your Next Blog Post" and pay close attention to the section about copyright law.

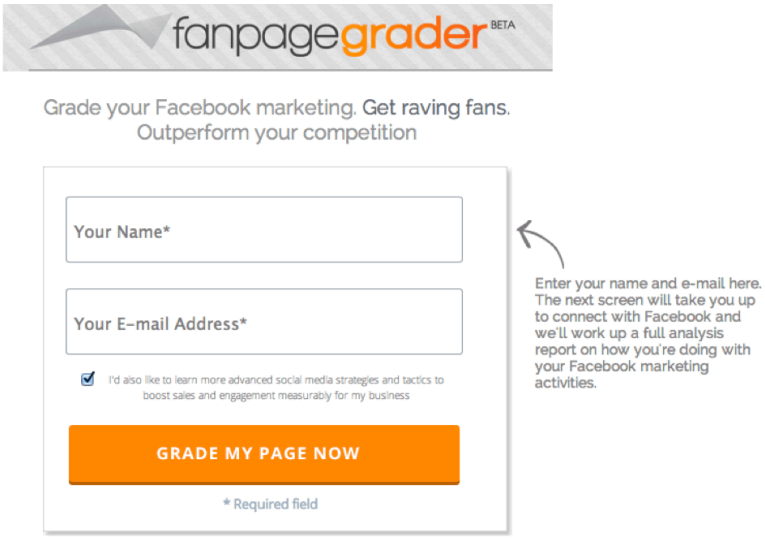
11. Insert a CTA for every piece of content you provide.

a. This call to action tells the reader what you want them to do next - subscribe to your blog, download an ebook, register for a webinar or event, read a related article, etc. Your call to action should be aligned with the type of blog post (informational, transactional, commercial) and what your goals are (brand awareness, lead generation, converting to a sale). As you can see in this example, their call to action is to subscribe to the company's marketing articles by email.

i.

ii. 

b. Provide a Lead Magnet to accomplish your goal. A lead magnet is a free tool (such as an ebook or some sort of template) that you'll give away in exchange for their email address. Once we have their email address, we can get them much more comfortable with who we are and why they should like us and ultimately buy from us. As you can see in this example, Fan Page is offering to grade your Facebook page in return for your email address.

i. 

Alright, so you're going to want to make sure you're following these rules and tips as a guideline for your blog strategy. Now, when it comes to creating content, if you're having issues creating content, there are some very very easy ways to do this quickly without having to spend a ton of time researching a new topic. Here's my quick hack for:

How to Repurpose/Create Content For a Year

1. Now that you've determined your keywords and have an idea on what you want to write about, if you want to expand on these keywords and make several different blogs using these keywords that will last you a year, you can follow this easy hack:
    a. **FIrst, Come up with your first topic** (doing Keyword Analysis and SERP Analysis above). Then you can simply:
    b. Change the topic scope
        i. Example: Go from "15 Digital Marketing Tips for Beginners" and your next article can be niched down to "15 Facebook Tips for Marketing Beginners"
    c. Change the Time Frame
        i. Example: Go from "Best video games of 2018" and your next article can be niched down to "Best video games of 2020" or "Best video games released this month"
    d. Change the Audience
        i. Example: Go from "What every entry level employee should know" and your next article can be "What every 2-5 year employee should know"
    e. Go Negative or Go Positive
        i. Example: Go from "10 Content Writing Rules You Should Always Follow" and your next article can be "10 Content Writing Rules You Should Never Follow"
    f. Change the Format

i. Example: Go from "The Ultimate Facebook Ads Guide" to the "Ultimate Facebook Ads Checklist" or the "Ultimate Facebook Ads [Infographic]

Easy, right? This is just one simple way to get more use out of the research you've already done in order to get more blog content quickly. Let's now move to the actual writing structure and the types of content that work best.

Follow This Basic Writing Structure For Great Results

You want your writing to be easy on your readers as only a small number make it to the bottom of most pages. The longer people stay on your site reading, the better your content will do and the higher you'll rank.

1. Don't have long sentences.
2. Keep paragraphs to 2-3 sentences max
3. Use bullet list and subheadings
4. Subheadings should be short and Descriptive
    a. Most people skim. So allow them to easily skim your article by having your subheadings tell them exactly what each section is covering.

Let's now move onto:

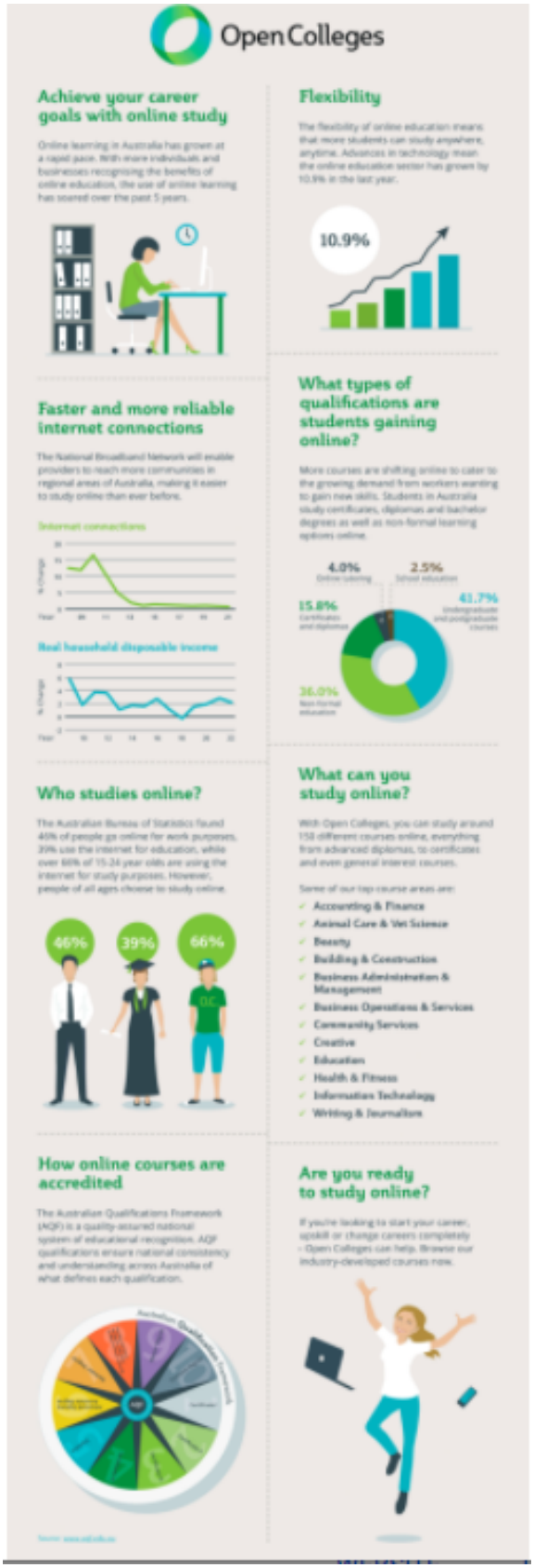
Types of Content That Get the Most Traffic and Backlinks

Certain types of content perform better than others. Think about it, are you more likely to read a 20 page block style blog with a bunch of stats or just take a look at a more condensed version of those same stats in an infographic? You probably favor the latter just a bit over the former so it's important that you're focused on providing the types of content people actually want to see (assuming it still matches the content type in your SERP analysis) to ensure you rank well. So, let's take a look at the different types of content/blogs. Remember, if your purpose is to rank on Google, you'll want to do a Keyword Analysis and then a SERP Analysis first. From there, you'll want your blog or content to be very similar (but better) in both type and format as this is what Google says the searcher's want. However, if you just want to write an article to put on your website or to send out to your users, you don't have to go through those steps and can write about whatever you want. If that's the case, you'll want to focus on providing content type that is actually popular and well liked. It likely won't rank well in Google search if you skip the keyword and SERP analysis, but that might not be your objective. If you're trying to find a happy-medium between the 2, you can use Neil Patel's method that I discussed earlier in the SEO class. So, let's now discuss:

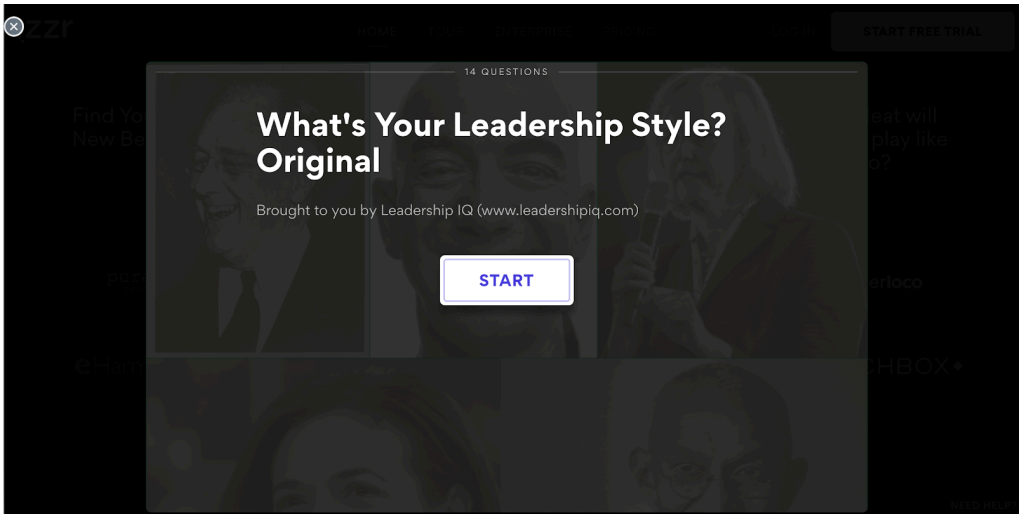
Which Types of Content/blogs Get the Most Traffic and Backlinks?

1. **Infographic**
    a. Example: The Key Benefits of Studying Online [Infographic]
    b. When talking about a lot of numbers, this can bore and confuse readers. Put it in a nice visual graph instead to keep your readers on your page. As you can see, Open Colleges does this here by using an infographic to get a ton of information across in what doesn't feel like an intimidating way for the viewers. It's pretty easy to absorb this info and I can quickly skim it as well which would be much harder to do if it were an article and I had to scan a 4,000 word blog.

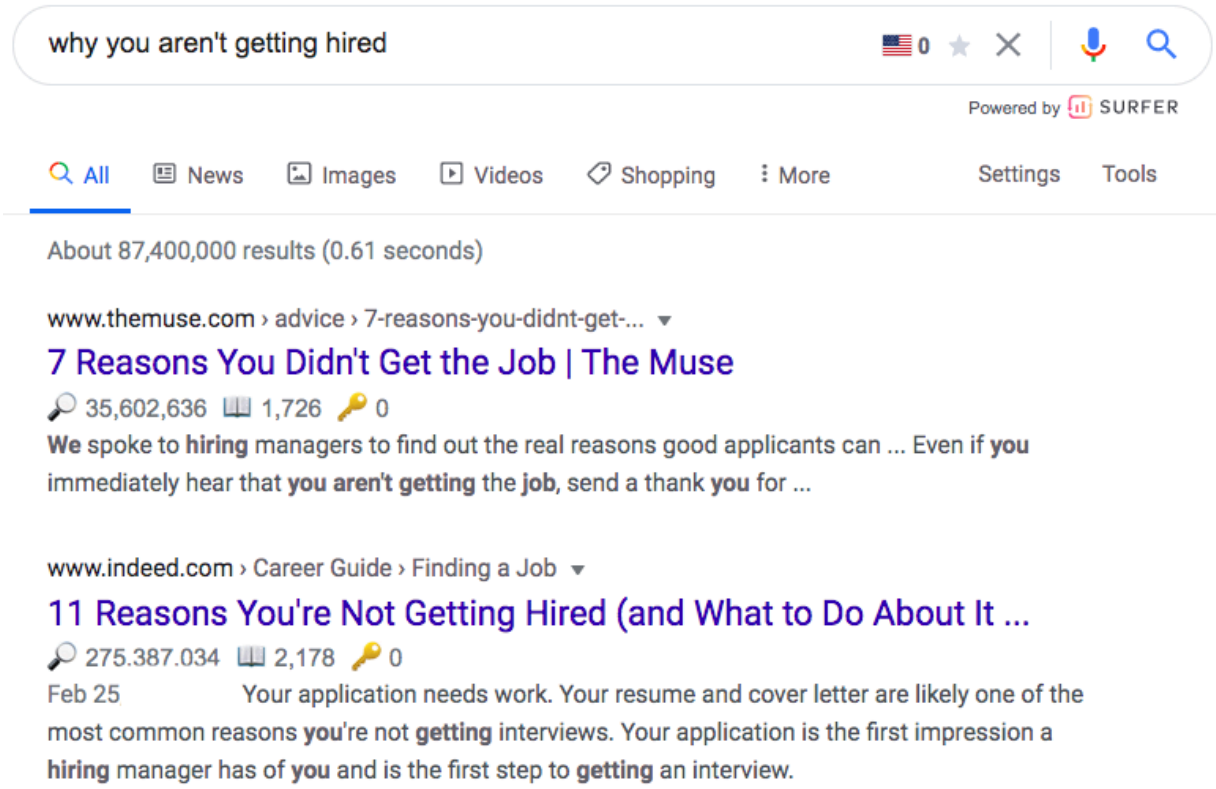
i.


Open Colleges
Achieve your career goals with online study
Online learning in Australia has grown at a rapid pace. With more individuals and businesses recognising the benefits of online education, the use of online learning has soared over the past 5 years.
Flexibility
The flexibility of online education means that more students can study anywhere, anytime. Advances in technology mean the online education sector has grown by 10.9% in the last year.
10.9%
Faster and more reliable internet connections
The National Broadband Network will enable providers to reach more communities in regional areas of Australia, making it easier to study online than ever before.
Internet connections
Real household disposable income
What types of qualifications are students gaining online?
More courses are shifting online to cater to the growing demand from workers wanting to gain new skills. Students in Australia study certificates, diplomas and bachelor degrees as well as non-formal learning options online.
4.0%
2.5%
15.8%
41.7%
26.0%
Who studies online?
The Australian Bureau of Statistics found 46% of people go online for work purposes, 39% use the internet for education, while over 66% of 15-24 year olds are using the internet for study purposes. However, people of all ages choose to study online.
46%
39%
66%
What can you study online?
With Open Colleges, you can study around 150 different courses online, everything from advanced diplomas, to certificates and even general interest courses.
Some of our top course areas are:
Accounting & Finance
Animal Care & Vet Science
Beauty
Building & Construction
Business Administration & Management
Business Operations & Services
Community Services
Creative
Education
Health & Fitness
Information Technology
Writing & Journalism
How online courses are accredited
The Australian Qualifications Framework (AQF) is a quality-assured national system of educational recognition. AQF qualifications ensure national consistency and understanding across Australia of what defines each qualification.
Are you ready to study online?
If you're looking to start your career, upskill or change careers completely - Open Colleges can help. Browse our industry-developed courses now.

2. **List Posts**
    a. List of reasons, tips, methods, shortcuts, secrets, etc. You see these all the time. For example, 29 Life-Changing Lessons That Will Make You Successful and More Strategic.
        i. 

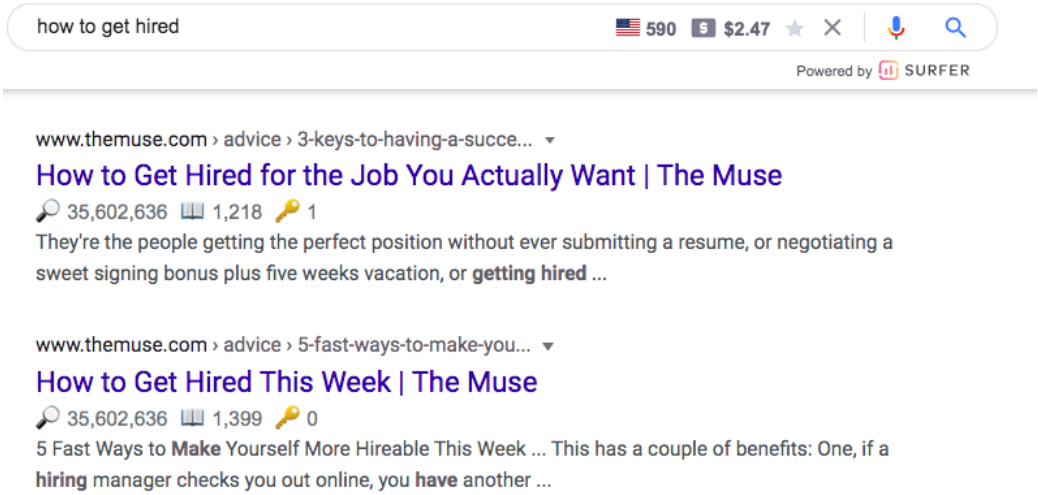
3. **Quizzes**
    a. 

4. **“Why” Posts**
    a. For example, posts on “Why you aren’t getting hired”



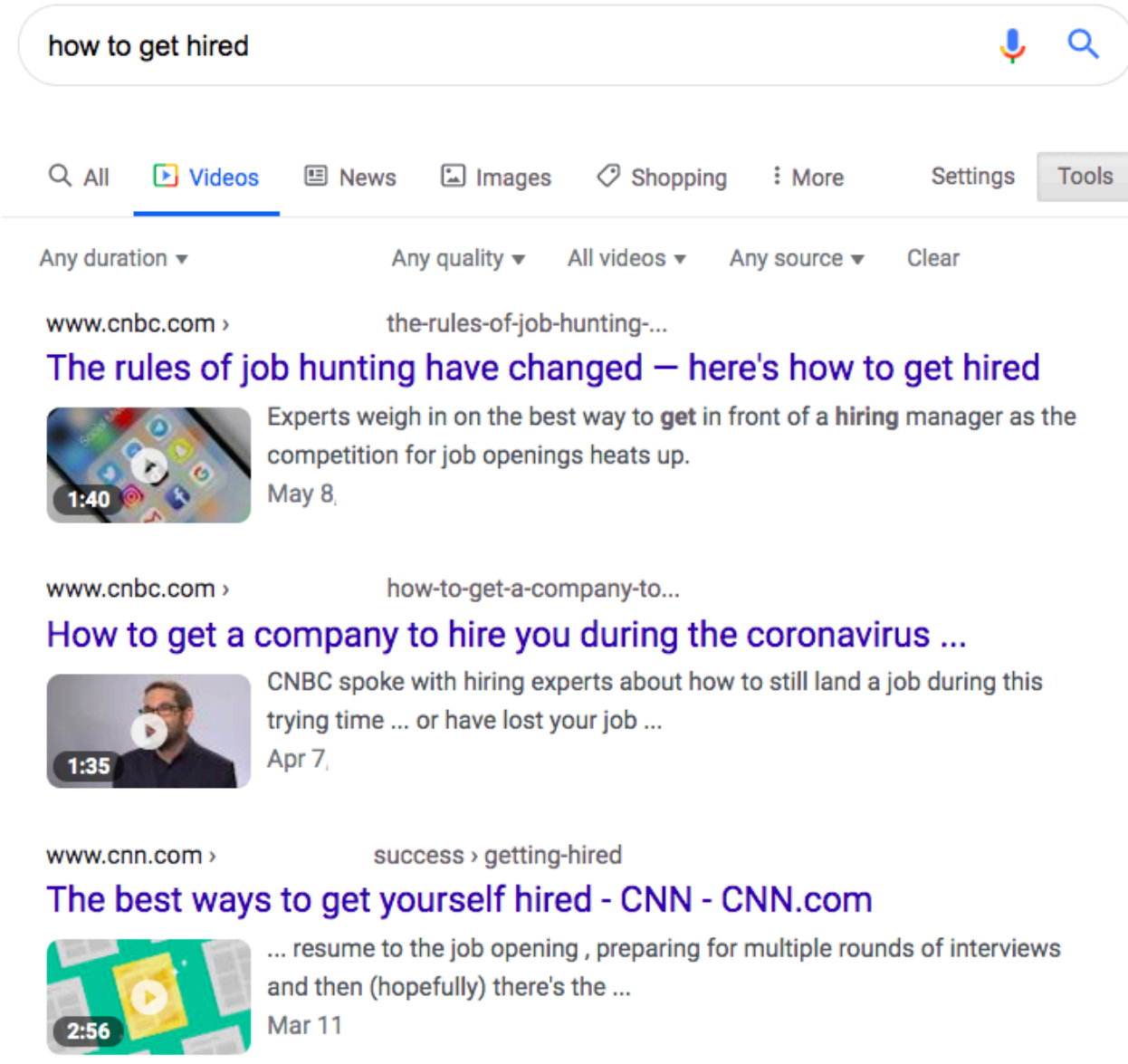
b.

5. **"How to" Posts**
    a. Such as, posts on "How to get hired".



i.

6. **Videos**

a. 

So, those were by far the most popular types of posts that get a lot of traffic and backlinks. So, if you have the option of going with these, I'd suggest sticking with these types of blog posts. If for some reason these don't fit what your company's goals are, here are a few more blog types that you might want to consider as they still perform relatively well, but just not as good as the previous 6 I mentioned.

<u>Other Types of Blogs</u>

1. **Thought Leadership Post**
    a. **Example: What I Wish I Had Known Before Picking a Career**
        i. Share your expertise with first hand knowledge
2. **Curated Collection Post**
    a. Example: 8 Examples of why Gen Z is the Best

        i. This post lists real examples that all have something in common in order to prove the overall point.

3. **Slideshare Presentation**
    a. Slideshare helps publishers package a lot of information into easily shareable slides like Powerpoint for the internet.
4. **Newsjacking Post**
    a. Get something from the news and put your own spin on it. Use multiple sources to give your article a decent amount of coverage. You'll see this much more in social media content rather than in blogs as news changes quickly and you don't want to spend a ton of time on a blog if you think it will be irrelevant in a few weeks. Oreo Cookie does this by jumping on that Area 51 story back in 2019 when a bunch of people on Facebook planned a day that they were all going to go to Area 51 to see if there were really aliens there.
    b.



5. **Guest Post**
    a. Where you write and publish your post on someone else's website. I'll describe in further detail in the backlinking section but this is primarily done so that you can get exposure to a whole new audience (that of the website where your blog is going to live). Obviously, you'll only want to do guest blogging for those that have a similar audience as your target customer.

Alright, so we now have several different blog and content types that we can possibly work with. Let's now focus on the content within the blog. That takes us to Step 4, Optimizing Your Content.

Step 4: How To Optimize Your Content For Maximum Results

When trying to fully optimize your content, we need to first look at:

What Keywords To Insert And How To Make Them Fit Naturally

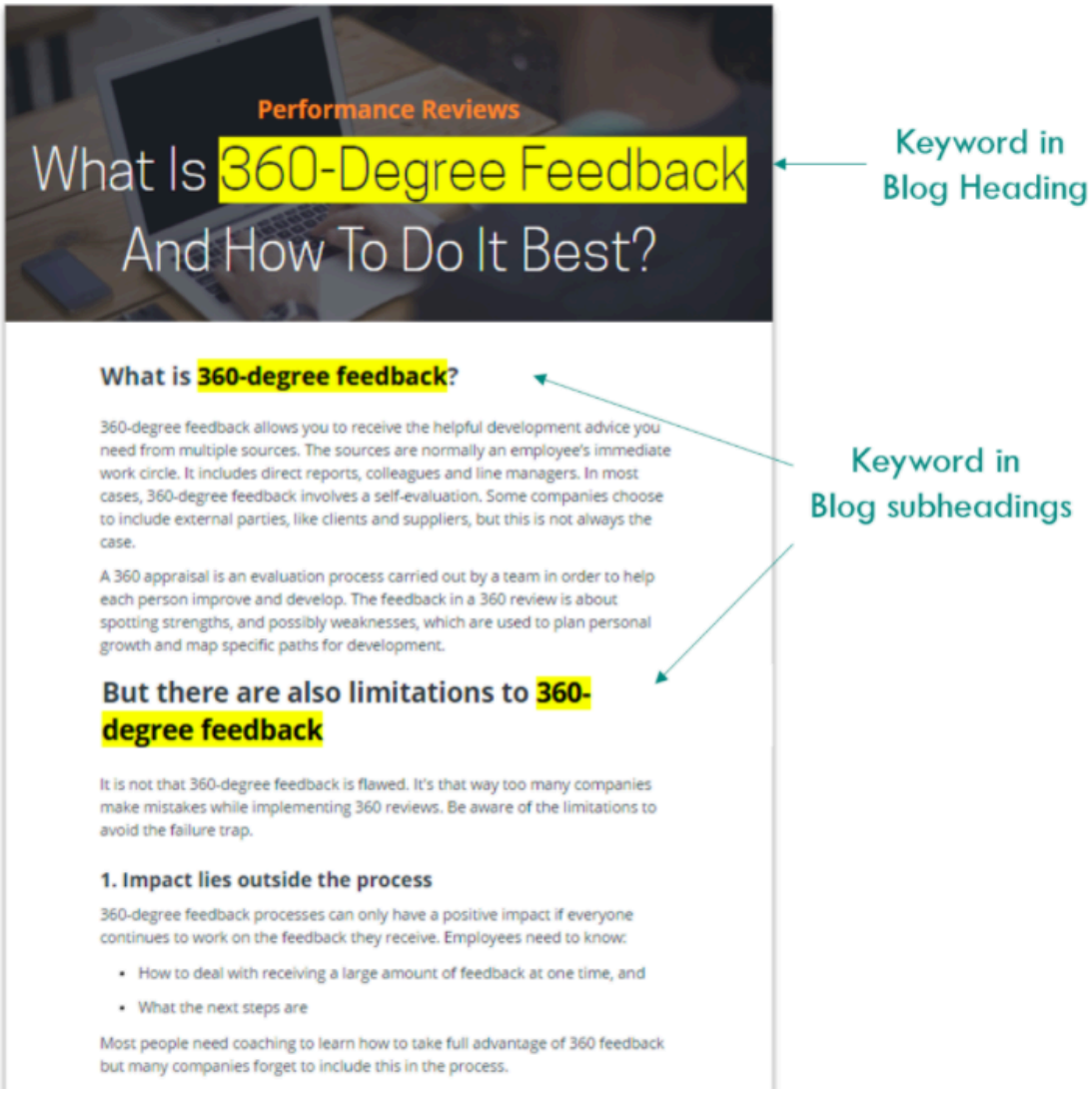
If you don't care about getting your blog to rank in search engines and just want to get content on your website, don't worry about keywords and just write on topics that your company cares about and hope that people read it when they are already on your website (Or like I said in the last section, use the Neil Patel method so that you can easily get some keywords without spending much time). If you're trying to get your blog to rank organically though, you'll focus on having the right keywords in there. Once again, get a rough idea of what keywords you want in the post by taking a look at your Keyword Planner Excel spreadsheet that you made when doing your Keyword/SERP Analysis. Get an idea of all the keywords you want to have in your content but don't start adding these into your content until the end. Rather, use these keywords as a guide to frame what you'll be talking about. It's important that you write freely for people and not solely to optimize by keyword stuffing. That's why I suggest writing freely first, and then fine tuning your content by placing these keywords in. You want to make sure your writing style sounds like it's tailored for humans and not SEO otherwise, this will hurt your content quality and thus, your ranking.

You want to make sure that you're using your keywords properly for maximum optimization so use this:

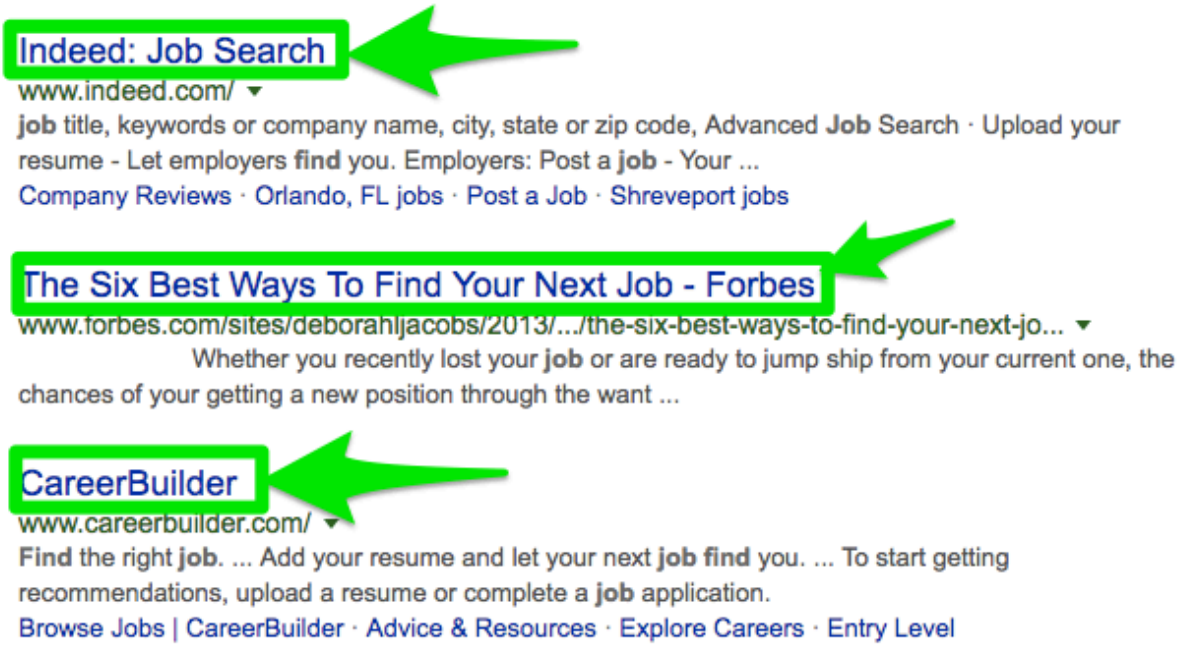
Checklist on Where Your Keywords Should Be

1. **In the main heading (h1 tag) and in the URL**
    a. If you've done this for all your pages, then you're already miles ahead of many of your smaller competitors. This article does a good job of this here by placing their main keyword of "360-Degree Feedback" in their main heading.

i.

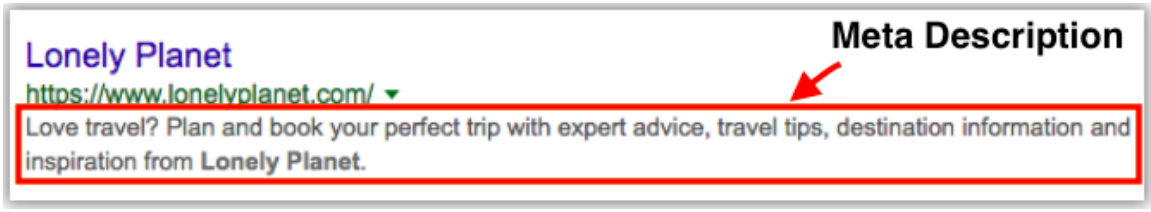


2. **Title Tag**
    a. Make sure your keyword is within the first 60 characters of your title otherwise it may get cut off. As you can see in this image, this is your title tag. If the title is too long, your keyword will get cut off and your article won't appear to be the best fit for the searcher.



b.

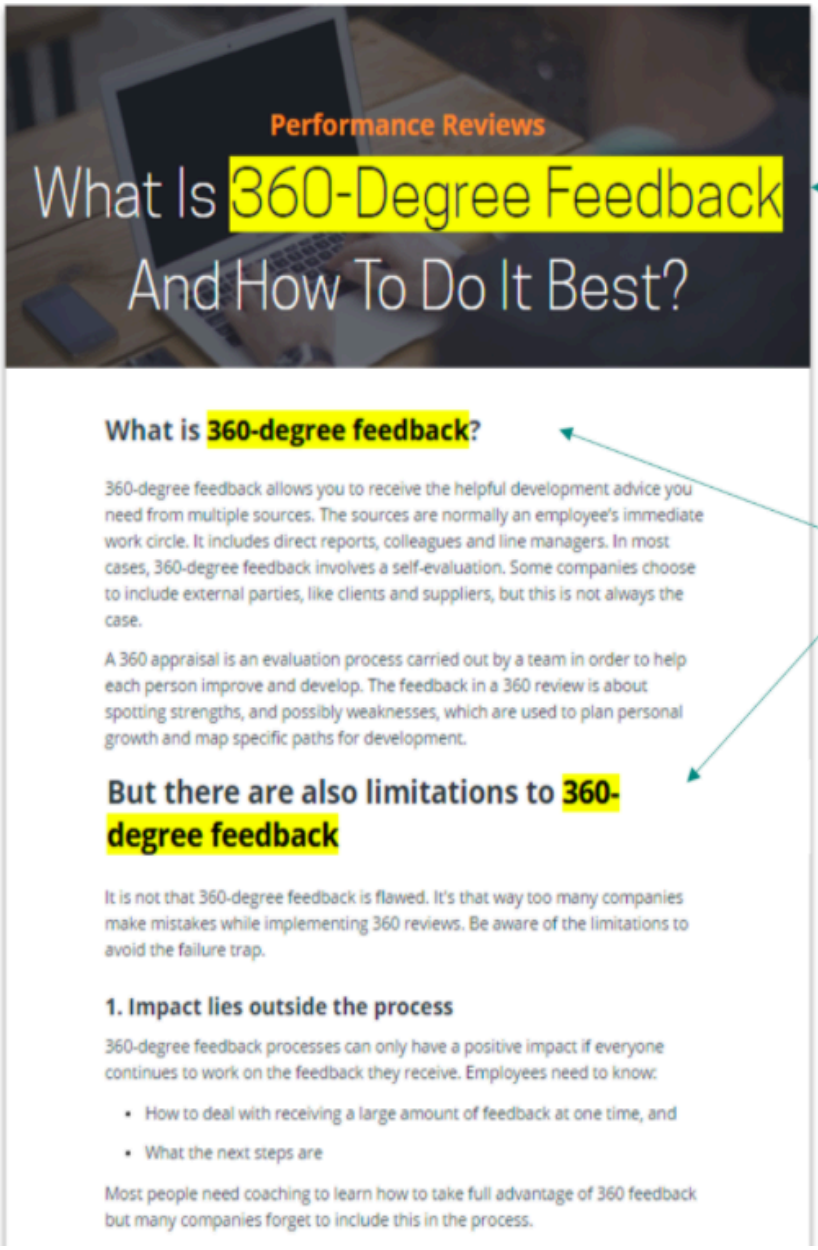
3. **Meta Description**
    a. As you can see in the image, this is the meta description and you want to make sure your keywords are in there.



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4. **Subheadings**
    a. This article once again does a good job of this here by placing their main keyword of “360-Degree Feedback” in their subheadings.

i.



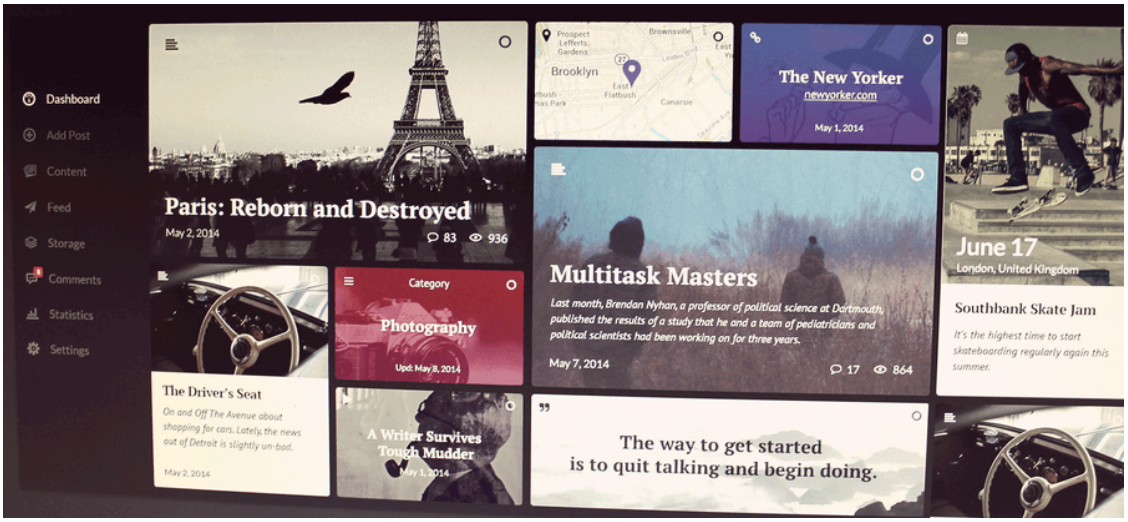
5. **Throughout your post naturally**
    a. Don't keyword stuff as Google penalizes you for this. Mention the keywords a normal amount of time just as if you were writing to a friend and not trying to rank a piece of content. Be sure that you're keeping your buyer persona (your target customer) in mind as you are ultimately writing for them and not just Google.
6. **Image Alt Text**
    a. Never leave your file image as just a bunch of letters or numbers but instead, state what the image is of and put your keywords in these if it describes the image just like with this rooster image. You want to be as specific as possible as well.

i. 
ii. Okay alt text: <img src="bird.png" alt="Rooster">
iii. Better alt text: <img src="bird.png" alt="Rooster crowing">
iv. Best alt text: <img src="bird.png" alt="Red-crested rooster crowing">

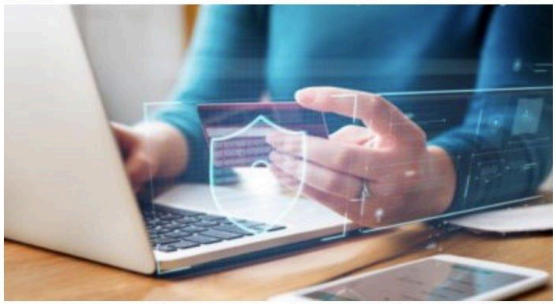
Now that you have your keywords in all the right places, we need to next ensure that your blog is formatted properly to ensure that this component of the article is also fully optimized as well.

Formatting For Your Blog

1. **Blog Width**
    a. The width should range from 900px - 1100px, with 1024px being the ideal.
2. **Font Size**
    a. Keep it in between 17px - 21px, depending on what font you are using (some are naturally larger than others).
        i. To determine headings and subheading size as well as a more in depth overview on font size, check out the article in my script from Impact Bound (here).
3. **Use a blog card layout.**
    a. You'll want to cluster your blogs by topic rather than just having a long list of them all unorganized. Once you click into a topic such as blog/marketing, you'll want all of your blogs to show up nicely on the page and one way to do this is by using a card-based design as seen in the image:

i. 

b. Make sure to incorporate these elements into the card (the first 6 are essential):
    i. **Featured image**
    ii. **Blog title**
    iii. **Blog author** (and image, if there's room)
    iv. **Blog excerpt**
    v. **Post date**
    vi. **Category**
    vii. Social share links
    viii. Read More button
c. You can see a nicely completed blog article with most of the just mentioned features in this article, “It’s 2020: Do You Know Where Your Data Is?”:



It’s 2020: Do You Know Where Your Data Is?

The days when a company’s most sensitive and essential data could be stored in a few file cabinets at headquarters are long gone.

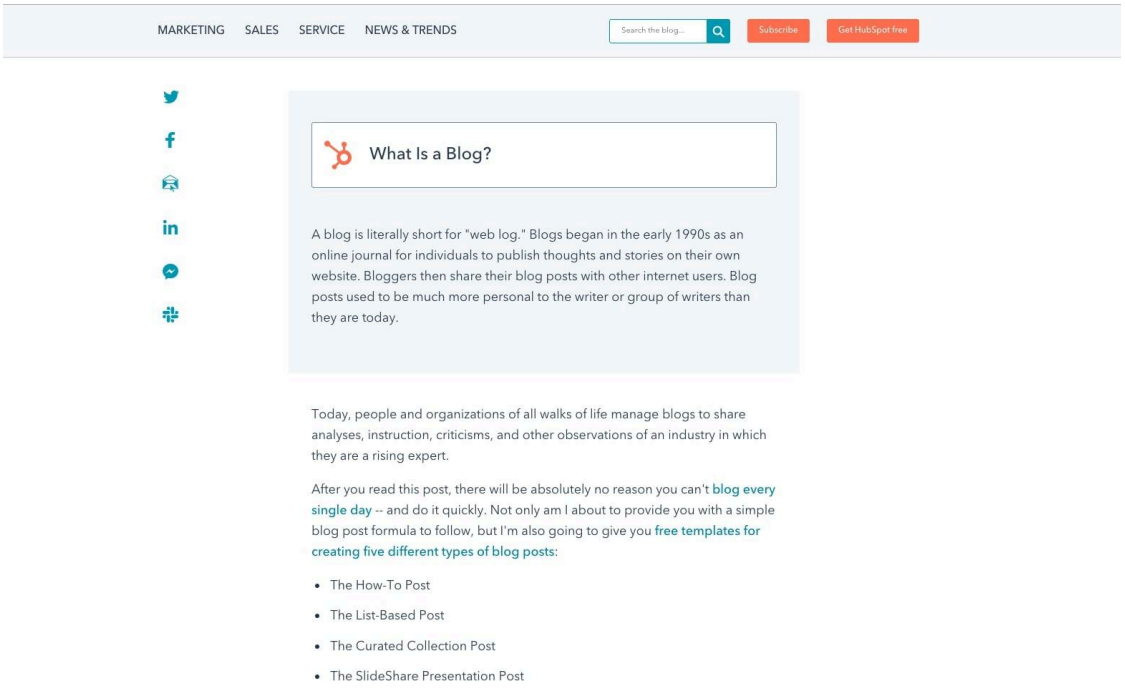


Keith McCartney
Nov 21 · 3 min read

i.

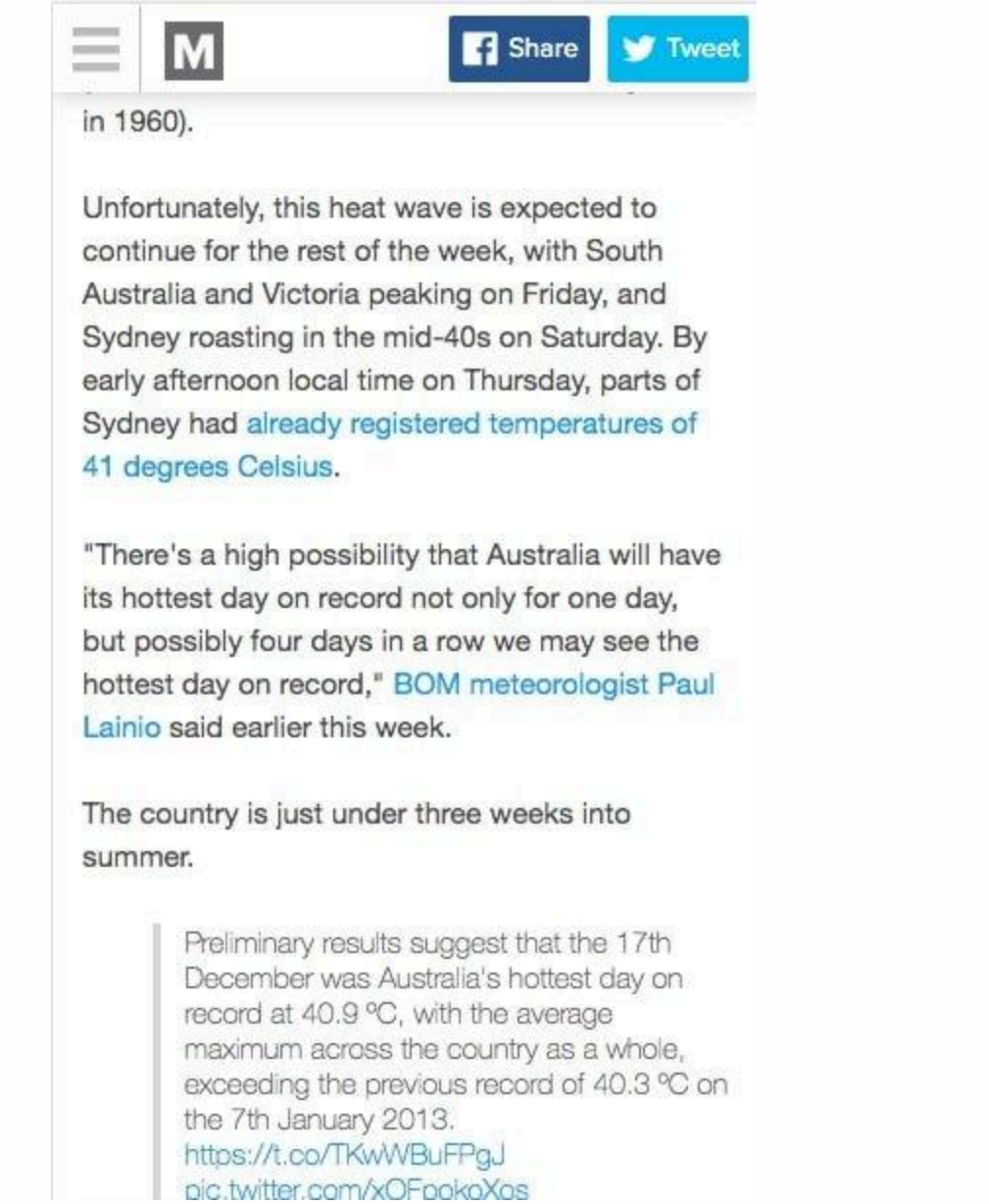
ii. The excerpt in this article gives the reader a bit more info on the subject as well as how quick the read will be. Dates allow the reader to see this article isn't outdated with info and the author gives it some personality.

4. **Choose large, beautiful featured images**
    a. Don't use stocky hero images. Hero images are an oversized banner image at the top of the webpage.
5. **Include article quick-summary boxes**
    a. Place these at the beginning of a blog article. Add a short and quick answer as to what the entire blog is seeking to answer just like Hubspot did in this example. As you can see right at the top of their blog, they quickly address what the entire article is about in their summary box by answering the question, "What is a Blog".
        i.

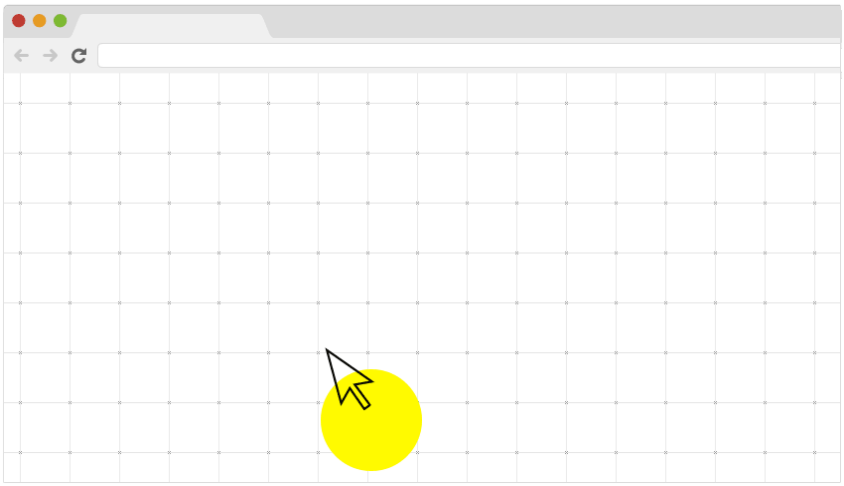


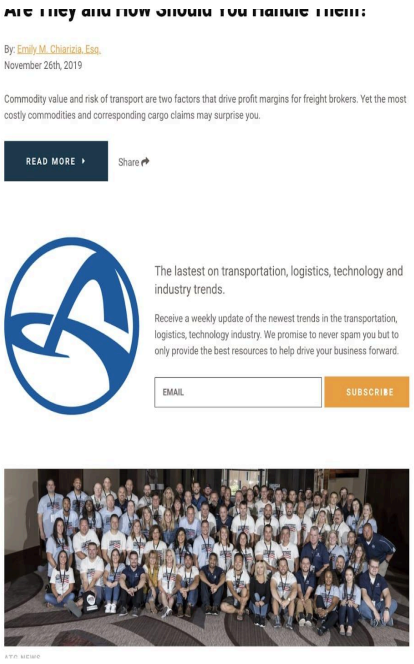
    b. **BIG ADVANTAGE TO HAVING A QUICK-SUMMARY BOX!**
        i. Google often uses this type of content for featured snippets.
        ii. This means you could show up as the first post in the SERP, which should lead to more traffic.
    c. **INTERVIEW TIP**: Ask the company if any of their articles are showing up as featured snippets yet. State that you feel strongly that you can get their pages up as featured snippets by adding article quick-summary boxes to their content. This should quickly result in a lot more organic search for the company. Just fyi, most companies haven't adapted this just yet but it's a very easy adjustment to make as it's just essentially writing a little summary for the article.
6. **Social Sharing Buttons**
    a. Allow people to share your content easily by making sure these social buttons stick with the user as they scroll down (for both mobile and desktop)

b. You can use AddThis, ShareThis, or Sumo as these companies will help you get set up with your sharing buttons without the need of a developer.

i. 

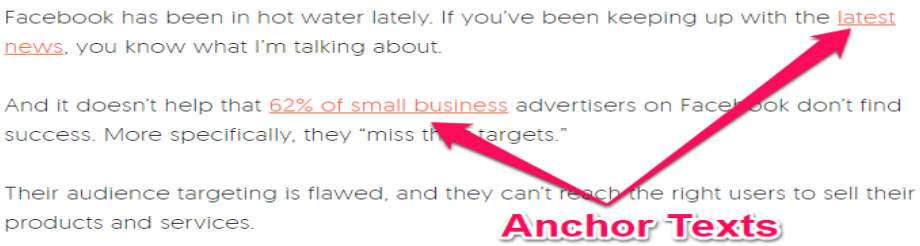
7. **Lead Magnets**
   a. A lead magnet is an incentive that marketers offer to the user in exchange for an email address or other personal info. For example, a lead magnet can be a list of the “20 Best Recipes From a 2 Star Michelin Chef” and you can only get this by providing your email address. Obviously, the lead magnet should be something related to your business.
   b. As just mentioned, each blog should have a goal. Is it to collect email addresses, gain more subscribers, get someone to buy something? A lead magnet is the tool to get something back from the user to help further this goal. Usually you’re seeking an email address.

c. Lead Magnets are usually seen in 3 forms
    i. **1. Pop Up Triggered Lead Magnet** - It will show up as a pop up while someone is reading your blog or scrolling on your website as you can see in our example.
        1. You can actually time when this pops up based off of the users actions. For instance, when a user is about to click the “back” or “Exit” button on their web browser, many marketers will key this event to trigger the lead magnet to show up with something enticing as you don’t want to lose the viewer without trying to get their email address. Alternatively, others will trigger the lead magnet when a viewer is at the bottom of the article.
            a. 
            b. **INTERVIEW TIP**: Ask if they are doing this yet. If not, see if they’d be open to incorporating this to their pages as you’d love to help incorporate this into their plan as the conversion rates are really high on these.
    ii. **2. General Lead Magnet**
        1. It just pops up on the website for anyone that isn’t subscribed yet.
    iii. **3. Inline Lead Magnet**
        1. It’s less intrusive and you’ll want to do an A/B test to see which works best for your company as results vary. Make sure it fits comfortably on the page yet it’s easy to understand that this is a lead magnet and not just part of your website as seen in this image.

a. 

   d. Make sure Your Lead Magnet Has the Below
      i. **A Header**
         1. So it's easy to understand the offer
      ii. **An Image**
         1. So it's easy to see what the offer is (an ebook, a list, a video etc)
      iii. **A Subheader**
         1. States the value of the offer and why they need it
      iv. **Recognizable Button**
         1. Make sure this stands out from your website so it's clear where the viewer can take action.

8. **Highlight your authors**
   a. Each should have a short bio and a picture. You'll want to highlight their expertise and include career details if this helps. Ideally, each author should be linked to their author page which lives on your blog so that someone can click on the author and the link will take them to a page with all of their written content so the viewer can read more. Flesh out your personal brand.
9. **Make sure your site is HTTPS**
   a. HyperText Transfer Protocol Secure (HTTPS) is an encrypted version of HTTP, which is the main protocol used for transferring data over the World Wide Web. Ahrefs does a great job in detailing how to set up HTTPS for your website. Pretty much all companies already have this done except for those that are brand new so you likely won't have to worry about this at all.
10. **Optimize the Links in your content**
   a. **Anchor Text**
      i. Anchor Text is the text that a link is attached to. Most often it is the blue text you see and when you click on it, it takes you to the linked webpage.

1. 

   ii. Use natural language in your anchor text. This is a good place to also have your keywords. Although, it MUST sound natural. That is key. Never use anchor text with words such as “Buy here”, “Click here”.

b. Link to Influential Sites

   i. It’s good to link to influential sites as this shows where you received your data/info and that you’ve done research on this subject. As I’ll discuss below in the backlinking section, this is also a great way to build a relationship and hopefully get help from others.

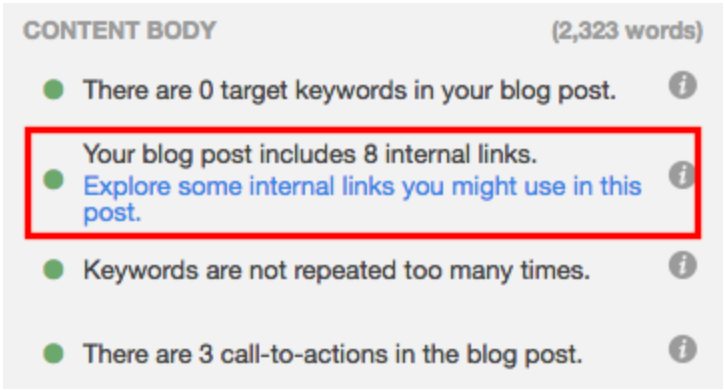
c. Link Internally to Your Site

   i. You want to keep people on your site as much as possible so give them further reading by leading them to other pages on your site. This helps Google also understand what your entire site is about as you are providing logical next articles/webpages to read/go to which can help your ranking.

   ii. However, don’t overdo it or it will hurt your ranking.

   iii. Rule of thumb is don’t internally link to your own website more than twice per article and make sure it feels like a logical link vs. you just sending people to your purchase page out of nowhere.

   iv. If you use Hubspot, their SEO Panel automatically suggests linking to other internal resources on your website like you can see in this example.

1. 

11. Optimize Your Images

a. Optimize pictures for fastest loading

   i. Slow pages hurt your SEO and images are often a culprit of slowing down a page yet they are important to have. So, get your images to load as quickly as possible by using free compression software, like Squoosh.app which will make the file size as small as possible before losing any quality.

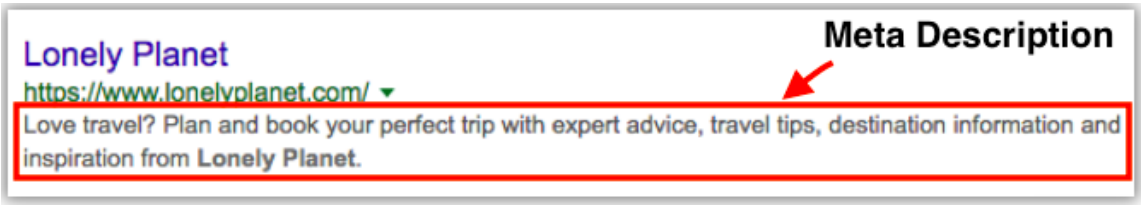
ii. Google also offers a free tool (PageSpeed Insights) which will give you insights on your speed and how to improve it.

b. Name Images with image alt text.
   i. Describe the image in the file name. Keep it under 125 characters. Use your keywords (but avoid keyword stuffing) as I showed you earlier with the rooster example.

12. Make Sure It's Mobile Friendly

a. More people surf the web on mobile than desktop these days so you need to make sure your content is friendly to them or at least has a responsive design.

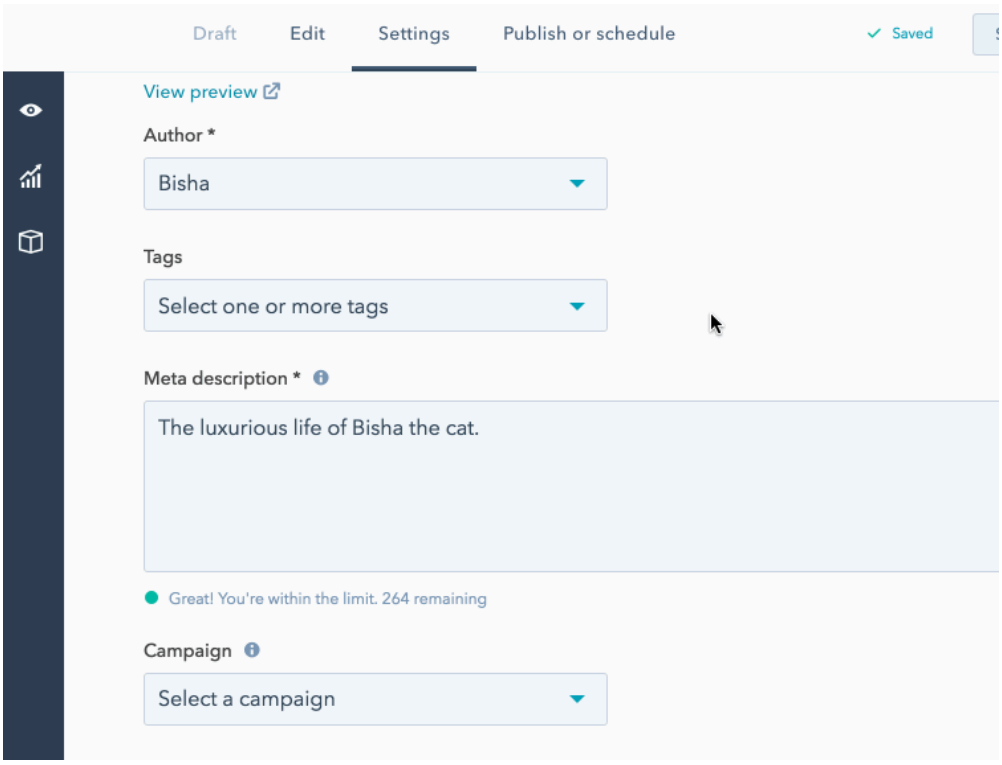
13. Optimize The Meta Description

a. The Meta Description is the writing you see under the webpage in a search just like in this example from Lonely Planet.
   i. 

b. This allows for 300 characters and should be used to give the reader a greater idea what the content is about. Make sure you put your long-tail keyword in here and bold it if possible.
   i. Google no longer guarantees that they will use your meta description and can pull something else from your website if they think it's more relevant. There isn't anything you can do about this.

14. Use Topic Tags

a. Topic tags allow users to filter between forums and display topics with a specific topic tag. If topic tagging is enabled, when a user creates a topic they have the ability to add specific tags to quickly explain what a post is about and it also helps users find related topics based on those tags as you can see in this example.

i. 

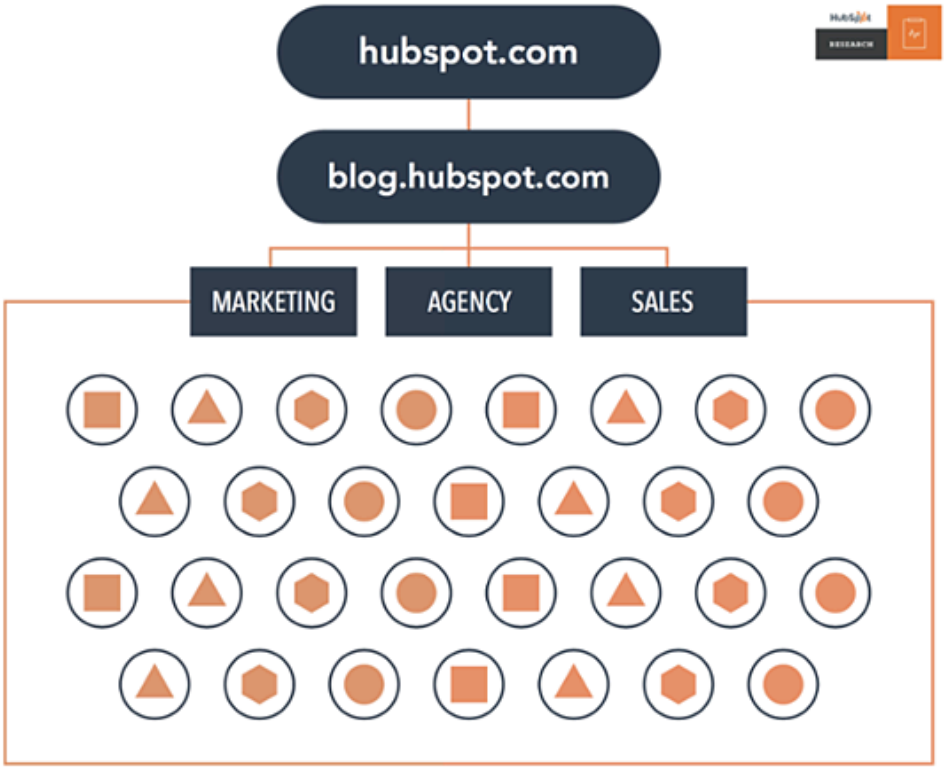
b. Don’t use too many similar tags as it confuses Google into thinking that you have a bunch of duplicate content on your website which will hurt your SEO. For example, “Blog”, “Blogging” and “Blog posts” are all very similar and you should only pick 1 for that post.
c. Rule of thumb - Pick a max of 15-25 that are important and not too similar and only use those.

15. Use URL structures to help your visitors

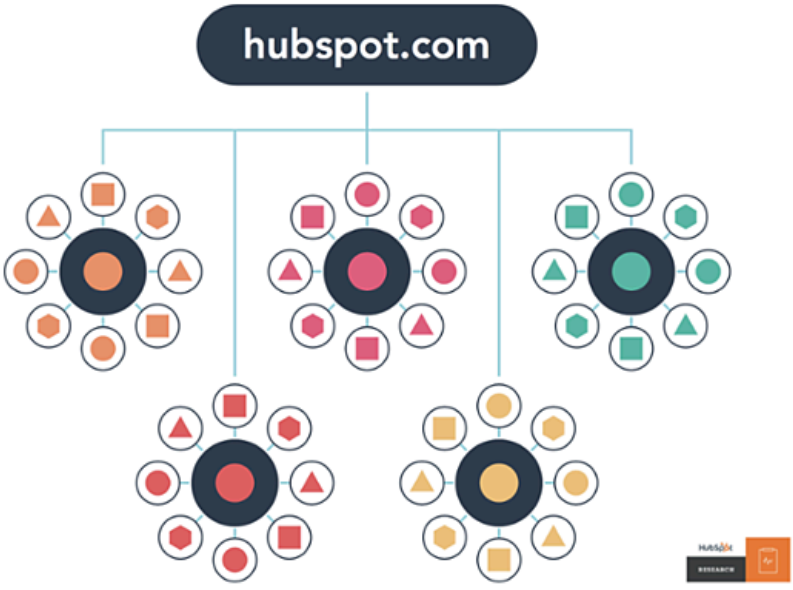
a. If I wanted to see the marketing page, I would be taken to the URL http://blog.hubspot.com/marketing. If I wanted to see the sales page, all we have to do is change where it says "marketing" in the URL to "sales": http://blog.hubspot.com/sales.
b. **INTERVIEW TIP**: Smaller companies are horrible with this. If they are a smaller company, browse through their website before you interview and see if they are doing this. If not, say you’d love to help them fix this as it will improve their SEO and it’s pretty easy to do. Just state that you are always looking to optimize and this is a quick and easy way to do so.

16. Make Sure The Content is Easy To Find Using Topic Clusters.

a. You don’t just want to have a blog section with all your blogs in there like this image as this makes the user experience not all that nice and thus, hurts your article’s ranking.

i. 

b. Instead, group content in clusters such as blogs for sales, marketing, interns etc. These should be broad topics you want to rank for and then within each of these folders are content based on the specific keywords. This will give you greater search engine authority. You can then also easily connect content to other content within that folder using internal links.

i. 

c. Pro tip: What search engines value is constantly changing. Be sure you're keeping on top of these changes by subscribing to Google's official blog.

17. Use Google's [Search Analytics Report]

a. This free report helps you see which keywords people are using to find your blog content from Google Search. Use this analysis to adjust your content if need be to provide even more of what the user's want based on their search.

i.

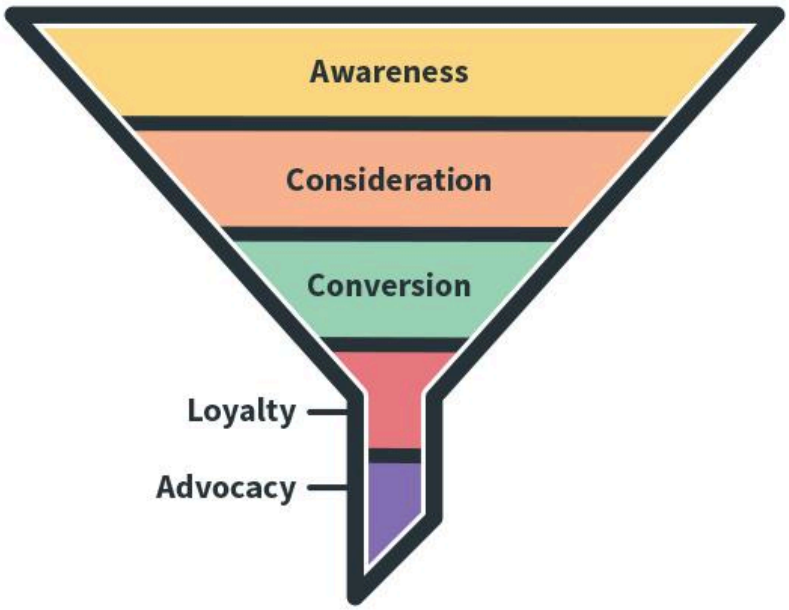


	Queries	Clicks ▼	Position	
1	digital marketing consultant	681	1.6	»
2	search twitter by email	539	2.4	»
3	matthew barby	448	1.0	»
4	social media strategy	201	19.0	»
5	twitter search by email	191	3.5	»
6	how to write a pitch email	176	1.3	»
7	find twitter by email	168	4.0	»
8	pitch email	158	1.1	»

At this point, we have now written an optimized blog article. But, we're only 50% done with our work here. We now need to make sure people see it. That takes us to Step 5, Promoting Your Content For Visibility.

Step 5: Promoting Your Content For Visibility and Tons Of Traffic

For my baseball fans out there, I'm sure you're aware of the phrase, "If you build it, they will come". Well….this couldn't be further from the truth for your content. Keyword Analysis, SERP Analysis, writing your blog, and then optimizing your blog so that it is SEO friendly is only the first half of your job. The next 50% of your job as a marketer is to make sure that it is promoted and seen by many so it will help your company get more exposure when people search online, get more people in your sales funnel, and ultimately get more people to use your company. In essence, now that content is created, we want to make people aware of us through our content, like our content so they consider us an expert, and then ultimately convert into a paying customer (or subscriber if that is your company's goal).



In this section we're going to talk about my favorite methods on how you can promote your content. Remember, the better and more original your content is, the easier it will be to promote. If you have new approaches, data, interesting points, other websites are inherently going to want to mention your findings in their pieces (therefore linking to you) and will be more inclined to share your content thus giving you a greater reach to your audience and showing Google that your content is valued by others. Remember, each backlink that you receive looks like a "thumbs up" to Google and it tells Google that a lot of people like your article. The more quality websites that link to your article, the more Google feels inclined to share this article high up in their results page because at the end of the day, they want to give searchers the best articles and content possible. But, when it comes to publishers and websites that you'd like to share your link with, they won't just find your articles randomly online as there are more than a billion pieces of content online. You will have to use the tools and strategies that I'm about to go over to get your content the attention it deserves. In terms of an SEO marketer, this is the #1 thing that we look at when deciding who we want to hire. We want someone who is able to get us great exposure online and someone who is able to get a lot of eyes on our content and websites linking to our content. I can't stress this point enough. If you are able to do this effectively, you are going to get paid a lot of money in your career. Think about it this way. The more websites you have linking to your company's website, the more traffic you're ultimately driving over to your company which will in turn lead to more sales. This is incredibly important if you want to really succeed as an SEO marketer and you want to put your stats front and center on your resume if you do well with this as this will get you hired much faster. So, if you chose that skillset as part of our program, we'll be working on this after the lectures are done. You want to make sure that you spend a lot of focus growing your work product and getting a lot of people to link to it as this is a really really valuable stat for your resume.

In this section we'll:

1. First discuss some companies that can help distribute your content.
2. Then, we'll discuss Content Syndication and why it can be extremely beneficial for your content to show up on different people's/companies' websites.
3. Finally, we'll go over backlinking and the best approaches around it.

End of Free Test Drive

If you'd like to enroll and get the work experience you need to get hired faster, please visit www.jobprepped.com and you can enroll there. Once again, we only take 50 students per month. If you have any questions at all, please don't hesitate to email me at joseph@jobprepped.com.

For your convenience, here is a list of all of the work experience that you'll be able to add to your resume once you complete our program. Now you just have to ask yourself, do you think having all of this work experience on your resume compared to what you have now is going to help you get hired faster? This list of bullet points was actually created by a large group of marketing hiring managers as the exact work experience they want in entry level marketing applicants and you'll get this immediately with our program. If having this on your resume literally helps you get a job just 3 days faster, then the program will have already paid for itself as you'll likely be making more than $200 per day once hired.

Work Experience

JobPrepped
Digital Marketing Associate

- Created a brand awareness campaign and the company's content marketing strategy which increased monthly leads by x%
- Created social media content
- Repurposed content to expand the company's social media and online presence in an efficient way
- Developed a hashtag strategy to improve the reach of our content
- Created social media content that went viral and received x likes and x shares.
- Designed and created PPC lead generation campaigns on multiple social media platforms
- Created an optimized landing page to increase conversions for PPC campaigns
- Built Targeted Audiences for PPC ads to optimize the company's ROI on their Ad Spend

- Created optimized copy for landing pages and PPC ads to increase conversion rates
- Designed a lead generation strategy that increased leads by xxx% in my region
- Optimized a current lead generation strategy that increased leads by x% in my region
- Optimized the company's emails that increased open rates and conversion rates
- Created all the copy for the lead generation messaging.
- Utilized social media channels and group pages to find and prospect potential leads
- Provided customer service support to guide our prospects into our marketing funnel
- Increased sales in my region by x%
- Performed competitor analysis, keyword research, and SERP Analysis for inbound marketing blog efforts using Ahrefs
- Created blog article content based on extensive Ahrefs research and optimized it for SEO purposes
- Implemented an effective blog promotion strategy via backlinking, social media, online publishing platforms, working with other publishers, and via content syndication
- Increased website traffic via inbound marketing tactics including blog and infographic creation.
- Established partnerships with industry experts to help further the company's online presence