

B E C O M E A L E A D I N G B R A N D I N Y O U R I N D U S T R Y

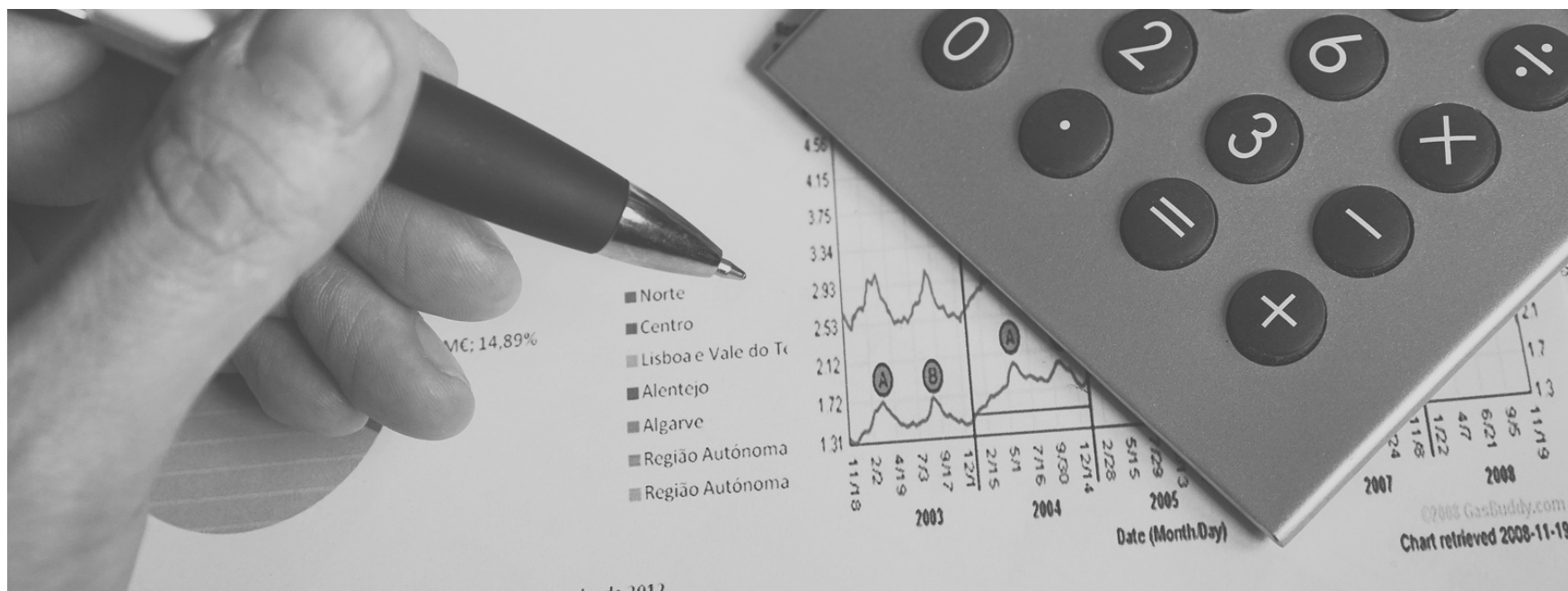
MILLIONAIRE GUIDE ON SEO

W W W . C L I C K I N T E L L I G E N C E . C O . U K



OVERVIEW

- IMPROVE YOUR ORGANIC CLICK-THROUGH RATE
- PUBLISH VALUABLE CONTENT
- UNIQUE CONTENT
- INDICATE RELEVANCY BY OPTIMISING EVERY PAGE
- RE-OPTIMISE YOUR OLD CONTENT
- UNDERSTAND SEARCH INTENT
- EMBARK ON AN SEO AUDIT
- IMPLEMENT A STRATEGIC LINK BUILDING CAMPAIGN
- DRIVE OFFLINE CONVERSIONS



IMPROVE YOUR ORGANIC CLICK-THROUGH RATE

Focus on when developing an SEO campaign, it is improving your organic click-through rate (CTR), which could potentially double your traffic.

If your site has a small click-through rate and a high bounce rate, it will negatively impact your overall domain-level engagement metrics.

For example, you might need to write more clickable titles to grab people's attention, or you should vary the content on your websites, such as providing content, videos, infographics, case studies and more.

**TURN YOUR WEBSITE AROUND BY
RAISING YOUR CTR**

TO RANK HIGH IN THE SERP

PUBLISH VALUABLE CONTENT

YOU MUST PROVIDE THE BEST ANSWER
TO A USER'S QUESTIONS OR NEEDS.



PUBLISH VALUABLE CONTENT

You have probably read this tip time and time again, but you cannot put a price on high-quality content on your website. The likes of Google and Facebook want to present their users with valuable content to provide a quality user experience.

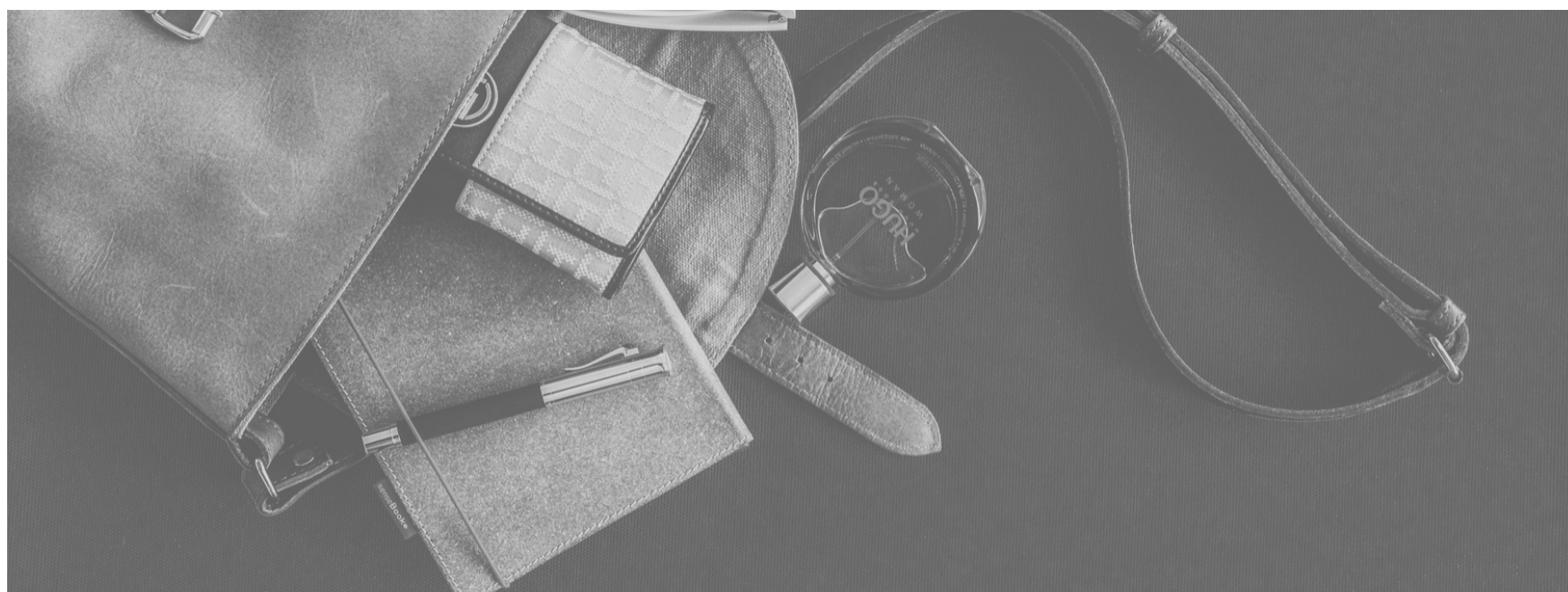
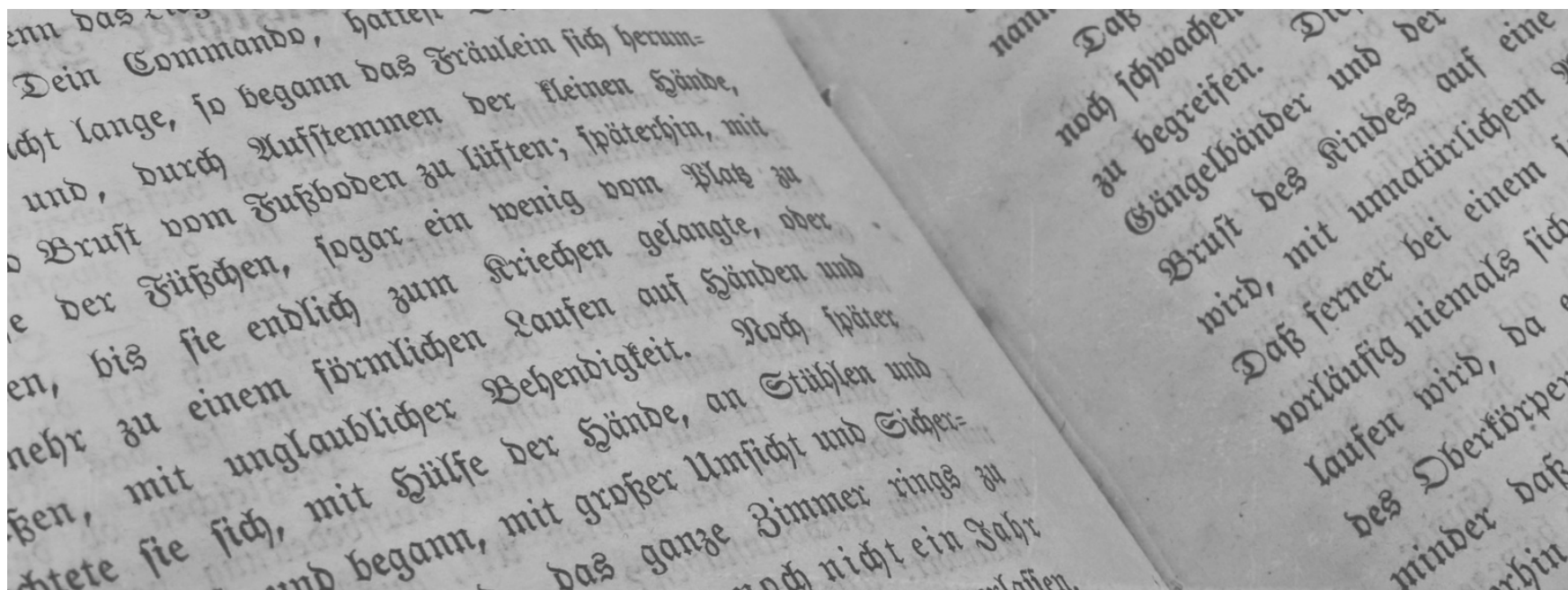
If you can do this, you'll experience increased conversions, as well as greater trust and traffic once Google realises your website provides users with value. It is essential to become familiar with how the search engines define quality content, which often means deeper, insightful content.

KNOW YOUR USER'S QUESTIONS OR NEEDS.



Make Your Content Unique

AIM TO MAKE IT AS UNIQUE AS POSSIBLE



UNIQUE CONTENT

Unfortunately, there are many articles online that seem almost a carbon copy of each other. If you want to set your site apart from the average content available online, you must aim to make it as unique as possible.

To do so, you could generate your own statistics or reach out to experts for a quote on a topic. Doing this could provide your website with a new and interesting angle, and it may also secure an expert's support, who might be happy to share it with their followers. The more unique your content is, the more organic backlinks it will generate, and the better your ranking will be in the SERPs.

UNIQUE YOUR CONTENT = ORGANIC BACKLINKS

Create Content People are Actually Searching For

It's a simple recommendation that could turn around your SEO campaign. Review everyday searches related to your niche, such as questions people might ask when wanting to find out more about your products or services.

Don't Focus Too Much on Search Volume

In addition to creating content that people are actually searching for, you also shouldn't focus too much of your attention on search volumes. It is much better to rank in the top 3 positions for 100 lower volume keywords and phrases than to rank on page 2 or 3 for 100 high-volume phrases.

INDICATE RELEVANCY BY OPTIMISING EVERY PAGE

“CONTROL + F”

TAKE THE TEST



CONTROL + F

To rank for a specific keyword or phrase, you must include it in the title, header, and body text, which will indicate the content relevancy to Google.

If a page is failing to rank highly in the SERPs, return to the page and use the “Control + F Test” This will help you to identify if it is optimised.

It is also important to note that a phrase that has appeared in a link will not count, as it will not indicate relevancy for this web page. All the links will do is indicate the relevancy of the page you are linking to.

**TWEAK YOUR CONTENT TO HELP
IMPROVE ITS RANKING.**

RE-OPTIMISE YOUR OLD CONTENT

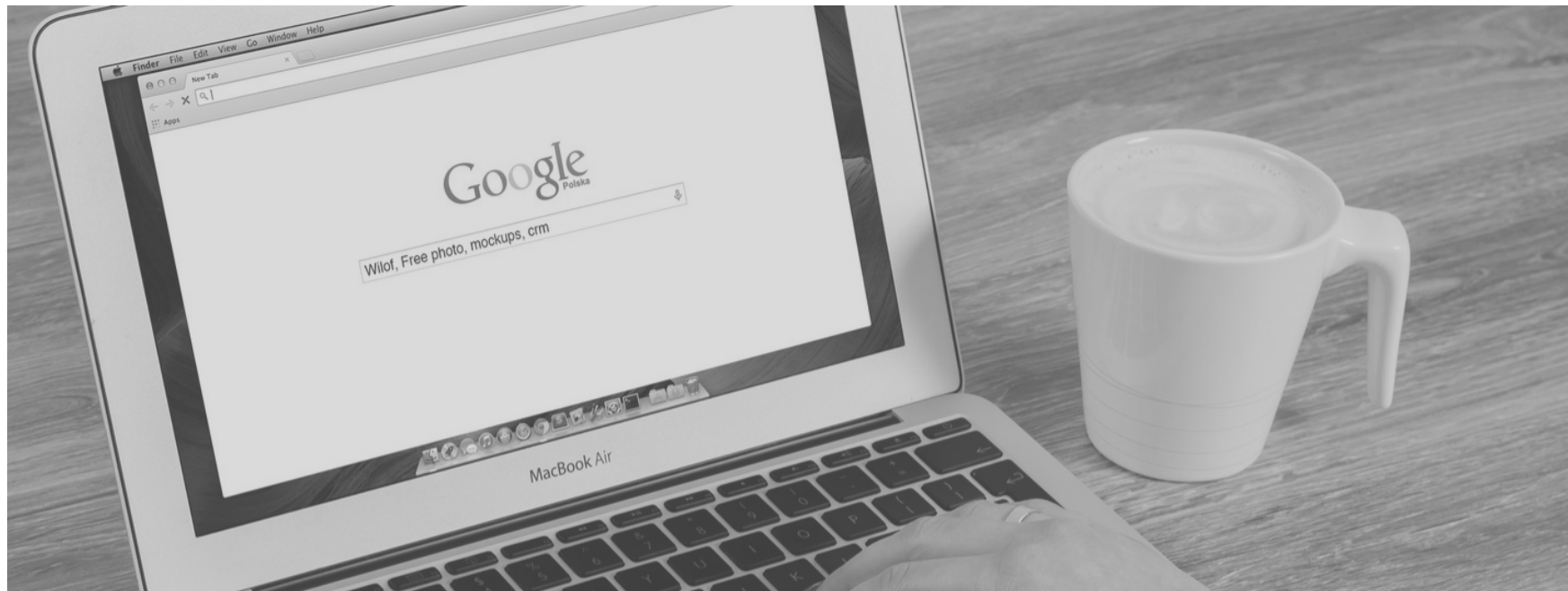
106%.

Hubspot said they increased the number of monthly organic search views of old posts just by an average of 106%.

RE-OPTIMISE OLD CONTENT

Review content that has earned top 10 to 20 rankings but has yet to earn a featured snippet. You must then reformat a page to include lists and descriptive subheaders – and ensure you break up your content. Your paragraphs should be no longer than 40 to 50 words each.

Once you've edited the page, submit your update to Google's Search Console. Not only will this help you to appear at the top of the search engines for a keyword or phrase, but it will also help with voice search optimisation.



UNDERSTAND SEARCH INTENT

If you want to drive traffic and boost your conversions, it is crucial you get into your target audience's mind. Every business must understand search intent, which can help them to improve their keyword selection.

You must identify why a user is searching for a product or service, as well as how they might search with their intent. For example, they might ask a question or type in a product name to make a purchase.

UNDERSTAND SEARCH INTENT TO TO RECEIVE TRAFFIC THAT CONVERTS.

UNDERSTAND SEARCH INTENT

WHAT'S INVOLVED

Persona Research
Keyword Research
Paid Search Keyword Testing
Data Analysis
Identify Important Traffic
Research Trend



WHAT IT DOES

Defines Site Information
Architecture
Identifies Categories And Site
Opportunities
Focuses Seo Marketing &
Campaign Strategy
Defines Preferred Terminology
Focuses On And Off-site Content
Strategy

Focus on Technical SEO

IF YOU WANT TO EARN SERIOUS TRAFFIC FROM THE SEARCH
ENGINES, YOU MUST TECHNICALLY POLISH YOUR WEBSITE



EMBARK ON AN SEO AUDIT

One SEO technique you'd be foolish to overlook is a site-wide audit, especially if your website is many years old. There are many things you must do to tweak your pages to increase its search engine ranking, such as:

Analyse and Optimise Your Website

Change Your Images

Update Your Old Content

Review Your Internal Linking

**TWEAK YOUR CONTENT TO HELP
IMPROVE ITS RANKING.**

Implement a Strategic Link Building Campaign

Link building remains one of the most powerful components in Google's algorithm. The good news is, you have complete control of your backlink profile and can attempt to send high-quality backlinks to your website.

Your goal must be to secure links on high-authority sites, so their link juice will flow to your website, which can make Google view you as a trusted, valuable source.

You also must disavow or aim to remove any links that could be negatively affecting your backlink profile, which can determine your ranking in Google and ultimately your conversion rate.

Competitor Link Building

Analyse your competitors' backlink profiles to spot high-authority websites that are helping them to rank well in the search engines. Use your knowledge and judgement when securing a backlink, as your competitors might be ranking high in the search engines despite a poor backlink.

Dead URL Link Building

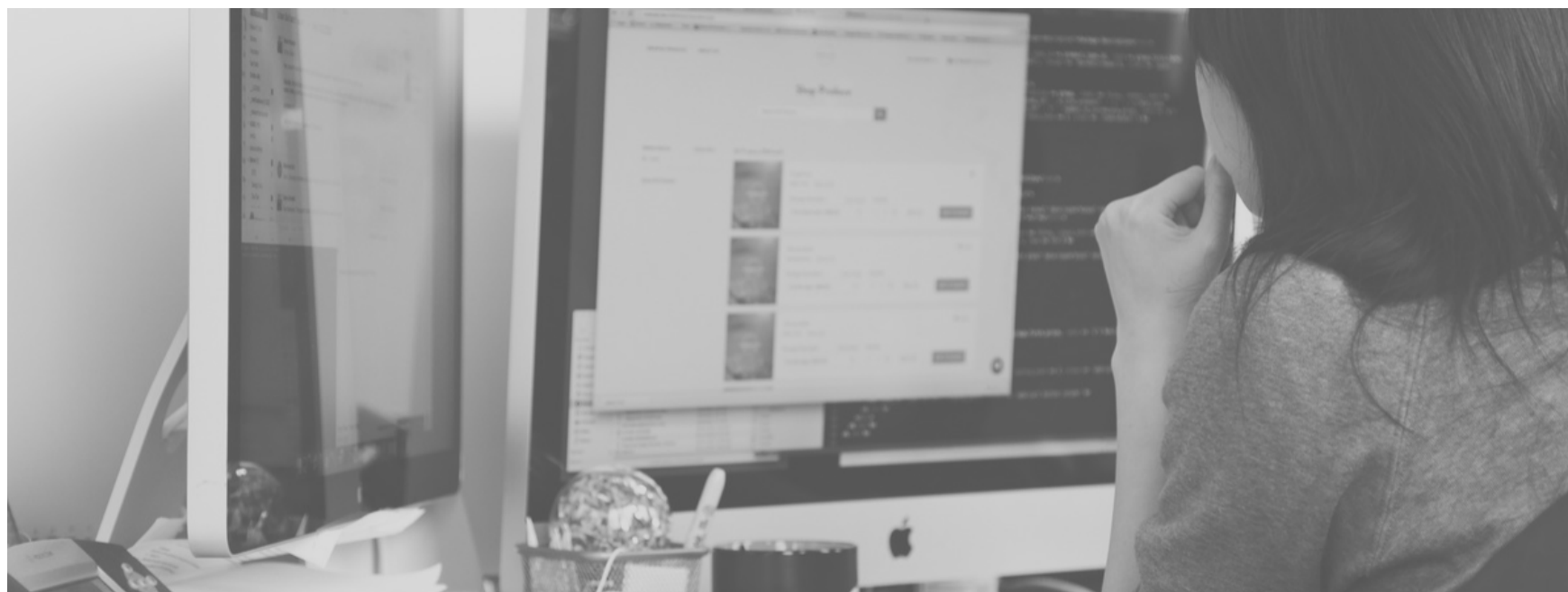
There are many great tools online that can help you to find dead URLs, then reach out to a website to offer your URL as a live alternative.

Participate in Interviews

Participating in an interview could potentially earn you a powerful backlink while increasing your brand awareness.

Start Guest Posting

Your goal must be to secure a placement on a high authority, a relevant website with a great readership, which can boost your domain authority and search engine ranking.



DRIVE OFFLINE CONVERSIONS

While many businesses will want to increase their web traffic, they might also hope to improve footfall to their premises or generate many phone calls. You must ultimately use your online visibility to improve your offline conversions.

Google is now aiming to provide all the answers a user will need in the search engine, rather than directing them to a third-party website.

If you are a business hoping to increase your offline conversions, you must look at the different ways to impress potential customers using these new Google opportunities.

ASK YOUR CUSTOMERS TO WRITE A REVIEW ON YOUR GOOGLE MY BUSINESS PROFILE

Specialise in a Unique Niche or Service

SPECIALISING IN A UNIQUE NICHE OR PROVIDING AN OBSCURE SERVICE COULD HELP YOU TO STAND OUT ONLINE.

THANK YOU

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