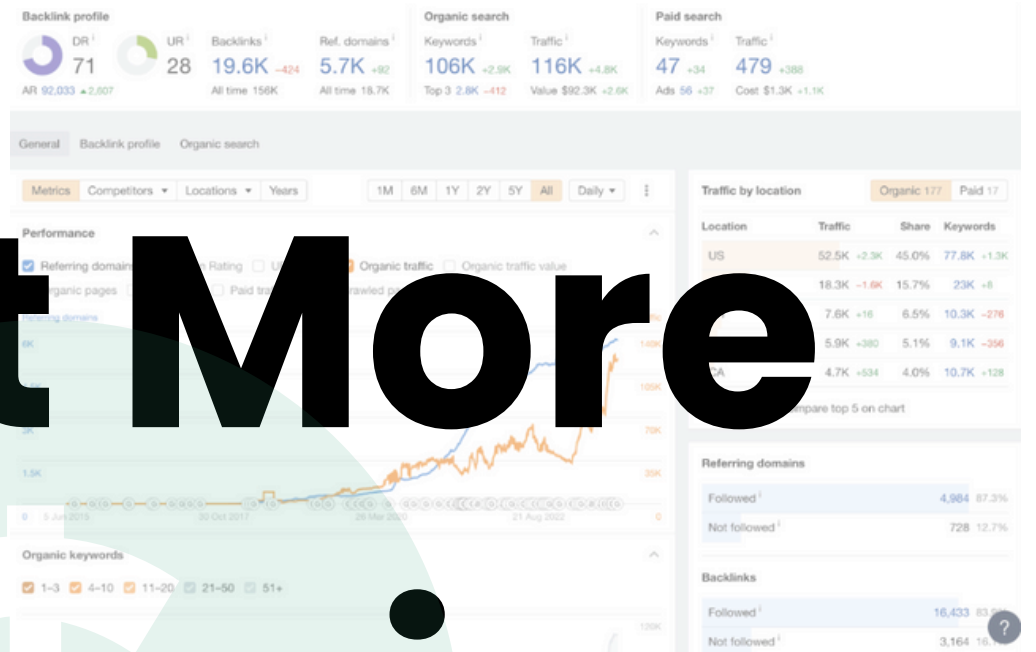


# Want More Organic Leads?



**(Realistic guide)**



**Then Pause Your SEO  
and Focus on SEP For a  
While.**



Now you are like," Aman, I've heard about SEO.

But, this **SEP** is something new to me."



I'll explain what it means and how it helps with lead generation.

SEP Means **Search Engine Positioning.**



SEO focuses on optimizing the entire website, whereas, SEP particularly focuses on enhancing the search engine ranking of specific keywords or individual web pages.

The fact is **SEP helps you generate more revenue** when you are already doing SEO.



When you want to rank some specific pages well, which are crucial for your business, the SEP comes into the picture.

## **How does SEP affect your website efforts?**

- Improves ranking
- Improves traffic
- Improves lead generation



“Okay, tell me how can I improve  
Search Engine Positioning?”

**Follow these 8 steps.**



# 1/Shortlist the Most Important Pages.

Identify those money pages that will contribute to your bottom line based on your business.

Most of these pages are service pages that have a high conversion potential. By ranking those pages, you should be able to generate more direct business.





## 2/Find Keyword Opportunities.

Find out the keywords these pages are already ranking for and shortlist on the basis of the importance of those keywords.

Find new keywords if the page is not ranking for any relevant keywords



### **3/Optimize Your Content for The Shortlisted Keywords.**

Optimize your pages by incorporating keywords in headings (wherever possible) and content naturally.

Your content should be informative, engaging, and aligned with user intent.



## 4/Optimize for SERP Features.

SERP features like featured snippets, knowledge panels, and image packs are important in search results.

Optimizing your pages for these features boosts visibility and drives traffic.



## 5/Optimize Your Title.

The CTR must also be improved once you begin ranking after updating your content.

Make sure your page's title gives insight into your content and attracts relevant visitors.



## 6/Build Links to those Specific Pages.

Backlinks from reputable websites signal to search engines that your page is a valuable resource.

High-quality backlinks boost your page's authority and SERP performance.

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So, focus on acquiring backlinks from authoritative sites within your industry.

Monitor your backlink profile using SEO tools and ensure the quality of your backlinks.



## **7/Redirect Link Juice Through Internal Links.**

Give an internal link to your shortlisted pages from pages ranking well on Google.

This will pass on the page rank making your pages rank faster.



## 8/Keep Content Updated.

Update your content regularly to keep it relevant and competitive.

This involves more than just changing the publication date; updating statistics, adding new information, and refining keywords.





Fresh content signals to search engines that your site is active and relevant, which can improve your overall SEO performance.



**These 8 SEP tips help you rank specific pages faster on SERPs.**

**Did you know about SEP?**



**That's a wrap.**

