SEMRUSH ACADEMY

Intro

Top 3 elements Google ranks based on:

* Relevancy
* Authority – if the content is accurate and trustworthy, Authoritative = google looks at the number of links that links back to your website (backlinks)
* Usefulness – higher quality content vs useful content

On-page SEO encompasses the optimization of your web pages and the content on them. This includes:

* URLs – use target keyword in URL and use hyphens to separate words, avoid stop words
* Keywords – keyword research, place keywords in header, first para, title tag, avoid keyword stuffing
* Written content – written content easy to digest, answer questions, perform competitor research (look at what pages that pop-up when u search your target keywords)
* Headers – Use lots of headers H2,3,4, use target keywords in headers
* Title tags – 50-60 chars for title tag, accurately represent the page, include keyword once
* Images – use plenty of images on site, use alt text to tell Google what an image shows, allows visually impaired users to hear image descriptions, compress images – files not too large

Step 1 – Get Seed Keywords

* Check out the search results at the bottom of the result page, 8 keyword searches are shown straight from Google, click on one and scroll down again to the other 8 keyword searches
* Wikipedia offers keyword ideas, type in item in search, then check the subtopics or internal links to check TOC to other words
* Semrush keyword magic tool – when u key in a word, other keywords are generated that are closely related
* Find topics on Reddit – find the related topic, keep an eye out for threads with many comments

Step 2 – Generate Keyword Ideas

* Enter seed keyword into the Semrush

Step 3 – Choose 5 Keywords

* Keyword Competition – new sites focus on low competition keywords, more competitive keywords later on, change KD to easy for low competition keywords
* Monthly Search Volume – find keywords that have relatively strong search volume for your industry, sort your keyword list in Semrush by search volume
* Revenue Potential – check CPC in Semrush, the higher CPC the better the revenue potential
* Product Keyword Fit –

How to Create Content that is Prime to Rank on Google

* Content is the foundation of SEO, having a website that people love – Use Proven Content Templates – speeds up content process and prime to rank
  + Expanded List Post –
  + The Ultimate Guide – everything in one place, great for getting backlinks
  + The Tools of the Trade – help users to solve problems
* Optimize Your Content for SEO – let google know what your page is about
  + Title Tag is KEY (on-page) – front load your main keyword, need to be useful for users,
  + Use Internal Linking – add link from one page to another, link pages with are closely related with the topic, UX indirectly helps with SEO
  + SEO Writing Assistant (SEMrush) how to optimize better

Link Building / Backlinks

Google looks at quality links instead of quantity links:

Quality links

* Links from Authority Pages
* Relevance of the Site Linking to You
* Editorial Placed Links

Strategies

Skyscraper Technique

1. Find a piece of content that performed well, simple google search for your keyword and take the top result
2. Create a content 5x to 10x better than you just found

Broken Link Building

1. Find a page online that you would like to get a link from
2. Use Check My Links to scan the page for broken links
3. Inform the person running the page that they have broken links, suggest that they replace the deadlink with your link

Publish Data and Industry Studies

Building Links from Unlinked Brand Mentions

Competitor Analysis

1. Pop a competitor into SEMrush, than select Backlink Analytics, scan the first few pages and keep an eye if any pattern pops up, good chunk come from industry studies, surveys,

Email Outreach - Send the right type of emails, don’t look like a spammer, SEMrush – Link Building Tool, customize email still, setup project for your site and send outreach emails within the tool.