

# SEO Power Pack

**Rank Higher. Get Free Traffic. Dominate Your Niche.**

Welcome to the Smart Hustler "SEO Power Pack." This is not a beginner's guide to "what is a keyword." This is a battle-tested strategy for ranking profitable affiliate sites in 2025.

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## Module 1: The "Keyword Gap" Strategy

Most people target keywords that are too hard. Here is how to find the gold.

### Step 1: Find a Competitor

Find a site in your niche that is slightly smaller than the giants (The Wirecutter) but doing well.

### Step 2: Use the "Gap" Method

1. Go to a tool like Ahrefs (or Ubersuggest for free).
2. Plug in their domain.
3. Look for their "Top Pages."
4. Filter for:
  - **Volume:** > 200
  - **KD (Difficulty):** < 20
  - **Intent:** Commercial (Look for words like "Best," "Review," "Vs," "Pricing").

### Step 3: The "Skyscraper" Technique

If they have a "Top 10" list, you write a "Top 20" list. Make your content 2x better properly formatted, with better images and a video embed.

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## ⚙️ Module 2: The Perfect On-Page Checklist

Before you hit publish, ensure your page checks these 10 boxes.

1. [ ] **URL Slug:** Short and keyword-rich (e.g., your-site.com/best-vpn-travel).
  2. [ ] **H1 Tag:** Includes the main keyword.
  3. [ ] **First 100 Words:** Main keyword appears once naturally.
  4. [ ] **H2/H3 Structure:** Logical flow. Use "People Also Ask" questions as H2s.
  5. [ ] **Images:** All images have Alt Text describing the image + keyword.
  6. [ ] **Internal Links:** Link to 2-3 other related pages on your site.
  7. [ ] **External Links:** Link to 1-2 authority sites (e.g., Wikipedia, trusted news) to show research.
  8. [ ] **Speed:** Images compressed (WebP format).
  9. [ ] **Mobile Friendly:** Check specific elements on phone view.
  10. [ ] **Meta Description:** Compelling copy that encourages a click (CTR is a ranking factor!).
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## Module 3: Backlink Strategy (The Hard Part)

Content is King, but Backlinks are Queen. Here is how to get them without spamming.

### Strategy 1: The "Broken Link" Method

1. Find a resource page in your niche (e.g., "Best Gardening Resources").
2. Use a robust link checker to find broken links on that page.
3. Email the owner:

"Hey, I was reading your resources page and noticed link X is broken. I actually wrote a guide on that same topic recently that might make a good replacement. No pressure!"

### Strategy 2: HARO / Qwoted

1. Sign up for **Connectively (formerly HARO)**.
2. Reporters ask for expert quotes.
3. Reply quickly with a valuable quote using your site title as your credential.
4. Get a powerful backlink from news sites (Forbes, Business Insider, etc.).

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## Module 4: Site Audit Tool (Self-Check)

Run this audit once a month.

1. **Broken Links:** Use Dr. Link Check to find 404s. Fix them immediately.
2. **Cannibalization:** Are two pages ranking for the same keyword? Merge them.
3. **Speed:** Run PageSpeed Insights. If score < 80, install a caching plugin or optimize images.
4. **Index bloat:** Search site:yourdomain.com in Google. Are junk pages (tags, categories) indexed? Noindex them.

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