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ENTRY #1

URL: https://leadwalnut.com/blog/strategy-to-outrank-competitor | LANG: blogs | TIME: 2025-06-13 10:46:13

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10 steps to outrank a website with High Domain Authority | LeadWalnut Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF ![Download Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f8300c86889e3c5953cdd_Download%20Icon.svg)](/contact-us) To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. 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WithÂ 13+ years of experience, technical expertise andÂ 4400+ successful apps developed, our team turns your app idea into reality. Let's talk about your project. [Contact us](/contact-us) [![Arrow Up Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66221502f00daf2764b3ad12_Arrow-Up.svg)](#blog-starts) [Home](/old-home)![right-arrow-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec7dde921a14ee8afef453_arrow-sm-right%201.svg)[Blog](/blog) # How to Outrank a Site with Higher Domain Authority? BY Arti Ghemud April 17, 2024 [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Outrank competitors](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6611006cb57e77d165099c7f_Outrank%20competitors.png) Below pointers are applicable for only pages, which are already ranking on the 1st page. Analyze the SERP layout for the target keyword. List down the competitors, type of SERP features, content type (Text, Image, Video), etc. Compare competitors' pages with your page to identify content gaps. Add these missing content sections to your content optimization plan. Ensure to answer all relevant People Also Ask questions. First things first, not all websites with higher domain authority are highly authoritative websites. - How to identify those authoritative websites? Domain will be one of the top-known brands within the niche. Along with following best optimization practices, do build a brand.Â - Easy to Outrank Cases: Domain with a high domain authority score & low authoritativeness. Location-specific business. - Difficult to Outrank Case: Popular brands in the niche.Â If a competitor ranks as a featured snippet for any queries or there is a possibility for featured snippets, structure your content accordingly to rank for the respective featured snippet type. Track the user engagement metrics like time spent, scroll depth, etc. to understand the content quality. Ensure the content showcasing experience, expertise, authoritativeness, and trustworthiness to qualify as helpful content. Refer to this [checklist](https://docs.google.com/spreadsheets/d/12-F9Z4NzDADOFRQtOiN-CtjY2aaqj-R5CcrJNCuTha4/edit#gid=0) by Aleyda Solis to evaluate the content. Audit competitor's backlinks. Filter out relevant domains & acquire backlinks from the same or

similar domains. Maintain a balance of 70% -Follow & 30% - No-Follow. Implement the right CRO strategies. A higher conversion rate is a positive signal for improving and retaining page ranking. 9. Build Topical Authority on the topic you want to improve ranking for. 10. Cover content on all the relevant Keywords. 11. Build Internal links via relevant keywords from relevant pages of your website. ## The approach to outrank any competitor or a big competitor will remain the same. It takes a lot of time & effort to outrank a big competitor for a highly competitive keyword. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. LeadWalnut builds world-class websites, creates engaging success stories, and refines key messages around offerings, and problem areas to build trust and emotional connections with prospects. ### Related Articles Content Marketing SEO Ecommerce Website Creation Email Marketing B2B Marketing Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. 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ENTRY #2

URL: https://leadwalnut.com/blog/the-ultimate-cro-checklist-for-cybersecuirty-landing-pages | LANG: blogs | TIME: 2025-06-13 10:46:15

Industry-led CRO tactics used by cybersecurity companies: 2X your conversions from landing pages Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF ![Download Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f8300c86889e3c5953cdd_Download%20Icon.svg)](/contact-us) To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. 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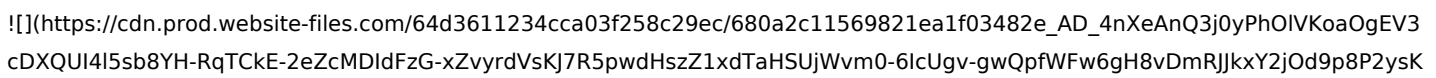
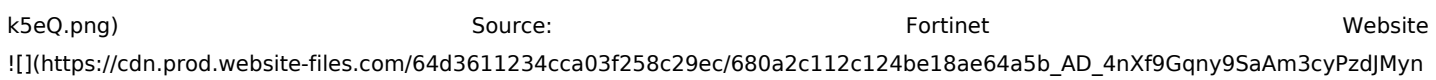
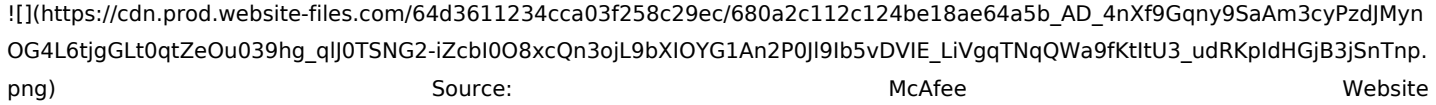
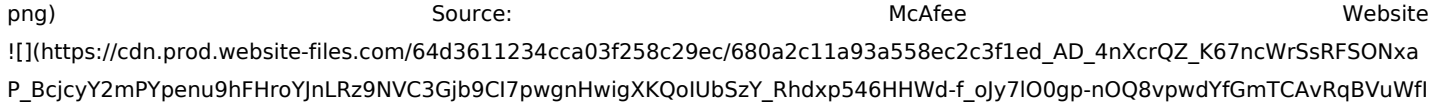
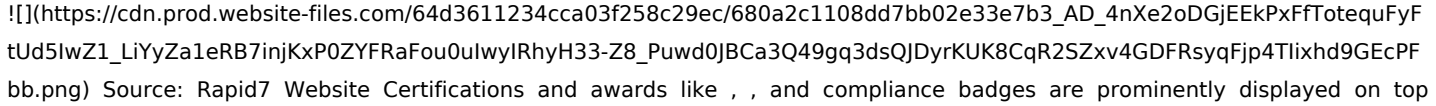
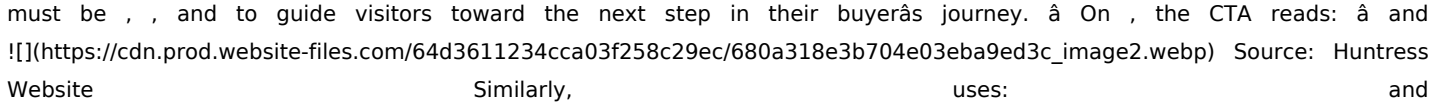
WithÂ 13+ years of experience, technical expertise andÂ 4400+ successful apps developed, our team turns your app idea into reality. Let's talk about your project. [Contact us](/contact-us) [![Arrow Up Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66221502f00daf2764b3ad12_Arrow-Up.svg)](#blog-starts) [Home](/old-home)![right-arrow-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec7dde921a14ee8afef453_arrow-sm-right%201.svg)[Blog](/blog) # Optimizing Cybersecurity Landing Pages: The Ultimate CRO Checklist for High-Impact Conversions BY Ajay Batra May 19, 2025 [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Cybersecurity CRO](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/680a2c26d7942b6a19b13863_Blog%20banner.webp) ## Imagine this: youâve built a robust, feature-rich cybersecurity solution. Youâre attracting plenty of traffic, but the conversions arenât there. High traffic, yes. But conversions? Not so much. If this sounds familiar, youâre not alone. It's a paradox many cybersecurity companies face â attracting the right audience but failing to convert them into leads. Hereâs the reality: traffic alone isnât enough. You could have the best product in the market, but if your landing page doesnât align with your visitors' needs and trust expectations, you wonât convert. The cybersecurity industry demands trust, and without optimized landing pages, even the most advanced solutions will fail to capture it. Itâs not just about drawing traffic; itâs about . #### Did you know that will leave a website if they donât find what they need within ? In cybersecurity, 10-20 seconds is all you have to grab your visitorâs attention and build trust. Miss that window, and you risk losing them forever. Your landing page is either optimizing for conversions or losing leads. It comes down to , , and . Iâve seen it firsthand: even with great products, if your page isnât designed to align with their needs, it wonât close the deal. #### In this blog, weâll walk you through the , providing: ## Cybersecurity companies face a unique challenge: their products are complex, requiring a higher level of trust from their visitors. Many companies attract the right audience through SEO, paid ads, or referrals but still struggle to convert due to poor landing page design or weak user experience (UX). Your landing page must: * Clearly of your solution * toward the next step in the sales journey If your landing page is underperforming, itâs often because it misses core like , , and a . ## Letâs dive into the of a high-converting cybersecurity landing page and provide for optimization. #### The headline is the first point of contact between your page and the visitor. It must convey the core benefit of your cybersecurity solution clearly and concisely. A great example of a compelling headline is found on

landing page: Source: LifeLock Website : *âMore protection when you have more people to protect.â*: *âYour loved ones' identities are vulnerable no matter what their age. Get protection for the whole family with LifeLock.â* â The headline: * â more protection * â the need for security for multiple people * â implying that more individuals means more need for protection * Focus on the and . * Use that resonates with your target audience. #### A strong value proposition answers the critical question: It should highlight your and differentiate your product in a clear, concise way. Source: SentinetOne Website : *âSingularityâ¢ Endpoint AI-powered protection, detection, and response capabilities across endpoints, identities, and more.â*: *âGet a Demoâ* * : [SentinelOne](https://www.sentinelone.com/platform/endpoint-security/)âs solution stands out, appealing to the audienceâs desire for . * : âAcross endpoints, identities, and moreâ positions the product as an for diverse security needs. * : The CTA directs visitors immediately to the next step, reducing friction. * Focus on your productâs like or . * Ensure your is clear and actionable (e.g., âGet a Demoâ or âRequest a Free Trialâ). #### Trust signals like certifications, badges, client logos, and case studies build credibility and reassure visitors that your solution is reliable and secure. Source: Qualys Website

Source: Fortinet Website

Source: McAfee Website


Source: Rapid7 Website Certifications and awards like , , and compliance badges are prominently displayed on top cybersecurity landing pages. Client logos and further establish trust. Certifications and logos demonstrate authority and compliance, which is essential in the cybersecurity space where trust is paramount. They reassure visitors that your solution meets rigorous standards. * Place above the fold or near your CTA for maximum visibility. * Use or to build credibility. #### Your CTA must be , , and to guide visitors toward the next step in their buyerâs journey. â On , the CTA reads: â and Source: Huntress Website Similarly, uses: and

Source: Cloudflare Website * : lowers the entry barrier, offering a risk-free trial. * : invites visitors to explore options, empowering them to make informed decisions. * Use or for immediate action. * Offer like or for visitors at different stages. #### 5. â â Forms should be , , and . Ask for only essential information upfront and use to reduce friction, making the process easier and less overwhelming for visitors. â 1. : Source: Tufin Website Tufin's form starts with basic details like and and includes a (ââ). They also use to build trust while visitors engage with the form. : near the form increase trust and encourage visitors to continue. 2. :

WafsuA.png) Source: DataGrail Website DataGrail uses a and includes (e.g., ,) to boost credibility. : near the form enhance trust and improve conversion rates. * : Minimal fields reduce by lowering effort, leading to more completions. * : feel less intimidating, encouraging visitors to provide more information as they progress. * : Only ask for initially (e.g., email). * : Break the form into steps to keep visitors engaged. * : Use or next to the form for added credibility. * : Ensure the form is clean and easy to fill out. #### SEO is crucial for visibility. Even the best landing page wonât convert if no one can find it. Make sure your page is . Pages where , , and help drive . â Optimizing for ensures that the right audience finds your page, while also making sure the page is optimized for conversion once they arrive. * Use to improve CTR. * Focus on like âbest enterprise cybersecurity solution.â * Create for region-specific needs or compliance requirements. ### Optimizing a cybersecurity landing page requires understanding both and principles. To boost conversions and reduce bounce rates, ensure your landing pages: * Have a that grabs attention. * and differentiators. * with visible certifications and social proof. * Use that encourage immediate engagement. * to reduce friction and improve user experience. * Ensure your landing pages are fully to attract the right traffic. ### Want to improve your cybersecurity

landing pages for better conversions? tailored specifically for your business today! Or, letâs have a [15-minute call](https://calendly.com/ajay-lw/30min) to discuss how we can help. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. LeadWalnut builds world-class websites, creates engaging success stories, and refines key messages around offerings, and problem areas to build trust and emotional connections with prospects. ### Related Articles Content Marketing SEO Ecommerce Website Creation Email Marketing B2B Marketing Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. [![Beyond Tofu content](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6841aacc8207776611953b4d_Beyond%20tofu%20content.webp)](/blog/from-awareness-to-action-how-to-craft-content-that-converts) [### From Awareness to Action: How to Craft Content That Converts](/blog/from-awareness-to-action-how-to-craft-content-that-converts) June 5, 2025 5 mins Content Marketing Discover how to move beyond top-of-funnel content and develop a full-funnel content strategy that drives meaningful conversions and revenue growth. [Watch now](/blog/from-awareness-to-action-how-to-craft-content-that-converts) [![ICP-focused content](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/68418b50a261a78781383e5a_AI%20disrupted%20search%20(1).webp)](/blog/reach-the-right-audience-with-content-led-seo) [### Reach the Right Audience with Content-Led SEO That Targets Your ICP](/blog/reach-the-right-audience-with-content-led-seo) June 5, 2025 5 mins Content Marketing Learn how to attract and engage your Ideal Customer Profile (ICP) with a content-led SEO strategy. Align content with search intent to drive qualified traffic. [Watch now](/blog/reach-the-right-audience-with-content-led-seo) [![AIO Optimization](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/681cc285362392b9d9180b4e_AI%20disrupted%20search.webp)](/blog/ai-search-disruption-enterprise-cmo-guide) [### AI-Disrupted Search: A CMO's Guide to Maintaining Search Visibility When Algorithms Change Everything](/blog/ai-search-disruption-enterprise-cmo-guide) May 8, 2025 7 mins SEO Learn how AI search is eliminating traditional B2B traffic despite strong rankings. Discover enterprise strategies to maintain visibility and convert leads in a zero-click world. [Watch now](/blog/ai-search-disruption-enterprise-cmo-guide) Partner with LeadWalnut to Drive your Digital Growth! Tell us about yourself and we will tell you how to beat your competition. ![close-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64dcaa4deae0994a7709cf65_contact-modal-close.svg) Get in touch ![Chat Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/6504753ccaefba703b628a22_ico-btn-04.svg) Get in touch ![Chat Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/6504753ccaefba703b628a22_ico-btn-04.svg) Thank you for your interest in LeadWalnut. Our digital expert will reach you in the next 24-48 hours. Oops! Something went wrong while submitting the form. ![Ajay Batra](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/680a3332ee34bfd6328f917d_Ajay-%20LinkedIn%20Profile.png) Ajay Batra Co-founder [![LinkedIn Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/651167fb0f552e22e55c3e71_LinkedIn-icon.svg)](https://www.linkedin.com/in/ajay-batra-6201222/) ![Checked Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66267fc3d792af9b9ec371a6_Check%20Box.svg) Thank you for connecting! Please check your email for the LeadWalnut SEO Go-Live Checklist. Oops! Something went wrong while submitting the form. 1 ![Checked Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66267fc3d792af9b9ec371a6_Check%20Box.svg) Thank you for connecting! Please check your email for the LeadWalnut SEO Go-Live Checklist. Oops! Something went wrong while submitting the form.

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exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. [![Feeling Very Bad Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca969bc953b5c99be16_Very%20Bad.svg)](#)[![Feeling Bad Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa3b31fa546c140cc5_Bad.svg)](#)[![Feeling Good Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca9a7985c77d15de2b2_Satisfed.svg)](#)[![Smile Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa51a75f62ab1322cf_Good.svg)](#)[![Happy Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca920691c8d4e4e7974_Happy.svg)](#) Are you finding this blog helpful? 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[Contact us](/contact-us) [![Arrow Up Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66221502f00daf2764b3ad12_Arrow-Up.svg)](#blog-starts) [Home](/old-home)![right-arrow-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec7dde921a14ee8afef453_arrow-sm-right%201.svg)[Blog](/blog) # Top AI Website Builders: A Comparative Analysis BY LeadWalnut April 17, 2024 [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Website developing AI](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6540f04caf1c739cdf17cd44_AI-img.jpg) ## Top AI Website Builders: A Comparative Analysis In today's rapidly evolving digital realm, AI-driven tools are revolutionizing the way we approach website design and development. These tools promise efficiency, automation, and a user-friendly experience, but with a plethora of options available, which ones truly deliver on these promises? This article delves deep into the world of AI website builders, comparing their ratings, efficiency, and presence in top-ranked listicles. From acclaimed leaders like 10web.io to emerging contenders like WIX ADI, we provide a clear snapshot of where each tool stands. Whether you're a seasoned web developer looking to harness the power of AI or a business owner considering an upgrade to your online presence, this guide offers insights to help you make an informed decision. ### Ratings and reviews * G2: 4.4/5 (80+ reviews) * Capterra: 4.2/5 (30+ reviews) * Trustpilot: 4.6/5 (400+ reviews) * G2: 4.2/5 (1,600+ reviews) * Capterra: 4.4/5 (9,200+ reviews) * G2: 3.9/5 (18+ reviews) * Capterra: 4.3/5 (35+ reviews) * Trustpilot: 4/5 (3k+ reviews) * G2: N/A * Capterra: 4.4/5 (20+ reviews) * Trustpilot: 3.3/5 (7 reviews) * G2: 4.4/5 (350 reviews) * Capterra: 4.5/5 (250 reviews) * Trustpilot: 2/5 (150+ reviews) ### Analysis #### 10web.io [View Loom recording](https://www.loom.com/share/c76fd4604d9c45f383ca20c9799baf93?sid=d7877b9d-33ce-40db-a93b-d9bf14a540f1) [View Generated Website](https://10web-site.ai/55/fancy-orca/) 1. More customized AI-generated content 2. Generates responsive websites for all device types.Â 3. Users can enter a URL and recreate a custom version of that pageÂ 4. E-commerce builder: Generates product pages, and dashboard and integrates inventory and order tracking, payment gateways, marketing campaigns, etc. 1. 4 steps - The user cannot configure finer details like logo, sections, pages, etc.Â 2. You need to be a paid user to make any changes 3. Limited to WordPress websites 4. Creates straightforward and basic designs. Manual effort and customization are required for complex designs.Â â 10web.io is an easy-to-use AI website builder. It lives up to its claim to harness the complete abilities of AI. The user journey starts with a questionnaire consisting of 4 questions that enquire about the nature of the business, the type of website required, etc. Once filled in, 10web.io generates a simple yet professional-looking website that can be rendered on all mobile devices. The generated website has a basic menu and standard pages like About Us, Services, a contact form, etc. As a first-time user navigating the world of AI website builders, 10web.io is very simple to use, right from answering the questionnaire

to customizing it into a ready-to-launch website. 10web.io makes the website building experience effortless as it provides not only custom pages and sections for your website but also uses the initial prompt to churn out relevant content for your website. What sets 10web.io apart from its competitors is its ability to generate E-commerce platforms, all with inventory and order tracking, payment gateway integrations, marketing campaigns, etc. #### WIX ADIÂ [View Loom recording](https://www.loom.com/share/3f82fc48c1024fdc930b752f3ddeac85?sid=e9d352ed-a517-4509-ba8d-c507ba25d22c) [View Generated Website](https://www.loom.com/share/944769f2f524439cb3454a52be5b0f54?sid=930259b6-07b4-4b9c-9c89-a0c1c2e9b099) 1. More customizations are allowed for free 2. Allows users to pre-fill details like contact info, logo, pages, etc. 3. Users can generate logos using AI 4. Users get all WIX-default website creation/editing abilities including dev mode to add custom code, website analytics, etc 1. Content is not SEO optimized or customized to suit the company description.Â 2. Lacks the ability to create end-to-end E-commerce platforms.Â 3. Restrictive in migration abilities. Users cannot migrate their websites to another platform.Â â Wix ADI is perfect for users who are accustomed to creating websites using Wix since the AI-building process is very similar to creating a website using WIX.Â The process starts with an elaborate questionnaire that the user must fill out. The questionnaire collects information regarding the business like their contact details, logo, pages that the user may wish to add, etc.Â Once the questionnaire is filled out, WIX ADI creates a website with a basic layout and the desired pages.Â Once the website is created users get classic customization options like adding/deleting pages and sections, changing the website theme, etc.Â Despite the extensive questionnaire, WIX ADI failed to create a website that could be launched without much effort. The content created does not align with the business ideas and description filled in the questionnaire. Not only is the content vague but also requires effort to be optimized for Search Engines. #### Jimdo [View Loom recording](https://www.loom.com/share/c150f102943d482784996eb8234f37fc?sid=c64fb4a4-d7bd-4fa4-8a5d-3f65a1fb5052) 1. Uses AI-generated content for the website.Â 2. Searches for an existing website and details like logo, location, etc. on the web and incorporates it into the generated website.Â Â 3. Offers marketing, optimization, and analytics for the website, legal text generator, logo generator, etc. 1. While Jimdo has a detailed questionnaire for the users, it does not capture information like pages to be added, services offered, etc.Â 2. Generates a website with non-functional buttons and forms. 3. Users have to manually link the buttons and forms.Â Â Jimdo is a website builder that has existed since 2007. Adding AI capabilities to its builder has enhanced the user experience. Jimdo is a precise AI-based website generator that collects precise information about the business that the website is intended for. It also goes a step ahead to collect information from the web and existing websites of the business, if any.Â Â While this precision really impresses the user early on in the journey, Jimdo disappoints by creating a website that does not have any functional buttons, forms, or menu options. Further, the pages created are very basic and do not take into account the user's needs or business objectives.Â #### Framer [View Loom recording](https://www.loom.com/share/8db96d20ce0d4adeb09a80ddda0ec44b?sid=e1e7100c-d405-4720-b7b4-c0534668d443) 1. It uses a simple prompt to create an AI-generated website.Â 2. Offers a CMS integration that allows users to add a collection for pages like blogs, services, etc. These are templates that users can edit, however cannot edit the overall look and feel.Â 1. Creates a static website with no menu/navigation bar or functional buttons 2. Generates a very informal-looking website with emoticons and cartoons despite prompting the builder to create a âProfessional-lookingâ website. 3. Does not offer many customization options in terms of adding/deleting pages and sections to the website. 4. The tool can be difficult to navigate for the first time as the user may have to explore all menu options to understand the complete customization capabilities of the tool.Â Framer AI is relatively young and started off as a prototyping tool for designers who could code. With the addition of AI generation capabilities the prototyping process has become simpler and quicker. Unlike its competitors, It uses a simple prompt to generate website mock-ups with AI-generated content, that can later be edited by the user. While it is quick and generates designs for both desktop and mobile interfaces, they are not always in line with the prompt given by the user. Framer AI is likely to generate more âFunâ designs than professional ones, despite specifically prompting the AI to generate a âProfessional-lookingâ website. Since it generates mock-ups, the designs are not interactive, which means that menu options, buttons, etc are not functional.Â As a first-time user or with someone who has no background in designing, the customization process takes time to get used to since it follows a similar editing approach as other prototyping software like Figma, Adobe XD, etc. However, the editing experience is enhanced by its smart theme regeneration that allows the user to test out multiple themes possible by selecting a single color palette.Â Additionally, Framer offers CMS integrations, which means that users can create collections for template-based pages like blogs, webinars, locations, etc. and the AI will create theme-relevant page designs based on the data fetched from the CMS collection.Â #### Unbounce [View Loom recording - Part 1](https://www.loom.com/share/2ee37a8072ba4ade8edd15586cd92056?sid=68f45734-3c8b-46c5-95f7-229a86fa4549) [View Loom recording - Part 2](https://www.loom.com/share/82495a648bcd4511bed43815270b5d1c?sid=6cc12207-cc88-431d-96dd-04e8be3589fe) 1. Detailed questionnaire that allows users to generate content using branding guidelines and keywords.Â 2. Allows integrations with Salesforce, HubSpot, MailChimp, etc.Â 3. Offers very detailed customization options for style, text, buttons, etc.Â 1. Creates a static website. Ideal for landing pages.Â 2. It also allows user to track their leads, traffic, etc.Â 3. Manual effort is required to add CTAs,

content, sections, etc.Â Following suit, the user journey with Unbounce started with a questionnaire that made it easy to define their business, branding, keywords, and end objectives. This works great as it is able to maintain the branding and use the right keywords, which is important for getting noticed online. It offers a very detailed editor panel that allows the user to change every minute element of the generated design. Moreover, Unbounce can also connect with popular marketing tools like Salesforce, HubSpot, and Mailchimp, so users can manage leads and track website visitors effortlessly.Â However, Unbounce cannot produce ready-to-launch websites. The tool mainly makes static websites, which are good for simple pages but not great for more interactive ones. Users need to put in some extra work to add things like buttons and sections, which can be time-consuming. Despite these downsides, the tool's questionnaire and integration features make it a useful tool for creating landing pages or for certain website projects. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. 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[Contact us](/contact-us) [![Arrow Up Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66221502f00daf2764b3ad12_Arrow-Up.svg)](#blog-starts) [Home](/old-home)![right-arrow-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec7dde921a14ee8afef453_arrow-sm-right%201.svg)[Blog](/blog) # Improve your site's SEO and user experience with custom 404 page BY Kritika Gour December 5, 2023 [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![404 Error Page (Best Exampels)](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6501bf3087b9fbc7ff439dbb_404-page%20(1).webp) ## Improve Your Site's SEO and User Experience with Custom 404 page Imagine landing on a webpage only to be greeted by a cold, unwelcoming error message - not exactly the ideal user experience, right? But what if that error message could be transformed into something engaging, useful, and even enjoyable? Enter the custom 404 page. As a website owner, you have a unique opportunity to turn this frustrating dead-end into a moment of delight and guidance for your users, all while boosting your site's SEO. In today's digital landscape, a well-designed custom 404 page is no longer a luxury but a necessity. It not only keeps your visitors engaged, but also signals to search engines that your website is user-friendly and well-maintained. So, if you're ready to elevate your site's SEO and user experience, let's dive into the world of custom 404 page designs and learn how they can make a significant difference. ### What are 404 Pages? 404 pages, or more specifically, 404 error pages, are the digital equivalent of coming across a closed door or a roadblock. They appear when a user tries to access a webpage that doesn't exist, often due to a broken link, a mistyped URL, or the removal of content. Although encountering a 404 error page can be frustrating, a custom 404 page offers an opportunity to turn that frustration into a positive experience. By providing a well-designed custom 404 page, you can guide your users back on track, offer alternative resources, and maintain a professional appearance, all while demonstrating your attention to detail and commitment to user experience. So, don't let your site's 404 error pages be an afterthought; give them the attention they deserve and watch as your SEO and user satisfaction flourish. ### Importance and Role of 404 pagesÂ The role of a 404 page goes beyond merely informing users about a missing webpage; it serves as a crucial component of your website's user experience and SEO strategy. Custom 404 pages are essential because they occur naturally due to various reasons like site

restructuring, outdated links, or user errors. A well-crafted custom 404 page not only softens the blow of encountering a dead end, but it also helps users navigate back to relevant content or explore other areas of your site. This, in turn, reduces bounce rates and increases the likelihood of user engagement, positively impacting your search engine rankings. Furthermore, search engines like Google take note of your custom 404 page, recognizing your efforts to improve user experience, which can lead to better indexing and visibility. In essence, investing time and resources in a custom 404 page design is a small yet significant step towards enhancing your site's performance and overall user satisfaction. ### Essential Elements of an Engaging Custom 404 Page Creating a custom 404 page that effectively serves its purpose and delights users requires a thoughtful approach. Here are five essential elements to incorporate into your 404 page design, ensuring you adhere to 404 page best practices while delivering an engaging experience: 1. An effective custom 404 page must begin with a clear and concise message, informing users that the requested page cannot be found. This message should be easily understandable and free from technical jargon, allowing users to quickly grasp the situation and decide on their next course of action. 2. A custom 404 page should be visually appealing and consistent with your brand's overall design language. By incorporating your brand's colors, typography, and visual elements, you can create a cohesive and engaging experience that leaves a lasting impression. 3. Provide users with easy access to other areas of your website by including navigation options on your custom 404 page. This could include links to your homepage, popular content, or specific categories. Offering these options encourages users to continue exploring your site and helps minimize the risk of them bouncing away. 4. Including a search bar on your custom 404 page allows users to find the content they're looking for quickly and efficiently. This feature is particularly helpful if the user has reached the error page due to a minor typo or a slightly outdated URL, as it enables them to locate the desired content without much hassle. 5. Encountering a 404 error can be frustrating for users. By incorporating humor or empathy into your custom 404 page, you can help diffuse the situation and make the experience more enjoyable. This approach not only demonstrates your brand's personality but also shows that you care about your users' experience, even when things don't go as planned. ### How to Optimize Your 404 Page for SEO? While custom 404 pages can significantly improve user experience, it's also crucial to optimize them for search engine performance. Here are five strategies to help you enhance your custom 404 page's SEO while adhering to 404 page best practices: 1. When creating your custom 404 page, consider using a URL that contains your primary keyword or brand name. This approach not only signals relevancy to search engines but also helps users identify the page's purpose more quickly. 2. Including internal links on your custom 404 page can help users navigate to other areas of your site and encourage them to explore further. This approach also helps distribute link equity across your website, which can be beneficial for SEO. 3. To further optimize your custom 404 page for SEO, use header tags (H1, H2, H3, etc.) with relevant keywords to emphasize the importance of your content. This strategy can help search engines understand the purpose of your 404 page and improve its indexing. 4. Regularly review your website's 404 error data to identify patterns or issues that may be causing an increase in broken links or missing pages. By analyzing this data, you can uncover opportunities to fix errors, redirect outdated links, or update your site's structure. This proactive approach not only enhances your website's overall performance but also contributes to a better user experience and improved search engine rankings. 5. Identifying and fixing broken links on your website should be an ongoing task. Broken links not only lead to poor user experience but can also have a negative impact on your site's SEO. Regularly auditing your site for broken links and fixing or redirecting them as needed demonstrates your commitment to maintaining a high-quality website, which can help improve your search engine rankings. ### 404 Page Best Examples GitHub's 404 page features a simple yet engaging design that includes a lost mascot illustration, a clear error message, and a search bar to help users find what they're looking for. ![404 Page](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/64f1d8c08461d15cd4c54585_404%20page.png) [*GitHub 404 Error Page*](https://www.google.com/imgres?imgurl=https%3A%2F%2Fuser-images.githubusercontent.com%2F2938045%2F56276896-af93b580-6103-11e9-9885-74981a49a5ae.png&tbnid=7rdRl3x_0A8SUM&vet=12ahUKEwixwP-b4v39AhXJzqACHXEXD5EQMygAegUIARDJAQ..i&imgrefurl=https%3A%2F%2Fgithub.com%2FIBM%2Fnicedoc.io%2Fissues%2F39&docid=no_KMhs1XZgTEM&w=2284&h=1268&q=GitHub%20404%20error%20page&ved=2ahUKEwixwP-b4v39AhXJzqACHXEXD5EQMygAegUIARDJAQ) LEGO's custom 404 page stays true to their brand by showcasing a fun and creative broken LEGO construction scene. The page also provides navigation options and a search bar, allowing users to easily find their way back. ![404 Page](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/64f1d8ff94a32a444f5a1969_lego%20404%20page.webp) [*LEGO 404 Error Page*](https://img.pagecloud.com/6xahdSSLHbXpQklYJyEfm7UobRw=/2000x0/filters:no_upscale()/web/Screen_Shot_2022-08-16_at_1.45.13_PM-a6695.png) Spotify's 404 page effectively utilizes their brand colors and typography, along with a playful illustration of a broken record. They also provide a clear error message and a call-to-action button, guiding users back to their homepage. ![404 Page](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/64f578a77d237166e8c6b2e7_spotify%20error%20404.jpg) [*Spotify 404 Error Page*](https://community.spotify.com/t5/image/serverpage/image-id/97081i718D801C1DD6243A/image-size/large?v=v2&px=999) MailChimp's custom 404 page features a humorous and empathetic message, along with a quirky illustration of their mascot. The page also includes a search bar and a button to guide users back to the homepage. ![404

Page](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/64f57917e5ccd49833930eb3_Screen_Shot_2022-08-16_at_1.40.55_PM-o52d6.webp) [*Mailchimp 404 Error Page*](https://img.pagecloud.com/UPNXHA_ktuZ0WIU6LdDDWZ7DOZc=/2000x0/filters:no_upscale()/web/Screen_Shot_2022-08-16_at_1.40.55_PM-o52d6.png) Airbnb's 404 page presents a simple yet engaging design with a clean layout, a subtle animation, and a clear error message. The page offers easy navigation options and a search bar, allowing users. ![404 Page](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/64f5795ed1f63ba9bc71256d_airbnb%20404%20Error%20Page.webp) [*Airbnb 404 Error Page*](https://img.pagecloud.com/uEmX0BnJFvJnGXO12MInDHZdNuY=/2000x0/filters:no_upscale()/blogmerge/4155d51f-8c78-497b-f6f5-7bbb120d7709.png) ### Conclusion A well-designed and optimized custom 404 page can greatly enhance your website's user experience and SEO performance. By incorporating the essential elements of an engaging 404 page, optimizing it for search engines, and drawing inspiration from the best examples, you can create a unique and memorable error page that keeps users engaged and reflects your brand's personality. Ready to elevate your website with an exceptional custom 404 page and more? Reach out to LeadWalnut today! Our team of experienced designers and developers can help you create a visually appealing and functional 404 page that not only improves user experienceÂ but also contributes to your site's overall success. Don't let broken links or missing pages hold you backâlet LeadWalnut transform your website into a powerful, user-friendly platform that stands out from the competition. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. LeadWalnut builds world-class websites, creates engaging success stories, and refines key messages around offerings, and problem areas to build trust and emotional connections with prospects. ### Related Articles Content Marketing SEO Ecommerce Website Creation Email Marketing B2B Marketing Thank you! Your submission has been received! Oops! 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helping](http://m.ayyanonline.com/?tracking=5bb1be52704d6&utm_source=Ayyan%20Affiliate&utm_medium=Link%20in%20webisite&utm_campaign=Ayyan%20sale) them sell on marketplaces or set up their own e-commerce store. Having gone through the rough and tumble of growing the business online, we found that some methods worked while others didnât. Here is a guide from the trenches. ### Key Challenges faced by E-commerce stores: The thumb rule in ecommerce is that for every 1000 visitors, the number of orders will be between 2 â 5 orders (0.2% to 0.5%). So, traffic to website is critical and most e-commerce websites struggle with this, mainly due to lack of visibility. Nobody knows that you are out thereâ¦ Ecommerce usually has the attraction of better prices than offline stores. Begs the obvious question â What about quality? Is this a genuine brand, will they ship after taking payment and will they honor the returns promises? Can I trust this website?! The whole premise of low price high quality online stores is based on minimal margins. Its no surprise that there is little room left for spending on advertising. No ad spend > no awareness > no traffic and > no sales. It does get into a self limiting trap. Doesnât it. Any online marketer will tell you that the goal of driving sales online is simply achieved in two stages: As they say, take care of driving traffic to the website and sales will take care of itself. So a key objective of online marketing is to grow visitors to the website. Now that we have traffic, you need conversion. Engage visitors and give them a strong reason to convert into âcustomersâ. While it is not easy to influence this online (at least not as much as an offline store where a good salesperson can convert footfall into purchases), there are some steps that are within your gift. ### Here are the top ten ways to generate traffic to your E-commerce website- Customers look for products on google (and other search engines). You have the opportunity to capture the customerâs attention through a few ways. : showing product images. This is exclusively available for e-commerce stores. Popularly known as search engine optimization (SEO). A friend of mine runs a cashback and coupon site (www.paisawapas.com). They are a boot strapped startup and do not have budgets for costly paid ads. And their target market is college goers and young twenty somethings. They have come out with a blog series called âstudent storiesâ (<https://www.paisawapas.com/student-stories>) where they feature interesting and exciting content created by and created for the student community. This is a huge pull to their store every week and some of them convert into buyers. Towering content with active distribution can get high search rankings and bring quality traffic. : Youâve noticed banner ads showing up of products you had recently browsed for? Well that is targeted display advertising (also referred to as re-targeting). Done through the google ad network or any other similar publisher network like Criteo (www.criteo.com) - Facebook paid advertising is growing in popularity. Until a year back FB was considered best fit for fashion, lifestyle or food items which have visual appeal. But the trend has changed and even several B2B companies are actively advertising on FB. Wondering how to leverage FB for your business? There are tonnes of tools out there, take a look at [for some ideas.](https://adespresso.com/) And your target age group can be anywhere from 20 â 60. With over 900 million daily login, virtually everyone including your driver and maid is out there.[â](https://adespresso.com/) [- Further Instagram is a growing advertising medium also under the Facebook umbrella. If you want to engage with sub 30 years group, Instagram stories is worth a try. Here is a good article if you are getting started.](https://adespresso.com/) <http://sproutsocial.com/insights/instagram-best-practices/> - Twitter: While many claim that twitter is dying, our own experience is tl the contrary. It can be super effective in driving traffic if used right. We attended a twitter growth hack by Mapplinks (www.mapplinks.academy) and the founder Rishabh Dev astonished us with a live twitter contest on Bollywood. Within minutes of setting up the contest, people were responding to it, retweeting, filling out a form on the website there was huge surge in traffic to the movie blog site that was being marketed. I donât claim expertise but mastering twitter is on my priority list for driving traffic and promoting content. A colleague of mine is now setting up twitter contests around valentineâs day to drive traffic to the ecommerce store selling jewelry. - There are other channels such as Pinterest, snapchat, tumblr and many more but we have not had a chance to explore these so canât say much about their effectiveness. But there are free or low monthly rental tools that help you jumpstart your social media engagement.www.hootsuite.com is a favorite amongst digital marketers. YouTube is the second largest search engine after google. And a great tool for running ads. At LeadWalnut, we needed to create awareness about a fireworks brand ahead of Diwali. While couple of years back making a video was a costly affair, now with many animation companies sprouting, cost of a professional animated videos is less than the cost of an iPhone. We prepared a simple video on safety during Diwali and that had over 50,000 views and lot of brand awareness. Watch the video-<https://www.youtube.com/watch?v=ol7T4n1A7Ug> Also you can make videos with zero budget using tools like www.animaker.com and free âppt slides to videoâ conversion tools. Often ignored as a costly alternative but a launch advertisement in offline media can give a jumpstart and this cost may need to be factored into launch budget. Print, PR, display banners, radio or local cable TV â all offline channels have a powerful influence. This ad spend is an investment in brand building and not an expense. In every industry, influential personalities are emerging in the digital space. Either they have blogs that are hugely popular or they may have twitter followers, huge in numbers. A single post or email from them about your website can cause a definite spike in visitors. Always considered as an eternal marketing medium, especially when emails are sent to visitors who had subscribed to your mailing list. Growing the list of email subscribers is a leading indicator of the future sales potential. And with subscribed users, you can send early bird offers, privileged news on new product launches and special discounts rewarding them for their loyalty. Online magazines, bloggers and discount websites provide links to your online

store. And with a tracking code implemented on your site, you can actually measure the number of visitors and conversions from them and pay the affiliates a commission on sales. If you have solved traffic problem, you are well on your way to sales. But great traffic can lead to negligible sales if you donât pay careful attention to âconversionâ. For example a website that looks great but has a poor performing checkout page will result in huge drop offs. â40% of people abandon a website that takes more than 3 seconds to loadâ, thatâs 40% of your sales gone out the door! ### So what drives conversion? The simple truth is brand experience. When you walk into a store and find clothes piled up haphazardly, what would do? Â Or if you find the sales person cares two hoots and you feel not wanted, what would you do? Well most people would simply walk away. Similarly, if you don't take care of your visitorâs experience, you will face similar results. Let us find out what makes an online experience gold class turning visitors into happy customers: Just as website performance has a huge impact on sales, web usability is equally critical. If the user cannot find the product they want or struggle to complete a checkout process, you are going to lose them to a more effortless experiences that your competitors offer. Measure the number of clicks it takes to complete the purchase, measure the time it takes to finish buying and look at ways to improve them. Also, most ecommerce sites compromise on this fundamental conversion factor: Product images. Many stores simply upload images with poor resolution or dull background colours. A vibrant and sharp picture is the single biggest sales person on your website. > âRemember, every mistake a user makes is not because theyâre stupid, but because your website sucksâ - Peep Laja, Founder, ConversionXL This can be the single biggest game changer. In 2017 over 60% visitors are shopping from their mobile phone, if you have a store that is mobile responsive and high on performance, you can out beat your competition. And a poor speed on mobile can cause significant loss of orders. Check your mobile speed with google (<https://goo.gl/gtk1o1>) Online chat was once looked upon as a customer service tool, but that cannot be far from the truth. Web chat has become a huge catalyst to driving engagement and sales. It is the first interactive method in an otherwise static site. The questions and answers are personalised giving the visitor greater assurance to buy. Tools like tawk.to and Zendesk.com chat are popular. You donât have to constantly monitor the website. These tools have a mobile app which you can download on your phone and every chat request is now like a phone call alert. Turning your existing customers into brand ambassadors is the most effective and costs the least. Giving special offers to customers for referring a friend can be worth the cost as the trust factor is huge when a friend refers. (of course subject to the store experience being delightful) > âAll companies that grow big do so in only one way. People recommend the product (or service) to other people.â - Sam Latman, President Y combinator Cannot emphasize how useful this has been. When a customer adds to cart and does not complete the checkout process, its called an abandoned cart and almost all ecommerce platforms have a feature that will email that user details and cart situation to you. Contacting that potential customer within hours of knowing can give a huge spike in conversions. And many customers appreciate that we have called to help them so it goes to scoring well on customer service too. Users believe other users. So, reviews and other userâs experiences (even a small video from their phone) improves credibility and trust. And think about turning customer complaints into showing that you care: Customers curse on social media. Thatâs no surprise. The question is how well do you respond and how transparent you are. Your approach to complaint handling defines the brand character. Others reading it will form an opinion about you right here. So, treat the complaints with utmost care, need not give in always but show intent to resolve. > âYour most unhappy customers are your greatest source of learningâ - Bill Gates, Founder Microsoft This doesnât need elaboration as it is an age old technique across all channels. Offer ends today, offer valid during happy hours etc. are common techniques that drive commitment to click the buy button While credit cards based payment and cash on delivery are most popular, when customers order high value items, customers also look for EMI options. With payment wallets becoming popular, integration with multiple payment wallets is useful. The biggest risk with online is that your customer has not felt or inspected the product. That creates huge barriers to click the buy button. De-risking him or her from making a wrong purchase is a fundamental assurance needed online. Offering âno questions askedâ returns, money back guarantees helps greatly. And most entrepreneurs get stuck with the worry of abuse. Yes, abuse is inevitable but so is bad debt in offline businesses. So, budget for a small percentage of orders losing money. And monitor actual loss against that budget. In a country like India, most online visitors started with reading news online in their local language. And very few e-commerce websites have walked this path. Create content in your TGâs regional language and that can endear your website closer to their heart. All this can be overwhelming but look at it this way â you now have a cheat sheet of possible techniques and can plan to try them out over a period of 3 â 6 months. ### Foundation of all decisions: Web Analytics Analytics as a marketing weapon?! Well in the e-commerce world as opposed to offline, we receive tonnes of data on what pages users visited, what products they saw, how long they were on our website. all this data can become decision making aids if we can unlock the power of analytics. Start by getting answers to these questions: * Do you know how many visitors came to your store? * How long they stayed and which page are they dropping off from? * Do you know your most popular products, and are you presenting them in the first page? Analytics is how you get the answers and it is the third and critical pillar of online marketing. ### Summary: Zooming out a bit from the trenches, fundamentally you need to consider how to drive traffic and how to convert visitors. As always, there would be industry specific clever tactics that get lots of traffic and sales. In some cases, SMS is effective, in others blogger outreach is critical and maybe it is WhatsApp-able regional language videos that would work. The key thing that a marketer needs to embrace is that keenness to experiment with many different techniques. Some work, some donât. But once you know what works, scale that up rapidly and growing the online store can be a fun and rewarding experience. ![cuate

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Learn from the best, the rising influencers. Beyond strategies and tactics, these influencers are sharing actionable tips, insights, and solid recommendations while driving the industry forward which demands constant updates. While exploring SEO blogs and attending conferences are solid steps, the real gold lies in the SEO community's generosity. Staying ahead isn't daunting when you tap into the knowledge bank offered by these deserving trendsetters. ### Why have we curated this list? The term "SEO expert" is tossed around casually, but authenticity matters. Do a Google search for "[SEO experts to follow]," and you'll encounter numerous lists. However, most of them have inept or specious information. Our aim is clear: Compile a list featuring industry experts in the field of SEO whose insights have greatly benefited us. Basic Judging Criteria: * Do we follow them ourselves? * Have we benefited from their insights? * Are they actively sharing valuable SEO content? * Are they frequent speakers at conferences, webinars, or podcasts? * Are they currently practicing SEO (though not mandatory)? Our objective is simple: to guide you toward genuinely insightful individuals in the SEO domain. ### The 12 Hidden SEO Experts [*https://www.linkedin.com/in/ferenczkaszoni/*](https://www.linkedin.com/in/ferenczkaszoni/) [*https://search-intelligence.co.uk/*](https://search-intelligence.co.uk/)*Â* Fery Kaszoni Fery Kaszoni is the go-to guy in the UK for all things SEO and Digital PR. He is the founder of Search Intelligence Ltd., where he not only builds backlinks and search engines but also excels at launching flagship stores. Learn everything about building backlinks from this guru. We learned a lot about backlinks from this article- Fery's parody video on a fun yet effective take on building backlinks. Step-by-step process to fix spam links on your website- [*https://www.linkedin.com/in/kmadhav/*](https://www.linkedin.com/in/kmadhav/)*Â* Sourabh Rana Meet Sourabh Rana, the brain behind PhysicsWallah's SEO game,Â where he revamped traffic from 3M to 15M in just 6 months. Rana, with 12+ years in SEO, delivers straightforward, real-world strategies that cut through the digital noise. â For many, we learn from their posts. For Rana, we learn from his comments on otherâs posts.

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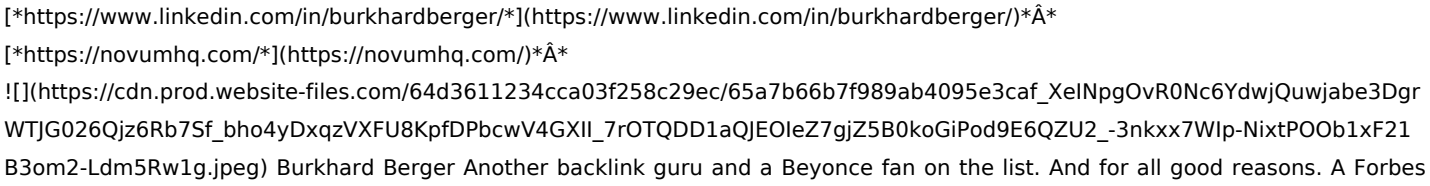
B3om2-Ldm5Rw1g.jpeg) Burkhard Berger Another backlink guru and a Beyonce fan on the list. And for all good reasons. A Forbes 30 Under 30 standout, Burkhard's journey to a $5M+ agency simplifies SEO as a money-making powerhouse. With 22 solid SEO projects, he's your go-to for debunking "SEO takes forever." He's built Novum to be the agency he always wished existed, and let's just say, their clients' revenue charts are singing a similar tune.Â How to get 1st 100 backlinks- Work through the 24-Point SEO On-page checklist- His sought-out 2024 SEO Growth Strategy -
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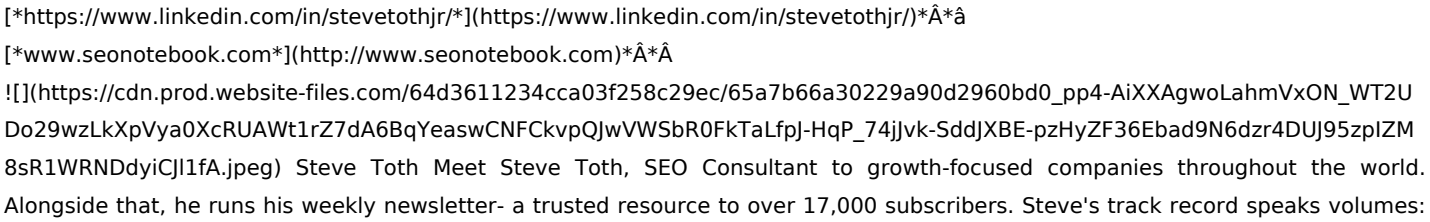
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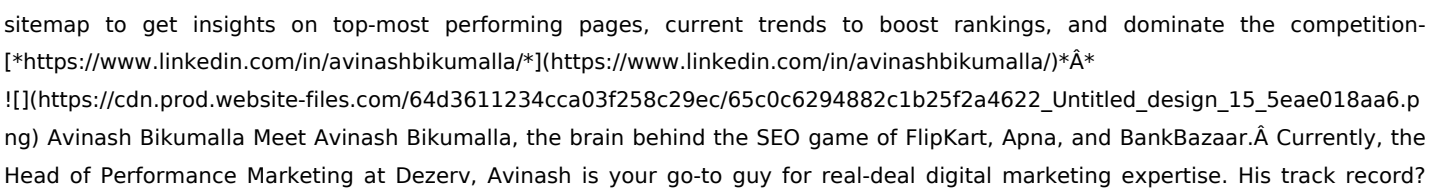
ng) Avinash Bikumalla Meet Avinash Bikumalla, the brain behind the SEO game of FlipKart, Apna, and BankBazaar.Â Currently, the Head of Performance Marketing at Dezerv, Avinash is your go-to guy for real-deal digital marketing expertise. His track record? Tripled Flipkart's SEO traffic, rescued BankBazaar from the Google penalty rift, and helped countless companies drive substantial revenue. His LinkedIn is like a cool stash of practical SEO tipsâno dusty theories here! Podcast episode on Performance Marketing, the various facets of digital marketing, as well as career progression opportunities in the DM field- Podcast episode on optimizing SEO activities performed for small websites and enterprise websites-
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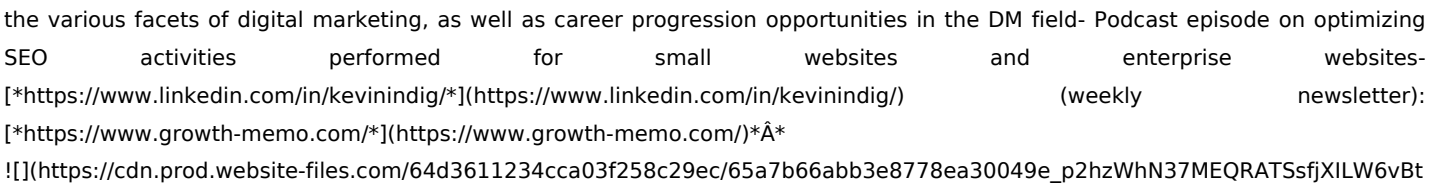
gbnWvfNg.jpeg) Kevin Indig Kevin Indig, is one of the most skillful, seasoned growth hackers and the face behind Shopify and G2's 100 MILLION+ user surge. You will learn everything from building SEO, CRO and incorporating Product-led Growth strategies through his posts and finally understand how his clients go, "Wow, how did he do that?"Â Kevin is also an international speaker, an angel investor in +12 startups, and the brain behind a weekly newsletter reaching almost 10,000+ Growth experts. If you're a SaaS company, marketplace, or e-commerce giant with a traffic plateau, Kevin's your guy. How to revolutionize your e-commerce site by slashing page load times in Shopify- How to optimize content with insights from top expertsâoptimize for SEO, quality, and performance- [*https://www.linkedin.com/in/connorgillivan*](https://www.linkedin.com/in/connorgillivan/)
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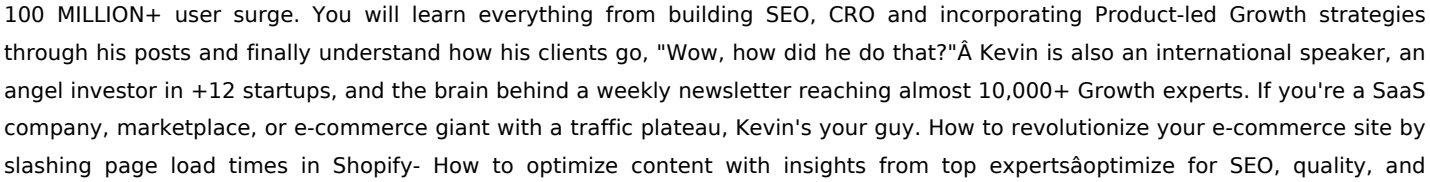
2ZRukwEvfXV3_g.jpeg) Connor Gillivan Introducing Connor Gillivan, the SEO expert with a knack for scaling B2B empires to new heights. Behind the success stories of Outsource School, EcomBalance, AccountsBalance, and ConnorGillivan.com, he's not just an SEO enthusiast and entrepreneur. In the current SEO landscape, Connor's your daily guide, sharing checklists and cheat sheets that work. SEO Competitor Research Process in easy-to-follow action steps- 19-step blog article SEO checklist we personally swear by-
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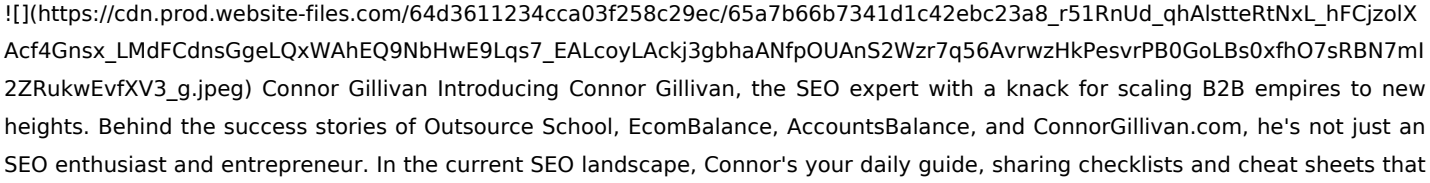
1u1CdQ6HD-SA.jpeg) Nathan Gotch Meet Nathan Gotch is the SEO architect and founder of Gotch SEO Academy-Â #1 SEO agency training program in the world for SEO pioneers. Renowned as the mastermind featured on Semrush and Ahrefs, Nathan isn't your SEO guru; he's the SEO genius who's crafted success stories for others. Testimonials echo his impact: Most of his testimonials credit Nathan for transforming knowledge into scalable processes or boasting a 59% YoY organic traffic surge, thanks to Gotch's systems, and making SEO experts financially independent. Want to learn how to use ChatGPT for content generation? His insights are the best- [*https://www.linkedin.com/in/aleyda/*](https://www.linkedin.com/in/aleyda/)

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 Daniel Foley Carter Daniel Foley Carter, a big-data-wielding, enterprise-level SEO consultant has driven revenue growth for giants like BNP Paribas, Lenovo, and Virgin. Learn everything from major SEO tips to link-building hacks with his killer audits where he showcases how he cracks open SERP dominance and increases website rankings for clients globally. He's got an agency scaling side hustle and whips up his own SEO SaaS ([SEO-stack.io](https://seo-stack.io/), watch this space!) â Click gap analysis using Google Search Console- Google HCU analysis and interpretations of data - SEO Slapdown- a list of insights to take on for 2024- ### As we wrap up, rememberâSEO is always changing. These influencers are like your GPS in this digital journey. By following them, you're staying in the loop, picking up new skills, and getting the latest on SEO happenings. So, keep them on your radar, keep learning, and keep rocking your SEO game! Cheers to staying sharp and ahead in this ever-evolving world of search engine optimization. ### â! Connect with these hidden gems on LinkedIn and expand your command of digital presence. Remember, the learning never stops. Connect, engage, and thrive in the world of SEO. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. LeadWalnut builds world-class websites, creates engaging success stories, and refines key messages around offerings, and problem areas to build trust and emotional connections with prospects. ### Related Articles Content Marketing SEO Ecommerce Website Creation Email Marketing B2B Marketing Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. [![Beyond Tofu content](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6841aacc8207776611953b4d_Beyond%20tofu%20content.webp)](/blog/from-awareness-to-action-how-to-craft-content-that-converts) [### From Awareness to Action: How to Craft Content That Converts](/blog/from-awareness-to-action-how-to-craft-content-that-converts) June 5, 2025 5 mins Content Marketing Discover how to move beyond top-of-funnel content and develop a full-funnel content strategy that drives meaningful conversions and revenue growth. [Watch now](/blog/from-awareness-to-action-how-to-craft-content-that-converts) [![ICP-focused content](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/68418b50a261a78781383e5a_AI%20disrupted%20search%20(1).webp)](/blog/reach-the-right-audience-with-content-led-seo) [### Reach the Right Audience with Content-Led SEO That Targets Your ICP](/blog/reach-the-right-audience-with-content-led-seo) June 5, 2025 5 mins Content Marketing Learn how to attract and engage your Ideal Customer Profile (ICP) with a content-led SEO strategy. Align content with search intent to drive qualified traffic. [Watch now](/blog/reach-the-right-audience-with-content-led-seo) [![AIO Optimization](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/681cc285362392b9d9180b4e_AI%20disrupted%20search.webp)](/blog/ai-search-disruption-enterprise-cmo-guide) [### AI-Disrupted Search: A CMO's Guide to Maintaining Search Visibility When Algorithms Change Everything](/blog/ai-search-disruption-enterprise-cmo-guide) May 8, 2025 7 mins SEO Learn how AI search is eliminating traditional B2B traffic despite strong rankings. Discover enterprise strategies to maintain visibility and convert leads in a zero-click world. [Watch now](/blog/ai-search-disruption-enterprise-cmo-guide) Partner with LeadWalnut to Drive your Digital Growth! Tell us about yourself and we will tell you how to beat your competition. ![close-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64dcaa4deae0994a7709cf65_contact-modal-close.svg) Get in touch ![Chat Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/6504753ccaefba703b628a22_ico-btn-04.svg) Get in touch ![Chat Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/6504753ccaefba703b628a22_ico-btn-04.svg) Thank you for your interest in LeadWalnut. Our digital expert will reach you in the next 24-48 hours. Oops! Something went wrong while submitting the form. ![Kritika

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the Google search results ladder? What if we told you thereâs a groundbreaking method to supercharge your SEO strategy? Introducing ChatGPT, the revolutionary language model thatâs transforming the world of SEO. In this blog post, weâll reveal five invaluable tips on how to use ChatGPT for SEO to improve your website ranking effortlessly. Search engine optimization (SEO) is crucial for businesses and website owners, to stay relevant in the digital world. Traditional SEO techniques can be time-consuming and complicated, often leaving you feeling overwhelmed. Thatâs where ChatGPT SEO steps in, offering a cutting-edge solution to skyrocket your websiteâs search ranking. By using ChatGPT for SEO, youâll unlock the power to create compelling, engaging, and search engine-friendly content with ease. Stay tuned as we dive into the fascinating world of ChatGPT and discover how this AI-powered tool can become your secret weapon for achieving top-notch SEO performance. ### Understanding ChatGPT and its benefits ChatGPT, a powerful AI language model, is changing the SEO landscape by offering a smarter and more efficient approach to content optimization. Unlike traditional SEO techniques, which often involve manual keyword research and repetitive content generation, ChatGPT SEO harnesses the power of artificial intelligence to create highly engaging, relevant, and keyword-rich content with ease. The key benefits of using ChatGPT for SEO is its ability to analyze vast amounts of data, identify user intent, and produce natural-sounding content that appeals to both search engines and human readers. This enables you to streamline your content creation process and achieve better results in less time. By understanding how to use ChatGPT for SEO effectively, you can gain a significant advantage over your competitors still relying on outdated methods. ### Tip 1: Use ChatGPT for keyword research and optimization Harness the power of ChatGPT SEO to elevate your keyword research and optimization process. With this AI-driven approach, you can discover high-performing keywords and seamlessly integrate them into your content, giving your website a competitive edge. Hereâs how to use ChatGPT for SEO in keyword research and optimization: * ChatGPT SEO eliminates the need for manual research, enabling you to focus on creating engaging content that resonates with your audience. * ChatGPT analyzes your niche and user intent to generate a list of relevant keywords and phrases for you to target. For example, prompt ChatGPT with âSEO tips for small businessesâ and receive a list of keywords like âlocal SEO strategies,â âsmall business SEO best practices,â and âaffordable SEO for small businesses.â * Seamlessly incorporate suggested keywords into your content, ensuring itâs optimized for both search engines and human readers. * By using ChatGPT for SEO, you can stay on top of the latest keyword trends and maintain a robust online presence. ### Tip 2: Create SEO-friendly content with ChatGPT Leverage the power of ChatGPT SEO to craft engaging, well-structured content that captivates both search engines and your target audience. By using ChatGPT for SEO, you can ensure content readability and maintain quality standards. Hereâs how: * Prompt ChatGPT with your target keywords to brainstorm unique content ideas, keeping your blog posts relevant and interesting. * Provide an example prompt like âWrite an SEO-optimized blog post about [topic]â to let ChatGPT create a well-organized outline, facilitating a seamless content creation process. * ChatGPT helps maintain a professional and second-person tone of voice, making your content more relatable and appealing to readers. * Use ChatGPT for SEO to generate content with appropriate headings, subheadings, and short paragraphs, ensuring your text is easy to digest. * Always review and refine AI-generated content to ensure it meets your expectations and aligns with your brand voice. For example, prompt ChatGPT with âWrite an SEO-optimized blog post about the health benefits of yogaâ and receive a well-structured outline that covers various aspects of yoga practice, such as stress reduction, increased flexibility, and improved mental well-being. ### ââTip 3: Generate compelling meta descriptions and titles with ChatGPT Optimize meta information, such as meta descriptions and titles, with the help of ChatGPT SEO. These elements are crucial for attracting attention and improving click-through rates from search engine results pages. Hereâs how to use ChatGPT for SEO to generate engaging meta descriptions and titles: * Meta descriptions and titles act as a snapshot of your content, enticing users to click on your link when it appears in search results. * Use ChatGPT for SEO to create clear, concise, and captivating meta information that highlights the value of your content within the character limit. * Integrate target keywords in your meta descriptions and titles, improving your contentâs relevance and search engine rankings. * Encourage users to click on your link by employing action-oriented language in your meta information. * Prompt ChatGPT with âCreate a compelling meta description and title for a blog post about [topic]â to receive well-crafted, SEO-optimized meta information. For instance, prompt ChatGPT with âCreate a compelling meta description and title for a blog post about eco-friendly travel tips,â and you might receive a title like âTop 10 Eco-Friendly Travel Tips for a Greener Vacationâ and a meta description such as âDiscover sustainable travel practices that reduce your carbon footprint and make a positive impact on the environment. Start your green journey today!â ### Tip 4: Use ChatGPT to optimize on-page elements Enhance on-page elements, which contribute to higher search engine rankings and increased organic traffic. Hereâs how to use ChatGPT for SEO to optimize these vital components: * ChatGPT helps you generate informative, engaging, and original content that appeals to your audience and search engines alike. * : Craft compelling content that users want to share, boosting your websiteâs visibility and generating valuable backlinks. * High-quality content created with ChatGPT for SEO aids in establishing your website as an authoritative source in your niche, enhancing your SEO rankings. * Use ChatGPT to generate effective headings and subheadings that make your content more readable and SEO-friendly. * Utilize ChatGPT to identify relevant internal links that keep users engaged and improve your websiteâs overall SEO performance. ### Tip 5: Streamline content updates with ChatGPT Maintain your websiteâs relevance and search engine rankings by using ChatGPT SEO to keep your content fresh and up-to-date. Regular updates enhance your contentâs performance and ensure it remains valuable to your audience. Hereâs how to use ChatGPT for SEO to streamline content updates: * Use ChatGPT to pinpoint areas in your content

that may be outdated or in need of revision, ensuring your information stays accurate and current. * Leverage ChatGPT to add recent research, statistics, or trends to your content, keeping it informative and engaging. * Rework your content with ChatGPTâs help to improve readability and structure, making it more user-friendly and SEO-optimized. * Stay ahead of the curve by using ChatGPT to analyze competitorsâ content and make necessary adjustments to maintain your competitive edge. * Prompt ChatGPT with âSuggest updates for a blog post about [topic] written in [year]â to receive recommendations on how to refresh your content. For instance, prompt ChatGPT with âSuggest updates for a blog post about digital marketing trends written in 2023,â and you might receive suggestions to include new trends such as AI-powered marketing, the rise of virtual events, and the growing importance of voice search optimization. ### 3 things to watch out while building content using ChatGPT As powerful as ChatGPT SEO can be, it is essential to remember that it is still an AI tool with certain limitations. Human intervention is crucial to ensure that your content is unique, engaging, and relevant to your audience. Here are three things to watch out for while building content using ChatGPT: 1. Although ChatGPT can generate a wealth of information, it may sometimes produce content that is not entirely accurate or up-to-date. As a content creator, you must verify the accuracy of the AI-generated content and make any necessary adjustments. 2. While ChatGPT is excellent at maintaining a professional and second-person tone of voice, it may not always align with your unique brand voice. Ensure that you review and edit the content to maintain consistency with your brandâs identity and messaging. 3. ChatGPT may occasionally generate content that feels generic or repetitive. To make your content stand out, add your own insights, experiences, and examples to the AI-generated text, tailoring it to your target audience and making it more engaging. In conclusion, ChatGPT SEO offers an innovative and powerful solution for improving your websiteâs SEO ranking. By leveraging its capabilities, you can enhance various aspects of your content strategy, including keyword research, content creation, meta information optimization, on-page element optimization, and content updates. The five tips outlined in this blog post serve as a roadmap to harness the full potential of ChatGPT for SEO success. Remember to stay mindful of the limitations of AI-generated content and always complement it with human expertise to ensure uniqueness, accuracy, and relevance. Itâs time to revolutionize your SEO efforts with ChatGPT â embrace the future of content creation and optimize your websiteâs search engine rankings. Take the first step towards SEO success and give ChatGPT a try today! ### How Can LeadWalnut Help? LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. LeadWalnut builds world-class websites, creates engaging success stories, and refines key messages around offerings, and problem areas to build trust and emotional connections with prospects. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. 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![B2B SEO Peer Meetup In Bengaluru](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6593ff934c25dba9dbe1b2c2_SEO%20peer%20meetup%201%20(1).png) ## LeadWalnutâs B2B SEO Peer Meetup in Bengaluru 2023's final chapter wasn't just about closing books, it was about cracking them open! LeadWalnut wrapped up the year-end with a B2B SEO meetup in the heart of HSR Layout, Bengaluru that set the tone for an action-packed 2024. Here's a little story about a delightful beginning for our B2B SEO community in Bengaluru. ### Backstory It all started with a casual team chat at LeadWalnut. Our goal? To connect with fellow SEO folks who shared our excitement for building a community. A community that thrives on spontaneous, insightful discussions and fosters knowledge sharing. Why? We, at LeadWalnut, believe in the magic of three: the people you meet, the places you go, and the events you attend. It's like a Bengaluru filter coffee â strong, aromatic, and guaranteed to jolt your creativity.Â ### Overcoming Challenges The timing was tricky. With many team members away and most people in weekend mode, we wondered, âIs this the right time for a meetup?â But driven by optimism and determination, we decided to go ahead. ### The Agenda We wanted an open space for sharing anything SEO-related â be it those late-night eureka moments, innovative office workshop ideas, or our in-house strategies and tools that streamline hours of work into mere minutes. Just to make it more structured, we wanted to focus on âOn-page SEO optimization through ChatGPT Promptsâ. Snippet from brainstorming session on ChatGPT Prompts ### The Unexpected Turnout So, we threw out a casual invite to some close SEO pals and hoped for at least one brave soul to show up. And guess what? Saturday morning saw a group of five enthusiastic SEO professionals, bags slung over their shoulders, energy levels high, walking into our office. ### The Meetup Highlights Our first-ever B2B SEO Peer Meetup was a buzzing hive of activity: * Putting faces to names, sharing stories, and establishing connections. * A brainstorming session on crafting effective prompts for on-page SEO. * A walkthrough of our in-house tool, designed to mainstream and automate SEO workload. (more on that later, once you join us ð) And of course, food: Whatâs a meetup without free pizza and beverages, right? And the meetup was devoid of any fluff â just real, actionable insights. Snippet from a discussion on some effective SEO tools ### The Takeaway We left that day with overflowing SEO savvy, a newfound respect for SEO peers, and a serious case of FOMO (fear of missing out) for the next meetup. And now, we look forward to growing this community. B2B SEO Peer Meetup Team ### The Invitation This, my friends, is just the beginning. We're building a Bengaluru SEO community, one meetup at a time. So, if you're an SEO enthusiast with a fire in your belly and a head full of wild ideas, come join the circle! If youâre in Bengaluru, or even if you're not and want to join virtually, weâd love to have you. Weâre hosting these sessions every alternate Saturday, both online and in-person, in a space where chai and pizza flow freely and the door is open for every SEO enthusiast. Want to join for the next meetup? Register here to share your details *-* Want to be part of this community? Join our WhatsApp group for regular updates on dates and agendas- Letâs make B2B SEO the brightest in 2024! P.S. Follow me on , for more such updates. You can find â3 Killer ChatGPT Prompts for On-page SEOâ pdf which we brainstormed in our first session on my post comment. Go, grab it Until next time, keep optimizing, and keep connecting! ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. 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Optimization](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/681cc285362392b9d9180b4e_AI%20disrupted%20search.webp) ## Your marketing team has built a content machine that ranks for hundreds of keywords. Your organic traffic looks impressive on dashboards. Then overnight, Google's AI Overview or Bing's AI answers appear above your listings. Users get answers without clicking through to your site. Your traffic drops 40% in 90 days. Pipeline stalls. And your CEO wants answers. This isn't hypotheticalâit's happening to enterprise B2B SaaS companies now. â Marketing leaders at enterprise remote access software companies face a paradox: despite improving keyword rankings, they're seeing significant drops in organic traffic and leads. In quarterly reviews, sales leaders question marketing's performance when MQLs from search decline by 30-40%, even though SEO metrics appear strong. One marketing leader described it: The culprit?Â Potential buyers encounter AI-generated answers directly in search results, never visiting vendor websitesâeffectively cutting off the top of the marketing funnel. A recent industry survey revealed: > "32% report significant organic click-through declines despite maintaining rankings. AI search is disrupting established B2B marketing funnels." ## Enterprise websites face unique vulnerabilities in this new paradigm: 1. Enterprise content programs measured by volume become less valuable when AI can synthesize similar articles. 2. Sites on complex CMS platforms (AEM, Contentful, Sitecore) have structural limitations that hinder adaptation. 3. Getting buy-in for SEO strategy shifts is difficult in enterprise environments. 4. Enterprise sites with complex buyer journeys struggle to adapt to direct-answer environments. ## This shift isn't just another algorithm updateâit fundamentally restructures search, threatening enterprise visibility in three ways: #### Google's AI Overviews and SGE now appear above organic results, providing comprehensive answers without requiring clicks. Our analysis showed: * Featured snippets expanded to cover 34% more B2B SaaS queries in Q1 2025 * AI-generated answers now appear for 65% of commercial intent queries * Click-through rates on traditional organic results dropped by 28% when AI results appear Cloud faxing solution providers face dramatic traffic declines to their high-value HIPAA compliance guides. Previously reliable lead generators, these assets (often $40,000+ investments responsible for 15-20% of MQLs) are being bypassed as AI search summarizes compliance information directly in results. #### When search engines consolidate information from multiple sources, brand differentiation suffers. Your messaging gets blended with competitors, creating a commoditized category view. DevOps platform companies have invested millions in positioning around specific differentiators ("deployment velocity," "observability depth," etc.). As AI generates comprehensive comparisons, these differentiators get flattened. A recent analysis found unique positioning statements preserved in only 12% of AI-generated comparisonsâwith most platforms described in standardized language. Sales teams report initial calls beginning with "" Conversion rates decline as sales cycles focus on price rather than value. #### > When users get answers directly in search, they bypass your conversion architecture entirely. For cybersecurity companies, a product comparison page converting at 4% to demo requests might generate 80-90 qualified leads monthly (worth $3.2-4.5M in annual pipeline). As AI answers comparison queries directly, that page might see 50-60% traffic drop despite maintaining rankingsâtranslating to millions in vanishing pipeline. for every 10% increase in AI answer coverage, B2B SaaS companies experience 7-8% decrease in MQL generation. This creates a "" where traditional content marketing rapidly loses effectiveness. ## To maintain visibility in AI-powered search, enterprises must establish deeper authority signals: #### AI search systems build knowledge graphs connecting entities rather than simply matching keywords. Enterprises that establish clear entity relationships outperform. Create content that explicitly defines your company's relationship to key industry concepts. Use structured data to reinforce these connections. Forward-thinking ERP solution providers are developing authoritative frameworks that define their methodologies. A comprehensive "ERP Implementation Framework" with structured markup connecting phases to industry challenges provides stronger entity signals. Companies taking this approach typically develop: * A structured methodology

with clearly defined phases * Industry-specific methodology variations * Clear relationships between methodology components and business outcomes * Schema markup reinforcing entity relationships Early results show promising trends: even as organic traffic declines, the quality of remaining traffic improves. Higher conversion rates (sometimes 30%+ increases) partially offset traffic decline. #### Schema markup has evolved from a nice-to-have to a critical signal for AI visibility. Enterprise sites need comprehensive schema strategies across their content ecosystem. #### Experience, Expertise, Authoritativeness, and Trustworthiness signals are even more critical as AI systems evaluate content quality. Technical Focus Areas: * Author expertise validation * Content currency and freshness signals * Credibility indicators like data sources and citations * Industry achievement recognition ## Here's a strategic framework for maintaining visibility in the AI search era: #### * Track where your content appears in AI-generated answers * Identify schema implementation gaps * Document how AI systems understand your brand * Evaluate how well your content establishes E-E-A-T signals #### * Implement comprehensive schema markup * Create structured content reinforcing topic ownership * Structure content with clear, extractable statements * Address CMS limitations hindering AI discoverability #### * Maximize unique insights per word count * Take clear positions rather than aggregating information * Make content more citable in AI answers * Structure common questions with clear answers #### * Expand attribution models to capture AI-referred traffic * Develop new conversion paths for AI-engaged users * Identify smaller conversion actions for zero-click environments * Implement strategies to reclaim traffic lost to AI answers ## The transition to AI-powered search creates a rare opportunity. Marketing leaders who adapt quickly will establish dominant positions. Three reasons why the next 6-12 months are critical: #### AI search systems are actively building knowledge bases and establishing authoritative sources. Early movers will be entrenched as trusted sources. In cybersecurity and compliance, a significant first-mover advantage is emerging. As AI systems build knowledge graphs around compliance frameworks like ISO 27001 and GDPR, they're establishing authoritative sources. Forward-thinking firms are creating structured, entity-rich resources that define compliance frameworks, requirements, and implementation approaches. Organizations implementing this approach in the next 6-12 months have a substantial advantage. Content establishing authoritative definitions now may become the default source AI systems cite for years. This "entrenchment effect" means once AI systems establish certain sources as authoritative, they continue citing them even as new content emerges. Companies that wait may find themselves permanently disadvantaged in AI search results. #### The technical complexity of optimizing for AI search creates significant barriers to entry. Enterprises developing these capabilities now gain sustainable advantages. #### B2B buyers are forming new research habits around AI search tools. Companies aligning with these emerging behaviors will capture market share as traditional SEO-driven discovery declines. ## While comprehensive adaptation requires ongoing effort, marketing leaders can take significant first steps within 30 days: #### * Conduct AI visibility audit across key commercial terms * Document AI answers appearing for your target keywords * Identify competitors featured in AI-generated results Many B2B companies discover alarming patterns in AI search representation. A VOIP provider might find that 70-80% of high-intent keywords show AI results featuring just one or two competitorsâoften those who've implemented structured data and passage-optimized content. These AI-generated comparisons may position other vendors unfavorably if they haven't optimized for extraction and citation. â #### * Implement FAQ schema for high-commercial-intent pages * Enhance author expertise signals with structured markups * Create definitive passage content for top 5 commercial terms #### * Rewrite key commercial pages with clear, definitive statements * Develop entity-relationship content establishing topical ownership * Implement citation-friendly content structures #### * Establish AI visibility tracking benchmarks * Develop longer-term schema and content roadmap * Create cross-functional AI search task force ## Each B2B vertical faces unique challenges and opportunities when optimizing for AI search: #### 1. Implement CVE structured data to establish authority on security threats 2. Create clear associations between products and security challenges 3. Develop definitive content around compliance frameworks with structured guides 4. Include original research statistics with clear attribution frameworks 5. Structure content around specific use cases with measurable outcomes A "Threat Intelligence Library" with structured markup for each security threat, including CVE reference data, attack vector taxonomy, protection mechanism relationship, and industry-specific impact data. #### 1. Implement schema for remote work scenarios your solution enables 2. Create vertical-specific pages highlighting unique remote access challenges 3. Develop authoritative content on the security-accessibility balance 4. Structure content around implementation efficiency metrics 5. Use structured data to define compatibility with major platforms A structured "Remote Work Security Framework" with industry-specific security parameters, implementation timelines, compatibility tables with schema markup, and ROI calculators. #### 1. Develop schema markup connecting your solution to compliance requirements 2. Structure content around clear migration pathways 3. Create a structured database of use cases with schema markup 4. Establish clear connections with modern enterprise systems 5. Develop structured content comparing modern cloud faxing to traditional methods A "Compliance Documentation Center" with structured markup for compliance frameworks, industry-specific implementation guides, integration specifications, and ROI calculators. #### 1. Create structured content around implementation timelines 2. Develop schema showing integrations with other systems 3. Structure content connecting features to measurable outcomes 4. Create authoritative content around performance metrics 5. Develop structured content showing total cost of ownership A "Business Performance Academy" with structured implementation roadmaps, integration capability database, ROI

calculation frameworks, and industry benchmark repository. #### 1. Implement schema for specific technical capabilities 2. Develop content around implementation and time-to-value metrics 3. Create clear relationships with the broader DevOps ecosystem 4. Structure feature comparison content with schema markup 5. Build structured content showing performance benchmarks A "DevOps Implementation Library" with structured deployment timeline data, technical capability database, integration documentation, and performance benchmark repository. ### The AI search revolution represents both a significant threat and opportunity for enterprise marketing leaders. Organizations clinging to traditional SEO approaches will see diminishing returns as AI interfaces capture user engagement. Those who adapt will establish competitive advantages extending beyond search visibility into broader market authority. The question isn't whether to adapt, but how quickly you can transform your approach. ### Schedule a 30-minute AI Visibility Risk Assessment to discover: * Your current visibility in AI-generated search results * Critical schema implementation gaps on your enterprise site * Competitor content that's being featured instead of yours * A customized roadmap for maintaining visibility in the AI search era [Schedule Your Assessment](https://www.leadwalnut.com/website-audit) ### Answer these five questions to gauge your vulnerability to AI search disruption: 1. * Yes, frequently * Occasionally * Rarely or never * We don't track this 2. * Yes, enterprise-wide implementation * Partial implementation on key pages * Basic schema only * Little to no schema implementation 3. * Yes, we've optimized for extractability * Some content is structured this way * Our content is more descriptive than definitive * We haven't considered this 4. * Yes, comprehensive monitoring * Limited monitoring * No, but we plan to start * No, we focus on traditional SEO metrics only 5. * Yes, significant decline * Slight decline * No change * Traffic is increasing If you answered "rarely/never," "little to no," "we haven't considered," "no," or "yes, significant decline" to two or more questions, your enterprise may be highly vulnerable to AI search disruption. ### About LeadWalnut LeadWalnut is a specialized SEO+CRO agency for enterprise B2B SaaS. We transform organic traffic into qualified leads that fuel your pipeline by owning both traffic acquisition and conversion optimization. â AI-first enterprise SEO strategy â Conversion architecture for pipeline growth â Technical implementation across enterprise platforms â Rankings-to-revenue reporting â Expertise in Cybersecurity, Remote Access, Cloud Faxing, and VOIP Clients like Fortinet, eFax, and Splashtop have achieved 15% organic traffic growth and 10% conversion improvement through our SEO+CRO methodologies. ## Ready to Protect Your Visibility in the AI Search Era? [Get Your Complete Assessment â](https://www.leadwalnut.com/website-audit) | [Book a Discovery Call â](https://calendly.com/ajay-lw/30min) Visit www.leadwalnut.com ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! 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SEO Checklist: The Ultimate Go-Live Guide | LeadWalnut Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF ![Download Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f8300c86889e3c5953cdd_Download%20Icon.svg)](/contact-us) To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. [![Feeling Very Bad Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca969bc953b5c99be16_Very%20Bad.svg)](#)[![Feeling Bad Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa3b31fa546c140cc5_Bad.svg)](#)[![Feeling Good Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca9a7985c77d15de2b2_Satisfed.svg)](#)[![Smile Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa51a75f62ab1322cf_Good.svg)](#)[![Happy Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca920691c8d4e4e7974_Happy.svg)](#) Are you finding this blog helpful? [Yes ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#)[No ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#) Thank you for your feedback [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Checklist](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661fbc7cf742d90b1ae6b48d_Checklist.png) Download our free On-page SEO checklist Want to build an AI powered app? WithÂ 13+ years of experience, technical expertise andÂ 4400+ successful apps developed, our team turns your app idea into reality. Let's talk about your project. [Contact us](/contact-us) [![Arrow Up Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66221502f00daf2764b3ad12_Arrow-Up.svg)](#blog-starts) [Home](/old-home)![right-arrow-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec7dde921a14ee8afef453_arrow-sm-right%201.svg)[Blog](/blog) # The Ultimate Go-Live SEO Checklist BY Kritika Gour May 19, 2025 [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#)

![Image for Go-live SEO Checklist](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/662673ad19af5b3a190f8ef7_go-live%20seo%20checklist%20banner%20(1).png) ## The Final Checklist Before You Hit "Go Live" Itâs the final hour before your new website goes live, and the atmosphere is tense. The dev team is frantically coding, while the content team scrambles to finalize text and graphics. Suddenly, someone asks, ""Â While someone else exclaims, ãâ Silence falls. Everyone thought someone else was handling it. Sounds all too familiar, right? These are just a few of the mishaps we've seen when SEO takes a backseat. The rush to push a website live without proper SEO checks can lead to a host of post-launch headaches. At LeadWalnut, we've launched everything from e-commerce platforms to SaaS websites, and we've learned that SEO isn't just another item on the to-do list; itâs foundational to your website's visibility and success. We have done a few websites go live and in the past, we have seen in projects, clients usually think of SEO as an afterthought. It was always about- let's make the website go live, then wait for SEO to be done later. This approach, which is both outdated and inefficient. Hereâs how we ensure SEO is integrated from the start in 2024, through proactive collaboration and planning, which we have all included in LeadWalnutâs âGo-Live SEO Checklistâ. True success comes when the tech team and the content team don't just share a workspace but share objectives and timelines from the get-go. Hereâs how we make it happen: 1. Bring the tech and content teams together regularly to discuss and align their work. This isnât about tossing tasks over the wall; it's about tackling them together, on the spot. 2. Before we even consider going live, we make sure everything on the website, especially SEO elements like robots.txt and meta titles, etc. are not just completed but optimized on a staging site. 3. Creating an open environment where everyone can talk freely and give feedback is crucial. To make this practical, we use detailed spreadsheets or shared documents where every issue, task, and test status for each page is clearly recorded and updated. This ensures the whole team has access to a centralized progress tracker. Such transparency not only improves problem-solving but also keeps everyone informed and coordinated, ensuring no detail is overlooked. ### Before you even think about going live, your website should undergo a thorough SEO examination in the staging environment. Here are examples of some mistakes we often see- * Often involve complex URLs with unnecessary details. * Frequent issues include incorrectly configured or missing redirects. * It's common to find duplicate or missing meta titles and descriptions. * Placeholder content not replaced with final text. * Includes broken internal links or unreliable external links. | Before Go- Live | SEO Checklist in the Staging environment | Levels | Tool to be used | | --- | --- | --- | | Ensure SEO-friendly URL structures | Page level | Manual | | Check 301 redirects for all applicable URLs | Page level | Manual | | Optimize title tags and meta descriptions on all pages | Page level | Screamingfrog | | Optimize headings and subheadings on all pages | Page level | Screamingfrog | | Ensure all images have alt text and attributes | Page level | Screamingfrog | | Include relevant canonical tags on all pages | Page level | Screamingfrog | | Implement internal and external links | Page level | Screamingfrog | | Implement relevant schemas | Page level | [Rich Result Test](http://search.google.com/test/rich-results) | | Check breadcrumb navigation | Page level | Manual | | Ensure there are no broken links | Site level | Screamingfrog | | Ensure mobile responsiveness of all pages | Page level | Manual | | Ensure no 'lorem Ipsum' or dummy content | Site level | screamingfrog | | Ensure no-index robots tag is implemented | Site level | Manual | | Baseline page speed, CWV, accessibility, and SEO of old website | Site level | [PageSpeed Insights](https://pagespeed.web.dev/) | | Check for custom 404 page presence | Site level | Manual | | Sync staging URLs with scope; remove duplicates and unwanted URLs | Site level | Manual | | Ensure robots.txt file presence | Site level | Manual | | Ensure sitemap file presence and addition in robots.txt | Site level | Manual | | Ensure favicon icon presence | Site level | Manual | | Check all form functionalities and CTAs | Site level | Manual | â These steps help mitigate the "oops" moments that too often accompany launches. ### Once your site is live, the journey isn't over. The transition from staging to live can introduce new challenges, like broken interlinks or unexpected 404 errors. Here's what you need to keep an eye on immediately after going live: * Ensure all pages are accessible to search engines. * Set up Google Analytics and Google Search Console to start gathering data from day one. * Regularly monitor page performance, rankings, and site errors to stay ahead. | Post Deployment | SEO Checklist in the Production environment | Levels | Tool to be used | | --- | --- | --- | | Ensure all pages are crawlable and indexable | Site level | Google Search Console | | Setup Google Analytics, Google Search Console, and Bing Webmaster | Site level | Manual | | Recheck presence of robots.txt and sitemap | Site level | Manual | | Verify accurate reflection of data in analytics: traffic and conversions | Site level | Manual | | Recheck 301 redirects for URL redirection | Site level | Manual | | Track top critical pages' daily traffic (clicks & impressions) for Google and Bing | Site level | Manual | | Monitor daily ranking changes for Google and Bing | Site level | Manual | | Verify form functionalities and CTAs post-deployment | Site level | Manual | ### Let's talk about a common post-launch snag: the sudden disappearance of analytics tracking. Imagine this: your site goes live, and you're eager to see the traffic numbers, but the analytics are flatlining. Why? Because the tracking code didn't make it from the staging environment to the live site. It's a simple oversight with significant consequences, highlighting the necessity of our comprehensive checklist. ### Launching a website successfully demands meticulous planning and collaborative effort across teams, aiming not just to fix issues as they arise but to prevent them altogether. However, the journey doesn't end with the site going live. Within a week post-launch, itâs crucial to conduct a detailed Technical Audit. This audit will assess key aspects such as- * Page speed, * Core Web Vitals, * Accessibility, * SEO performance on both mobile and desktop. It also includes checks for duplicate content and verifies that all images have appropriate alt and title tags, among other elements. To streamline your launch process and avoid common pitfalls, you can download our comprehensive âGO-Live SEO Checklistâ. This checklist is designed to guide you

through each step of your projectâs launch to ensure smooth execution. Click the button below to receive the checklist directly in your email. [Get the Checklist Here!](#) [Get the Checklist Here!](/success) [Get the Checklist Here!](#) ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/cont act-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. LeadWalnut builds world-class websites, creates engaging success stories, and refines key messages around offerings, and problem areas to build trust and emotional connections with prospects. ### Related Articles Content Marketing SEO Ecommerce Website Creation Email Marketing B2B Marketing Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. [![Beyond Tofu content](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6841aacc8207776611953b4d_Beyond%20tofu%20content .webp)](/blog/from-awareness-to-action-how-to-craft-content-that-converts) [### From Awareness to Action: How to Craft Content That Converts](/blog/from-awareness-to-action-how-to-craft-content-that-converts) June 5, 2025 5 mins Content Marketing Discover how to move beyond top-of-funnel content and develop a full-funnel content strategy that drives meaningful conversions and revenue growth. [Watch now](/blog/from-awareness-to-action-how-to-craft-content-that-converts) [![ICP-focused content](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/68418b50a261a78781383e5a_AI%20disrupted%20search%20(1). webp)](/blog/reach-the-right-audience-with-content-led-seo) [### Reach the Right Audience with Content-Led SEO That Targets Your ICP](/blog/reach-the-right-audience-with-content-led-seo) June 5, 2025 5 mins Content Marketing Learn how to attract and engage your Ideal Customer Profile (ICP) with a content-led SEO strategy. Align content with search intent to drive qualified traffic. [Watch now](/blog/reach-the-right-audience-with-content-led-seo) [![AIO Optimization](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/681cc285362392b9d9180b4e_AI%20disrupted%20se arch.webp)](/blog/ai-search-disruption-enterprise-cmo-guide) [### AI-Disrupted Search: A CMO's Guide to Maintaining Search Visibility When Algorithms Change Everything](/blog/ai-search-disruption-enterprise-cmo-guide) May 8, 2025 7 mins SEO Learn how AI search is eliminating traditional B2B traffic despite strong rankings. Discover enterprise strategies to maintain visibility and convert leads in a zero-click world. [Watch now](/blog/ai-search-disruption-enterprise-cmo-guide) Partner with LeadWalnut to Drive your Digital Growth! Tell us about yourself and we will tell you how to beat your competition. ![close-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64dcaa4deae0994a7709cf65_contact-modal-close.svg) Get in touch ![Chat Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/6504753ccaefba703b628a22_ico-btn-04.svg) Get in touch ![Chat Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/6504753ccaefba703b628a22_ico-btn-04.svg) Thank you for your interest in LeadWalnut. Our digital expert will reach you in the next 24-48 hours. Oops! Something went wrong while submitting the form. ![Kritika Gour](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/65f84105a4d5ee1cbd44a832_Kritika-Gour.jpeg) Kritika Gour Senior SEO Specialist [![LinkedIn Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/651167fb0f552e22e55c3e71_LinkedIn-icon.svg)](https://www. linkedin.com/in/kritika-gour/) Submit to claim it ![Checked Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66267fc3d792af9b9ec371a6_Check%20Box.svg) Thank you for connecting! Please check your email for the LeadWalnut SEO Go-Live Checklist. Oops! Something went wrong while submitting the form. Submit to claim it 1 ![Checked Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66267fc3d792af9b9ec371a6_Check%20Box.svg) Thank you for connecting! Please check your email for the LeadWalnut SEO Go-Live Checklist. Oops! Something went wrong while submitting the form.

ENTRY #11

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Blog- The ultimate guide to content optimization Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF ![Download Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f8300c86889e3c5953cdd_Download%20Icon.svg)](/contac t-us) To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far

exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. [![Feeling Very Bad Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca969bc953b5c99be16_Very%20Bad.svg)](#)[![Feeling Bad Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa3b31fa546c140cc5_Bad.svg)](#)[![Feeling Good Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca9a7985c77d15de2b2_Satisfed.svg)](#)[![Smile Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa51a75f62ab1322cf_Good.svg)](#)[![Happy Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca920691c8d4e4e7974_Happy.svg)](#) Are you finding this blog helpful? 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WithÂ 13+ years of experience, technical expertise andÂ 4400+ successful apps developed, our team turns your app idea into reality. Let's talk about your project. [Contact us](/contact-us) [![Arrow Up Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66221502f00daf2764b3ad12_Arrow-Up.svg)](#blog-starts) [Home](/old-home)![right-arrow-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec7dde921a14ee8afef453_arrow-sm-right%201.svg)[Blog](/blog) # The ultimate guide to content optimization BY Maitreyi Kole April 17, 2024 [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Content Optimization](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/650289ad146a0fe9b6c6a0ae_image1.webp) ## The Ultimate Guide to Content Optimization In the digital realm, success is an art forged by those fluent in the language of 'content optimization'. With the right stroke of this linguistic brush, your online presence transforms from an abstract sketch into a vivid masterpiece of visibility and engagement. Delving into this ultimate guide, you'll traverse the dynamic landscape of 'SEO optimized content', unraveling the intricate facets of a 'content optimization strategy'. From understanding 'how to optimize content for SEO' to discovering 'the keys to content optimization', this guide holds the keys to unlocking your website's full potential. Unmask the science behind SEO, illuminate your path to optimized content, and set forth on your journey to stand out in the search engine crowd. Buckle up, as this exploration will empower you to turn the tide in your favor in the expansive ocean of digital content. ### The Relationship between SEO and Content Optimization SEO and content optimization are intrinsically linked, each serving to enhance the other. SEO employs strategies to increase your site's visibility on search engines, utilizing techniques like keyword integration, backlink building, meta description crafting, and site speed enhancement for a higher ranking. Content optimization, a cornerstone of SEO, ensures that your content is relevant, engaging, and communicates effectively, bolstering your standing in search engine result pages (SERPs). * SEO refines website traffic quality and quantity by boosting website visibility on search engines, hinging on keyword research, on-page and off-page optimization, and analytics-driven adjustments. * SEO optimized content is key in escalating your site in SERPs. A sound content optimization strategy tailors content to evolving search engine algorithms, effectively addressing audience queries, engaging users, and improving search engine ranking. * Begin with comprehensive keyword research, integrating these keywords into your content. Prioritize a solid internal linking strategy and quality over quantity to enhance value for readers and increase search engine ranking. * Successful content optimization hinges on understanding audience needs, crafting engaging and relevant content, using targeted keywords, compelling headlines and meta descriptions, and ensuring easy shareability on social platforms. ### How to Create an Effective Content Optimization Strategy In the realm of digital marketing, a potent content optimization strategy acts as your guiding light, maximizing visibility, engagement, and conversion. This strategy harmonizes your SEO efforts, sculpting content that appeals to both your audience and search

algorithms. The cornerstone of an effective content optimization strategy is understanding the target audience's intent. As search engines evolve towards semantic, intent-focused models, user intent has become paramount in content optimization. * The heart of this strategy is an in-depth comprehension of your audience's needs. Market research, persona development, and data analytics help align content with audience intent, satisfying algorithmic ranking standards. * User intent pertains to the user's goal with a search query. To effectively optimize content for SEO, delve into the reasons behind queries, categorizing user intent as transactional, informational, or navigational, and shaping content to match. * Research your audience's keywords and the intent behind them. Develop engaging content that fulfills this intent, incorporating keywords naturally. To rank, content must be beneficial to the user and answer their queries effectively. * This involves crafting meaningful content, ensuring keyword relevancy, optimizing for mobile and local search, and using a variety of content formats to cater to diverse user preferences. ### Steps on How to Optimize Content for SEO The journey to SEO optimized content is a meticulously planned expedition, taking you through varied terrains, from the research plains to the engaging content valleys, leading up to the high peaks of content structure optimization and the colorful landscapes of visual content optimization. * : Just as an explorer relies on a compass, the journey to optimized content begins with keyword research. It's about finding the right phrases and terms your target audience uses in their search queries. Use tools like SEMrush to find keywords relevant to your content, looking into search volume, competition, and relevancy. This is your first step in content optimization, laying the groundwork for a content piece that speaks both to users and search engines. * : Armed with your keywords, it's time to craft content that is as engaging as it is SEO-friendly. Balance is the key here. While your content needs to integrate your keywords seamlessly, it should also tell a compelling story that resonates with your readers, answering their questions and providing value. * : Like a well-designed building, your content should have a strong structure, making it easy for search engines to crawl and for users to navigate. This includes using header tags effectively, making sure your keywords appear in the first 100 words, and using short, easy-to-read sentences and paragraphs. * : In the quest for SEO optimized content, visual elements play a vital role. Not only do they make your content more appealing and digestible to users, but when properly optimized with alt text and file names, they also contribute to your SEO efforts. Remember, a picture is worth a thousand words, but only if search engines and users can find and understand it. ![SE Optimization steps](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/64f5f1050d0831eba801dab0_404%201%20(2).png)
Content Optimization Elements ### Understanding the Keys to Content Optimization Content optimization is an intricate puzzle, and understanding its key pieces is crucial to crafting SEO optimized content. Like a masterful piece of art, each element enhances the overall impact. * High-quality content is the cornerstone of SEO. It's the one element that can't be substituted or overlooked. Well-researched, engaging content not only captures readers' interest, but it also boosts traffic, shares, and backlinks, enhancing your SEO. * Metadata optimization is the roadmap for search engines. It includes crafting unique title tags and meta descriptions, integrating relevant keywords, and ensuring each page on your site has distinct metadata, allowing for better understanding and enticing user engagement. * A robust link-building strategy amplifies your SEO optimized content. Inbound links from high-authority sites signal your content's reliability and value to search engines, while a well-thought-out internal linking strategy boosts your pages' SEO value. ### Advanced Techniques in Content Optimization When it comes to mastering content optimization, understanding the advanced techniques gives you the cutting-edge advantage. These tools act as amplifiers, taking your SEO symphony from a pleasing melody to a rousing masterpiece, resonating deeply with both users and search engines alike. * : Evergreen content, like the timeless classics in music, never loses its charm. It draws in audiences over time, contributing to a steady stream of organic traffic and maintaining its relevance for SEO. * : In today's digital era, social media serves as a dynamic stage, amplifying your content's reach and engagement. By promoting SEO optimized content on social platforms, you encourage shares and likes, indirectly boosting your SEO efforts. * : With the majority of users accessing content via mobile devices, optimizing content for mobile is no longer optional, it's a necessity. Mobile optimization ensures that your content provides an excellent user experience, irrespective of the device, enhancing visibility and engagement. * : As voice-activated technologies become increasingly popular, optimizing your content for voice search is an advanced technique that can give you a competitive edge. It involves integrating long-tail keywords and crafting content that directly answers users' queries. * : Rich snippets provide users with additional information about your website, right in the SERPs. They enhance your visibility and increase click-through rates, making them a valuable tool in advanced content optimization. ### Keeping Up with Google's Algorithm Changes The world of SEO is a dynamic landscape, constantly reshaped by Google's algorithm updates. Staying attuned to these changes is akin to mastering the changing scales in a symphony, where each shift can alter the entire composition of your SEO efforts. * : Google's updates can significantly affect your content's visibility and ranking. Therefore, understanding these changes and their potential impacts is vital in the realm of content optimization. * : Each algorithm update calls for a renewed strategy. Be flexible and ready to adapt your content optimization efforts in response to these changes to keep your content relevant and optimized. * : Regularly monitor SEO news and Google's updates. Tools like Google Search Console can provide valuable insights into how updates may affect your site's performance. * : In the face of new algorithm updates, be proactive in revising and updating your content. This ensures that your content stays fresh, relevant, and in tune with the latest SEO guidelines. * : No matter the changes in the algorithm, a consistent element that Google values is user experience. So, focus on creating engaging, high-quality, and user-friendly content. ![SEO Content Optimization

Tools](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/64f5f036240d84cfd92804ac_seo-content-optimization-tools-e1599122314257.jpeg) *SEO Content Optimization Tools* ### Tools for Content Optimization When paving the road to successful content optimization, various tools are instrumental in shaping and enhancing SEO optimized content while evaluating its performance. * : An all-in-one tool that aids in mastering content optimization, offering features such as keyword research, competitive analysis, and SEO audits for creating highly optimized content. * : An essential tool that tracks your journey in crafting SEO optimized content by monitoring site traffic, user behavior, and the impact of your content. * : A critical asset in your content optimization toolkit, identifying potential roadblocks like crawl errors, broken links, and indexing issues that could hinder the smooth journey of your content optimization. * : A user-friendly WordPress plugin that provides real-time content analysis and optimization recommendations - keys to achieving top-tier content optimization. * : A robust tool that helps you stay in tune with trending topics and influential content creators, which is essential for optimizing your social media content and expanding your content optimization strategy. * : A comprehensive tool that expands your content optimization capabilities with features like keyword explorer, rank tracking, and a suite of SEO toolsets, ensuring that your content optimization process is well-rounded and effective. ### In Conclusion Embarking on the journey of content optimization can seem like a daunting task, yet with the right tools and understanding, it becomes a strategic game changer. Recognizing the keys to content optimization can help elevate your SEO optimized content, engaging your audience in a more meaningful way. Implementing a well-rounded content optimization strategy allows for the creation of SEO optimized content that truly resonates. With consistent efforts and the right tools at your disposal, you're not just optimizing content - you're crafting a memorable digital experience that stands out in the ever-evolving landscape of SEO. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? 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URL: https://leadwalnut.com/blog/how-leadwalnut-took-fortinets-blogs-to-the-top-in-just-six-weeks | LANG: blogs | TIME: 2025-06-13 10:46:34

From Publish to Page 1: How LeadWalnut Took Fortinet's Blogs to the Top in Just Six Weeks Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF ![Download Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f8300c86889e3c5953cdd_Download%20Icon.svg)](/contact-us) To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. [![Feeling Very Bad Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca969bc953b5c99be16_Very%20Bad.svg)](#)[![Feeling Bad Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa3b31fa546c140cc5_Bad.svg)](#)[![Feeling Good Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca9a7985c77d15de2b2_Satisfed.svg)](#)[![Smile Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa51a75f62ab1322cf_Good.svg)](#)[![Happy Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca920691c8d4e4e7974_Happy.svg)](#) Are you finding this blog helpful? [Yes ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#)[No ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#) Thank you for your feedback [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Checklist](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661fbc7cf742d90b1ae6b48d_Checklist.png) Download our free On-page SEO checklist Want to build an AI powered app? WithÂ 13+ years of experience, technical expertise andÂ 4400+ successful apps developed, our team turns your app idea into reality. Let's talk about your project. [Contact us](/contact-us) [![Arrow Up Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66221502f00daf2764b3ad12_Arrow-Up.svg)](#blog-starts) [Home](/old-home)![right-arrow-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec7dde921a14ee8afef453_arrow-sm-right%201.svg)[Blog](/blog) # From Publish to Page 1: How LeadWalnut Took Fortinet's Blogs to the Top in Just Six Weeks BY Maitreyi Kole May 19, 2025 [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Fortinet blog - Success Story](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6767bb10003da0ad83b9da90_fotinet%20blog%20.png) Cybersecurity blogs demand top-notch subject matter expertise. Especially in , which is one of the most complex and competitive areas. Why?Â * A discerning, highly technical audience who demand real, actionable insights. * Sky-high keyword difficulty, making top rankings a distant dream. * Long approval cycles that can delay even the best content for weeks. Forget reaching page 1,

getting the content approved alone is a task for weeks. And yet, in just , we helped our client, Fortinet, bring . Itâs a story of collaboration, expertise, and smart strategy. I sat down with [Arti](https://www.linkedin.com/in/arti-ghemud/?originalSubdomain=in) from the LeadWalnut team to learn how we achieved this and what made it work. ### â The clientâs team was our biggest asset in navigating this complex subject matter. But before reaching out to them, we conducted a thorough content gap analysis to identify areas where the clientâs competitors were ranking, but the client was not. Our SEO analysts conducted comprehensive research, including keyword analysis, competitive analysis, and internal linking suggestions.Â They also determined the optimal content flow, analyzing competitor websites and pages currently ranking. Additionally, they considered user perspectives to ensure all necessary angles were covered. Based on this research, a detailed content brief was created and shared with the clientâs team. This was then reviewed, critiqued, and approved by their PMs and SEO leads. We now had a well-structured brief that served as the foundation for the content. This collaborative effort ensured we captured their deep domain expertise and aligned with their expectations right from the start. to was able to deliver with precision. She shares, ### Itâs true that cybersecurity isnât an easy domain to rank in. *Keyword difficulty for some of the terms* *Keyword difficulty for some of the terms* *Keyword difficulty for some of the terms* Hereâs what worked for us: Once we had clarity on the topics to cover, the next step was to perfect the three critical elements of content creation: coverage, depth, and quality. Most teams tend to ignore it, but we have understood that this is crucial. : Coverage is about how comprehensively a topic is addressed, which directly contributes to improving a site's . For this project, we ensured that every angle of the OT security niche was covered with depth and precision. Depth adds the layer of authority to your content. We did this by providing actionable steps, technical insights, and real-world examples. The final layer was quality, where presentation matters as much as the content itself. We ensured our writing was clear, professional, and tailored to both technical experts and decision-makers. We also ensured that the content passed readability tests like the Flesch score. SEO teams often adopt a reactive approach, making multiple rounds of corrections after content is published to improve performance. This is time-consuming and less effective. But with our , we ensured that the content was fully optimized, making it rich and ready for google to crawl. This proactive, data-driven approach ensured the content was ârich and readyâ for search engine indexing and user engagement, right from day one. It saved valuable time, minimized post-launch tweaks, and helped us achieve ranking results faster than the industry benchmark. Fortinet has a strong domain authority and that certainly gave us a head start. But we didnât stop there: we strategically doubled down on it through sharp and advanced interlinking. We linked these new blogs to Fortinetâs high-performing pages, passing on link equity which amplified the credibility of these pages. ### We identified the critical pain points and challenges in OT security through extensive research and industry analysis. Each blog addressed these in a , going beyond surface-level information. For instance, instead of simply defining the Purdue Model, we included use cases, implementation tips, and solutions to common pitfalls. This ensured that the content was not only educational but also applicable to the reader's needs. Our content was crafted to align with user search intent, addressing specific queries and providing actionable insights.Â Â * We focused on answering "how," "why," and "what" questions comprehensively, ensuring it met the needs of both casual readers and technical professionals. * For example, in OT security, a 'what' question might explore foundational concepts, a 'how' query would delve into implementation steps, and a 'why' question could address the importance of adopting certain practices.

 Hereâs an overview of the results that Leadwalnut team enabled for Fortinet: * Four OT Security Category pages ranking on first page, within 6 weeks of publishing. <As of: 27/11/2024> * Â The blog on âPurdue Model for ICS Securityâ went on to outrank the competitor blog. ![](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6767bb325389eb8466ce8acc_AD_4nXdYJUnweF9nDCEq1FV_Oi9

C1WSb1sFBJ_nKBjCJiOB6mwLQsh8KJdmutVHIUnsyV0bbPBknLVlj2CtCG81nJINpllKWEs4EELE0fFjXx01dmE2gcqmpt6ZDeT3MygZGWcKbCckJ.png) <As of: 24/11/2024>Â * Overall, we improved our Topical Authority in the OT Secruity Niche, by producing a cluster of blogs in this space. This is a testament to how deep subject matter expertise, strategic planning, and collaborative execution can deliver exceptional results, even in the most competitive and complex niches like OT Security. Â #### Our next phase focuses on expanding our position to achieve sustained visibility and traffic growth. Here's what weâre targeting: While we've secured page 1 rankings, our goal is to reach the 1st position. This involves refining our content further to align with Googleâs search intent signals and targeting competitive keywords with additional supporting content. Weâll expand our content portfolio within the OT security niche, covering adjacent topics and addressing long-tail keywords to solidify Fortinet as a thought leader in this domain. Weâll optimize for rich snippets by structuring content with clear FAQs, tables, and lists, enhancing its chances of being featured prominently as rich snippets. Building high-quality backlinks remains a priority. This involves leveraging Fortinetâs industry reputation to gain links from authoritative sources, reinforcing domain credibility. Learn more: <https://www.leadwalnut.com/> ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? 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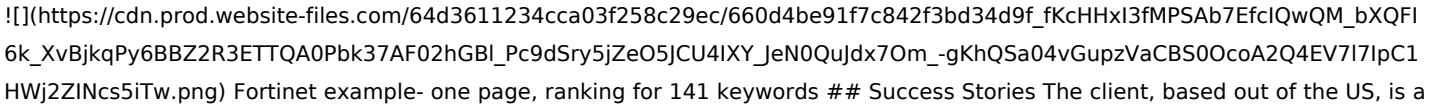
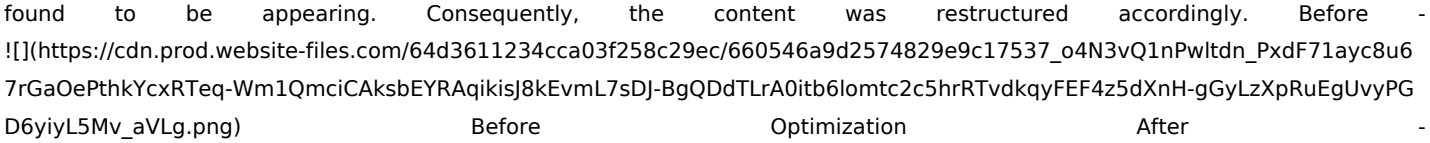
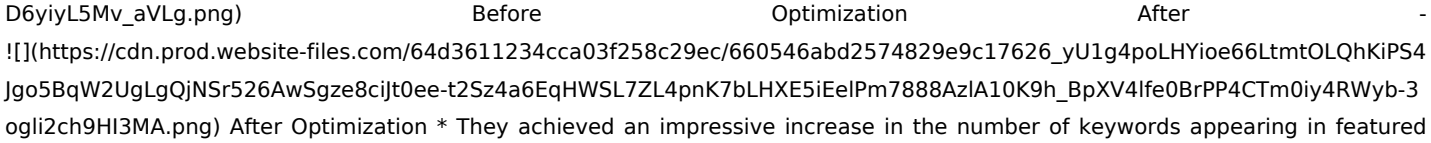
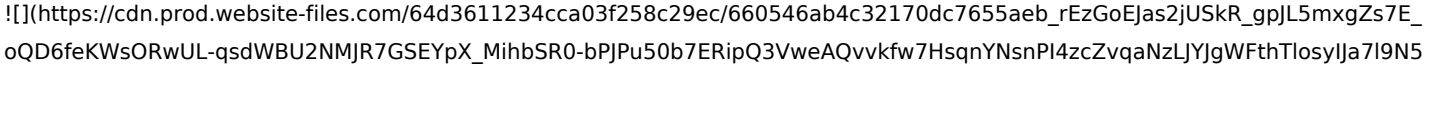
Winning Featured Snippets: A Step-by-Step SEO Guide Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF ![Download Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f8300c86889e3c5953cdd_Download%20Icon.svg)](/contact-us) To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. [![Feeling Very Bad Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca969bc953b5c99be16_Very%20Bad.svg)](#)[![Feeling Bad Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa3b31fa546c140cc5_Bad.svg)](#)[![Feeling Good Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca9a7985c77d15de2b2_Satisfed.svg)](#)[![Smile Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa51a75f62ab1322cf_Good.svg)](#)[![Happy Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca920691c8d4e4e7974_Happy.svg)](#) Are you finding this blog helpful? [Yes ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#)[No ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#) Thank you for your feedback [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Checklist](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661fbc7cf742d90b1ae6b48d_Checklist.png) Download our free On-page SEO checklist Want to build an AI powered app? WithÂ 13+ years of experience, technical expertise andÂ 4400+ successful apps developed, our team turns your app idea into reality. Let's talk about your project. [Contact us](/contact-us) [![Arrow Up Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66221502f00daf2764b3ad12_Arrow-Up.svg)](#blog-starts) [Home](/old-home)![right-arrow-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec7dde921a14ee8afef453_arrow-sm-right%201.svg)[Blog](/blog) # How to Rank on Featured Snippet BY Arti Ghemud April 6, 2024 [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![How to rank on featured snippet](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/660d424bd49cda664058aa01_How%20to%20rank%20on%20featured%20snippet.png) Featured snippets offer an unparalleled opportunity for visibility and engagement.Â For SEO professionals, mastering the art of securing these positions is not just about driving traffic; it's about demonstrating expertise and authority in an increasingly competitive digital landscape.Â This guide is crafted for those who already navigate the complexities of SEO with ease, focusing on advanced strategies to conquer "position zero." ## Understanding Featured Snippets * Direct answers to queries, occupying the top of Google's SERPs. * Serve as Google's vote of confidence in your content's authority and relevance. Featured snippets capture the top spot in SERPs, often referred to as "position zero." Studies show that featured snippets can achieve a click-through rate (CTR) up to 8% higher than the first traditional organic result. [[Source](https://searchengineland.com/another-featured-snippet-study-shows-steal-significant-traffic-first-organic-result-275967)] Websites featured in snippets see an increase in organic traffic by an average of 20-30%, as they stand out from other search results. [[Source](https://hsinfo.moz.com/hubfs/Featured%20Snippets%20Cheat%20Sheet.pdf)] Earning a featured snippet is Google's endorsement of your content's authority on the subject matter. Research indicates that pages holding featured snippets are perceived as more trustworthy by users, enhancing brand credibility. [[Source](https://www.semrush.com/blog/featured-snippets/)] Google selects featured snippets based on several key factors: * :

Content must directly answer the search query. * : Answers that are clear, concise, and to the point are preferred. * : Well-structured content using headings, lists, or tables aligns with snippet formats. * : Content from credible and authoritative sources is favored. * : Well-optimized pages with good SEO practices stand a better chance. * : High click-through rates indicate valuable content to users. * : Updated content is crucial for time-sensitive queries. Concise, authoritative answers. Example of Paragraphs in Featured Snippet Ordered or unordered, perfect for procedural content. Examples of Lists in Featured Snippet Comparative data or structured information. Examples of Tables in Featured Snippet Video clips that address specific queries. Examples of Video Snippets in Featured Snippet ## Are you ready for a Featured Snippet? * If your content already ranks in the top 10 search results for a targeted query, it stands a better chance of being selected for a featured snippet. * Google favors well-structured content for featured snippets. This includes the use of headings, lists, tables, and bullet points that clearly organize information in a way that's easy for search engines to interpret. * Your content should provide concise, direct answers to specific questions. Aim for succinct paragraphs, step-by-step lists, or clear data tables that match the format of common featured snippets * Your content must be authoritative, thoroughly researched, and directly relevant to the queries you're targeting. High-quality content is a prerequisite for snippet consideration. * Ensure your content is optimized for keywords that are likely to trigger featured snippets. These often include question-based queries and high-volume search terms related to your niche. * With the increasing prevalence of mobile searches, ensuring your website is mobile-friendly is crucial. Google is more likely to feature snippets from sites that offer a seamless mobile experience. * Fast-loading pages are more likely to be featured. Google prioritizes user experience, and page speed is a significant factor in this regard. Featured Snippet Stats- by Semrush ## 8 Best Practices to Rank on Featured Snippets Use Ahrefs to find quick win opportunities- * Navigate to Ahrefs and enter your domain into the Site Explorer tool. * Proceed to the "Organic Keywords" section. * Apply a filter for rankings, setting the position to the top 10. * Use the SERP feature filter, selecting "Featured Snippet" where your target currently does not rank. * With the same technique you can also steal your competitors featured snippets.Â Find positions on organic keywords with Ahrefs Find list of all organic keywords * Start by navigating to the Keyword Explorer tool within Ahrefs. * Input the main topic you're targeting into the search field to explore relevant keywords. * Click on the 'Target' filter, enter your domain, and select the option to "show keywords target ranks for in top 10". * Choose the 'SERP features' filter, then select 'on SERP' followed by 'Featured Snippet'. This process will display keywords related to your topic for which Google shows featured snippets, and where your domain already ranks in the top 10, pinpointing precise opportunities for snippet optimization. Keywords target ranks for in top 10 position Keywords target ranks for 'Featured Snippet' Understanding user intent is crucial when optimizing content for featured snippets. User intent refers to the underlying goal a person has when typing a query into a search engine.Â By aligning your content with this intent, you increase the chances of securing a featured snippet. Here are key intents and how to optimize for them, with examples: Users seek specific information or knowledge. * Example Query: "What is blockchain technology?" * Optimization Strategy: Provide a clear, concise definition or explanation at the beginning of your content. Use a paragraph format for direct answers. ![](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/660546a943cd3401f717ffab_1HtdtzbMhzb_-F3iCNzpHwaxswBSbe2RYU0bKvSM6wkZz5lFJwtklP71LEqWYSrIcLvKtNQYXZH2GosyJWj85Flv0XQq7IbtiC_skJERmc7s2xsHkEr9vMmhjHlz6XsDQMyPEzCHcH

UqBcIQTDLw_Q.png) Example- Informational Intent Users are looking for how-to guides or step-by-step processes. * Example Query: "How to repot a plant" * Optimization Strategy: Structure your content in a numbered list format, detailing each step of the process. Ensure steps are clear and easy to follow. Example- Instructional Intent Users prefer visual instructions or demonstrations. Example Query for Video Snippet: "Basic dance steps" Optimization: A video snippet showing a step-by-step guide or demonstration is ideal. Ensure your video is well-titled, tagged, and includes a descriptive transcript. Example- Visual Intent Users seek specific data or statistics. Example Query for Table Snippet: "Earnings of top US companies" Optimization: A table snippet showcasing company names alongside their earnings can effectively convey this information. Ensure the table is clearly labeled and organized. Example- Data driven Intent Search for your target query. For example, for search query, âMalwareâ Google is showing an excerpt from Malwarebytes. Analyzing the Existing Feature Snippet ranking on SERP Leverage Google's "About this result" option, currently under beta testing, by clicking on the three dots adjacent to the URL. Google highlights that a key reason for choosing Malwarebytes's article is due to many other websites linking to it using the same search term. About this result- Featured Snippet Your search and this result- Featured Snippet Identify whether the snippet is a paragraph, list, table, or video. This indicates the format Google deems most useful for answering the query. Assess the length and structure of the content within the snippet. Note any patterns that might contribute to its featured status. Analyze the depth and accuracy of the information provided. Does the snippet offer a complete answer? Is there updated or more comprehensive information you could provide? Look for unique angles or additional insights not covered in the existing snippet that could add value for the user. Review the source page of the snippet for on-page SEO optimization, including the use of the target query in headings, meta tags, and within the content. Check the page's loading speed and mobile-friendliness, as these factors can influence snippet selection. Examine the backlink profile and domain authority of the page holding the snippet. High-quality backlinks and strong domain authority can contribute to snippet selection. Consider strategies to improve your page's authority through quality backlinks and internal linking. Focus on creating content that answers specific questions. Use keyword research tools to identify common questions in your niche. Structure your content to directly answer these questions early in your text. Aim for simplicity and clarity in your answers. Google often features content that provides direct, easy-to-understand answers to users' questions. Keep your sentences short and to the point, especially in sections of your content that answer key questions. Paragraphs: When targeting paragraph snippets, answer questions directly in a brief section at the beginning of your content. Lists: For list snippets, use bullet points or numbered lists to outline steps, tips, or items clearly. Tables: When information can be compared or data presented, format it into a table for easy digestion. Videos: For topics that benefit from visual demonstration, create and embed a video that succinctly answers the query. Understand the intent behind the search query and tailor your content to meet that need. Whether it's seeking knowledge, understanding a process, or comparing options, your content should provide the most relevant answer. Use H1, H2, and H3 tags to organize your content logically. Structured articles with headings, lists, and tables not only helps with readability but also allows search engines to better understand the structure and relevance of your content. Include the target question and related keywords naturally within your content, especially in headings and near the beginning of your answers. Regularly update your content to ensure it remains accurate and relevant. Google favors up-to-date information, especially for time-sensitive queries. Implement schema markup to help search engines understand the context of your content. While not a direct ranking factor for featured snippets, it can improve your overall SEO. "The word 'is' frequently acts as a key trigger for securing featured snippets. In our analysis, we observed that among all types, paragraph snippets were predominant, and those are often triggered by the use of 'is.' * Direct Approach: Pose common questions as headings and follow immediately with concise answers. * Question Keywords: Incorporate question-based keywords naturally within the content to align with search queries. * Title and Meta Descriptions: Include target keywords to improve relevance and click-through rates. * URL Structure: Use clean,

descriptive URLs that include keywords. * Internal Linking: Use internal links to boost page authority and help search engines understand content hierarchy. * Concise Heading Structure: Use clear, concise headings (H1, H2, H3) to organize content logically, making it easier for search engines to understand and feature your content in snippets. * Natural Keyword Usage: Integrate keywords smoothly throughout your content, ensuring they complement the natural flow of the text and enhance relevance without compromising readability. * Contextual Keywords and LSI: Incorporate semantically related and LSI keywords to add depth, making your content more relevant for a wider array of queries. * Add Images and Videos to Make Content More Engaging * Visual Aids: Incorporate relevant images and videos to complement your text, making the content more engaging and informative. * Alt Text and Descriptions: Use descriptive alt text and captions for images and videos, including target keywords where appropriate to enhance SEO. ## Common Mistakes to Avoid When Optimizing For Featured Snippets * Keyword Stuffing * Not answering directly to the queries * Long Answers * No use of Subheadings * Poor Page Design * Lack of Mobile Friendliness ## Advanced Techniques / Additional Optimization Techniques #### Secure The Featured Snippets That You Already Own * Keep the content fresh and updated with the latest information to maintain its relevance and authority. * Stay abreast of changing search trends and adjust your content accordingly to ensure it continues to meet user intent. * Improve the user experience on your page to increase dwell time and reduce bounce rates, signaling to Google the value and relevance of your content. ## Using AI in Featured Snippet Optimization Use AI tools to see how your snippets compare to your competitors. This can help you find out what's good about your content and what needs to be better in comparison to ranking featured snippets of your competitors. Give ChatGPT your initial snippet draft and ask it to enhance the content to align more closely with what Google looks for: "Please use NLP-compatible formatting to refine this draft paragraph, aiming to optimize it for Google's featured snippet box for the search term [keyword]: [your paragraph]". ## How To Rank For Multiple Featured Snippet Queries For Same Page * Create content that comprehensively covers a topic, addressing multiple facets and related questions within a single page. * Group related keywords and questions together in your content. Use subheadings to clearly delineate each section, making it easier for Google to identify relevant snippets. * Incorporate a mix of content formats (text, lists, tables, images, videos) within the same page to cater to different types of featured snippets, increasing your chances of ranking for multiple queries. Take the example of the below page, which is ranking for 141 keywords -

Fortinet example- one page, ranking for 141 keywords ## Success Stories The client, based out of the US, is a leading cybersecurity solutions provider globally. The key offerings include a wide range of products and services to help businesses protect their networks, devices, and data. A client has been the leader in the Gartner magic quadrant for the last couple of years in some of the key cybersecurity segments like SD-WAN, Network Security, and Next Generation Firewall Fortinet had previously achieved a high-ranking position for 416 keywords with featured snippets but faced difficulty in further expanding its reach in the highly competitive cybersecurity industry. Additionally, we analyzed the number of featured snippets acquired by Fortinet's close competitors and found that they had three times as many. This indicates a missed opportunity for Fortinet, a leader in the industry, to improve its position. There is significant scope for improvement as Fortinet currently holds only one-fifth of the potential 2000 keywords on featured snippets. * 400+% increase in the no of keywords appearing in featured snippets. * 600+% increase in the number of users. * The website content is not optimized for targeted keywords in featured snippets * Content lacking comprehensiveness, informativeness, and structure for featured snippet eligibility. * Technical issues (slow page speed, poor website architecture, incorrect metadata) hinder featured snippet appearance. * Content not aligned with the search intent of targeted keywords, reducing the likelihood of being in featured snippets. * Identified high-volume keywords like TCP (Global MSV - 267K), DDoS (Global MSV - 189K), and DNS meaning (Global MSV - 37K) where feature snippet is appearing in SERP and Fortinet is currently ranking between 2-10th position. * Analyzed competitors' search queries and featured snippet content. * The content was restructured in order to improve organization and optimize keywords. For instance, for keywords such as "benefits of SD-WAN", a list-type feature snippet was observed to be appearing. As a result, the content was reorganized in a similar fashion. On the other hand, for keywords such as "proxy server", "login credentials", and "how does a VPN work", a paragraph-type feature snippet was found to be appearing. Consequently, the content was restructured accordingly. Before -

Before Optimization After -

After Optimization * They achieved an impressive increase in the number of keywords appearing in featured snippets, going from 416 to 2.1K i.e. 404.81% increase. * The number of users increases from 15.6K to 124.4K i.e. 697.44% increase.


f9lMh36qjxnQ.png)
 Increase in Keyword Ranking after Optimization Keyword Optimization- Pre & Post FS Optimization eFax, a leader in online fax services, threw a challenge to LeadWalnut: Improve ranking from 12th position for âIRS Fax Numbersâ. But page 1 was dominated by IRS pages. Facing off against a DA 92 giant seemed daunting, but guess what? Challenge crushed. eFAX captured the #1 position in 6 weeks! â Analyzed competitors' URL ratings, organic keywords, and backlinks âApplied our âBlog 360 frameworkâ to identify improvements needed. âRevamped URL structures, titles, and meta tags. âInfused content with SEO-driven headers and keywords. âIntroduced FAQ sections with schema to dominate searches. âInternal links with 4-5 key pages # Buy backlinks # Write AI generated content eFax didn't just hit the first page; it dominated it by ranking #1 for 'IRS fax number', outperforming IRS, and securing the featured snippet spot. eFax ranking on Featured Snippet Increase in site traffic â â ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. LeadWalnut builds world-class websites, creates engaging success stories, and refines key messages around offerings, and problem areas to build trust and emotional connections with prospects. ### Related Articles Content Marketing SEO Ecommerce Website Creation Email Marketing B2B Marketing Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. [![Beyond Tofu content](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6841aacc8207776611953b4d_Beyond%20tofu%20content.webp)](/blog/from-awareness-to-action-how-to-craft-content-that-converts) [### From Awareness to Action: How to Craft Content That Converts](/blog/from-awareness-to-action-how-to-craft-content-that-converts) June 5, 2025 5 mins Content Marketing Discover how to move beyond top-of-funnel content and develop a full-funnel content strategy that drives meaningful conversions and revenue growth. [Watch now](/blog/from-awareness-to-action-how-to-craft-content-that-converts) [![ICP-focused content](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/68418b50a261a78781383e5a_AI%20disrupted%20search%20(1).webp)](/blog/reach-the-right-audience-with-content-led-seo) [### Reach the Right Audience with Content-Led SEO That Targets Your ICP](/blog/reach-the-right-audience-with-content-led-seo) June 5, 2025 5 mins Content Marketing Learn how to attract and engage your Ideal Customer Profile (ICP) with a content-led SEO strategy. Align content with search intent to drive qualified traffic. [Watch now](/blog/reach-the-right-audience-with-content-led-seo) [![AIO Optimization](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/681cc285362392b9d9180b4e_AI%20disrupted%20search.webp)](/blog/ai-search-disruption-enterprise-cmo-guide) [### AI-Disrupted Search: A CMO's Guide to Maintaining Search Visibility When Algorithms Change Everything](/blog/ai-search-disruption-enterprise-cmo-guide) May 8, 2025 7 mins SEO Learn how AI search is eliminating traditional B2B traffic despite strong rankings. Discover enterprise strategies to maintain visibility and convert leads in a zero-click world. [Watch now](/blog/ai-search-disruption-enterprise-cmo-guide) Partner with LeadWalnut to Drive your Digital Growth! Tell us about yourself and we will tell you how to beat your competition. ![close-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64dcaa4deae0994a7709cf65_contact-modal-close.svg) Get in touch ![Chat Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/6504753ccaefba703b628a22_ico-btn-04.svg) Get in touch ![Chat Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/6504753ccaefba703b628a22_ico-btn-04.svg) Thank you for your interest in LeadWalnut. Our digital expert will reach you in the next 24-48 hours. Oops! Something went wrong while submitting the form. ![Arti Ghemud](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/653fadb4329d6dc43e16f474_WhatsApp%20Image%2020

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Case Study: 48.7% Conversion Boost for B2B SaaS in 30 Days | LeadWalnut Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF ![Download Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f8300c86889e3c5953cdd_Download%20Icon.svg)](/contact-us) To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. [![Feeling Very Bad Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca969bc953b5c99be16_Very%20Bad.svg)](#)[![Feeling Bad Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa3b31fa546c140cc5_Bad.svg)](#)[![Feeling Good Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca9a7985c77d15de2b2_Satisfed.svg)](#)[![Smile Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa51a75f62ab1322cf_Good.svg)](#)[![Happy Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca920691c8d4e4e7974_Happy.svg)](#) Are you finding this blog helpful? [Yes ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#)[No ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#) Thank you for your feedback [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Checklist](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661fbc7cf742d90b1ae6b48d_Checklist.png) Download our free On-page SEO checklist Want to build an AI powered app? WithÂ 13+ years of experience, technical expertise andÂ 4400+ successful apps developed, our team turns your app idea into reality. Let's talk about your project. [Contact us](/contact-us) [![Arrow Up Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66221502f00daf2764b3ad12_Arrow-Up.svg)](#blog-starts) [Home](/old-home)![right-arrow-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec7dde921a14ee8afef453_arrow-sm-right%201.svg)[Blog](/blog) # How Strategic CRO Boosted eFax's Conversion Pipeline by 48.7% in Just 30 Days BY Maitreyi Kole May 26, 2025 [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![CRO case study](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/68145459e9c9b38a70f072b9_eFax%20case%20study.webp) ## â *"**"* - This isn't just our tagline at LeadWalnut; it's the foundation of our integrated SEO+CRO approach that delivers measurable business impact for B2B SaaS enterprises. ### 91% of B2B SaaS marketing leaders waste budget on SEO that doesn't

drive pipeline. Our client, eFax â a leading enterprise online fax service provider in the B2B SaaS space â was experiencing this exact pain point. As one of the most established players in the online faxing industry, eFax had invested significantly in building organic visibility. Their efforts had paid off in traffic terms: Yet despite these impressive visibility metrics, conversion numbers were telling a different story. Their high-intent "" landing pages were underperforming dramatically, leaving significant revenue on the table. Users were arriving in droves but not converting at the rate the business needed to justify their SEO investments. > â > eFax's core landing pages were optimized almost exclusively for visibility metrics (rankings, traffic, impressions) but had critical gaps in their conversion architecture. Key pages like [/efax-free](https://www.efax.com/free-fax) were attracting the right audience but failing to convert that interest into action. When we analyzed the baseline data, several troubling patterns emerged: * (90%+ users seeing critical sections) * (from 69% to 57.9%) This is the classic enterprise disconnect we see repeatedly in B2B SaaS companies: traffic without transactions, visibility without value, rankings without revenue. What eFax needed wasn't more trafficâit was a strategic approach to converting the quality traffic they already had. ### Here's where most agencies get it wrong. The knee-jerk reaction would be proposing a complete website overhaul â an expensive, time-consuming process with uncertain ROI that would require months of development, stakeholder approvals, and technical implementation across eFax's enterprise technology stack. As a specialized SEO+CRO agency for B2B tech companies, we knew better. Enterprise-level websites like eFax's operate within complex ecosystems of marketing automation, CRM integration, compliance requirements, and multilayered approval processes. Complete redesigns often create more problems than they solve. Instead, we approached this challenge with our proven CRO methodology â a targeted set of data-backed improvements focusing on strategic conversion points rather than wholesale changes. This approach is particularly effective for enterprises with: By making specific, high-impact improvements to key landing pages based on user behavior data, we could dramatically improve conversion rates without disrupting the existing traffic acquisition strategy. We developed a three-pronged strategy: 1. â Create clearer pathways to high-value actions 2. â Better leverage eFax's established market credibility 3. â Reduce friction at key conversion moments This approach would require minimal development resources, maintain SEO equity, and deliver results quickly â all critical factors for an enterprise B2B solution like eFax. ### Before making any changes, we conducted thorough baseline analysis: * We gathered 3-month baseline data by device type, showing 8,500 monthly desktop sessions and 6,700 mobile sessions * Using heatmaps and session recordings, we tracked 7,300 total clicks on the target landing page * We documented the user journey, finding only 1,308 users navigated to pricing and 2,188 to signup * We identified where users abandoned the conversion process (49% drop-off rate) ![](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6814ba2eb1b3c2208e256757_KPIs%20(1).webp) Before Implementation Our analysis revealed several critical issues: 1. Scroll depth to key sections had dropped from 97.4% (October) â 90% (November) â 84.6% (December) 2. Despite high visibility, users weren't clicking on primary CTAs 3. Logos and badges had high visibility (90.1% in October) but this dropped to 68.6% by December with minimal interaction 4. Text-heavy sections showed no engagement despite visibility 5. Users were clicking "Compare All Plans" but dropping off afterward Each issue represented a specific opportunity to improve conversions without changing the core site architecture. Based on our findings, we developed and implemented a targeted optimization plan: 1. * Changed from to to better align with user search intent * Improved URL structure for both search engines and human readability 2. * Moved CTA buttons below the headline for improved visibility * Added clear trust indicators ("HIPAA Compliant" and "Secure Fax") below CTAs * Applied a left-to-right layout (text left, visuals right) matching natural reading patterns * Replaced generic hero image with contextually relevant imagery showing the service in action 3. * Added direct links to G2 and Trustpilot reviews from customer logos * Created a compelling headline: "Why eFax is the go-to brand for millions of users" * Applied visual emphasis to trust badges with subtle shadowing and interactive elements 4. * Replaced paragraphs with scannable bullet points * Created benefit-driven headlines addressing specific customer pain points * Added icons and concise titles for each key benefit * Incorporated actual usage metrics to validate claims 5. * Combined related sections ("How to Send" and "How to Receive") for better flow * Simplified the "How Free Fax Works" process steps * Positioned competitive comparison higher on the page 6. * Created action-oriented CTA copy with clear benefit language * Added "Best Value" and "Most Popular" tags for pricing guidance * Improved visual contrast for better visibility * Placed CTAs at strategic points based on scroll and click data Each change was implemented precisely, measured individually, and optimized based on performance data. We maintained careful tracking to isolate the impact of specific changes rather than making multiple simultaneous updates that would confuse attribution. ### The impact was immediate and measurable. After just 30 days of implementation: | Metric | Before Implementation | After Implementation | Growth | | --- | --- | --- | --- | | Desktop Sessions | 8,500 | 11,100 | 30.6% | | Mobile Sessions | 6,700 | 9,200 | 37.3% | | Total Clicks on Page | 7,300 | 11,300 | 54.8% | | Users to Pricing Page | 1,308 | 2,080 | 59.0% | | Users to Signup | 2,188 | 2,954 | 35.0% | | Completed Transactions | 585 | 870 | 48.7% | > â > While the average engagement time per active user remained virtually unchanged (22s vs 21s), our strategic improvements dramatically transformed how effectively that time was used. The same users, spending the same amount of time, but taking completely different actions. Breaking down the results further: 1. * 54.8% increase in total clicks shows users were finding and interacting with important page elements * The unchanged bounce rate (56.69% vs 57.51% before) with higher conversions indicates better qualification and faster decision-making 2. * 59% more users navigating to pricing pages shows clearer decision pathways * 35% increase in users progressing to signup indicates reduced friction at key decision points 3. * 48.7% increase in completed transactions delivered immediate revenue results * 37.6% revenue

growth without additional marketing spend dramatically improved ROI What makes these results particularly impressive is the speed and efficiency of implementation. This rapid improvement demonstrates the power of precise, data-driven optimizations over sweeping changes that disrupt existing user flows. ### The transformation of eFax's conversion metrics reveals a powerful truth about enterprise marketing: Three critical factors made this approach successful for eFax: The key to this transformation wasn't redesigning the entire website. We identified specific conversion barriers and created targeted solutions: * Simply changing the layout and positioning of CTAs led to significant engagement increases * Adding clickable links to review sites transformed passive logos into active trust builders * Converting text blocks to scannable lists with icons made the same information more accessible and actionable These targeted changes preserved brand equity and SEO value while dramatically improving user experience. Every change was based on specific user behavior data: * We tracked declining scroll rates to identify exactly where users lost interest * Heatmap analysis showed which elements received attention but not clicks * Path analysis revealed which pages successfully moved users toward conversion * Session recordings identified moments of confusion or hesitation This evidence-based approach eliminated guesswork and allowed us to focus on changes with the highest impact potential. We identified and optimized the critical moments in the user journey: * Transition from landing page to pricing pages * Progression from pricing comparison to signup * Movement from consideration to transaction completion By reducing friction at these key decision points, we created clearer pathways to conversion without changing the core value proposition. This approach delivered three critical business outcomes: 1. 37.6% increase in revenue within just 30 days 2. Better utilization of existing traffic without increasing acquisition costs 3. Clearer pathways and simplified decision-making for potential customers For eFax, this meant not just better conversion rates, but a fundamentally more efficient customer acquisition model that continues to deliver results long after the initial implementation. ### If you're a B2B SaaS CMO, VP of Marketing, or Digital Marketing Director facing similar challenges, consider this: The traffic you've worked so hard to acquire is likely abandoning your site not because they don't need your solution, but because the conversion path isn't optimized for their journey. At LeadWalnut, we specialize in transforming traffic into transactions for B2B SaaS companies. Our integrated SEO+CRO approach ensures you're not just driving more visitors to your site, but converting them into qualified pipeline. ### Want to see how your website stacks up against our comprehensive CRO checklist? The same one we used to achieve these results for eFax? â Email ajay@leadwalnut.com and we'll send it directly to your inbox. Or if you're ready to discuss how we can implement these strategies for your business, with our conversion experts. Remember: We don't just drive traffic. We convert it. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/cont act-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. LeadWalnut builds world-class websites, creates engaging success stories, and refines key messages around offerings, and problem areas to build trust and emotional connections with prospects. ### Related Articles Content Marketing SEO Ecommerce Website Creation Email Marketing B2B Marketing Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. 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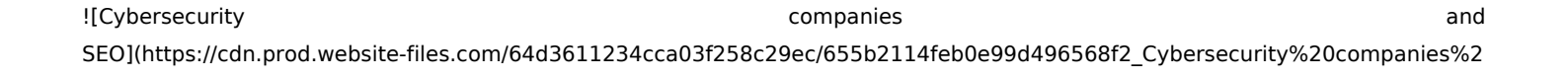

Navigating the Cybersecurity Landscape: 6 Essential SEO Strategies for Success In an era where digital threats are constantly evolving, the need for robust cybersecurity solutions has never been more critical. As the landscape of online threats changes, so too must the strategies used to combat them. This is where Search Engine Optimization (SEO) comes into play, especially for cybersecurity companies striving to maintain visibility and relevance in search engine results. Here, we delve into six key SEO strategies that are crucial for success in the cybersecurity domain. ### 1. Demystifying Cyber Security Jargon: The world of cybersecurity is riddled with complex terms and concepts that can be daunting for the average user. To bridge this gap, creating a user-friendly glossary on your website is invaluable. Simplifying intricate terms like firewalls, encryption, Zero Trust, and Data Loss Prevention (DLP) in layman's terms not only aids in understanding but also improves your site's accessibility and SEO. ### 2. Staying Ahead of Emerging Threats: The cybersecurity landscape is dynamic, with new threats emerging regularly. To keep your audience informed and your content relevant, it's crucial to regularly update your site with the latest information on cyber threats and breaches. Incorporating recent incidents, such as the SONY breach by Ransomware.VC, into your content can provide timely and engaging material for your readers. ### 3. Aligning with Cybersecurity Laws and Regulations: In a field as sensitive as cybersecurity, compliance with global laws and regulations is non-negotiable. By providing content that not only explains these laws but also offers actionable compliance advice, you position your company as a knowledgeable and trustworthy source. Discussing significant incidents, like the British Airways data breach and its repercussions, can further underline the importance of compliance.
Source: theknowledgeacademy.com ### 4. Crafting Content for All Audiences: The challenge in cybersecurity content creation lies in appealing to both professionals in the field and the general public. Striking a balance between technical accuracy and general accessibility is key. Articles that discuss advanced encryption techniques in a manner understandable to non-experts, while still offering value to professionals, can significantly widen your audience reach. ### 5. Delivering High-Quality, Relevant Content: In the fast-paced world of cybersecurity, keeping your audience up-to-date with the latest threats and solutions is essential. Sharing case studies, like how your multi-factor authentication system prevented a sophisticated phishing attack, not only demonstrates your expertise but also keeps your content relevant and engaging. ### 6. Establishing Trust and Authority (E-A-T): In an industry where trust is paramount, showcasing your expertise and credentials is crucial. Highlighting certifications like CISSP and CISM within your team and backing your solutions with research and white papers can significantly boost your credibility and authority in the field. ### Conclusion: SEO in the realm of cybersecurity is not just about ranking higher on search engines; it's about providing value, building trust, and establishing authority in a highly competitive and ever-changing landscape. By implementing these six strategies, cybersecurity companies can enhance their online presence, engage a broader audience, and stay ahead in the digital battleground. ### â For the past three years, LeadWalnut has been at the forefront of crafting high-performing content for leading cybersecurity enterprises in the US. Our expertise in creating content that not only drives website traffic but also builds a consistent sales pipeline is unmatched.Â If you're looking to feature in the coveted snippets for keywords like firewall, malware, and SD-WAN, our team of B2B SEO experts is just a conversation away. ![cuate
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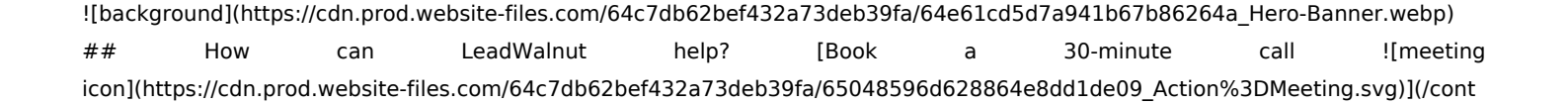

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ENTRY #16

URL: https://leadwalnut.com/blog/why-high-traffic-isnt-enough-how-to-turn-it-into-conversions | LANG: blogs | TIME: 2025-06-13 10:46:41

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[Contact us](/contact-us) [![Arrow Up Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66221502f00daf2764b3ad12_Arrow-Up.svg)](#blog-starts) [Home](/old-home)![right-arrow-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec7dde921a14ee8afef453_arrow-sm-right%201.svg)[Blog](/blog) # Why High Traffic Isnât Enough: How to Turn It Into Conversions BY LeadWalnut June 9, 2025 [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Traffic to conversions](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6841c033df31fa023adbe271_TRAFFIC%20TO%20CONVERSIONS.webp) ## You invested time, effort, and budget to bring high-quality traffic to your website. As a result, organic rankings are climbing, paid campaigns are gaining traction, and visitors are increasing. However, the key outcome, which is conversions, isnât keeping up. This sort of disconnect happens more often than many B2B marketers admit. Itâs easy to embrace traffic milestones, but on its own, traffic is a vanity metric. Without good conversions, high traffic doesnât drive the business forward. In enterprise marketing, where high-value deals and long sales cycles are the expected norm, the power to convert traffic into qualified leads (or even sales) is what ends up generating revenue. Here, the author discusses why high traffic generally does not convert and how to resolve this by coordinating strategy, UX, and analytics to your Ideal Customer Profile (ICP). ### Not all traffic is high quality. If your site is bringing in traffic that is not within your Ideal Customer Profile (ICP), theyâre not going to convert. Maybe your copy is optimized for broad, top-of-funnel keywords or is too generic to address specific pain points of decision-makers within your targeted industries. This misalignment leads to inflated traffic metrics. However, it has zero or minimal commercial value. Enterprise customers anticipate a smooth digital experience. If your site is slow, difficult to navigate, or has a confusing checkout or lead capture process, they will leave. In B2B, where professionalism and trust are crucial, a poor user experience can impact your brand image. Even if youâve captured the right traffic, a vague or hidden value proposition can derail your conversion efforts. If visitors canât quickly understand your offerings, differentiators, or what benefits you offer, they wonât stay long enough to convert. Trust is the key factor that leads to conversion. If your website lacks trust signals, such as case studies, client logos, certifications, or social proof, decision-makers may hesitate to engage or request a demo. Your CTAs can help crack the B2B deal if they are engaging and effective. On the other hand, weak, generic, or overly promotional CTAs, especially when paired with long, complex forms, can impact engagement. > B2B buyers want clarity, control, and context before they submit their details.Â ### Audit your traffic sources and keyword strategy.Â Ask yourself: * Are you targeting terms that your ICP proactively searches for?Â * Are your landing pages, blog posts, and ads tailored to specific industries, roles, or use cases? Implement intent-focused content strategies that speak directly to decision-makersâ challenges. Create keyword clusters based on their buying journey (from awareness to evaluation) and ensure your messaging matches their goals. UX design in B2B isnât just about aesthetics. Itâs about guiding the user toward a decision with minimal friction. Optimize your site speed, mobile responsiveness, and intuitive navigation to achieve the goal.Â * Streamline your lead capture forms. * Eliminate unnecessary fields. * Add actionable options, such as scheduling a demo or whitepaper download. * Ensure they look and feel simple and prominent to the audience. * Use heatmaps and session recordings to observe where users fall off or stall. Every landing page of your website must clearly state the value proposition. The audience must understand the following key things by looking at the site: * What do you do?Â * Who is it for?Â * Why should I care? Moreover, avoid jargon and internal language. Focus on clear, outcome-driven messaging that reflects how your solution helps solve your ICPâs pain points. Include stats, data points, or concise bullet benefits to reinforce your brand message. In B2B, trust is non-negotiable. Therefore, add third-party confirmations wherever required. Display client logos, industry associations, compliance badges (such as SOC 2 or ISO), and security badges. Utilize testimonials and case studies reflective of your ICP's vertical or business size. Provide downloadable assets with insights that reflect thought leadership and subject-matter authority. CTAs need to identify where the user is in the purchasing process. Rather than forcing "Buy Now," provide contextual next steps. For instance, say "Talk to a Specialist," "Ask for a Custom Demo," or "Obtain the Competitive Analysis. Combine these with lead magnets that resonate with your ICP. Provide a CTO benchmarking report or an enterprise buyer procurement checklist. > The more your CTA and offer align with user intent, the greater the conversion potential. ### Define what counts as a conversion for your business:Â * Â Is it an MQL?Â * A scheduled demo?Â * A pricing request?Â Once defined, track your conversion rates at each funnel stage and by traffic source to isolate whatâs working and whatâs not. Tools like Hotjar, Google Analytics 4, or Crazy Egg can measure bounce rates, scroll depth, and session duration. Use them to identify which pages users exit from most often or where

they spend the most time. Behavior analytics gives you real insight into how visitors interact with your siteâand where youâre losing them. Even small tweaks can lead to big gains. Run A/B tests on your CTA wording, headline copy, button colors, page layouts, and form fields. Ensure youâre testing one element at a time and running tests long enough to gather statistically significant results. Continuous experimentation is key to sustained CRO improvement. Break down your funnel into stagesâawareness, interest, consideration, decisionâand monitor drop-off rates between each step. Are users reading your content but not clicking CTAs? Are they requesting demos but not showing up? Funnel analysis helps pinpoint bottlenecks and conversion gaps that arenât obvious from surface-level metrics. ### At LeadWalnut, we don't merely drive trafficâwe drive the right traffic. Our approach starts with an in-depth ICP analysis to guarantee that each blog, ad, and campaign is optimized to bring in high-intent visitors, aligning with the highest-value customers. LeadWalnut's dashboards are more than just vanity metrics. We offer behavioral analysis, conversion funnels, and channel performance reportsâall connected back to revenue targets. This enables marketing leaders to make informed, data-backed decisions. We close the gap between traffic generation and pipeline creation through the alignment of marketing and sales teams around common ICPs and buyer journeys. From content mapping to CRM integration, we offer seamless handoffs and higher-quality leads. Your strategy must follow the market trend. LeadWalnut focuses on constant A/B testing, content refresh cycles, and UX audits. This helps maintain your website conversion optimized at all times. Whatâs more? Our optimization doesn't end on launch day. We continuously offer support to help clients achieve the best business outcomes. ##### If your website is attracting visitors but not generating results, itâs time to rethink the strategy. With a focus on qualified traffic, frictionless UX, and data-backed optimization, LeadWalnut empowers enterprise marketers to drive meaningful outcomes, not just visits. Letâs turn your traffic into conversions that matter. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? 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[Watch now](/blog/from-awareness-to-action-how-to-craft-content-that-converts) [![ICP-focused content](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/68418b50a261a78781383e5a_AI%20disrupted%20search%20(1).webp)](/blog/reach-the-right-audience-with-content-led-seo) [### Reach the Right Audience with Content-Led SEO That Targets Your ICP](/blog/reach-the-right-audience-with-content-led-seo) June 5, 2025 5 mins Content Marketing Learn how to attract and engage your Ideal Customer Profile (ICP) with a content-led SEO strategy. Align content with search intent to drive qualified traffic. 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Tell us about yourself and we will tell you how to beat your competition. ![close-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64dcaa4deae0994a7709cf65_contact-modal-close.svg) Get in touch ![Chat Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/6504753ccaefba703b628a22_ico-btn-04.svg) Get in touch ![Chat Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/6504753ccaefba703b628a22_ico-btn-04.svg) Thank you for your interest in LeadWalnut. Our digital expert will reach you in the next 24-48 hours. Oops! Something went wrong while submitting the form. ![Abhishri K M](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6841941e00f9d3067b23aef4_Abhishri-%20LinkedIn%20Profile%20(1).webp) LeadWalnut Search Engine Optimization Analyst [![LinkedIn Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/651167fb0f552e22e55c3e71_LinkedIn-icon.svg)](https://www.

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ENTRY #17

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more interactive and engaging. Thatâs when we introduced interactive demos powered by Storylane into our content strategy. â Our inspiration came from working with a client, a leading online fax service provider, where we created step-by-step interactive product demos. These visual guides proved to be highly effective and user-friendly, garnering positive feedback. Encouraged by the results, we implemented the same approach onCodeWalnut for GitHub tutorials by integrating interactive demos alongside traditional content. ### Initially, our focus was on creating a centralized hub for GitHub tutorialsâa repository of knowledge for developers. The goal was to cover a wide range of topics with step-by-step guidance and make the content easy to consume. We wanted these tutorials to serve two primary purposes: ### The Execution: Step-by-Step #### 1. Creating the GitHub Tutorials We started by listing all the GitHub topics that developers frequently search for. Our aim was to cover over 100 tutorials, ranging from basic concepts like creating a repository to advanced topics like using Git stash. List of top Github queries List of GitHub topics - Publication Tracking Sheet Each tutorial was structured with: Explaining the importance of the topic. Embedded via Storylane to provide a visual walkthrough. Text instructions for those who prefer written guidance. Summarizing the steps and emphasizing the practical use cases. #### 2. Building the Interactive Demos Using Storylane, we created demos for each tutorial topic. This no-code tool allowed us to capture on-screen actions, personalize them with guides, and publish them directly. The process was straightforward, requiring no engineering effort. ![](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/67404d95e660f7dccca3087f_6740487687706040da830666_demo%2520(1).gif) #### 3. Optimizing the Pages for SEO To ensure the tutorials ranked well, we: Included metadata such as meta titles and descriptions with keywords like â,â â,â and â.â Focused on high-value keywords relevant to each tutorial topic. Structured the content for readability, with headers and bullet points. #### 4. Publishing and Monitoring We began publishing the tutorials around September 20 and tracked their performance over the following weeks. The combination of interactive demos and SEO-optimized content was key to achieving our goals. ### The Results: What We Achieved Within four weeks, we noticed significant improvements: Website traffic increased by , driven by organic visits to the tutorial pages. ![](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6740509060eb70665ad17375_67405069d76e32261878aa94_When%2520ttutorials%2520were%2520published%2520(1).png) Increase in Impressions and clicks We ranked for over keywords, with of them appearing in the top three pages of Google SERP. Of these, keywords made it to the . Visitors spent more time on the pages, engaging with the demos and following the steps. The tutorials attracted leads from our ideal customer profile (ICP), validating the approach. We saw a visiting our website. ### Why It Worked The success of this initiative can be attributed to the following factors: Storylaneâs demos created an engaging and memorable experience. Each tutorial was easy to follow, catering to both visual and text-based learners. Careful keyword research and content structuring helped the pages rank well. Storylaneâs analytics allowed us to monitor demo completions and time spent, providing actionable data for further improvement. ### Final Thoughts This try-out showed us the power of combining interactivity with well-optimized content strategy. By embedding Storylane demos into our GitHub tutorials, we not only created a valuable resource for developers but also significantly improved our websiteâs engagement and search rankings. The results speak for themselves: higher traffic, better rankings, and increased leadsâall achieved within a matter of weeks. â If you're looking to implement similar strategies and turn your content into high-performing lead magnets, let us help. Contact us or drop a message [here](https://www.leadwalnut.com/contact-us) to get started! ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and

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How To Assess the Technical Health Of Your Website?

BY Kritika Gour

May 19, 2025

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Busy marketers are juggling between SEO, Ads, Webinars and events. And pop comes the question from the Head of Marketing- "How is the technical health of our website?" If you feel a bit stumped, you're not alone. In this article lets unravel what is technical health that a marketer would care for. Well, some basic questions would be- 1. Does it load quickly? 2. Is it indexed and visible in Google search? 3. Does it function well on mobile devices? At LeadWalnut, we have helped several B2B SaaS marketers improve the website's technical health, turning them into 24/7 sales engines. Here is the list of some parameters Iâve focused on and the sources/tools you can use to measure or analyze them. ## Before we talk about specific tools, it's important to know that different SEO auditing tools might show different data for the same parameters based on their algorithms. Also, the information from these tools is directional in nature; we always need to scan the website, assess & resolve the errors based on their severity. Hereâs a breakdown of key performance indicators and free tools like GA, GSC & Screaming frog you can use to check them: | Sr.no | Parameters | Levels | Tool to be used | | --- | --- | --- | --- | | 1 | Measure page speed, CWV, accessibility, and SEO score on mobile and desktop | Site level | PageSpeed Insights | | 2 | Check presence of robots.txt and sitemap | Site level | Manual | | 3 | Check for duplicate and missing meta titles | Page level | Screamingfrog | | 4 | Check for duplicate and missing descriptions | Page level | Screamingfrog | | 5 | Inspect for duplicate content | Page level | Screamingfrog | | 6 | Check for duplicate and missing H1 tags | Page level | Screamingfrog | | 7 | Correct incorrect header tag structures | Page level | SEO Meta in 1 Click | | 8 | Ensure image alt and title tags are present | Page level | Screamingfrog | | 9 | Verify no broken links exist | Site level | Screamingfrog | | 10 | Check for broken images | Site level | Screamingfrog | | 11 | Ensure correct canonical tags are implemented. | Site level | Screamingfrog | | 12 | Identify orphan pages | Site level | Screamingfrog | | 13 | Review backlinks | Site level | Screamingfrog | | 14 | Fix any 4XX errors | Site level | Screamingfrog | | 15 | Fix any 5XX errors | Site level | Screamingfrog | | 16 | Investigate crawl errors | Site level | Google Search Console | No matter how great your content is, your websiteâs ranking and traffic will suffer if there are unresolved technical issues. Thatâs why SEOs need to routinely check the health of their properties. Let me show you how you can check one of the technical health issues using one of the tools listed above- You can check using [Page Speed Insights](https://pagespeed.web.dev/). See demo below. â With [Screaming Frog](https://www.screamingfrog.co.uk/seo-spider/), you can easily perform a comprehensive checkâfrom finding duplicate meta details and URLs to identifying broken links, orphan pages, and much more. See the demo below. Using the [SEO Meta in 1 Click](https://chromewebstore.google.com/detail/seo-meta-in-1-click/bjogjfinolnhfhkbipphpdlldadpnmhc?hl=en&pli=1) extension, you can quickly check out key SEO attributesâsuch as meta tags, headers, alt text, and moreâat a glance. See demo below. ## Yes, there are free tools available for checking the technical health of a website, such as Google's PageSpeed Insights and Screaming Frog. It's a good practice to assess the technical health of your website at least once a month or once a quarter depending upon the quantum of changes you make to the website. If Google canât find your most valuable pages, neither can your

potential customers. For example- LinkedIn once faced a significant challenge when it inadvertently blocked some of its pages from being indexed by search engines. Consider the vast scale of LinkedIn: it hosts over 990 million members globally, facilitating millions of professional interactions daily. Imagine if even 1% of LinkedInâs pages were non-indexed due to a technical oversight. That could obscure the visibility of nearly 10 million users, severely impacting their ability to connect, find jobs, or engage with content. Regular audits using Google Search Console are crucial to prevent such issues and ensure all valuable content is visible. ## Conclusion As a Technical SEO Lead, I can't stress enough the importance of keeping a sharp eye on your website's technical health. Itâs not just about fixing things when they break. Itâs about making sure your website always shows the best side of your business. Regularly auditing your site with the right tools isn't just maintenanceâit's a strategic move. Itâs like giving your car a regular tune-up to avoid unexpected breakdowns. Remember, a robust online presence starts with a healthy website. Let's make sure yours is not just functioning but is working 24/7 to bring in sales. [Contact LeadWalnut for Free Site Health Audit](#) [Contact LeadWalnut for Free Site Health Audit](https://www.leadwalnut.com/contact-us) [Contact LeadWalnut for Free Site Health Audit](#) ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? 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However, it is no longer sufficient for effective B2B marketing. The key to success is to reach the right audience.Â That's when creating an Ideal Customer Profile (ICP) can help. It defines specific characteristics of a valuable customer, like their key challenges, goals, company size, industry, and behaviors. Analyzing these aspects can help create successful B2B marketing strategies.Â In fact, reports by Rampiq state that- > Organizations with a clearly defined ICP achieve a 68% increase in win rates. SEO and content strategy aligned with your ICP attract traffic and high-quality leads that convert. This article discusses a powerful content-led SEO strategy that aligns with your ICP. It can help you attract high-quality traffic, high conversions, and drive sustainable business growth. ### Search engine optimization (SEO) helps organizations achieve online visibility. However, visibility without relevance cannot help achieve conversions.Â Here, ICP offers a roadmap to create high-quality, relevant content that can attract the target audience. In SEO, defining your ICP means more than identifying demographic or firmographic characteristics. It helps B2B firms understand what the ideal customer wants (their ever-evolving needs) while acknowledging their challenges. These in-depth insights allow you to create relevant and helpful content that can help solve their challenges. A B2B marketing community discussion on Reddit highlights that- > Organizations aligning

their content strategy with their ICP achieve more qualified traffic, higher engagement, and stronger pipeline performance than others. ### Not all search queries are equal. In order to actually bring in your ICP, you must map content to their search intent throughout the funnel: * Your ICP is looking at their challenges and researching. Provide thought leadership articles, detailed blog posts with current industry trends that help resolve their challenges and queries. This strategy can encourage them to explore your website and products. * Your ICP understands what they require but is searching for options. Share whitepapers, blog posts on product comparisons, and comprehensive guides that highlight your B2B brand as the right fit. This subtle yet effective approach can help them make up their mind.Â * Here, your ICP is prepared to buy. So, ensure that you have optimized landing pages, case studies, testimonials, and demos to encourage action. To discover ICP-targeted content gaps, tools such as Google Search Console, Ahrefs, and SEMrush can offer keyword trends, content performance data, and competitor benchmarking. ### Your content strategy needs to be more than a publishing calendar. It must reflect a framework for ongoing conversations with your ICP. Start by mapping the customer journey and identifying key decision points. Identify what the customers are inquiring about at each point, what reservations they have, and the crucial aspects that drive their ultimate decision. Once you understand the customer journey and mindset, create content assets such as: * Share real-time outcomes specific to industries or job functions your ICP is a part of. * Address the major pain points of your ICP and offer practical solutions from an expertâs point of view to help them. * Build credibility by sharing actionable content that makes your brand a go-to resource. Thatâs not all. Remember that personalization is vital to make the strategy a massive success. Therefore, segment your ICP into personas (CTO vs. Marketing Director), and tailor your tone, format, and subjects accordingly. Storytelling can further humanize your content by adding empathetic stories, which make the ICP feel understood, not merely targeted. ### While keywords and metadata still matter, content designed for ICP engagement must balance SEO with user experience. * Use relevant keywords, structure your content with proper heading tags, include schema markup for enhanced visibility, and maintain strong internal linking to guide ICPs through the buyer journey. * Ensure your site is fast, mobile-responsive, and easy to navigate. The last thing you want is to lose a high-intent visitor due to friction. * Build authoritative backlinks from industry-relevant websites and influencers your ICP trusts. This not only improves rankings but also builds brand authority. ### In B2B, surface-level content wonât cut it. According to Rampiq, B2B buyers spend an average of 13 weeks researching solutions. Long-form content â such as in-depth guides, research reports, and industry analyses â plays a critical role in attracting and nurturing these high-consideration audiences. * Keeps your ICP engaged longer, increasing dwell time (a ranking factor). * Builds trust through thought leadership. * Improves keyword targeting across various search queries. * A detailed âUltimate Guideâ to solving a pain point your ICP experiences daily. * A downloadable industry benchmark report based on original data. * A series of expert interviews or webinars turned into evergreen blog content. ### To understand whether your content is working, you need to go beyond vanity metrics like pageviews and start measuring pipeline impact. * Are the right people finding your content? * Is the content driving form fills, demo requests, or sign-ups? * Are leads generated from SEO content converting into sales-qualified opportunities? Leverage tools such as Google Analytics 4 (GA4), HubSpot, and CRM-integrated dashboards to track attribution, identify drop-offs, and refine your approach. ### AI is reshaping SEO in two important ways: how content is created and how itâs discovered. * Tools like ChatGPT and Jasper can help scale idea generation, outline creation, and even draft production. However, human oversight is key to maintaining voice, depth, and ICP relevance. * As AI-driven search engines evolve, traditional keyword-first strategies may lose impact. GEO focuses on optimizing content to perform well in AI summaries and featured responses, and this starts with authority, clarity, and alignment with user intent. > With 90% of marketers using AI to assist with content creation (HubSpot, 2024), differentiation lies not in automation but in strategic personalization and relevance to the ICP. ### At LeadWalnut, our ICP-first approach ensures your content isnât just seen â itâs converting. * We work closely with you to identify and refine your highest-value audience segments. * We align SEO efforts with user intent, ensuring content meets your ICP where they are in the funnel. * Our expert team delivers high-impact content â blogs, guides, case studies â crafted to address your ICPâs real concerns. * From audits to page speed improvements, we ensure technical performance supports discoverability and UX. * Through GA4, HubSpot, and Looker Studio integrations, we provide real-time insights into how your content impacts revenue. ##### ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! 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How to Hire an AEM Content Administrator: Expert Interview Questions & Hiring Playbook Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF ![Download Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f8300c86889e3c5953cdd_Download%20Icon.svg)](/contact-us) To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far

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Our solution? We recruited an external AEM specialist to conduct technical interviews while we documented the evaluation process. Within just two weeks, we not only secured a top-tier AEM content administrator but created a definitive hiring handbook that identifies the exact technical skills, problem-solving abilities, and experience markers of exceptional candidates. This systematic approach has transformed our specialized hiring across the organization, reducing time-to-hire by 60% while improving candidate quality. This blog documents our battle-tested method or playbook for confidently hiring specialized talent when you lack the expertise to evaluate it yourself. ## Backdrop Our Co-Founder, Nattu, connected me with Aishwarya, an experienced AEM interviewer, to help evaluate candidates. Observing these interviews was eye-opening as I watched her skillfully assess technical AEM abilities. After reviewing the interview transcripts, I identified the evaluation criteria and questions that distinguished exceptional candidates from merely good ones, revealing what makes an effective AEM Content Administrator. I've created a comprehensive hiring handbook for our company's future AEM content administrator needs, adaptable enough for other CMS roles as well. This interview framework provides a structured approach to identifying candidates with the ideal balance of technical knowledge and problem-solving skills for AEM positions. ## AEM Content Administrator Interview Questions ![Comprehensive AEM Content Management Overview](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/67fcd5c1897ff199d6aec3f0_AEM%20Content%20Administrator%20Interview%20Questions.png) ## Content Management & Assets 1. What are the key responsibilities of an AEM content author? 2. Have you worked on multi-site management? Explain your experience. 3. What is a language copy and how does it function in AEM? ## Scenario-Based Questions ### Multi-Language Content Management Challenge Your marketing team is managing content for Project Walnut in 5 languages (English, Spanish, French, German, and Japanese). The content authors have

reported several issues around how to create and manage language copies. Some translated pages are also missing components that appear on the English version. Updations to the master English content do not seem to reflect in translated versions. * As a Content Administrator, how would you help authors efficiently create and manage language copies? * What might be causing the inconsistencies between language versions? * Which AEM features would you use to streamline the translation workflow for content authors? * How would you set up a process to ensure updates to the master language propagate correctly to translations? ### Asset Discoverability Challenge Our marketing team uploaded 1,000 images to DAM for Project Walnut, but content authors struggle to find assets. * What might be causing this discoverability issue? * What solutions would you implement to improve asset findability? * What specific image properties would you ensure are searchable? ### Content Publishing Issue You've been asked to update the product comparison page on your company's website with new pricing information and feature updates. Two days after you made the changes, your manager reports that customers are still seeing the old information. Kindly list down the root causes for such an issue to arise and how to go about resolving them? ### SEO Performance Drop Project Walnut's client has reported that their site ranking dropped on Google after a recent content update. The client operates multiple regional sites (India, Hong Kong, London, America, Mexico) that are managed through a master site. Currently, the content team is spending excessive time manually publishing pages across these regional sites. What might be causing the drop in Google rankings after the content update, and how would you investigate it? How would you automate the publishing process to reduce the manual effort required by the content team when rolling out changes from the master site to regional sites? ### Mass Content Management You need to change a template affecting 10,000 pages. * Which template mode would ensure changes propagate to existing pages? * What troubleshooting would you perform if templates aren't visible in page creation? * How does template inheritance work between author and publish environments? ### Component Implementation 1. How would you implement an image component with text overlay? 2. Which out-of-box AEM component would you use for a banner with image, text, and button? 3. How would you handle a teaser component when you don't want the CTA button to be clickable? 4. What's the component element called when adding a button in a teaser? ### Template Management 1. How do you create templates in AEM? What types exist? 2. What's better: static or editable templates in AEM Cloud Services? 3. Describe the process for creating a custom editable template in AEM Cloud Service. 4. When would you use Structure mode vs. Initial Content mode in editable templates? ### Site Structure & Reuse 1. What's the best approach to maintain consistent headers across multiple websites? 2. How would you implement a consistent footer with social media icons? 3. How would you structure experience fragments for content reuse? 4. How would you implement a multi-field component for adding social icons? ### Technical Administration 1. How do you access reporting on page performance and user activity in AEM? 2. How do you navigate to the "conf" folder in AEM Cloud Services? 3. How can you identify whether you're working with AEM Cloud SDK or on-premise? 4. How do you check AEM version information through the URL? ### Communication & Leadership 1. How do you handle conflicting requirements from multiple stakeholders? 2. How do you train new team members on AEM components and implementation? 3. What checklist would you develop for new AEM team members? 4. How do you manage unrealistic expectations from senior stakeholders? ## Conclusion Through this experience, we discovered a valuable approach to building expertise in any technical domain without prior knowledge. Here is an eight step playbook for hiring a highly skilled resource. ![Talent Assessment Process](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/67fcd5d97125d1c9bdaae465_Talent%20Assessment%20Process.png) 1. Identify and engage an expert interviewer in the domain 2. Participate in the interview process as an observer 3. Record and transcribe the sessions (with permission) 4. Extract critical scenarios and questions that effectively challenge candidates 5. Review your compiled material with an expert for accuracy 6. Circulate among leadership 7. Develop a weighted scoring model in collaboration with hiring managers to quantitatively assess candidates The result will be a checklist for the future interviewer to give a quantitative assessment of the candidateâs performance. 8. Refine the process with each hiring round thereby developing strong capability within the company to identify talent.Â People who went through this interview came out beaming and said it was very relevant to real practical examples. The fact that we could tease out practical real world scenarios and not bog people down with theory turned out to motivate people to consider our company favourably. This approach not only solved our immediate hiring need but established a repeatable methodology for evaluating technical specialists across various disciplines. The larger and more interesting outcome was that such an approach enabled us to build the brand of our company and made us more desirable as an employer in the eyes of a candidate.Â For more interesting insights on cracking problems as a program manager, visit [my LinkedIn profile](http://www.linkedin.com/in/saishree-s-7844396)Â ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? 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In Conversation with Kent Yunk: Expert SEO Insights for B2B Success Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF ![Download Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f8300c86889e3c5953cdd_Download%20Icon.svg)](/contact-us) To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. [![Feeling Very Bad Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca969bc953b5c99be16_Very%20Bad.svg)](#)[![Feeling Bad Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa3b31fa546c140cc5_Bad.svg)](#)[![Feeling Good Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca9a7985c77d15de2b2_Satisfed.svg)](#)[![Smile Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa51a75f62ab1322cf_Good.svg)](#)[![Happy Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca920691c8d4e4e7974_Happy.svg)](#) Are you finding this blog helpful? [Yes ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#)[No ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#)

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Having worked closely with him for over four years, weâve seen how his data-driven strategies have delivered consistent growth. We had the pleasure of interviewing him at our office, during his India visit. Over this interview, Kent shares practical, industry-specific insights on what it takes to succeed in enterprise SEO, tackle modern challenges, and drive real business impact. ## #### Success in enterprise SEO boils down to three core pillars:Â Â Enterprise SEO is more than just rankings; itâs about identifying and addressing organizational gaps. This means conducting an in-depth audit to evaluate the following:Â Â Â Â Â - Technical barriers that may impact SEO performance.Â Â Â Â Â - How well content assets align with customer intent and market needs.Â Â Â Â Â - The scalability of the siteâs structure for long-term success.Â Â ##### Kent explains.Â Â Â Â Â Long-term SEO success comes from building systems that scale. This includes:Â Â Â Â Â - Developing frameworks for rolling out technical fixes at scale.Â Â Â Â Â - Aligning cross-functional teamsâcontent, product, and developmentâtoward shared SEO goals.Â Â Â Â Â - Tracking KPIs tied to real business outcomes, like customer acquisition or revenue growth.Â Â Â Â Â Generative AI has revolutionized content creation, but over-reliance can hurt credibility. ##### Kent warns. He recommends using AI for ideation and data analysis while letting human experts craft authoritative and insightful content. #### When reporting SEO results to C-level leaders, focus on business-aligned metrics that show tangible ROI. These include:Â Â Â Â Â - Break it down by audience segments to highlight alignment with business goals.Â Â Â Â Â - Track keywords that match the target audience's search intent, from informational to transactional.Â Â Â Â Â -Measure how much organic traffic converts into leads or sales.Â Â Â Â Â - Use tools to map the customer journey from search to conversion.Â Â Â Â Â - Track how the brand is perceived and whether content resonates with the target audience.Â Â Â Â Â - Compare the companyâs visibility against competitors to gauge market positioning.Â Â ##### Kent emphasizes. #### ##### ##### Kent explains. This means segmenting keywords based on buyer intent:Â Â Â Â Â - Educational content like blogs and whitepapers.Â Â Â Â Â - Case studies, webinars, and guides to capture leads.Â Â Â Â Â -Product demos, free trials, and other conversion-focused content.Â Â Use gated content and progressive profiling to qualify leads as they move down the funnel. Measure how much traffic youâre driving and how that traffic engages and converts. Prioritize transactional and revenue-focused keywords over purely informational ones. Ignore unrealistic guarantees like "first-page rankings" and focus on long-term SEO growth. Create consistent, high-quality content that reflects Expertise, Authority, and Trust. Regularly analyze competitors to refine strategies and stay ahead in search results. ##### #### ##### While AI-generated content can be helpful for ideation and automation, Kent strongly advises against relying solely on machines. Search engines can easily spot AI-generated material that lacks depth and expertise. The key is to combine AIâs efficiency with human insight for well-rounded, impactful content. #### Driving both traffic growth and meaningful business outcomes like pipeline generation requires enterprise SEO leaders to focus on three foundational strategies: ##### This means selecting keywords that align with what potential customers are searching for and crafting content that addresses those

needs effectively. By mapping keywords to different stages of the buyerâs journeyâsuch as informational, navigational, and transactional search intentsâyou can ensure your content resonates with the right audience at the right time. A well-structured site ensures search engine crawlers can efficiently discover, index, and rank your content. This involves building an intuitive internal linking system that distributes page authority and improves overall site visibility. ##### emphasizes Kent. Structuring content into interconnected hubs and using keyword-rich internal links can boost rankings and enhance user experience. SEO success is driven by data-backed decisions. Implement a robust measurement framework that tracks critical metrics such as keyword rankings, content performance, and user engagement. Use tools like Google Search Console and Screaming Frog to monitor crawling and indexing behavior while identifying technical issues. ##### As Kent advises, â ## The biggest takeaway for us was that Enterprise SEO is way beyond technical fixes and keyword rankings. Itâs the art and science of understanding user intent and aligning SEO efforts accordingly. His approach to blending strategy, scalability, and human expertise offers a practical roadmap for long-term success. We learned a lot from Kent and hope these insights help you on your B2B SEO journey. Want more such tailored SEO strategies? Letâs talk â connect with LeadWalnut [here](https://www.leadwalnut.com/contact-us). ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! 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Please check your email for the LeadWalnut SEO Go-Live Checklist. Oops! Something went wrong while submitting the form. 1 ![Checked Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66267fc3d792af9b9ec371a6_Check%20Box.svg) Thank you for connecting! Please check your email for the LeadWalnut SEO Go-Live Checklist. Oops! Something went wrong while submitting the form.

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ads are tailored towards products and product categories. ### Engineering Approach Discovery * Interview stakeholders * Workshop with Domain Experts * Define & Agree on Objectives * Competition Ad Analysis * Identify search terms used as natural language search Design & Setup * Keyword planning * Design & create Campaign Structure * Design and create Ad Copies * Create Extensions to enrich the ad copies * Set up Budgets, Schedule * Configure AdWords with Google Analytics * Design & Build Landing pages Run & Analyze * Make the ads live Monitor Analytics * Monitor and Analyze AdWords Metric ### Deliverables & Key Performance Indicators CTR â Click Through Rate CPC â Cost per Click Optimized Ad Copies Analytics Report on AdWords Impactful Landing Pages ### Maximizing ROI * Extensive Keyword Research * Choose words & phrases used as natural search terms * Compelling Good Ad copies * Improve Click Through Rate (CTR) Effective Landing pages * Engage Visitors and Enhance Conversions Use of Ad Extensions * To get maximum result out of your Ads ### Create World Class Ad copy * Highlight the uniqueness of your product * Include the Main keywords * Special offers or promotions which you want your customers to know * Make it readable for the Mobile User * Give specific calls to actions (CTA) for the users to choose * Be specific and clear on the ad to inspire the customer to click the ads. * Test different versions and see what works > A meta description can influence the decision of the searcher as to whether they want to click through on your content from search results or not. Write calls to action! * Use numbers & negative words * Include the Main keywords * People love to click on tile tags with starts with âwhat isâ¦â¦..â * Include the keywords towards the front. * Aim for 6 word title tag * Use power words and adjectives * Evoking curiosity increases clicks Title Meta Description URL Important keywords must be included in the URL Compelling Ad Copy ### Use additional featuresâÂ * Maximize CTR * Use of AD Extensions * Site Link Structure * Snippets Call Out * Review Location/Phone/Other details ### Things to remember * Define Clear Objectives * Choose the right set of keywords for your ads * Make the ad precise to the point and capture the audience * Make your offer very clear in the landing page * Use Ad Extensions and capture more leads * Monitor the performance of the Ad and optimize continuously * Have a tight control over the budget. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! 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ENTRY #24

URL: https://leadwalnut.com/blog/the-power-of-internal-linking-elevating-your-websites-authority | LANG: blogs | TIME: 2025-06-13 10:46:56

Ultimate Guide to Internal Linking for SEO Success Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF
](/contact-us) To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. [

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solutions" can hinder a page's ability to rank for targeted keywords. Correct anchor text selection is crucial for ranking and relevance. 1. Ensures all your valuable content gets the visibility it deserves, enhancing indexing and user engagement. 2. Spreads link equity across your site, lifting the SEO potential of deeper pages. 3. Keeps users engaged with relevant content, reducing bounce rates and increasing time on site. 4. By clustering related content, it positions your site as a go-to resource for specific topics, enhancing your authority. 5. Clarifies your site's hierarchy for search engines, improving crawl efficiency and content prioritization. A strategic internal linking approach is key to unlocking these benefits, making your site more navigable, authoritative, and SEO-friendly. ## ### * Total Pages Analyzed: 4163 * Total Internal Links Identified: 30,000 internal links * Average Internal Links per Page: 7.2 * Pages with the Most Internal Links: (List top 5 pages)some text + <https://www.fortinet.com/resources/cyberglossary/malware> : 447 links + <https://www.fortinet.com/resources/cyberglossary/phishing> : 363 links + Page 3: 6 links + Page 4: 5 links + Page 5: 4 links * Pages with zero incoming internal links - 6136 * Broken internal link -Â 360 * Top Anchor Texts Used: (List top 5 anchor texts)some text + Anchor Text 1: Used 15 times + Anchor Text 2: Used 12 times + Anchor Text 3: Used 10 times + Anchor Text 4: Used 8 times + Anchor Text 5: Used 5 times ## Use Ahrefs' "Internal Links Report" to get the total count of pages and internal links.

Ahrefs - Internal Links Report Find the most internally linked pages via Google Search Console's "Top linked pages" report.

Top Linked Pages Identification

Top Linked Pages Identification â Analyze anchor text diversity and relevance with Ahrefs' "Internal Anchor Text Report."

Anchor Text Quality Analysis

Anchor Text Quality Analysis Identify underlined pages lacking internal links through Ahrefs' Site Audit "Link Reports.

Pages with No Internal Links ## 1. Link from the cluster pages back to the pillar page and between related cluster pages. For example: topic cluster mapped for - <https://www.fortinet.com/resources/cyberglossary/proxy-server>Â

How to make Topic Clusters 2. Use tools like Moz's Link Explorer to identify high-authority pages on site. Manually add links from these pages to newer or less visible pages to distribute authority. Process -Â To find high traffic pages, go to GA4 (Engagement<Landing Page)Â

How to make Topic Clusters 3. Linking pages with the highest traffic to the pages with the highest conversion rate.Â 4. Use primary or secondary keywords as an Anchor Text with semantic relevance. For Example -Â If we want to create internal links for <https://www.fortinet.com/resources/cyberglossary/ddos-attack> , we can use primary keyword - âDDoS Attackâ or secondary keywords like DDoS Attack Meaning, Distributed Denial-of-Service (DDoS) Attack, Types of DDoS Attacks, DDoS Mitigation etc. as a anchor text.Â 5. If we canât find ways to use keywords within the anchor text then âRelated Linksâ can be added. 6. Donât exceed links above 100 (including both internal and external) as each additional link on that page passes less and less value. (Ref: <https://www.mattcutts.com/blog/how-many-links-per-page/>) ## Tools like *Screaming Frog SEO Spider or Ahrefs* to conduct a thorough site audit. This will help to identify broken links, redirect chains, and pages that are not receiving any internal links. *Analyze Website's Structure:* Understand how website's content is organized. Look for opportunities to create a more coherent structure through internal linking, ensuring each main topic or category is interlinked with relevant subtopics or articles. *Map Out Siteâs Key Content:* Identify cornerstone content or pages that are most valuable forÂ SEO goals. These pages should receive more internal links to signal their importance to search engines. *Use a Spreadsheet to Plan Links:* Create a spreadsheet to trackÂ current and potential internal links. Note down each pageâs target keywords, linked pages, and the anchor

text used for those links. Implement links through WordPress plugins like Yoast SEO or Link Whisper for easy implementation. Manually Add Links by editing HTML code. ## Yoast SEO Link Whisper Internal Link Juicer Internal Link Analysis through Ahrefs *Use "site:website.com keyword":* This operator helps to find pages within a site that mention a specific keyword. It's a manual yet effective way to identify opportunities to add internal links from relevant pages. *âsite:website.com related:topicâ:* Helps to discover related content within a site that could benefit from mutual internal linking. If we want to provide a link to <https://www.fortinet.com/resources/cyberglossary/ddos-attack> page, follow the below query to find internal linking opportunities.Â Google Site Operators Leverage Own Site's Search Function: If a website has a search function, use it to find pages related. It's a quick way to identify where to add new internal links. ## 1. Low engagement and traffic on source URLs. 2. Utilization of brand or arbitrary anchor texts that do not correlate with targeted keywords. 3. Using targeted keywords as anchor texts for external links. 4. A mismatch between the user journey and the source page type. 5. Failure to establish specific goals and performance indicators. 6. Absence of routine audits to verify the integrity of links. ## These metrics focus on the actions taken to implement and enhance the internal linking strategy. 1. Track the total number of new internal links added to the site. Aim for a substantial number (e.g., 40-100 links) to ensure a dense network of content connections. 2. Monitor the average number of internal links on each page, ensuring that content is adequately interlinked without overwhelming the page. 3. Assess how well internal links are distributed across the site, ensuring that high-value pages receive more links. 4. Evaluate the variety of anchor texts used, aiming for a balance between keyword-rich texts and natural, user-friendly phrases. These metrics evaluate the outcomes of your internal linking efforts, reflecting on SEO performance and user engagement. 1. The ultimate goal is to improve the search engine ranking positions (SERPs) of your targeted pages, aiming for top positions (1-5) for your key terms. 2. Measure the change in organic traffic to the internally linked pages, with an increase indicating a successful strategy. 3. Monitor the authority of your pages using tools like Moz's Page Authority metric to see if internal linking is effectively distributing link equity. 4. Look for improvements in engagement metrics such as reduced bounce rates and increased time spent on the site, indicating that users are finding the internal links useful and relevant. 5. Track how quickly new or updated pages are indexed by search engines, as a well-structured internal linking can facilitate faster crawling and indexing. ## For the keyword âencryptionâ the associated web page on the client site was ranked in 28th position. We applied an internal link from a hand picked high performing page âProxy Serverâ & over a three month period the ranking rose to 9th position. The dual strategy of topical clustering & semantic relevance was applied to choose the most suitable high performing page and the right place to internal link.Â For the keyword âDomain Name System (DNS)â our client website was ranked in 67th position. We applied an internal link from a hand-picked high-performing page âTCP-IPâ & over six months for 148 keywords this page is ranking on position 1 with 40% increase in traffic.Â Our goal was to boost the page 'fax-from-computer' in search rankings. We linked to it from 30 different blog and product pages. Just one month later, this page hit the top spot in Google's featured snippet for 40 keywords, pulling in over 8,000 visitors a month. This strategy really showed how the right internal links can make a big difference.Â We wanted our client's 'coach-training-india' page to show up better on Google, so with other on-page optimization we mainly focused on adding internal links from other relevant pages. Within a span of 45 days the page is ranking on 6th position for highly business relevant keyword, - âicf accredited coaching programsâ.Â ## +175% in SEO traffic and conversions in 2 months. Optimizing main navigation, reducing click depth through internal linking, cross-linking between relevant pages, and optimizing pagination and breadcrumb navigation. 33% Y/Y organic traffic increase. Moving JavaScript internal links to server-side, adding HTML sitemaps, redesigning pages to include more internal links, and integrating internal linking with content strategy. +100% increase in SEO traffic. Fixing internal links that canonicalize, cross-linking category pages, and optimizing breadcrumb navigation. Reference URL - <https://www.theseosprint.com/p/internal-linking-case-studies>Â ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. LeadWalnut builds world-class websites, creates engaging success stories, and refines key messages around offerings, and problem areas to build trust and emotional connections with prospects. ### Related Articles Content Marketing SEO Ecommerce Website Creation Email Marketing B2B Marketing Thank you! Your submission has been

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ENTRY #25

URL: https://leadwalnut.com/blog/cro-guide-to-improve-conversions | LANG: blogs | TIME: 2025-06-13 10:46:59

A CRO Guide to Improve Conversions on your website | LeadWalnut Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF ![Download Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f8300c86889e3c5953cdd_Download%20Icon.svg)](/contact-us) To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. [![Feeling Very Bad Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca969bc953b5c99be16_Very%20Bad.svg)](#)[![Feeling Bad Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa3b31fa546c140cc5_Bad.svg)](#)[![Feeling Good Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca9a7985c77d15de2b2_Satisfed.svg)](#)[![Smile Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa51a75f62ab1322cf_Good.svg)](#)[![Happy Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca920691c8d4e4e7974_Happy.svg)](#) Are you finding this blog helpful? [Yes ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#)[No ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#) Thank you for your feedback [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn

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[Home](/old-home)![right-arrow-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec7dde921a14ee8afef453_arrow-sm-right%201.svg)[Blog](/blog) # CRO: Convert Your Website into 24/7 Sales Engine BY Arti Ghemud April 23, 2024
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![Conversion Rate Optimization](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/661028e2dcf1eda2e4d6ea23_CRO%20Blog%20banner.png) ## Introduction to CRO ### 1. What is CRO? It is a process of converting the maximum percentage of website visitors into leads or customers. ### Any interactions like lead form submission, Account Signup, Newsletter Subscription, Online purchase, etc. that is valuable to the business is considered as conversion. ### 1. No. of Conversions/ No. of website visitors * 100. 2. Â If a website has 100000 visitors/month & generates 10000 conversions per month. Then the conversion rate of the website is 10%. Conversion rate might decline even though the website traffic and number of leads generated improved. â In January, if 100000 people visit a websiteÂ & out of which 10000 converted as lead. Then the conversion rate is 10%. In February, if 150000 people visit a website & out of which 13000 convert as lead.Â Then the conversion rate is 8.67%. ### The conversion rate optimization strategies can be implemented on any page throughout the website depending on the business type, Industry, etc. A couple of popular pages for conversion rate optimization are: 1. Â Home 2. Â Product 3. Â Services/Solutions 4. Â Blog 5. Â Pricing 6. Â Contact 7. Â Event Landing Pages. ## Examples of Conversion Rate Optimization Strategies: ### 1. Text CTAs: Brief: A clickable text within the page linked to the respective resource. Example: Landing page: [Link](https://www.ibm.com/topics/ransomware) Conversion Type: Email Acquisition Offering: Free Guide
![](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/661525c4e91267921c8429f5_Example%20of%20Text%20CTAs%20(1).png) Example of Text CTAs ### Brief: Clickable CTA buttons to submit a form, download a resource, etc. Example: 2. Landing page: [Link](https://www.malwarebytes.com/mwb-download) 3. Conversion Type: Antivirus Software Download 4. Offering: Free Antivirus Software
 Button CTAs ### Landing Page: [Link](https://www.crowdstrike.com/cybersecurity-101/zero-trust-security/) Conversion Type: Lead Acquisition (Email Id) Offering: Download Whitepaper for free
 Banner with CTA ### Brief: A full Screen image popup with clear CTA for signup with background blurred. Example: Landing page: [Link](#) Conversion Type: Acquire Lead (Signup for account) Offering: Free Trial
 Image Popup CTA ### Example: Landing page: [Link](https://www.topsec.com/top-email-security-trends-for-2024-staying-ahead-of-cyber-threats/)
[â](https://www.topsec.com/top-email-security-trends-for-2024-staying-ahead-of-cyber-threats/)Conversion Type: Newsletter Subscription Offering: Free updates
 Form Fill Pop-up CTA ### Brief: Banner strip embedded within page content. Example: Landing Page:

[Link](https://guardiandigital.com/resources/blog/email-security-in-2024)
[â](https://guardiandigital.com/resources/blog/email-security-in-2024)Conversion Type: Newsletter Subscription & Fullscreen Popup -> Formfill Offering: Free Updates

Inline Banner Strip ## Choose Right Conversion Type based on Content Funnel Stage: | Content Type | Conversion Type | Content Funnel Stag | | --- | --- | --- | | Educational Articles & other content formats like Audio/Video/Infographics | Subscribe to newsletter | ToFu | | Signup to download checklist/Infographics | ToFu | | Register to Listen to podcast | ToFu | | Attend our events | ToFu | | Share on social media | ToFu | | Fill in Survey/Quiz/Q&A | ToFu | | Detailed & advanced How-to Guides | Download guide/case study/white paper/E-book/Report/Template | MoFu | | Register for webinar | MoFu | | Access exclusive interviews | MoFu | | Access our research | MoFu | | Sign up for a workshop | MoFu | | Book a consultation | MoFu | | Start your free trial | MoFu | | Detailed Comparison Guides/Listicles | Read success stories | BoFu | | Schedule a demo or attend live demo | BoFu | | Avail offer/discount | BoFu | | Start your free trial | BoFu | | Contact us for more info | BoFu | | Read more testimonials | BoFu | ## Steps to Implement Conversion Rate Optimization: 1. Understand the business & its conversion funnel. 2. Identify a page with relevant non-branded organic traffic. 3. Map the page to the right content funnel stage (TOFU/MOFU/BOFU). 4. Identify the gaps: * Does the pageâs funnel stage match with the current conversion type? * Does the pageâs context match with CTA copy? * Are current CTAs interrupting the user engagement? 5. Find the solution: * Find the available resources like images or infographics, Reports, E-books, Whitepaper, etc. * Analyze the top ranking competitors for Conversion optimization ideas. * Once you find the best conversion type for the page, implement it. 6. Evaluation & Iterate: * Checkout the current tracking system before the CTA changes go live. * Evaluate the impact of each CTA technique on the respective conversion KPIs. * Continue A/B testing till you find the best combination of CTA type, CTA copy for the specific conversion on the page. ## Optimized VS Not Optimized Pages (Examples) Problem: Side CTA button is not visible when scrolled down the page. Example: Landing Page: [Link](https://www.smartrecruiters.com/resources/glossary/talent-acquisition/)
[â](https://www.smartrecruiters.com/resources/glossary/talent-acquisition/)Wasn't Optimized: [Video Link](https://www.loom.com/share/e61a65b61fc94355b14987c3311d6ec3?sid=9958d606-40e2-42ca-b07f-53ed1dd6be1f)
[â](https://www.loom.com/share/e61a65b61fc94355b14987c3311d6ec3?sid=9958d606-40e2-42ca-b07f-53ed1dd6be1f)Landing Page: [Link](https://www.mailmodo.com/guides/email-marketing/)
[â](https://www.mailmodo.com/guides/email-marketing/)Optimized for Conversions: [Video Link](https://www.loom.com/share/52e7a59e06794f86a510219c3ccd05ef?sid=56fadd38-14dc-4340-bce1-3ecad6dad99e) Problem: Missing CTA on the banner Example: Landing Page: [Link](https://mailchimp.com/marketing-glossary/email-marketing/)
[â](https://mailchimp.com/marketing-glossary/email-marketing/)Optimized for Conversions:

Landing Page: [Link](https://www.jobvite.com/blog/talent-acquisition-vs-recruitment/) Wasnât Optimized for Conversions:

As per [FirstPageSage](https://firstpagesage.com/reports/b2b-conversion-rates-by-industry-fc/), conversion rate for B2B industries are as follows: | Industry | Average Conversion Rate | | --- | --- | | Legal Services | 7.40% | | HVAC Services | 3.10% | | Staffing & Recruiting | 2.90% | | Higher Education & College | 2.80% | | Real Estate | 2.70% | | Industrial IoT | 2.60% | | Oil & Gas | 2.50% | | PCB Design & Manufacturing | 2.40% | | Manufacturing | 2.20% | | Addiction Treatment | 2.10% | | Construction | 1.90% | | Financial Services | 1.90% | | Pharmaceutical | 1.90% | | Biotech | 1.80% | | Solar Energy | 1.80% | | Commercial Insurance | 1.70% | | Heavy Equipment | 1.70% | | Medical Device | 1.60% | | IT & Managed Services | 1.50% | | Transportation & Logistics | 1.40% | | Environmental Services | 1.30% | | Engineering | 1.20% | | B2B SaaS | 1.10% | | Software Development | 1.10% | ## 3 Factors that influence conversion Rate: * Depending on the pageâs context & the content funnel stage, chooseÂ a best fit CTA type. * Ensure the CTA buttons are in appropriate size, color & position on the page. * The page must be mobile responsive, load fast, etc. post user interaction. ## Is the conversion optimization process the same for all stages of the funnel? The approach remains the same but, Conversion type varies depending upon the stage of the content funnel (ToFu, MoFu, BoFu).Â For example:Â * Newsletter subscription is a relevant CTA on Top of the funnel content. * Signup for an event or webinar is a relevant CTA on Middle of the funnel content. * Signup for a free trial is a relevant CTA on Bottom of the funnel content. ## 10 proven examples (CTA) to give high conversions 1. "Sign Up for Our Newsletter" or "Download Our Free Ebook." 2. âSubmit Nowâ 3. âRequest a Demoâ or âExplore all featuresâ 4. : "Buy Now" or "Add to Cart." 5. "Read More" or "Watch Now." 6. "Contact Us" or "Get in Touch." 7. "Download Now" or "Get Your Free Resource." 8. "Start Your Free Trial" or "Subscribe Now." 9. "Leave a Review" or "Share Your Feedback." 10. âSignup for Freeâ or âRegister for Freeâ. ## Prerequisites for CRO: * The page must generate decent traffic. * The Technical health (mobile friendliness, load speed) of the page must be good. * Analyze the performance of current conversions on the page, if any. *

Understand the demography of the page visitors. ## Post Implementation of CRO Strategy: * Crosscheck if the track system is able to capture conversions as expected. * Analyze the technical health of the page. * Closely monitor the conversions on the page. * Continue A/B test: CTA Type, positioning, Text, etc until there is a conversion rate improvement. ## How to Improve Conversion Rate? * Post implementing the CTAs, monitor user behavior using any heat map tools to understand the funnel drops. * Always A/B test - Conversion Type, CTA technique, copy, etc. to find out the best combination that generates the maximum conversions. * Pre and Post evaluation of changes is must to understandÂ - âwhatâs working & not? ## Key Pointers: * We can test any type of lead acquisition technique at any stage of the conversion funnel. But, depending upon the blog context, the CTA copy must vary. * Many CTA techniques can be tested for the same or different conversion action at one time. * The lead form fields canât be more than 3. * Direct/guide the website visitors to conversion action on the page. ## FAQs In CRO, we optimize conversion funnel rather than content on the page. Yes, with conversion rate optimization we can identify the opportunities to scale the conversions on the website. By practicing conversion rate optimization, with the same amount of website visitors, we can improve the conversions. Thatâs how CRO has a positive impact on CAC. Conversion rate varies from industry to industry. On an average, 2 to 5% is a good conversion rate.Â ## Conclusion: CRO is a tactic to acquire more conversions through current traffic. This improves conversion rate & CAC as well. 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As a marketing leader at an enterprise B2B company, you're likely investing 10-15% of your digital budget into organic search. You've got dedicated specialists on your team. You're seeing traffic numbers climb month over month. And yet, when the board asks you to quantify the revenue impact of all that SEO investment, you're stuck. Sound familiar? This frustration echoes across boardrooms at companies just like yours nationwide. The numbers tell a story you're probably living right now: * While 91% of enterprise B2B companies invest in SEO, only 36% can confidently tie their SEO efforts to pipeline generation ([Source: Forrester Research, 2024](https://www.forrester.com/)) * Enterprise companies allocate an average of $250,000 annually on SEO programs, yet report an average ROI uncertainty of 62% ([Source: Enterprise SEO Benchmark Study, 2024](https://www.marketingprofs.com/)) * The average enterprise marketing team has at least 2-3 dedicated SEO specialists, yet 72% report their executives question the business value of organic search efforts ([Source: Search Engine Journal, 2025](https://www.searchenginejournal.com/)) This isn't just frustratingâit directly impacts your ability to secure resources, defend your marketing strategy, and demonstrate your value to the company's bottom line. ## The problem isn't your SEO investment. It's how success is being measured and executed: #### Your current SEO reports are likely filled with metrics that sound impressive but fail to connect to business outcomes: | What You're Tracking | What You're Missing | | --- | --- | | Keyword Rankings | Connection to actual business opportunity size | | Organic Traffic Volume | Distinction between high-intent and low-intent visitors | | Domain Authority | Direct revenue correlation | | Backlink Quantity | Quality approach that reflects actual influence | â As the Marketing Director at a cybersecurity company told us: â #### Your enterprise environment creates unique SEO execution challenges: * : 76% of enterprise SEO initiatives face implementation delays of 4+ months due to IT prioritization issues ([Source: Enterprise SEO Study, 2025](https://www.searchengineland.com/)) * : Enterprise CMS platforms like Adobe Experience Manager, Sitecore, and Contentful create technical constraints that your generic SEO recommendations don't account for * : Your SEO requires coordination across product marketing, web development, content teams, and executive leadership ## The real expense of your underperforming SEO extends far beyond the direct investment: #### When a remote-access software company calculated the true cost of their underperforming SEO program before working with LeadWalnut, they discovered: * : Substantial unrealized pipeline from high-intent keywords they should have owned * : Over $200,000 in additional PPC spend required to compensate for organic visibility gaps * : 60-70% of content assets created never generated a single lead #### Your SEO underperformance creates strategic business vulnerabilities: * Your competitors are capturing high-intent buyer interest earlier in the journey * Market perception is shifting as competitors achieve thought leadership status * Your customer acquisition costs are increasing as paid channels must compensate for organic shortfalls ## The disconnect between your SEO strategy and revenue

impact often stems from implementation failure. We've seen consistent execution barriers across companies just like yours: #### | Implementation Challenge | Percentage of Enterprises Affected | Revenue Impact | | --- | --- | --- | | IT Ticket Backlog | 84% | 6-9 month delay on technical SEO improvements | | CMS Platform Limitations | 71% | Inability to implement 35% of recommended changes | | Expertise Silos | 92% | Disconnected SEO, CRO and development teams | | Attribution Blindness | 88% | Inability to connect SEO to pipeline metrics | â As a recent client shared: > â Sound familiar? This is exactly the problem we solve. ## The solution isn't abandoning SEOâit's transforming how you approach, execute, and measure it. #### Our approach addresses your enterprise execution gap through a comprehensive framework: 1. : We measure both visibility outcomes (traffic, rankings) and conversion outcomes (demo requests, pipeline influence) 2. : We manage execution across your complex enterprise environment 3. : We align content, technical SEO, and conversion elements 4. : We connect SEO investments directly to pipeline and revenue metrics This integrated approach delivers dramatic improvements in how SEO contributes to your business results. ## Rather than theoretical benefits, consider the real-world results we delivered for a leading enterprise online fax service provider facing the same challenge you're experiencing: . Despite attracting approximately 200,000 yearly visitors with strong organic visibility, [eFax](https://www.efax.com/)'s landing pages weren't converting effectively. Rather than proposing a complete website overhaul, we implemented targeted CRO improvements focused on strategic conversion points. 1. : Conversions jumped from 585 to 870 in just 30 days 2. : Average engagement time remained virtually unchanged (22s vs 21s), but our strategic improvements transformed how effectively that time was usedâproving that conversion success isn't about keeping your users longer, but guiding them better [Read the complete case study â](https://www.leadwalnut.com/blog/case-study-on-cro-strategies-to-boost-conversions) to discover our exact methodology and how you can apply these same principles to transform your traffic into revenue. ## Based on our experience with enterprise clients just like you, here's a practical roadmap for transforming your SEO program from traffic-focused to revenue-focused: #### 1. * Map enterprise CMS capabilities * Identify implementation bottlenecks * Prioritize technical debt based on revenue impact 2. * Audit high-traffic page conversion * Analyze user journey friction * Identify content-to-revenue gaps 3. * Review current state SEO attribution * Develop multi-touch attribution model * Plan CRM integration #### 1. * Create revenue-prioritized implementation plan * Optimize schema for AI search visibility * Develop cross-functional implementation workflow 2. * Enhance high-traffic content conversion * Implement role-based segmentation * Develop progressive engagement path 3. * Implement full-funnel tracking * Activate pipeline influence model * Configure executive dashboard #### 1. * Test conversion path variations * Enhance content performance * Refine technical implementation 2. * Assess initial pipeline influence * Calculate and project ROI * Refine based on business impact data 3. * Identify expansion opportunities * Recommend resource optimization * Create long-term revenue growth roadmap ## The enterprise SEO landscape has fundamentally changed. Rankings and traffic alone no longer justify significant investmentâbusiness leaders demand clear revenue impact from every marketing channel, including organic search. Your path forward isn't abandoning SEO but transforming how you approach, implement, and measure it. By integrating technical SEO excellence with conversion optimization and business outcome measurement, organic search can become your most efficient and scalable pipeline contributor. The companies seeing the highest ROI from SEO aren't those with the most traffic or highest rankingsâthey're the ones who've mastered turning organic visibility into qualified pipeline and revenue. #### Schedule your . Our specialized SEO+CRO methodology identifies and implements the specific opportunities to turn your SEO program from a questioned cost center into a celebrated revenue driver. [Schedule Your Assessment](https://www.leadwalnut.com/contact-us) #### LeadWalnut helps B2B SaaS companies achieve more than 15% growth in organic traffic and 10% improvement in conversions with proven SEO + CRO methodologies. We transform organic traffic into qualified leads that fuel your pipeline, delivering complete ownership of both traffic acquisition and conversion optimization. [Schedule a Discovery Call](https://calendly.com/ajay-lw/30min) ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? 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Shopifyâs story is a great example. In 2021, they grew their international traffic by 25% through strategic international SEO. They implemented strategic URL structures, nailed their hreflang tags, and localized content to fit the tastes and needs of each market. And thatâs exactly the kind of success you can achieve when you get international SEO right. But hereâs the thing: Scaling internationally isnât as simple as translating your website and calling it a day. It requires a well-thought-out strategyâone that ensures your content reaches the right people, in the right way. Letâs break it down. ## When youâre expanding, you want more than just trafficâyou want the right traffic. International SEO is about making sure that, wherever your customers are, they can easily find your business in their local search engine. But hereâs the kicker: SEO isnât a one-size-fits-all. For example, a SaaS company expanding into Europe might need to focus on GDPR compliance in its content, while another company targeting Japan may need to address specific local concerns in the tech industry.Â ## Hereâs a tried-and-tested checklist weâve used to help our B2B clients achieve better traffic and visibility as they expand globally across different regions: 7-Step International SEO Checklist for Global Expansion ### Start with a solid foundation. While subdirectories work best for most businesses, it's worth understanding all your options: | URL Structure | EXAMPLE | PROS | CONS | BEST FOR | | --- | --- | --- | --- | --- | --- | | Subdirectories | website.com/fr/ | - Strong SEO benefits (authority & backlinks consolidated under one domain) - Easier to manage with WPML & Google Search Console - Cost-effective with no need for multiple domains - Faster indexing and ranking | - Less localized feel compared to country domains - Might require geoIP customization for pricing | Most international businesses using WPML; ideal for centralized SEO and easier management | | Country- Specific Subdomains | fr.website.com | - Better regional branding (users recognize the subdomain as local) - Can have different hosting/server locations per subdomain - More customization options for regional differences | - Weaker SEO as subdomains are treated as separate sites - Requires separate SEO efforts & tracking - Higher maintenance costs and complexity | Companies needing major regional customization (e.g., different hosting, content, or regulatory compliance) | | Separate Country Domains | website.fr | - Strongest local SEO presence - Higher user trust due to local domain recognition - Fully customizable for each regions legal, marketing, and UX needs | - Very expensive and complex to maintain - SEO authority is divided across multiple domains - Requires separate hosting, SEO strategy, and domain management | Businesses with a strong physical presence in a country (e.g., country-specific operations or legal requirements) | â For a client expanding into Europe, we used subdirectories instead of subdomains (like website.com/fr/ for France or website.com/de/ for Germany). As mentioned in the chart, this structure consolidates SEO authority, making it easier to manage and rank across multiple regions. It keeps everything under one domain, making SEO management simpler and more cost-effective. ### Hreflang tags are essential for ensuring that Google serves the right version of your content to the right audience. For a client expanding globally, we implemented hreflang tags to target non-English-speaking countries, boosting their international traffic effectively.
 Examples of Hreflangs These tags specify which version of your content should be shown based on the user's location and language, preventing duplicate content issues and improving visibility in regional search results. - Each page should have a self-referencing hreflang tag - Use x-default for your global homepage - If you're using a CMS like WordPress, plugins like WPML can automatically generate these tags for each localized page, helping you avoid manual errors and ensuring they update dynamically

when new translations are added This systematic approach is what helped our client avoid duplicate content issues while expanding into multiple regional markets simultaneously. ### Each region has different user behavior and search intent. Localization is more than just translating text. Itâs about tailoring your content to fit regional preferences. â CTA, Images & messaging based on regional preferences â Local date, currency, and contact information formatting â Country-specific FAQs & legal info (e.g., GDPR focus in EU, CASL compliance in Canada) Localized content resonates better with users, leading to higher engagement and conversion rates. Examples of website URL structure for pricing pages based on regions- â website.com/pricing/ â Global â website.com/fr/pricing/ â France â website.com/de/pricing/ â Germany TeamViewer demonstrates region-specific pricing by dynamically displaying costs in INR for India, USD for the US, and GBP for France, ensuring a region-specific experience for users. ![TeamViewer Local Pricing](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/67efb94d7b2b76de77d1b984_Teamviewer%20Local%20Pricing.webp) TeamViewer Local Pricing Localized visuals with region-specific languages (French, Chinese, Spanish) ensure tailored messaging ![Regional Infographic](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/67efb9adad7ae7e041a975a7_Regional%20Infographic.webp) Regional Infographic ### Behind the scenes, technical SEO is critical. - Each regional page should self-canonize (point to itself) - Only canonize to another region if two versions are identical (e.g., UK & Australia) - Never canonize all regions to your main English page, as this prevents localized pages from ranking - Create separate sitemaps for each language to improve indexing and tracking - This helps search engines discover localized pages faster and ensures each region's content is indexed properly - It also makes troubleshooting in Google Search Console much more straightforward For example, Anydesk has country-specific sitemaps like the following- <https://anydesk.com/en/sitemap.xml>Â <https://anydesk.com/en-gb/sitemap.xml>Â <https://anydesk.com/en-au/sitemap.xml>Â <https://anydesk.com/de/sitemap.xml>Â <https://anydesk.com/fr/sitemap.xml>Â <https://anydesk.com/it/sitemap.xml>Â <https://anydesk.com/es/sitemap.xml>Â <https://anydesk.com/pt/sitemap.xml>Â <https://anydesk.com/nl/sitemap.xml>Â This includes canonical tags, language-specific sitemaps, and securing local backlinks. These adjustments help search engines index your content properly across multiple regions. It ensures your content is indexed correctly, reducing the risk of technical errors that could harm rankings. We implemented regional sitemaps for a client, speeding up their content indexing and improving rankings in key markets. ### Youâve got one shot at a first impression, and thatâs why user experience matters. Every region has different expectations when it comes to user experience. - Auto-detect user location (but avoid auto-redirecting, which can frustrate users) - Implement an easy-to-find language dropdown in your navigation bar - Display region-specific pricing dynamically based on user location - Allow users to manually select their region if they need to see information for a different location These UX optimizations resulted in a 15% decrease in bounce rates for our B2B client targeting European markets. A personalized experience leads to higher user satisfaction, lower bounce rates, and better overall performance. ![Language Selection- drop-down menu](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/67efbc42e26e257a44d31c3d_Language%20Selection-%20drop-down%20menu.webp) Language Selection- drop-down menu ### While often overlooked, building region-specific backlinks is essential for establishing credibility in new markets. For a SaaS client expanding into DACH countries, we implemented a targeted backlink strategy that included: - Securing links from German-language industry publications - Getting listed in country-specific business directories - Leveraging local partnerships and PR opportunities in each target region Search engines view these local backlinks as strong signals that your business is relevant and authoritative in that specific region, improving your rankings for local searches. ### Avoid blocking international users from accessing important pages like pricing. Instead of restriction messages, implement: - Globally accessible pages with dynamic, region-specific content - A clear country selector allowing users to choose their region - Soft redirects to localized versions when appropriate - Hrefland tags for correct indexing of all pricing pages Example: <https://www.teamviewer.com/en-us/>Â
 Teamviewer- Location selection pop-up option ### Look, international SEO isnât some fluff you can add to your to-do list and forget about. Itâs a strategic play that drives results. With the right tacticsâoptimized URLs, hreflang tags, localized content, and technical adjustmentsâyouâll see your brand gain visibility, improve engagement, and generate more leads in multiple regions. When done correctly, international SEO helps businesses stand out in new markets, build a stronger local presence, and ultimately grow their global customer base. To book a meeting with the LeadWalnut team, click [here.](https://www.leadwalnut.com/contact-us) ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and

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Let's talk about how Google's AI Overviews have completely changed the SEO game. These smart summaries now sit right at the top of your search results, shaking up how we've always approached rankings. For us B2B marketers, the rules have changed - we're not just fighting for those top 10 spots anymore. Now we need our content to show up in these AI summaries that grab everyone's attention before they even start scrolling. After analyzing hundreds of AI Overviews across various B2B sectors and testing optimization techniques on client websites, we've developed this comprehensive, actionable blueprint for AIO optimization. This isn't theoretical advice but real strategies that will deliver measurable results. * Our analysis of 100+ pages shows that domain authority has a significant impact on AIO inclusion * Approximately 40-50% of pages appearing in citations are ranking in the top 10 organic positions * Pages with comprehensive schema implementation have 35% higher AIO inclusion rates ## Before diving into strategies, let's establish a common understanding of AI Overviews: AI Overviews are Google's AI-generated summaries that appear at the top of search results for specific queries. Unlike featured snippets that extract content from a single source, AI Overviews synthesize information from multiple sources to provide comprehensive answers. *[**Google's AI evaluates content quality, relevance, authority, and structured data to determine which sources to include in these overviews. The system also assesses how well content specifically answers user queries and presents information in a digestible format.]* ## Before implementing specific strategies, let's review our comprehensive AIO optimization checklist. This serves as the foundation for our approach with every client: ### * Confirm if AIO appears in the SERP for your target keywords * Check if your content answers appear in the âPeople Also Askâ sections * Document which queries trigger AI Overviews in your niche ### * Check organic Google ranking for target keywords * Verify visibility in AI search engines (Perplexity, ChatGPT) * Identify ranking disparities between traditional and AI search ### * Study the specific answers appearing in AI Overviews * Identify which competitor sources appear in AIOs * Check for third-party listicle inclusion (Forbes, PCMag, etc.) * Monitor if YouTube videos appear in the citations * Track the number of AI sources appearing in organic search results ### * Ensure content covered in AIO matches content on your website * Identify missing topics, questions, or perspectives * Incorporate statistics, quotes, and Q&A format in content * Add expert perspectives and authoritative data points ### * Identify media gaps and add relevant images with descriptive alt tags * Consider embedding relevant videos with proper markup * Create data visualizations for complex concepts * Ensure all media provides contextual value, not just visual appeal ### * Review existing schema markup for completeness * Identify opportunities to add additional schema types * Ensure proper implementation and validation * Prioritize FAQ, HowTo, and Article schema types ### * Ensure relevant topics and questions are covered on social channels * Verify presence on platforms like Reddit, Quora, and LinkedIn * Upload topic-relevant videos on YouTube with complete transcripts * Create cross-platform content

consistency ### * Check popular review sites and listicles for brand presence * Perform competitive benchmarking for AIO inclusion * Monitor brand mentions in AI-generated content * Assess sentiment and accuracy of brand representations Now, let's dive into the specific strategies that make this checklist effective: ## ### Google's AI system heavily relies on entity recognition to understand content context and relevance. Creating content that thoroughly covers all relevant entities within your niche significantly improves your chances of being cited in AI Overviews. * Conduct entity research using tools like Google's Knowledge Graph Search API or Wikidata * Create an entity map for your core topic areas * Ensure content comprehensively defines and connects relevant entities ### AIO favors content structured to provide direct, concise answers to specific questions. Implementing clear question-answer formats throughout your content makes it easier for Google's AI to extract relevant information. * Include target questions as H2 or H3 headings * Provide direct, concise answers in the first paragraph following the question * Use bullet points or numbered lists for multi-part answers * Implement FAQ schema markup for question-answer pairs Create a "Mega FAQ" page for each core topic that comprehensively answers every possible question in your niche.Â ### Google's AI uses advanced NLP to understand content semantics and contextual relevance. Optimizing content for NLP factors improves your chances of being included in AI Overviews. * Use natural, conversational language that matches user query patterns * Incorporate relevant semantic terms and related entities (not just keywords) * Employ varied sentence structures while maintaining clarity * Use tools like Google's NLP API to analyze content for sentiment, entity recognition, and syntax ### Structured data provides explicit signals to Google's AI about your content's context, relationships, and factual information, making it more likely to be included in AI Overviews. * Implement FAQ Schema for question-answer pairs * Use HowTo Schema for procedural content * Apply Article Schema with all relevant properties * Utilize specialized schemas relevant to your industry (SoftwareApplication, Product, etc.) ![Copy Icon](https://cdn.prod.website-files.com/64db383bbf49c009ff3271bc/670e362374e43240fda942b2_copy-icon.svg) Copied to Clipboard! ``` <script type="application/ld+json"> { "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "How does AIO optimization differ from traditional SEO?", "acceptedAnswer": { "@type": "Answer", "text": "AIO optimization focuses on structured content, entity relationships, and direct answers that AI systems can easily synthesize, while traditional SEO primarily targets keyword rankings and user engagement metrics." } }] } </script> ``` ### Google's AI prioritizes factual accuracy and authoritative content when generating overviews. Building content with verifiable facts, data points, and expert insights significantly improves your chances of inclusion. * Include current statistics and data from reputable sources * Cite industry research and studies with proper attribution * Feature expert quotes and insights (with credentials) * Update content regularly to maintain accuracy ### AI Overviews are heavily intent-focused, prioritizing content that precisely matches what users are actually seeking when they enter a query. * Conduct intent research using tools like AnswerThePublic and AlsoAsked * Categorize queries by intent type (informational, commercial, navigational) * Create dedicated content sections addressing each specific intent * Use clear intent-signaling language in headings and opening paragraphs 1. Identify the top 20 queries driving traffic to your target page 2. Classify each query by specific intent 3. Create dedicated content blocks addressing each intent type 4. Use intent-specific language signals in those sections ### Google's AI heavily weighs Experience, Expertise, Authority, and Trustworthiness when determining sources for AI Overviews. * Showcase author credentials prominently * Include detailed author bios with relevant qualifications * Link to authoritative sources within your industry * Obtain backlinks from recognized authorities in your space * Feature case studies and real-world applications If you have a B2B client in the cybersecurity space, create an expert contributor program featuring content from recognized industry leaders. Pages with expert authorship are 3.2x more likely to be cited in AI Overviews compared to general staff-written content. ### Google's AI more readily extracts information from content with clear, consistent formatting that follows logical information hierarchy. * Use descriptive H2 and H3 headings that clearly signal content topics * Implement consistent paragraph structure (topic sentence followed by supporting details) * Use bulleted or numbered lists for sequential information * Apply table formats for comparative data * Include descriptive image alt text and captions ### AI Overviews favor sources that demonstrate comprehensive coverage of a topic across multiple related content pieces. * Develop pillar pages covering broad topics in depth * Create supporting cluster content addressing specific subtopics * Implement strategic internal linking between related content * Ensure consistent entity usage across the cluster 1. Identify core topic (pillar) 2. Map out 8-12 supporting subtopics (clusters) 3. Create comprehensive pillar content (2500+ words) 4. Develop detailed cluster content (1200+ words each) 5. Implement hub-and-spoke internal linking pattern ### Google's AI increasingly values diverse content formats that enhance user understanding. * Include relevant images with descriptive alt text and captions * Add informative charts and graphs with proper schema markup * Create explanatory diagrams for complex concepts * Include embedded videos with transcripts * Use tables for structured data presentation ### AI systems increasingly consider content consistency across platforms when determining authoritative sources for overviews. * Create consistent messaging across your website, social profiles, and third-party platforms * Develop content for relevant platforms like Reddit, Quora, and LinkedIn that reinforces your core topics * Ensure YouTube videos have complete, keyword-rich transcripts * Monitor how your brand is represented on review sites and in industry listicles For a B2B marketing automation client, create a coordinated content strategy across their website, YouTube channel, and Reddit/Quora participation. Their brand mentions in AI Overviews can increase within 3 months of implementing this cross-platform consistency. ## Traditional SEO metrics don't fully capture AIO performance. Here's how to effectively measure your AIO optimization success: * Percentage of target queries where

your content is cited * Where your source appears in the citation list * Traffic patterns after AIO implementation for your queries * How consistently your content remains in overviews over time * Whether your content appears across multiple citation types (web, video, social) 1. Create a custom Google Data Studio dashboard pulling SERPs with AIO presence 2. Track weekly changes in inclusion and position 3. Correlate traffic patterns with AIO presence 4. Monitor click-through rates for pages included vs. excluded from overviews 5. Track People Also Ask inclusion alongside AIO inclusion ## Based on our extensive testing, these are the most common mistakes that prevent B2B websites from appearing in AI Overviews: 1. - AI systems can detect unnatural keyword usage patterns 2. - AIO favors precise, detailed information over general overviews 3. - Information buried in dense paragraphs rarely makes it into overviews 4. - Structured data provides critical signals to AI systems 5. - AI prioritizes current, verifiable facts from authoritative sources 6. - Contradictory information across your digital footprint reduces trust signals 7. - Multi-platform presence reinforces authority signals ## At LeadWalnut, our approach to AIO optimization is rooted in data-driven analysis and systematic implementation. Here's how we tackle the AIO challenge: 1. We begin with a thorough analysis of your current AIO presence and competitive landscape 2. We identify high-impact opportunities based on search volume, conversion potential, and competitive gaps 3. We apply our proven checklist methodology to each target page 4. We ensure consistent messaging and reinforcement across all relevant platforms 5. We track AIO inclusion metrics weekly and adjust strategies based on observed patterns ## AI Overviews represent the most significant shift in search results presentation since featured snippets. As Google continues to refine its AI systems, we expect: * Increased personalization of AI Overviews based on user behavior * Greater emphasis on factual accuracy and verifiability * More diverse source inclusion beyond traditional authority metrics * Enhanced multimodal content integration (text, images, video) B2B companies that adapt their content strategies now to align with AI systems' information extraction and synthesis capabilities will secure a significant competitive advantage in this evolving landscape. The strategies outlined in this blueprint aren't just theoreticalâthey're actively delivering results for our clients across B2B sectors. By implementing these approaches systematically, you can significantly increase your chances of appearing in these valuable SERP features. #### The landscape of AI Overviews continues to evolve rapidly, and staying ahead requires specialized expertise and tools. If you'd like assistance implementing these strategies, access to our proprietary AIO optimization toolkit, or a custom analysis of your current AIO performance, we're here to help. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. LeadWalnut builds world-class websites, creates engaging success stories, and refines key messages around offerings, and problem areas to build trust and emotional connections with prospects. ### Related Articles Content Marketing SEO Ecommerce Website Creation Email Marketing B2B Marketing Thank you! Your submission has been received! Oops! 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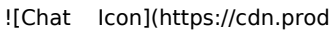
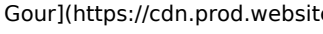
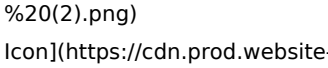
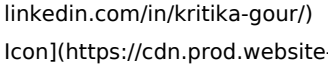

Thank you for your interest in LeadWalnut. Our digital expert will reach you in the next 24-48 hours. Oops! Something went wrong while submitting the form. 
Kritika Gour SEO Lead 

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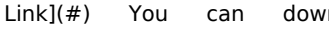
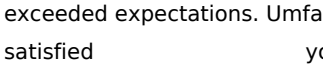
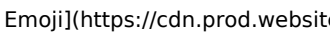
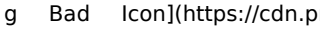
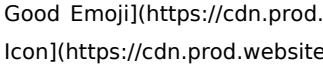
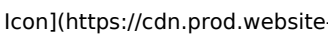
Blog- Going beyond desktop: Tips on how to use SEO for mobile Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF 
To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. 




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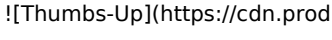
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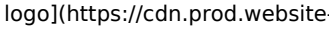

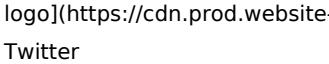

![Mobile SEO](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/65028c0893b1197f488c29aa_mobileseo.webp) ## What is Mobile SEO? Mobile search engine optimization includes best practices to optimize your site for users accessing it on a smartphone or tablet. SEO for mobile helps your site achieve better search rankings on Search Engine Results Pages (SERPs). While there are many search engines, Google accounts for over 90% of the mobile search market. So, businesses naturally consider their mobile SEO best practices most often. The global mobile data traffic stood at 19.01 exabytes per month in 2018. It is estimated to reach 220.8 million terabytes per month by 2026. Evolving from desktop SEO optimization to mobile SEO optimization is guaranteed to benefit businesses. ### Why is Mobile SEO Important? A whopping [63% of organic search engine visits in the US](https://www.statista.com/statistics/297137/mobile-share-of-us-organic-search-engine-visits/) originated from mobile devices in the fourth quarter of 2021. According to a report from 2016, when [the mobile market share was 45.9%,](https://gs.statcounter.com/platform-market-share/desktop-mobile/worldwide/#yearly-2011-2022) nearly [60% of all online searches](https://www.thewebmaster.com/assets/hitwise-uk-mobile-search-topics-report-july-2016.pdf) were made on a mobile device. The mobile market share in 2022 was 59.47%, so we wouldnât be surprised if significantly more searches were carried out on mobile devices recently. This means businesses who want to get discovered online can no longer afford a poor mobile experience. Google became a [100% mobile-first site in 2021](https://developers.google.com/search/blog/2020/07/prepare-for-mobile-first-indexing-with), meaning that Google primarily uses the mobile version of a website to rank and index it. So, mobile SEO isnât an option for businesses today. ### Difference Between Mobile and Desktop Search Results Several factors create a distinction between mobile and desktop search results: * - People often use mobile devices for local references and recommendations. Mobile devices come with a GPS (global positioning system) to track user location and pass it on to search engines. So, users get different search results on mobile depending on their location.â¨ * - Google takes into account the OS of the underlying mobile device and recommends appropriate applications against each search query, which is not the case on a desktop.â¨ * - While search results can fit into any device, the number of results displayed might vary depending on the screen size, which creates a difference between search results on desktops, smartphones, and tablets. ### Benefits of Mobile SEO There are many benefits to mobile search engine optimization beyond generating more traffic from mobile devices. These include: * Google considers site speed a critical ranking factor. Mobile device SEO involves optimizing a site for quicker load times, which benefits a siteâs ranking on both mobile and desktop. * Consider how frustrating it is to visit a website on mobile only to constantly zoom in to find buttons and links. Mobile SEO ensures your visitors get what they come for and leave satisfied. Low bounce rates â Complicated websites compel visitors to leave without visiting a second webpage. High bounce rates suggest poor design. Mobile search engine optimization lowers bounce rates and improves conversion. * Mobile SEO improves site responsiveness and uplifts user engagement. A mobile-friendly website ranks better on search engines. * The ultimate aim for a business is to convert website visitors into paying customers. A mobile-optimized site makes it convenient for visitors to find what theyâre looking for and turn into loyal customers. ![Mobile SEO](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/64f858fc57c1af4eac89345c_Mices-web_SEO-Mobile-Friendly-V3.png) *Content Optimization on Mobile* ### Mobile SEO Challenges If mobile SEO were simple, every business would have achieved it. Here are the top mobile SEO challenges: * â on their smartphone visit a place within 24 hours, and 28% of those searches result in a purchase. Yet, many businesses underutilize local search optimization because of its difficulty. The solution is to focus on your businessâs relevance to search keywords, distance from user location, and offline credibility. * â Load time affects a websiteâs overall search performance. Itâs tricky to reduce load time for mobile SEO, which is why most sites suffer. The solution for you can be to optimize image sizes, host media files across a wide server network globally, or switch to a better hosting service. * â Improper redirects and mobile-only errors compromise site reliability and accuracy. They disrupt a workflow. The solution can be to redirect mobile users to an equivalent mobile-optimized page. on smartphone errors and how to avoid them for better SEO. ### Is Mobile SEO Different for Mobile Apps, PWAs, and Mobile Web? Search engine optimization differs slightly between mobile applications, mobile websites, and progressive web applications. ##### 1. Mobile Applications SEO Mobile app SEO aims to increase app visibility and downloads. Strategies include- * Performing in-depth keyword research * Optimizing the name, title, and URL of the app * Designing a clear and on-brand app icon * Supplementing the app store listing with clear screenshots and videos * Implementing app indexing * Optimizing app store reviews and ratings ##### 2. Mobile Web SEO Mobile web search optimization strategies include- * Designing a mobile-friendly and responsive website * Making it easy to navigate and attractive for mobile * Ensuring popups donât block content * Eliminating 404-page errors and other technical issues * Optimizing site load time * Optimizing the site for local and voice search * Focusing on the overall user experience * Optimizing how your webpage appears in a search result ##### 3. Progressive web apps SEO Google has previously accepted that PWAs donât rank better on search engine results by default. However, if a website moves from a decade-old framework to a PWA, the considerable improvements in its structure, load time, and cleanliness will affect its search performance. Strategies for PWA SEO include- * Making content indexable with a hybrid rendering approach to benefit both SEO and user experience * Keeping URLs clean of â#â and â#!â * Iterative app development that helps spot and fix errors progressively * Optimizing load time ### SEO for Mobile: What Are the Best Practices? A mobile SEO strategy involves a lot of activities. Here are the best practices that substantially impact mobile SEO. ##### 1. Optimize for Voice Search use their voice-enabled devices daily to perform online searches. revealed that 74% of all

respondents had used voice search in the last month. Google aims to transform voice search into âan ultimate mobile assistant that helps you with your daily life so that you can focus on the things that matterâ. Here are the top voice search optimization strategies- * Understand customer and device behavior as algorithms use device location and other data points to build context around voice searches. * Include conversational keywords more than short phrases, as voice searches are often long sentences and questions. * Provide short and crisp answers to most-asked questions before you detail and contextualize the content to support voice search. * Use schema to mark up the content and tell search engines the context of your content so it can rank better in relevant searches. * Users often use voice search to get immediate answers to questions, so build pages on your site to answer FAQs in a concise format. * Remember that mobile devices and local searches are linked, so optimize your site to respond to hyper-local searches in voice format. ##### 2. Responsive Web Design Responsive web designing enriches the mobile experience. Hereâs how to achieve responsiveness- * Focus on the primary objective of a mobile visitor (downloading a guide, purchasing a product, etc.) and eliminate any friction in achieving it. * Accommodate the distinction in user behavior on desktop and mobile. Design for the thumb. Make the necessary components easily reachable. * Adapt your site to the underlying capabilities of the mobile hardware for functions such as two-factor authentication, voice search, and photo-sharing. * Use responsive breakpoints to reconfigure a siteâs flow, layout, and content for mobile devices using percentage units in the UX design. * Consider the landscape orientation. Use tiled elements to stack vertically and display them alongside a slider with left and right navigation to prevent the need for scrolling. * Leverage a headless content management system to ensure your content displays appropriately across channels and devices without the risk of breaking anything. ##### 3. Understand Mobile User Intent A qualitative factor that underlies mobile SEO is user search intent. Since search engines invest resources in understanding user search intent, it benefits mobile SEO professionals to learn about it too. Due to the diverse use of language, for instance, Apple can mean a consumer brand or a fruit. Users typically want to Do (achieve a specific action), Know (get more information) or Go (visit a specific site or location) when performing a mobile search. Understanding user search intent can help design content accordingly. ##### 4. Mobile-Friendly Content An SEO-optimized site offers mobile-friendly content. Hereâs how to achieve it for your site. * Convey the most compelling information in the introduction and eliminate the need to scroll. * Engage mobile users with short paragraphs â 4 lines each â and introduce at most two ideas in each paragraph for readability. * Inform the layout of your mobile siteâs content with that identifies patterns in which mobile users scan site content. * Mention key highlights before detailed content to allow users to jump to the most relevant part without skimming the entire page. * Eliminate unnecessary jargon and reduce sentence lengths for readability. * Use images, videos, and infographics to supplement written content with digestible visuals. * Design content for accessibility by using high-contrast colors, optimum font size, and spacing. * Strategically place CTAs front and center to simplify decision-making and boost conversions. ##### 5. Accelerated Mobile Pages (AMPs) Accelerated mobile pages are an open-source project by Google to ensure mobile web pages function at an optimal speed. Creating mobile webpages using the AMP format: * Improves performance and engagement as these pages load almost instantly and smoothly. * Enhances flexibility and results as businesses can choose how to present their content while improving KPIs. AMP pages load fast as AMP restricts HTML/CSS and JavaScript. Since AMPs focus on site speed, they can substantially impact mobile SEO if your current mobile site speed isnât optimal. AMPs also enhance the user experience, positively impacting mobile search performance. ##### 6. Local SEO Strategies Optimizing a site for mobile and location can boost a websiteâs visibility, web traffic, and conversions. Here are the top factors that play into local SEO rankings- * â A businessâ GMB listing is critical for local search results. * â An online mention of your business is a citation and may include a link to your website. Citation sources include Yelp! and Yellow Pages. * â Consistency in your businessâs name, address, and phone number impacts local SEO. * â Diverse and truthful customer reviews provide search engines with feedback about your business and improve local mobile SEO. * â Presence on platforms such as Facebook, Twitter, and Instagram enables customer engagement and signals social proof to search engines. * â The authority and relevance of websites that link to your business determine your websiteâs search performance. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! 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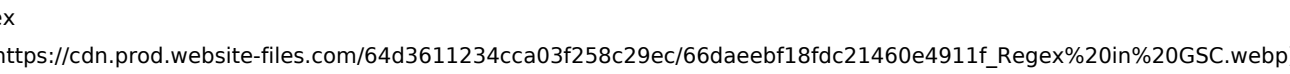
Hidden keywords are those search terms your audience is using but may not be immediately visible in your SEO reports.Â Discovering these keywords can reveal untapped opportunities to drive traffic and improve rankings.Â By uncovering hidden keywords, you can create more targeted content that aligns better with your audienceâs search intent, leading to increased visibility, higher engagement, and ultimately, better conversions.Â In a competitive digital landscape, leaving such keywords undiscovered could mean missing out on valuable organic traffic. So, how can we find these keywords? ### Google Search Console (GSC) is an indispensable tool for anyone serious about improving their siteâs search performance. It provides in-depth insights into how your website performs in search and the specific queries people use to find you.Â One of its most powerful features is the ability to dig deep into query data, allowing you to spot patterns, track keyword performance, and discover hidden opportunities that might not be apparent in more surface-level SEO tools. *Query Custom (Regex) Filter.* Before we dive into how to use it, Itâs worth understanding - Regular Expressions. ### Regex, short for regular expressions, is a sequence of characters that define a search pattern.Â In the context of Google Search Console, regex enables you to search for more complex query patterns beyond exact matches. This makes regex a powerful tool for SEO, as it allows you to capture a wide range of keyword variations, user intents, and even common misspellings.Â Its importance lies in its flexibility: you can tailor your searches to discover hidden keywords that might otherwise go unnoticed with basic filtering methods. ### Rather than manually filtering large data sets, regex allows you to apply complex filters quickly and efficiently. This makes it much easier to manage large keyword sets and uncover insights without spending excessive time combing through data. Google Search Console queries reports include keywords or keyword variations you may have missed during initial keyword research. Use these keywords to address content gaps or build new pages. Using regex syntax, you can easily filter out topics that are not only within your niche but also adjacent topics. ### Using regex filters in Google Search Console is fairly straightforward. When viewing your performance data,Â 1. Add the âQueryâ tab. 2. Select the filter option.Â 3. Choose "Custom (regex)" and enter your regular expression to filter the query results.Â Following are couple of Regex syntax to filter out queries- Long-tail keywords are less competitive and often more targeted, making them highly valuable for SEO. With Regex, you can filter queries that include multiple words or specific phrases, helping you identify these long-tail opportunities with ease. ``` â(\b\w+\b\W*){X} ``` â Modifiers like âbest,â âtop,â or âcheapâ can indicate a userâs intent to purchase or compare. Using Regex, you can filter queries containing these modifiers, allowing you to hone in on keywords with high conversion potential. ``` â\b(best|top|cheap|leading|top-rated|vs|tool|platform|product|solution|software|alternative|purchase|buy)\b ``` â Questions are often indicative of users seeking detailed information. By using Regex to filter queries starting with words like âhow,â âwhat,â or âwhy,â you can identify informational keywords that can guide your content creation efforts. ``` ^(what|how|why|when|where|who) ``` â We have listed more similar SEO use cases with Regex Syntax in the PDF below. That's how you can leverage the custom regex filter in Google Search Console to uncover a hidden keyword treasure trove. [Download Free Regex Syntax PDF](#) [Download Free Regex Syntax PDF](https://drive.google.com/file/d/1btzkGDSWNsHn3FispXfzd2D7ZZ185Vlr/view?usp=sharing) [Download Free Regex Syntax PDF](#) ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! 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The CRO Opportunity Hiding in Your Blog: Uncovering Revenue in Plain Sight

BY Maitreyi Kole

May 19, 2025

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This frustration echoes across executive meetings at enterprise B2B SaaS companies. Your content marketing investment drives visibility, but the pipeline impact remains elusive. Picture a CMO of a million dollar cybersecurity firm addressing their marketing team: > '*Our blog receives 12,000 monthly visitors, ranks for our target keywords, yet contributes less than 2% to our pipeline. The board is questioning our organic investment.'* This disconnect isn't just a marketing challengeâit's a revenue problem. When content generates visibility without conversion, you're essentially investing in brand awareness when you need pipeline contribution. ## Let's examine two B2B enterprises that have mastered the art of turning blog traffic into consistent revenue: ### Let's dissect a specific high-performing HubSpot blog post: "[How to Create an Effective Customer Journey Map](https://blog.hubspot.com/service/customer-journey-map)" to understand exactly how they've engineered content for conversion: #### â * Top navigation bar with persistent "" CTA (high contrast orange button) ![](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6810ca1405fb6b86245cf21c_Hubspot%20Top%20CTA%20(1).webp) Source: [HubSpot](https://blog.hubspot.com/) * Secondary global redirect and focus on HubSpot products section for high-intent buyers to reach out and check their products * Product navbar showing list of all their product categories, explicitly mentioning "" - again focusing on both early-stage and buying-stage intent for buyers Source: [HubSpot](https://blog.hubspot.com/) *Note: These elements capture different levels of conversion readiness without disrupting content consumption* â | Location | CTA Type | Conversion Intent | Strategic Value | | --- | --- | --- | --- | | Top Banner | "Get HubSpot free" | Low commitment | Entry point for early evaluation | | Right Sidebar | HubSpot Products | Information gathering | Extends engagement and page views | | Mid-Content | Free templates | Practical value exchange | Captures email while providing immediate utility | | Content End | Product-solution connection | High-intent conversion | Bridges from educational to solution | â * The article strategically addresses both executive concerns ("") and practitioner needs ("") * This allows for natural segmentation based on which sections visitors engage with most * HubSpot's analytics likely routes visitors to different nurture tracks based on these engagement patterns * Instead of generic "" CTAs, they offer domain-specific assets: + Customer journey map templates (directly relevant to article content) Source: [HubSpot](https://blog.hubspot.com/) * Related articles focusing on topics like 'Voice of customer program' toolkit (next logical step in the process) or 'Customer experience strategy guide' (executive-level resource) Source: [HubSpot](https://blog.hubspot.com/) * Orange used exclusively for primary CTAs * Consistent spatial positioning creates "" * Sidebar CTAs remain visible during scrolling (persistent visibility) Source: [HubSpot](https://blog.hubspot.com/) * White space strategically frames conversion elements * The article itself demonstrates a problem that HubSpot's products solve * Natural transition from "" to "" * This creates solution context before the conversion ask * Customer quotes strategically placed near conversion points Source: [HubSpot](https://blog.hubspot.com/) * Statistical validation ("companies using journey maps see X% improvement") * These elements reduce conversion friction by building trust at decision points * Responsive CTA placement that maintains prominence on mobile * Touch-optimized conversion elements (larger tap targets) * Simplified form fields for mobile completion ![](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6810dbaa15a4f4902d676b9f_mobile%20form%20(1).webp)

[Source: HubSpot](https://blog.hubspot.com/) #### * Blog posts like this one convert at 7-10X the industry average * The multi-layered conversion approach captures different buyer personas and stages simultaneously * The progressive engagement path nurtures visitors from low to high commitment * The content-to-product bridge creates natural solution alignment ### I've conducted a detailed analysis of Ahrefs' high-performing blog post "[12 SEO Best Practices to Improve Rankings in 2023](https://ahrefs.com/blog/seo-best-practices/)" to reveal exactly how they've engineered it for both traffic AND conversion: #### â * Table of contents with jump links creates easy navigation for both scanning executives and detail-oriented practitioners Source: [Ahrefs](https://ahrefs.com/) * Strategic content chunking creates multiple "" throughout the post * The flow builds from, creating a natural path to their product * This structure serves different stages of the buying journey within a single piece | Content Section | Product Integration | Conversion Technique | | --- | --- | --- | | Find search traffic potential | Ahrefs' Keywords Explorer screenshots | Shows solution in action without selling | | Find content gaps | Content Gap tool visuals | Demonstrates unique capability naturally | | Build links | Backlink analysis screenshots | Shows competitive advantage through visualization | | Create and optimize content | Content performance metrics from Dashboard | Showcases ongoing value beyond initial use | â * Every screenshot serves dual purposes: education AND product demonstration Source: [Ahrefs](https://ahrefs.com/) * Color highlighting draws attention to specific product capabilities within screenshots * In most blog pages, the concepts directly are connected to revenue metrics: Example * Real business results showcased in traffic growth graphs * ROI calculations subtly embedded in content examples * This helps technical readers justify investment to executives * Low-commitment "" CTA for mail captureâ reduces initial barriers * Feature-specific CTAs appear immediately after demonstrating related capabilities * "" after establishing comprehensive value * Sidebar CTAs remain visible during scrolling (persistent visibility) Source: [Ahrefs](https://ahrefs.com/) * Third-party data citations appear directly before CTAs to build credibility * Expert quotes strategically placed near product mentions * Accessible explanations make complex features understandable to beginners * Newsletter offer provides low-friction conversion for early-stage evaluation *This approach positions Ahrefs as the comprehensive solution without seeming promotional.* ## > The success of HubSpot and Ahrefs isn't accidentalâit's architectural. Their content programs share key elements that enterprise marketing leaders should consider: 1. Both companies create visual and structural hierarchies that guide visitors through progressive engagement points 2. They ensure a natural bridge from the problem discussed to how their solution addresses it 3. Their conversion paths acknowledge different stakeholders in the buying process 4. They lead with immediate value in their conversion offers, not just information capture 5. Conversion opportunities remain visible without disrupting the content experience ## Our analysis of enterprise B2B SaaS content programs revealed distinct patterns that separate high-converting blogs from traffic-only assets: 1. 83% use identical CTAs across all content regardless of topic 2. 91% place conversion points only at the beginning and end, missing the moment of peak engagement 3. 77% fail to connect the article topic to their solution in a meaningful way 4. 86% create an abrupt value disconnect between their content and what they ask visitors to do next ## One of our clients, a leading online fax provider faced the same "traffic without conversion" challenge: - Leading enterprise online fax service provider - Approximately 200,000 yearly website visitors - Over 500 indexed webpages - Substantial traffic but underperforming conversion metrics 8,500 monthly 6,700 monthly 7,300 1,308 2,188 585 Our approach followed our comprehensive CRO checklist methodology, focusing on strategic optimizations rather than complete website overhaul: We conducted thorough baseline performance analysis and user behavior mapping using heatmaps and session recordings We enhanced hero sections, trust elements, and value proposition presentation across key landing pages We simplified forms, added trust enhancement elements near conversion points, and optimized CTA placement and messaging We established clear tracking mechanisms to measure progress against baseline metrics 11,100 (30.6% increase) 9,200 (37.3% increase) 11,300 (54.8% increase) 2,080 (59% increase) 2,954 (35% increase) 870 (48.7% increase) > While the average engagement time per active user remained virtually unchanged (), the strategic CRO implementations dramatically improved how effectively that time was used, directing users toward high-value conversion actions. The key to this transformation wasn't redesigning the entire websiteâit was implementing targeted CRO best practices that created clearer pathways to conversion and reduced friction at critical decision points. ## To identify your blog's conversion potential, evaluate these critical factors: ### Assess how well your conversion offers align with each content piece: | Content Topic | Current CTA | Relevance Score | Optimized CTA Opportunity | | --- | --- | --- | --- | | Technical SEO Guide | Generic "Subscribe" | 3/10 | "Get Our Technical SEO Audit Template" | | Security Compliance | "Demo Request" | 5/10 | "Download 2025 Compliance Checklist" | | Implementation Guide | "Contact Us" | 4/10 | "Book Implementation Consultation" | â ### â Identify where visitors are most engaged and place contextually relevant conversion points. ### Evaluate how seamlessly your content value extends into your conversion offers: | Current State | Optimized Approach | | --- | --- | | Blog about implementation challenges â Generic newsletter signup | Blog about implementation challenges â Implementation roadmap download | | Security best practices article â Generic demo request | Security best practices article â Security assessment tool | | Product comparison â Contact sales | Product comparison â Interactive comparison calculator | â ## â Here's how to systematically unlock the conversion potential in your existing content: ### * Map your top 20 traffic-driving blog

posts * Score the relevance of current CTAs * Identify engagement hotspots using heatmaps * Determine topic-specific conversion opportunities ### * Create 3-5 high-value, content-specific lead magnets * Develop contextual CTAs for each content cluster * Design mid-content conversion components * Create value-bridge content elements ### * Update your top 10 traffic-driving posts with new conversion elements * Implement A/B testing to validate improvements * Add content-specific social proof elements * Strengthen content-to-product value bridges ### * Track content-specific conversion rates * Measure lead quality from content conversions * Identify winning patterns for broader implementation * Create your content conversion playbook ## Most enterprise B2B SaaS companies score below 4/10 on our Content-to-Conversion assessment. This represents a significant opportunity to extract more value from your existing content investments. ## Your blog isn't just a traffic acquisition channelâit's potentially your most powerful conversion asset. The companies seeing the highest ROI from content aren't necessarily those with the most traffic, but those who've mastered the science of content conversion. The opportunity hiding in your blog isn't just incremental improvementâit's often a complete transformation of your content's contribution to pipeline and revenue. Our specialized SEO+CRO methodology identifies and implements the specific conversion opportunities in your highest-traffic content, turning your blog from a traffic generator into a pipeline engine. ## LeadWalnut helps B2B SaaS companies achieve 15% growth in organic traffic and 10% improvement in conversions with proven SEO + CRO methodologies. Unlike generalist agencies focused solely on rankings, we transform organic traffic into qualified leads that fuel your pipeline, delivering complete ownership of both traffic acquisition and conversion optimization. Talk to us -> <https://calendly.com/ajay-lw/30min> ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. 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How do broken links affect the performance of your website? Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF ![Download Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f8300c86889e3c5953cdd_Download%20Icon.svg)](/contact-us) To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. [![Feeling Very Bad Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca969bc953b5c99be16_Very%20Bad.svg)](#)[![Feeling Bad Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa3b31fa546c140cc5_Bad.svg)](#)[![Feeling Good Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca9a7985c77d15de2b2_Satisfed.svg)](#)[![Smile Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa51a75f62ab1322cf_Good.svg)](#)[![Happy Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca920691c8d4e4e7974_Happy.svg)](#) Are you finding this blog helpful? [Yes ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#)[No ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#) Thank you for your feedback [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Checklist](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661fbc7cf742d90b1ae6b48d_Checklist.png) Download our free On-page SEO checklist Want to build an AI powered app? WithÂ 13+ years of experience, technical expertise andÂ 4400+ successful apps developed, our team turns your app idea into reality. Let's talk about your project. [Contact us](/contact-us) [![Arrow Up Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66221502f00daf2764b3ad12_Arrow-Up.svg)](#blog-starts) [Home](/old-home)![right-arrow-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec7dde921a14ee8afef453_arrow-sm-right%201.svg)[Blog](/blog) # How do broken links affect the performance of your website? BY Arti Ghemud December 5, 2023 [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Content Optimization](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/650bff30b081eea663a031f9_Deep-Explanation-Of-Broken-Links-And-Its-SEO-Impacts.jpg.webp) ## How Do Broken Links Affect The Performance Of Your WebsiteÂ Neglecting broken links on your website could undermine your SEO and website performance. These seemingly minor issues can gradually erode your search engine rankings and online visibility. Each broken link allows search engines like Google to question your credibility. Prioritizing broken link repairs is essential to maximizing your site's potential in search rankings and traffic. ### Understanding Backlinks and Their Types 1. These links connect different pages within your own website, facilitating navigation and enhancing

SEO. 2. External backlinks are links that come from other websites to yours.Â These two types can be categorized into:Â 1. These are links that allow search engine crawlers to follow and pass on SEO value from the linking site to the linked site, influencing its search engine ranking. 2. These are links that include a "rel=nofollow" attribute, signaling search engines not to transfer SEO authority from the linking site to the linked site. ### The Role of Backlinks in SEO 1. Enhance your site's credibility by demonstrating third-party site's trust in your content. 2. Drive referral traffic, guiding visitors from other authority websites to yours. 3. Boost your website domain authority, positioning your site as a reliable and respected resource. 4. Provide context through anchor text, helping search engines understand your content's relevance. ### What are Broken links?Â Broken or dead backlinks are links that lead to pages on your site either from internal pages or external sites that no longer exist, resulting in a "404 Page or Page Not Found" error.Â ÂâLinks may be broken for a variety of reasons,Â * URL being mistyped, * Â The webpage no longer being online,Â * the pageâs URL has changed, orÂ * the linked page having restricted access (such as by being behind a password or firewall) ### Examples of Broken Links If you click on the links marked here-Â ![Broken Link](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/650bf97de2c7984c3df40fdc_Pz7Q7OdyqSIkTiW2-UfFrpHRVe3-uZx9gt_Zg4N-l2HiUsfoGv2iY6-GXI14uGgH6H55ZtCwwpBQUK87Lm9PWykJXawS4U5Nbh8sGCOmr5IbZ86u1ChshGT8MVX-X_UeBQu9ZGvSuM5qJ81WqAjCjA.png) Pacific Typhoon Season Wikipedia Page This page will open, which shows that those links are brokenÂ ![Broken Link](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/650bf97c43cfceb1e375e90a_Hwh3vbROdsoAZZzH4D7tqFEktSkpV5tYuIM-ys-1I_2SCJzEP6qLtmlBHoOswD14PwpdiRjWcTABmCMdIfV_AUBZyizv-Y_I-5WTqulBMhdeP7vzdrgsTV6nvRG6QEE8k234dGqTzNNxKqyAf85_DA.png) Broken Links Example â <https://www.edoeb.admin.ch/edoeb/en/home/the-fdpic/contact/address.html> -This link is broken on the given pageÂ ![Broken Link](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/650bf97d83371d1ce9045444_YXSiq0iUg3zDlqQts2mMNdiVtomdYczBVxjquokWxcDdMc1FC0Hyt_chx-rpsve93SWZakFW2dWxCZocxsCVtjujWdea0SjQK4gqmKUeJQPm7_dJ8eLl9gk0yWFTEA0h7dri_Uhss-TkqKmt1aE5IQ.png) Broken Links Example ### 3 Techniques To Find Broken Links Install the "Check My Links" Chrome extension. Click the extension icon to highlight broken links.Â Analyzed link in below: - <https://www.forcepoint.com/solutions/need/insider-threat-programs>Â ![Broken Link Extension](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/650bf97c19e312e734398bf6_KYQqrj2KuAhjDiSEQ1q1_vPj7r-9Hv7of2z9m1qW-lwA2CGrfOWa84GnlVZ3w4flMLuSJOrmi6R-QXzzeL_laDD_5aPrPr5rCgY2YOalQTM4NTqR3NPL03u5mOFcoo0VD1Gt9SDYhIoHNxkVMttV4A.png) How to find broken links through 'Check My Links' Utilize this free tool to monitor your site's performance in Google search results. Access Indexing > Pages > Not found (404) to identify 404 errors on your site. ![Google Search Console](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/650bf97d012bfdb7c9f798fd_aha-3qG6uptTpfXNQkfvYI_34N1f5EPQDQ0EiH81fLDywn01wNekaX708S5F9Ma0ilKG4_1XnwvykuertBtcF4REe1BJM-TD_pUar5TKy8LMd8xI6ZKLhotG9DO72Zm3j4w6EzN7idHKdWqzVl5xcw.png) How to find broken links through 'Google Search Console' Use tools like "Screaming Frog SEO Spider," "Ahrefs," or "SEMrush." ![ahref tool](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/650bf97ff0b745f63599489c_vU7iOcMOQ4nIUVJWVtLYLex2HvaSi4Imrczgn4SlPukvOF6vQF55YwO6u-JnWLSSmeDrJxy51jeCZDIlCUp4VwP6Oi3GORxsLo12Y_WwzNR-ZW-RCYnXseGj7kuOxTD7j5o9ouEAkz7FXnSLOkqnvQ.png) How to find broken links through other online tools ### The Impact of Broken Backlinks on SEO and Website Performance Broken backlinks are detrimental to SEO for various reasons: 1. Broken internal links hinder users' journeys, leading to frustration and premature exits. High bounce rates signal search engines that your content might not be valuable, affecting your rankings. 2. Broken links diminish your website's credibility and trust. Users may question your content quality, while search engines might lower your authority and rankings. 3. Search engine crawlers encounter obstacles with broken internal links, impacting proper indexing and visibility on search results pages. 4. Broken external and backlinks indicate poor website management, leading to lower rankings and reduced authority. 5. Broken backlinks lead to missed referral traffic hampering user navigation and potential conversions. ### How to Prevent Broken Links? 1. Regularly conduct link audits to verify that they direct to live pages. 2. Leverage link-checking tools, such as Ahrefs Link Checker to automate the process. However, always manually verify flagged links. 3. Establish and maintain proper redirects for moved or removed pages to retain link authority. 4. Double-check external links, especially those leading to temporary resources. ### Fix Broken Links & Reclaim Valuable âLink Juice * Identify a similar and relevant piece of content on your site. * Implement a 301 redirect from the broken page to the working page. For instance, if you have a broken page titled "How to Do Broken Link Building," redirect it to a functional page titled "The Complete Guide to Broken Link Building." * Determine the original content that existed on the broken page. * Recreate or replace the content at the broken URL to provide users and search engines with the intended information and functionality. * Contact the website that is linking to your broken URL. * Politely inform them about the broken link and provide the correct URL. * Request that they update their link to the accurate and functioning URL. ### Understanding the Significance of 404 Error Pages 404 error pages are essential to prevent user frustration when encountering broken links on your website. A well-designed 404 page can improve the overall user experience by providing clear information and alternative navigation options. Effective 404 pages can keep users on your site for longer by offering links to other relevant content. Including a homepage link and a search box on the 404 page allows

users to quickly find what they're looking for. Example of a broken link situation where a 404 error page has not been configured -Â ![404 Page](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/650bf97d62830204ad557863_VtLabRssLAOMMHv5GcdFcPDMP7x4NNrZIvtodrYCrguoL7bv_ehThnYoy8eGlWsBfIFVo70M7yBrJKtTs12rEfcP8DqUOpiG1kMUpO0yU_ix4Fsns_YaVpCoUzcQtEFCJlV3FouE77Ej_5Ql_Q7vfg.png) Samarth Care 404 Error Page An example of a 404 page which is designed to enhance user experience & build trust with users -Â Â Â ![404 Page](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/650bf97c2a8e6ba71514e0c4_qdADCOc8GNIbYzLPQ7TtirP2eQSBG6tr05B2OHARyVaEXs7n1g3GaV2qBJE58D0X8L4xLdE5XyeMTH577s6uHPV_J2hfl4oVdsKvjWGy6-lsAJ31hypadsDkwFDhaFk_ATyxuDExe5Shiy7CXEcidA.png) LeadWalnut 404 Error Page ### In Conclusion Broken links and backlinks might seem silent, but their repercussions are anything but insignificant. Ignoring them can harm your website's search rankings and traffic potential. However, the solution isn't overly complex. ### Continuous Vigilance is Key: Fixing broken links and backlinks isn't a one-time task; it's an ongoing process. Regularly auditing your links, both internal and external, should be a fundamental part of your website's routine SEO audits. By addressing these issues, you not only prevent the wastage of "link equity" but also contribute to a positive user experience. So, roll up your sleeves and dive into the task of finding and fixing these links. Your website's health and success depend on it! ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. LeadWalnut builds world-class websites, creates engaging success stories, and refines key messages around offerings, and problem areas to build trust and emotional connections with prospects. ### Related Articles Content Marketing SEO Ecommerce Website Creation Email Marketing B2B Marketing Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. 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With content flooding every digital channel at an unprecedented pace, high traffic numbers alone have become a vanity metric. Generating awareness is important, but without conversions, itâs like filling a bucket with a hole in it. The 2024 Content Marketing Institute (CMI) B2B Benchmark Report underscores this reality: > Only 29% of marketers say their content effectively drives meaningful engagement across the entire buyer funnel. This gap between traffic and tangible business impact demands a strategic shiftâfrom focusing solely on top-of-funnel (TOFU) awareness content to building full-funnel content that actively guides high-intent buyers from curiosity to decision. This article dives into why TOFU content often fails to convert, how content inflation driven by AI is changing the game, and what a full-funnel content strategy looks like in practice. Finally, weâll explore how a platform like LeadWalnut can help B2B marketing leaders bridge the funnel gap and turn traffic into revenue. ### Itâs common for marketers to celebrate blog traffic spikes and SEO rankings, yet the analytics dashboard tells a different story: no increase in Marketing Qualified Leads (MQLs) or revenue influence. The problem? TOFU content often attracts âlooky-loosâ â those in the early learning phase, not buyers ready to take action. For complex, high-ticket B2B products such as enterprise SaaS solutions, broad awareness topics like âWhat is X?â do little to move prospects toward conversion. Without content that speaks to specific pain points, decision criteria, and objections, traffic remains superficial and disconnected from pipeline goals. TOFU content targets a broad audience to increase visibility. However, for purchase decisions involving significant investment or risk, buyers rely on deeper, more targeted information to build confidence. General awareness pieces tend to engage learners, not decision-makers with intent, creating a gap between visits and conversions. Another overlooked factor is whether your content actually supports sales enablement. If your assets arenât equipping sales teams with tools for objection handling, differentiation, and closing conversations, then contentâs full potential is squandered. ### Generative AI tools like ChatGPT, Jasper, and others have democratized content creation, empowering marketing teams to scale output rapidly. While this is a boon for volume, it also contributes to a deluge of similar, undifferentiated content. This âcontent inflationâ drives down engagement rates as prospects wade through repetitive, low-value information. > According to HubSpotâs 2024 marketing report, over 40% of

marketers now use AI to assist with content creation. While this improves efficiency, it raises the bar on creativity and strategic targeting to break through the noise. TOFU content alone is becoming commoditized. Brands that want to stand out must invest thoughtfully in mid-funnel (MOFU) and bottom-funnel (BOFU) content that addresses real buying questions, builds trust, and accelerates decisions. ### * Awareness-building content like blogs, checklists, infographics aimed at broad educational goals. * Engagement-focused assets such as case studies, webinars, comparison guides, and whitepapers addressing evaluation questions. * Conversion-driving materials like demo videos, ROI calculators, competitor comparisons, and solution briefs designed to close deals. ### Effective full-funnel content isnât just about filling gaps but aligning with the real questions, objections, and decision criteria buyers have at each stage. Mapping content to buyer personas and intent ensures relevance and resonance. ### AI can power this strategy by clustering keywords by intent, generating tailored content variants for specific ICPs (Ideal Customer Profiles), and enabling rapid A/B testing to optimize messaging. This elevates content from generic to highly personalized and role-specific. ### Start by auditing existing content to identify which funnel stages are underrepresented. Many B2B programs skew heavily TOFU-heavy, leaving MOFU and BOFU underserved. Segment your audience by industry, buyer role, and stage of decision-making. This enables content to address distinct challenges and prioritiesâfor example, CFOs focusing on ROI versus technical users emphasizing ease of integration. Sales teams have frontline insights into buyer objections and questions. Using CRM data and real sales conversations to generate BOFU content topics creates alignment and accelerates pipeline velocity. Leverage AI tools like MarketMuse, Jasper, or ChatGPT to streamline content ideation, ensuring high volume doesnât come at the cost of precision. Keep intent and persona relevance front and center. While traffic is a valuable leading indicator, prioritize lagging metrics such as MQLs, demo requests, SQLs (Sales Qualified Leads), and influenced revenue to truly measure content success. ### * Blogs without conversion-oriented content fail to advance prospects down the funnel. * Even the best BOFU content wonât convert if it doesnât reach decision-makers through Account-Based Marketing (ABM), retargeting, or outbound. * Failing to customize content for different personas, industries, or deal sizes dramatically reduces conversion effectiveness. * If visitors canât easily identify or access the next step, traffic bounces, losing potential leads. ### LeadWalnut empowers B2B marketers to bridge the gap between awareness and action by delivering a full-funnel content strategy that aligns marketing efforts with real sales outcomes. LeadWalnut helps brands stop guessing what their buyers want and start creating content based on deep insights into your Ideal Customer Profiles (ICPs). This ensures every asset resonates with the actual decision-makers and their priorities. [Learn more about this [here](https://www.leadwalnut.com/blog/reach-the-right-audience-with-content-led-seo)] Every piece of content LeadWalnut creates is designed to support the sales processâfrom addressing objections and demonstrating ROI to differentiating your solution clearly at each funnel stage. This sales-marketing alignment accelerates pipeline velocity. LeadWalnut combines AI-driven scale with high personalization, enabling marketing teams to produce more content faster without sacrificing depth or differentiation. This helps brands stand out in todayâs crowded and commoditized content landscape. With advanced analytics integrationâusing tools like GA4, HubSpot, and Looker StudioâLeadWalnut ties content efforts directly to sales-qualified leads (SQLs), pipeline influence, and deal acceleration. 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Blog - SEO for Headless CMS: Optimizing for better performance Table of contents [Text Link](#) [Text Link](#)[Text Link](#)[Text Link](#) You can download a PDF version of this artcile (625 kb) [Download PDF ![Download Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f8300c86889e3c5953cdd_Download%20Icon.svg)](/contact-us) To generate leads for a startup in the aviation sector is not easy. We threw the challenge at LeadWalnut and results far exceeded expectations. Umfawned the project and created impactful digital assets. Did you find this blog helpful? Please tell us how satisfied you are. [![Feeling Very Bad Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca969bc953b5c99be16_Very%20Bad.svg)](#)[![Feeling Bad Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa3b31fa546c140cc5_Bad.svg)](#)[![Feeling Good Emoji](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca9a7985c77d15de2b2_Satisfed.svg)](#)[![Smile Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7caa51a75f62ab1322cf_Good.svg)](#)[![Happy Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7ca920691c8d4e4e7974_Happy.svg)](#) Are you finding this blog helpful? [Yes ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#)[No ![Thumbs-Up](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661f7828e0137bed449c666d_Thmbs-Up.svg)](#) Thank you for your feedback [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Checklist](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/661fbc7cf742d90b1ae6b48d_Checklist.png) Download our free On-page SEO checklist Want to build an AI powered app? WithÂ 13+ years of experience, technical expertise andÂ 4400+ successful apps developed, our team turns your app idea into reality. Let's talk about your project. [Contact us](/contact-us) [![Arrow Up

Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66221502f00daf2764b3ad12_Arrow-Up.svg)](#blog-starts) [Home](/old-home)![right-arrow-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec7dde921a14ee8afef453_arrow-sm-right%201.svg)[Blog](/blog) # SEO for Headless CMS: Optimizing for better performance BY Kritika Gour April 17, 2024 [![facebook logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec819111b5ea9677582076_logo-facebook%201.svg)](#)[![LinkedIn logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec8191cd26ec58e37a3b77_logo-facebook%202.svg)](#)[![Twitter logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81a4dacb057e3f675c1c_logo-facebook%203.svg)](#)[![gmail logo](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64ec81912a3121cc181be769_logo-facebook%204.svg)](#) ![Headless CMS](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/65028a50244c7cd5f32cf3eb_image1.webp) ## Why is âHeadlessâ Becoming So Popular? What Are The Benefits of a Headless CMS? Headless CMSs are getting increasingly popular for multiple reasons. The most prominent reason is headless CMS offers more flexibility in delivering content across different devices than traditional CMS. In a traditional CMS, the content is designed for a particular interface or format. Therefore, the content is inflexible and difficult to repurpose for different devices or interfaces. In headless CMS, the content is stored irrespective of how it can be displayed and delivered. It gives you more control and flexibility with your content to deliver it across varying interfaces and layouts. Better control and flexibility allow you to ensure a more personalized and device-friendly user experience. It is conducive for organizations that manage enormous volumes of content and expertise high website traffic from different end-user devices.Â There is a lot of discussion regarding headless CMS and how it aligns better with some of the best SEO practices. Remember that a headless CMS itself does not ensure better SEO. SEO is a complex and multi-disciplinary approach that requires an effective strategy and implementation, irrespective of the traditional or headless CMS. Below are notable advantages of using headless CMS- * â A headless CMS offers remarkable flexibility concerning the frontend presentation layer. In headless CMS, the front end is detached from the back end. It liberates the developers to design and develop the front end with their preferred framework or language. * â Another advantage of using a headless CMS is that it allows you to implement an omnichannel strategy due to the framework's independent back and front end. In the omnichannel approach, you can deliver "content as a service" across different platforms, interfaces, and end-user devices via APIs (Application Programming Interfaces). * â [Mobile eCommerce sales constitute a global market share of 72.9 percent in 2022](https://www.oberlo.com/statistics/mobile-commerce-sales). With the omnichannel ability to deliver content across all possible ends, headless CMSs offer more agility and scalability to manage and deliver enormous volumes of content seamlessly.Â * â Due to its decoupled framework and high-level agility, headless CMS and SEO are more capable of addressing future challenges than traditional CMS. It enables developers to revamp and modify the front end following the required standard irrespective of the evolving digital technologies.Â All these vital aspects make headless CMS a future-ready framework that quickly delivers content across different mediums and addresses varying business needs. But all this freedom, agility, and scalability requires a more hands-on approach to ensure an effective SEO for headless CMS. ### So, is headless better for SEO? Organic traffic constitutes more than half of your website traffic. Therefore, organic visibility is mandatory for your website to drive improved traffic, engagement, leads, and revenue performance. SEO helps your website to rank higher than your competitors in search engine results and improves visibility.Â Yes, a headless CMS can be more supportive of SEO, but it's a single contributing factor out of several others. The advantages of headless CMS depend on how strategically you plan, craft, and execute your SEO. Multiple reasons encourage businesses to prefer headless CMS over traditional ones. To ensure personalized CX, improve brand reach across interfaces, and boost customer retention, businesses need a more agile and flexible approach to delivering content cross-platform. A headless CMS and SEO can help you unlock this opportunity. A headless CMS can significantly improve your website performance and page load speeds. An improved website performance positively impacts your technical SEO. Your website and pages rank higher for the targeted keyword and offer a seamless & engaging user experience. ![Headless CMS](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/64f5cc530bccd7812c89bb28_headless-cms-vs-traditional-cms.png) ### Does a Headless CMS Damage SEO? A headless CMS does not necessarily damage your SEO. But, if your SEO strategy is not aligned with headless CMS's more detailed and technical requirements, it can be devastating. Some potential pitfalls to look for when implementing SEO for headless CMS include the following: * â Because the front end in headless CMS is detached from the back end, you have limited visibility to how your content may appear on the front end, making it complex for experts to optimize their website. But SEO for headless CMS can be treated like data and gives you complete control over how to define and manage SEO from operational & technical aspects. * â A headless CMS uses APIs to push content to different front-end interfaces. The process is more puzzling and time-consuming than traditional CMS. If you manage and update your omnichannel content poorly, it can negatively impact SEO for headless CMS. * â Some headless CMS frameworks lack built-in SEO tools that otherwise come as dedicated utilities in traditional CMS solutions. It further makes it difficult to ensure an effective SEO for headless CMS. * â Due to decoupled front and back end, headless CMS may not fully track prospectâs data. It will restrict your ability to get deeper insights into the prospectâs experience, intent, and behavior on your website to personalized CX. But you can opt for third-party business

intelligence tools to extract valuable analytics. Headless CMS is designed and structured in a bottom-up approach, making them more adaptable to varying business needs. But SEO for headless CMS can be a bit more challenging due to decoupled front and back end.Â Some potential challenges and risks are associated with each SEO strategy you implement. But with the right and strategic approach, you can avoid all these complexities of SEO for headless CMS and get the most out of your headless CMS.Â ### Headless SEO Vs. Traditional SEO SEO for headless CMS and traditional CMS framework work the same way, as they both share a mutual goal; to optimize the website for better brand reach and SERPs ranking. Some key factors differentiate both frameworks, such as- * â In traditional CMS, a business website is the core focus of all SEO efforts. In headless CMS, you plan and execute SEO best practices for all possible user-end interfaces, including mobile applications, web pages, wearables, VRs, IOTs, etc. Therefore, SEO for headless CMS involves a more detailed omnichannel approach. * â The CMS defines your content outline and structure in traditional CMS. But, to ensure more effective SEO for headless CMS, you remain agile and flexible with your content strategy.Â * â Traditional CMS frameworks like WordPress offer a range of built-in plugins and extensions to improve SEO, such as the âAll in One SEO Packâ and âYOAST.â But in SEO for headless CMS, you need to integrate third-party utilities to measure and improve the SEO. * â In traditional CMS, the front-end and back-end are deeply integrated and interdependent, allowing you to optimize your business website for improved SERP rankings easily. Headless CMS helps developers offer users a much better digital experience, as headless content is not limited to CMS capabilities. You need to be extra careful with your efforts to shape and implement SEO for headless CMS, or you will fail to drive favorable outcomes from your headless CMS. ![Headless vs Traditional CMS](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/64f5ce17aa3de11cc98c120a_Headless-CMS-vs-traditional-CMS.jpg) ### SEO Challenges with Headless CMS The challenges associated with the headless CMS and SEO include: * â Headless CMS uses APIs to distribute content across omnichannel interfaces and devices; you need more time and effort to optimize your content for each channel. It makes your content development, brand awareness, and SEO approach more complex but produces more fruitful outcomes if addressed appropriately. * â The lack of built-in tools and headless CMS makes it a tough choice than its traditional counterpart. You need to look for authentic and supported third-party utilities to perform SEO for headless CMS. * â All other changes are driven by the decoupled front end and back end of headless CMS; it restricts your control over the front end and makes it harder to optimize your website for better SERP rankings. * â In traditional CMS, you have quick access to analytical insights and data-driven visuals that reflect the KPIs and impact of your SEO efforts. To evaluate and improve your SEO for headless CMS, you need to rely on third-party tools to track critical KPIs like website traffic, conversion rates, engagement, etc. ### Impact of headless CMS on SEO The Google algorithm updates in October 2022 have changed the entire landscape of SEO from what it used to be a few years ago. Most of these updates are around âhelpful contentâ and associated with headless CMS being a content delivery platform.Â The most critical of these updates strictly abide site owners to improve their omnichannel experience as all websites are now indexed by the mobile version. In traditional CMS, experts must manually address these new challenges by optimizing their content for improved site response.Â SEO for headless CMS can address this issue as your content resides in the back end and is delivered to the user end. Developers just have to focus on a single source code, and pre-rendered websites help eliminate the issues related to website performance and responsiveness. Another major update is that Google's algorithm tracks user experience on your website or page. Failure to deliver a satisfactory and engaging user experience to visitors can negatively impact your website ranking. The headless CMS can seamlessly optimize your field data and improve your website performance for a better user experience. The overall impact of headless CMS on SEO is entirely subjective to the particular business needs and how you execute and utilize SEO for headless CMS. Therefore, your strategy to design and implement SEO for headless CMS can make or break your website's performance. The google updates make the mobile-first SEO approach mandatory for higher ranking in SERPs. ### Best practices for headless CMS SEO The overall performance and outlook of your headless CMS on how effective and controlled your SEO strategy is. Below are proven best practices in SEO for headless CMS: * â Metadata includes a to-the-point and primary subject of your website, its blog, product page, landing page, etc. Search engine platforms use metadata to recognize the content of your web page and indexing. Therefore, it is necessary to ensure that your metadata is relevant, descriptive, and keyword-rich to help search engines understand your content's subject and intent and improve your brand visibility in SERPs. * â Create an effective content strategy for each stage of the buyerâs journey and website visitors. Add relevant keywords with the right search intent to enable search engines to rank your website for the targeted keywords. * â Structured data markup code helps Google understand your pages' intent, subject, and context. It enables relevant snippets and similar search results to improve your website traffic and engagement. * â CDN allows websites to accelerate the delivery of visual content to the front end. It significantly improves page load speeds and performance for better UX and a more optimized website. * â These involve adding internal links to the relevant pages of your website within another page or blog. It helps your visitors to explore other areas of your website, leads them to the CTA stage, and improves the structure of your web layout. * â SEO auditing and revamping are a continuous effort regardless of how well your website or specific campaigns are performing. For instance, you can redirect broken links or abandoned pages by doing regular page audits to improve prospects' experience with your website and keep them intact. * k â Choosing an SEO-friendly frontend reduces most of the burden that comes with SEO for headless CMS. The front end of your website must be easy to create, manage, and integrate with other tools for maximum flexibility and control. ### Headless CMS website examples and key SEO metrics Some of the outstanding digital services and websites that are based on headless CMS are listed below: * â A

renowned vacation rental platform * â A popular OTT (over-the-top) streaming service * â A globally recognized integrated CRM that offers top-notch marketing and sales tools and services * â An award-winning customer service platform and sales CRM All these popular services and platforms track and improve the following SEO metrics to improve their headless CMS site: * â Organic website traffic denotes the number of visitors entertained by the website throughout a defined period. This crucial SEO metric lets you understand whether your content is reaching the audience.Â * â It shows how often users are shown your website, blog, or product page in organic search results. The KPI is used to check the organic visibility of your website. It improves your chances of attracting more organic traffic. * â Organic impressions cannot reflect what percentage of users clicked on your website or page appeared in SERPs. Organic CTR (Click-through rate) is the right metric to check the percentage of users who prefer your website over competitors. * â Plain traffic cannot reflect leads or customers. Another important KPI to check the efficacy and relevance of your content and lead generation efforts is conversion rates from organic search. Itâs calculated as the ratio or percentage of visitors that take the desired action, such as clicking on the CTA. * â The goal of SEO is to improve SERP rankings for the targeted keywords. Therefore, it is necessary to perform in-depth keyword research for different search intents. SEMrush, Ahrefs, and Google Keyword Planner are vital sources used for keyword research. Using keywords with high search volumes and relevant intent can improve the websiteâs organic visibility and conversion rate. * Domain authority indicates how well a website ranks on SERPs. Itâs calculated on a scale of 0 to 100. The higher your domain authority, the better your websiteâs ability to rank. The SEO best practices discussed in the previous sections improve your website's domain authority. * It shows the average time a visitor spends on your web page. Higher average time-on-page shows how engaging and relevant website content is. It helps Google determine the user experience offered by a website and rewards it with higher SERP rankings. * â On-site performance improves with higher page load speeds and fewer crawl errors. Enter your website URL on âPageSpeed Insights,â which uses Google cookies to measure on-site performance, accessibility, SEO, and website traffic for a website's PC and mobile interface. All these SEO best practices can help you optimize your headless framework to improve brand visibility, increase traffic, engagements, & conversions, and skyrocket your revenue. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. 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algorithm shocks through its updates? Sometimes, it's not as complex as it seemsâ sometimes it can just be a killer backlink profile. If you're deep into SEO, you're probably nodding your head right now. Crafting a savvy backlink strategy isn't just about getting your content noticed; it's about locking in your site authority. For the SEO pros out there running against time, getting the lowdown on acquiring top-notch backlinks is non-negotiableâand you need it yesterday. We're diving into 9 must-see LinkedIn posts that serve up the A to Z on backlink strategies. Consider this your roadmap through your journey of mastering backlink excellence. ### Deep Dive into Backlinks: Beyond the Basics Before we hit up the LinkedIn gems, a quick primer for those on the verge of backlink mastery: * â Think of backlinks as your website's shoutout, a big thumbs-up for your site's cred and relevanceâkey factors for those search engine algorithms. * â It's all about who you know. One shoutout from a top-tier site is worth more than a bunch from the no-names. * â Search engines give backlinks major props, seeing them as a nod to your content's value, bumping you up in the search results. ### The LinkedIn Goldmine: Detailed Insights Think infographics are old news? [*Jairo David Guerrero Vasquez on LinkedIn: How I Create Infographics and Earn Backlinks - SEO hack | 48 comments | 63 reposts*](https://www.linkedin.com/posts/jdguerrerovasquez_how-i-create-infographics-and-earn-backlinks-activity-7168584571276484609-nB9X?utm_source=share&utm_medium=member_desktop)

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[â](https://www.linkedin.com/posts/anna-york-seo_how-to-create-backlinks-with-chatgpt-activity-7150822667447660546-JUZg?utm_source=share&utm_medium=member_desktop)This post highlights how AI can become an indispensable tool in brainstorming and generating link-worthy content. In this tried and tested method of generating 2-3 links/week, explore top prospect-finding tools for link-building, and crafting email copy that hits the mark, all with ChatGPT (plus plugins) + best email automation tools that make the job easier for you. Another bonus post for this month is on mastering competition analysis for backlinks. [*Usman Sajid on LinkedIn: A Startup's link building Guide to Success | 33 likes | 17 comments*](https://www.linkedin.com/posts/usmansajid05_linkbuilding-linkbuildingseo-linkbuildingtips-activity-7170427064582369281-cce8?utm_source=share&utm_medium=member_desktop)

[â](https://www.linkedin.com/posts/usmansajid05_linkbuilding-linkbuildingseo-linkbuildingtips-activity-7170427064582369281-cce8?utm_source=share&utm_medium=member_desktop)Usman walks you through the exact 8-step analysis point using Ahrefs, to get invaluable insights on your competitors, from understanding their backlink growth patterns and running quality checks on their site backlinks to achieving a similar or even better spread of portfolio for yourself. [*Burkhard Berger on LinkedIn: 2024 backlink strategy- best practices | 158 likes | 54 reposts |*](https://www.linkedin.com/posts/burkhardberger_my-2024-backlink-strategy-activity-7160994840082542592-gJne?utm_source=share&utm_medium=member_desktop)

[â](https://www.linkedin.com/posts/burkhardberger_my-2024-backlink-strategy-activity-7160994840082542592-gJne?utm_source=share&utm_medium=member_desktop)Check out Burkhard Berger's latest share on smashing the link-building game with 9 tried and true strategies, straight from his agency "Novum," boasting over 3000 backlinks in just a year. Dive deep into each technique, complete with real-world applications, tool recs, and the perks they pack. From guest posting, leveraging HARO services, and product-led link building to savvy link insertions and interviewsâplus a sweet suite of free tools, this is all you need to pick your favorite method and implement it right away. Say goodbye to the grind of manual backlink building! [*Davor BomeÅ¡tar on LinkedIn: How your SEO content can earn backlinks | 115 comments | 55 reposts |*](https://www.linkedin.com/posts/davorbomestar_how-your-seo-content-earn-backlinks-activity-7163479769374793728-BKL4?utm_source=share&utm_medium=member_desktop)

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backlinks, all through SEO content. Dive into a visually rich post filled with fonts, graphs, and a carousel that breaks down 8 key techniquesâfrom statistical roundups to leveraging original images, research lists, and templates to churn out high-value, link-worthy content for your site. This guide isn't just informativeâit's a visual feast, packed with exemplary content and stunning visuals. [*Matthew Woodward on LinkedIn: The Ultimate Link-building Checklist*](https://www.linkedin.com/posts/matthewwoodwarduk_the-ultimate-link-building-checklist-for-activity-7165737306404966400-7mT9?utm_source=share&utm_medium=member_desktop)
[â](https://www.linkedin.com/posts/matthewwoodwarduk_the-ultimate-link-building-checklist-for-activity-7165737306404966400-7mT9?utm_source=share&utm_medium=member_desktop)Matthew's got your backlink strategy sorted with a killer checklist ensuring you're only crafting top-tier links. Broken down into 5 digestible sectionsâcampaign prep, scouting backlink opportunities, site evaluation, content creation for link-building, and acing the quality control test. Stick to this guide, and you're hitting the backlink jackpot every time, no misses. [*Matthew Woodward on LinkedIn: 19 Link-building tools you should be using this year | 2 reposts
|*](https://www.linkedin.com/posts/matthewwoodwarduk_19-link-building-tools-that-you-should-be-activity-7161675260587687937-SDG5?utm_source=share&utm_medium=member_desktop)
[â](https://www.linkedin.com/posts/matthewwoodwarduk_19-link-building-tools-that-you-should-be-activity-7161675260587687937-SDG5?utm_source=share&utm_medium=member_desktop)Matthew Woodward's latest LinkedIn share cuts through the noise with 19 must-have link-building tools for this year. Split between 8 pro and 11 free tools, he's made sure there's something for every budget. Dive in and equip yourself with the right tools to level up your link-building game, no matter your budget constraints. [*OneLiitleWeb on LinkedIn: How To Grow Your Website Organically From 0 To 1M+ Visitors*](https://www.linkedin.com/posts/olw_how-to-grow-website-organic-traffic-from-activity-7102296347441053697-90lQ?utm_source=share&utm_medium=member_desktop)
[â](https://www.linkedin.com/posts/olw_how-to-grow-website-organic-traffic-from-activity-7102296347441053697-90lQ?utm_source=share&utm_medium=member_desktop)Check out this case study from Onelittleweb, where they've mastered the art of blending killer backlink strategies with top-notch content for topical authority. The result? Organic traffic that's closing on millions for their clients. Dive into a clear, step-by-step breakdown of which tasks to tackle based on your traffic range to max out your site's traffic. ### Wrap-Up There you have it. LinkedIn's not just for scrolling through during your coffee break. It's packed with actionable, no-BS advice on scoring quality backlinks. Remember, In the world of SEO, good things come to those who are proactive and patient. Keep pushing, stay sharp, and let your backlink profile do the bragging for you. Happy linking! ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. LeadWalnut builds world-class websites, creates engaging success stories, and refines key messages around offerings, and problem areas to build trust and emotional connections with prospects. ### Related Articles Content Marketing SEO Ecommerce Website Creation Email Marketing B2B Marketing Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. [![Beyond Tofu content](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6841aacc8207776611953b4d_Beyond%20tofu%20content.webp)](/blog/from-awareness-to-action-how-to-craft-content-that-converts) [### From Awareness to Action: How to Craft Content That Converts](/blog/from-awareness-to-action-how-to-craft-content-that-converts) June 5, 2025 5 mins Content Marketing Discover how to move beyond top-of-funnel content and develop a full-funnel content strategy that drives meaningful conversions and revenue growth. [Watch now](/blog/from-awareness-to-action-how-to-craft-content-that-converts) [![ICP-focused content](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/68418b50a261a78781383e5a_AI%20disrupted%20search%20(1).webp)](/blog/reach-the-right-audience-with-content-led-seo) [### Reach the Right Audience with Content-Led SEO That Targets Your ICP](/blog/reach-the-right-audience-with-content-led-seo) June 5, 2025 5 mins Content Marketing Learn how to attract and engage your Ideal Customer Profile (ICP) with a content-led SEO strategy. Align content with search intent to drive qualified traffic. [Watch now](/blog/reach-the-right-audience-with-content-led-seo) [![AIO Optimization](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/681cc285362392b9d9180b4e_AI%20disrupted%20search.webp)](/blog/ai-search-disruption-enterprise-cmo-guide) [### AI-Disrupted Search: A CMO's Guide to Maintaining Search Visibility When Algorithms Change Everything](/blog/ai-search-disruption-enterprise-cmo-guide) May 8, 2025 7 mins SEO Learn how AI search is eliminating traditional B2B traffic despite strong rankings. Discover enterprise strategies to maintain visibility and convert leads in a zero-click world. [Watch now](/blog/ai-search-disruption-enterprise-cmo-guide) Partner with LeadWalnut to Drive

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 - A significant number of keywords were ranked on lower pages (3rd, 4th, etc.), not reaching their full potential. - Existing content lacked depth in addressing certain subtopics, impacting its ability to rank higher. - Not focused on image and video content which are powerful educational formats in this category. - Competitors were covering additional relevant topics, resulting in higher rankings and traffic. Itâs the cornerstone of developing expert content that builds credibility and wins audience trust. We spoke with from the team and learned more about the process. ### 1. Why is Content Coverage Analysis important? Why should any business care about it? - Identify gaps in addressing user intent - Ensure all relevant subtopics and keywords are covered - Create comprehensive, authoritative content that ranks better Sometimes, despite multiple optimizations, certain pages just donât perform as expected. This was the challenge we faced with the "" category. Despite repeated iterations, rankings remained stagnant, and critical keywords were buried deep in search results. We knew the answer wasnât just more tweaks: it was time for a deeper, more strategic dive. We performed an in-depth content coverage analysis, to uncover hidden gaps, align content with user intent, and unlock untapped market potential. For example, Here is the Total Available Market for Wake on LAN.
 Even after multiple iterations, there was no improvement in the performance of pages related to "Wake on LAN." This called for a content coverage analysis to utilize the available market potential. Below are the initial metrics of the analysis, including target keywords and their ranking positions for respective pages:

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 - Only a handful of target keywords were ranking on Page 1. - Many critical keywords were buried on Pages 3, 4, 5, and beyond. - Despite having more pages than competitors, our content wasnât resonating with search engines or users. Based on this, we developed a step-by-step framework. ### 2. Tell us more about the framework. What were the key steps of this analysis? We analyzed keywords with the most growth potential and evaluated current traffic and ranking positions, across the buyer funnel: Top of the Funnel, Middle of the Funnel, Bottom of the Funnel.

 We analyzed keyword performance and trends to understand how user search behavior was evolving. This analysis helped us understand user intent, and identify shifts and emerging opportunities.
 We assessed how existing content aligned with our target keywords by mapping each keyword to the pages that were currently ranking for them.
 In this critical step, we sought to answer key questions that would guide our strategy: Who is leading the traffic in the âWake on LANâ category? Where does Splashtop stand in comparison? And, most importantly, what factors are contributing to their high visibility? - We compared our keyword rankings with our competitors to uncover missing opportunities. - Analyzed competitorsâ pages, mapping their content to funnel stages, and noted the formats used, like PDFs, videos, or infographics. - Evaluated the depth of their content, keyword targeting, and additional elements like images, FAQs, and setup screenshots. - We studied the various formats that our competitors were covering, but we were not.
 Now it was time to take a closer look at our own content. We went through everything, pinpointed where we were missing the mark, and found new opportunities to improve. For example, - Gap: The page "Turning on My PC Remotely" Â lacked FAQs and hadnât implemented recommended keyword-focused H2 headers. - Recommendation: Add FAQs to this page and integrate "Wake on LAN" keywords into its headers to improve ranking potential. Gap: Pages lacked infographics and setup screenshots, reducing engagement and clarity. Recommendation: Add relevant screenshots, setup visuals, and infographics to provide users with better guidance. Gap: No video content existed for this category. Recommendation: Create YouTube videos like "How to Set Up Wake on LAN?" and interactive demos for setup pages to enhance engagement and conversions. Gap: While internal links were present, a cohesive interlinking strategy was missing Recommendation: Build a closed-loop internal linking structure among all "Wake on LAN" pages to boost navigation and SEO strength. #### This framework content coverage analysis stands out mostly because itâs extremely comprehensive and data-driven. Unlike traditional methods that focus solely on basic keyword research or competitor analysis, this approach delves deeper into user intent, content depth, and evolving search behaviors, providing a comprehensive view of how to improve content performance. Keywords and the existing pages are strategically mapped to different stages of the customer journey, ensuring the content aligns with user intent at every touchpoint and also identified the competitor strategies across funnel stages.
 Instead of just identifying missing keywords, it focuses on evaluating content depth and relevance, alignment with user intent, new growth opportunities, and more. #### To track traffic and page performance. For identifying keyword positions and CTR insights. For detailed keyword gap analysis like missing keywords, keyword positions, competitor benchmarking, backlinks, etc. To evaluate content depth and alignment with user intent. ### Many relevant keywords were underperforming or not targeted effectively. A significant number of keywords were ranked on lower pages (3rd, 4th, etc.), not reaching their full potential.
 Existing content lacked depth in addressing certain subtopics, impacting its ability to rank higher. Not focused on image and video content thereby focusing only on theoretical content. Competitors were covering additional relevant topics, resulting in

higher rankings and traffic. An untapped format overlooked by everyone, interactive demos for setting up steps. ### 4. What do you plan to do with these gaps? Once content gaps are identified, the plan is to strategically address them in order to enhance content relevance, depth, and overall performance.
 ### 5. What is the forecast once we implement these recommendations? More keywords ranking on Page 1. Higher visibility and clicks, leading to more visitors. Increased time-on-page and lower bounce rates. More users taking desired actions. Stronger credibility and domain authority. Ongoing optimization for sustained performance. At LeadWalnut, our approach is rooted in a deep understanding of audience needs, creating expert content that fills critical gaps, and employing frameworks that are rigorously tested and refined. The outcome? Content that not only achieves top rankings but truly connects: fostering meaningful engagement, building trust, and delivering measurable business impact. ![cuate](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e1ead86891e0f1ed4b80c2_cuate.svg) ## Subscribe to our blog Get the latest blogs in your mail Subscribe Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. ![background](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64e61cd5d7a941b67b86264a_Hero-Banner.webp) ## How can LeadWalnut help? [Book a 30-minute call ![meeting icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/65048596d628864e8dd1de09_Action%3DMeeting.svg)](/contact-us) LeadWalnut is an ISO-certified enterprise SEO specialist focused on helping you to maximize rankings, traffic, and conversions from your website. LeadWalnut uses a combination of Content Strategy, Video Marketing, and Social engagement techniques to improve web performance. LeadWalnut builds world-class websites, creates engaging success stories, and refines key messages around offerings, and problem areas to build trust and emotional connections with prospects. ### Related Articles Content Marketing SEO Ecommerce Website Creation Email Marketing B2B Marketing Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. [![Beyond Tofu content](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/6841aacc8207776611953b4d_Beyond%20tofu%20content.webp)](/blog/from-awareness-to-action-how-to-craft-content-that-converts) [### From Awareness to Action: How to Craft Content That Converts](/blog/from-awareness-to-action-how-to-craft-content-that-converts) June 5, 2025 5 mins Content Marketing Discover how to move beyond top-of-funnel content and develop a full-funnel content strategy that drives meaningful conversions and revenue growth. [Watch now](/blog/from-awareness-to-action-how-to-craft-content-that-converts) [![ICP-focused content](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/68418b50a261a78781383e5a_AI%20disrupted%20search%20(1).webp)](/blog/reach-the-right-audience-with-content-led-seo) [### Reach the Right Audience with Content-Led SEO That Targets Your ICP](/blog/reach-the-right-audience-with-content-led-seo) June 5, 2025 5 mins Content Marketing Learn how to attract and engage your Ideal Customer Profile (ICP) with a content-led SEO strategy. Align content with search intent to drive qualified traffic. [Watch now](/blog/reach-the-right-audience-with-content-led-seo) [![AIO Optimization](https://cdn.prod.website-files.com/64d3611234cca03f258c29ec/681cc285362392b9d9180b4e_AI%20disrupted%20search.webp)](/blog/ai-search-disruption-enterprise-cmo-guide) [### AI-Disrupted Search: A CMO's Guide to Maintaining Search Visibility When Algorithms Change Everything](/blog/ai-search-disruption-enterprise-cmo-guide) May 8, 2025 7 mins SEO Learn how AI search is eliminating traditional B2B traffic despite strong rankings. Discover enterprise strategies to maintain visibility and convert leads in a zero-click world. [Watch now](/blog/ai-search-disruption-enterprise-cmo-guide) Partner with LeadWalnut to Drive your Digital Growth! Tell us about yourself and we will tell you how to beat your competition. ![close-icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/64dcaa4deae0994a7709cf65_contact-modal-close.svg) Get in touch ![Chat Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/6504753ccaefba703b628a22_ico-btn-04.svg) Get in touch ![Chat Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/6504753ccaefba703b628a22_ico-btn-04.svg) Thank you for your interest in LeadWalnut. Our digital expert will reach you in the next 24-48 hours. Oops! Something went wrong while submitting the form. LeadWalnut [![LinkedIn Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/651167fb0f552e22e55c3e71_LinkedIn-icon.svg)](#) ![Checked Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66267fc3d792af9b9ec371a6_Check%20Box.svg) Thank you for connecting! Please check your email for the LeadWalnut SEO Go-Live Checklist. Oops! Something went wrong while submitting the form. 1 ![Checked Icon](https://cdn.prod.website-files.com/64c7db62bef432a73deb39fa/66267fc3d792af9b9ec371a6_Check%20Box.svg) Thank you

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PROCESSING SUMMARY

Finished at: 2025-06-13 10:47:26

Success rate: 100.0% (39/39)