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Get Started With Optimizing Your Content

Just like a Lamborghini won't get anywhere without gas, your content won't perform well if it's not optimized – no matter how high-quality it is.

Without fuel, your investment sits in one place and collects dust (rather than leads). Let's look at how SEO helps drive your content to the right people at the right time.

It All Starts With Search

Did you know that more than half of searchers only click on the [top three Google search results](#)?

Don't panic – if you're not in one of those top three spots, there are steps you can take to move up while boosting both visibility and traffic along the way.

1. Identify Ranking Opportunities

Tools like Ahrefs can help you determine which pages to prioritize for optimization.

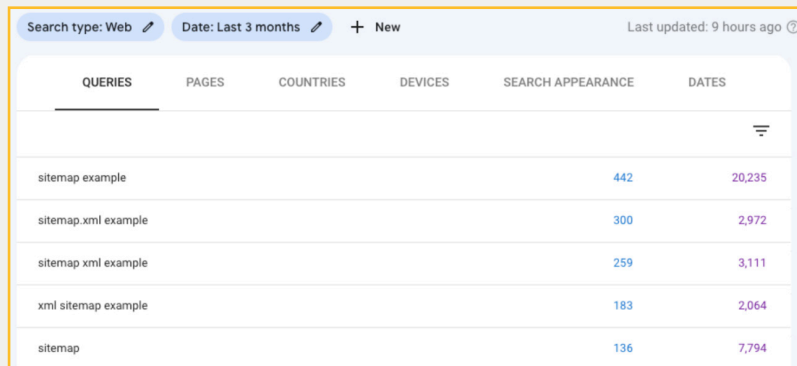
Pages currently appearing at the bottom of page one or the top of page two have the most momentum and are primed to snag a top spot.

- Pro-tip: If your page is already ranking on page one, optimize for a featured snippet to claim the primo placement. [Here's how.](#)

2. Learn What's Working

Google Search Console can help you identify which search terms your customers are actually using to find your content – for free.

Use it to figure out which search terms are already driving traffic to your website so you can holistically integrate them into your content, from metadata to page copy.



The screenshot shows the Google Search Console interface with a table of search queries. The table has columns for 'QUERIES', 'PAGES', 'COUNTRIES', 'DEVICES', 'SEARCH APPEARANCE', and 'DATES'. The data is as follows:

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
sitemap example				442	20,235
sitemap.xml example				300	2,972
sitemap xml example				259	3,111
xml sitemap example				183	2,064
sitemap				136	7,794

3. Narrow It Down

You've identified where opportunity lies. Now it's time to hone in on specific keywords.

Taking what you know, you can use keyword research tools to better understand:

- A.** how frequently certain phrases are searched (search volume) and,
 - B.** how competitive the ranking for that keyword is (keyword difficulty).
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This creates a clear picture that can help you adjust your SEO strategy and reallocate resources if needed.

4. Apply Keywords

Make sure you understand why people are using these search terms so you know how to create content that matters to them. Most importantly, it should sound natural.

Overloading your page with keywords just to get clicks won't benefit your business. "Keyword stuffing" not only appears insincere to users, but goes against Google's best practices.

Remember, it's not just about clicks. You want your content to satisfy, and that won't happen if neither Google nor your users view you as a trustworthy, authoritative source.



Drive Momentum With Optimization

Ready to take the lead?

Schedule a call with us and learn to expertly navigate the path from SEO to ROI.

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LEARN MORE

[MAXIMIZE ROI BY CHOOSING THE RIGHT CONTENT TO OPTIMIZE](#)

[WHAT GOOGLE SEARCH CONSOLE TELLS YOU ABOUT SEARCHERS](#)

[HOW TO EVALUATE SEARCH VOLUME & KEYWORD DIFFICULTY](#)

[WHAT IT MEANS TO ADD KEYWORDS TO CONTENT NATURALLY](#)