

VOLUME 4  
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CLEAN  
PROVEN  
SEO

# PAGES

digital SEO magazine



## Q2 2021

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One year ago, the digital world changed forever, and what an interesting process it is to reflect on the whirlwind that ensued after the official declaration of a global pandemic. But reflection has a sneaky way of filling us with an innate temptation to wish we could simply leap into a DeLorean and time travel 365 days into the past to head off some of the challenges. Sure, it would be impressive to have been the all-knowing, all-seeing digital version of Marty McFly, but, honestly, what a time to be alive; right here, right now! We stand as first-hand witnesses — nay, trailblazers — to this dynamic new era of digital marketing within our industry, community, and even world.

Collectively, we have gained new eyes and a new mind into the world of SEO. In a time we could have gotten knocked down, we pivoted. And we can't stop now. As digital marketers, now is the time to take full advantage of this new “golden” age we are currently living in by creating a solid online presence that elevates the understanding and application of e-commerce (Anisa Awad), and remain engaged by continuing to share information and answer questions (Britt Hankins, Branded Queries).

In a time where we had to socially distance, we learned to socially listen. Charles Taylor touches on that, as well as several other ideas for producing great content. Stephanie Wallace shares with us the options for a solid digital presence that will unlock endless opportunities, and Daniel Bagley outlines the important truths of the world of digital marketing, including why Apple's new operating system makes high-value, organic SEO content more important than ever. And don't miss out on the tools that make your job easier. Explore Google search operators with our very own, very savvy Thomas Swisher and learn how to make site: operator do the heavy lifting of increased visibility.

No, there is no DeLorean, nor is there a need for one. We have proven that we can make positive advancements with whatever life hands us. At *PAGES* magazine, we invite you to partner with us in the forefront of this new digital world as a pillar of stability and resilience, dreaming up the wildest possibilities and building upon revolutionary ideas.

*The Pages Crew*





# Q2 2021

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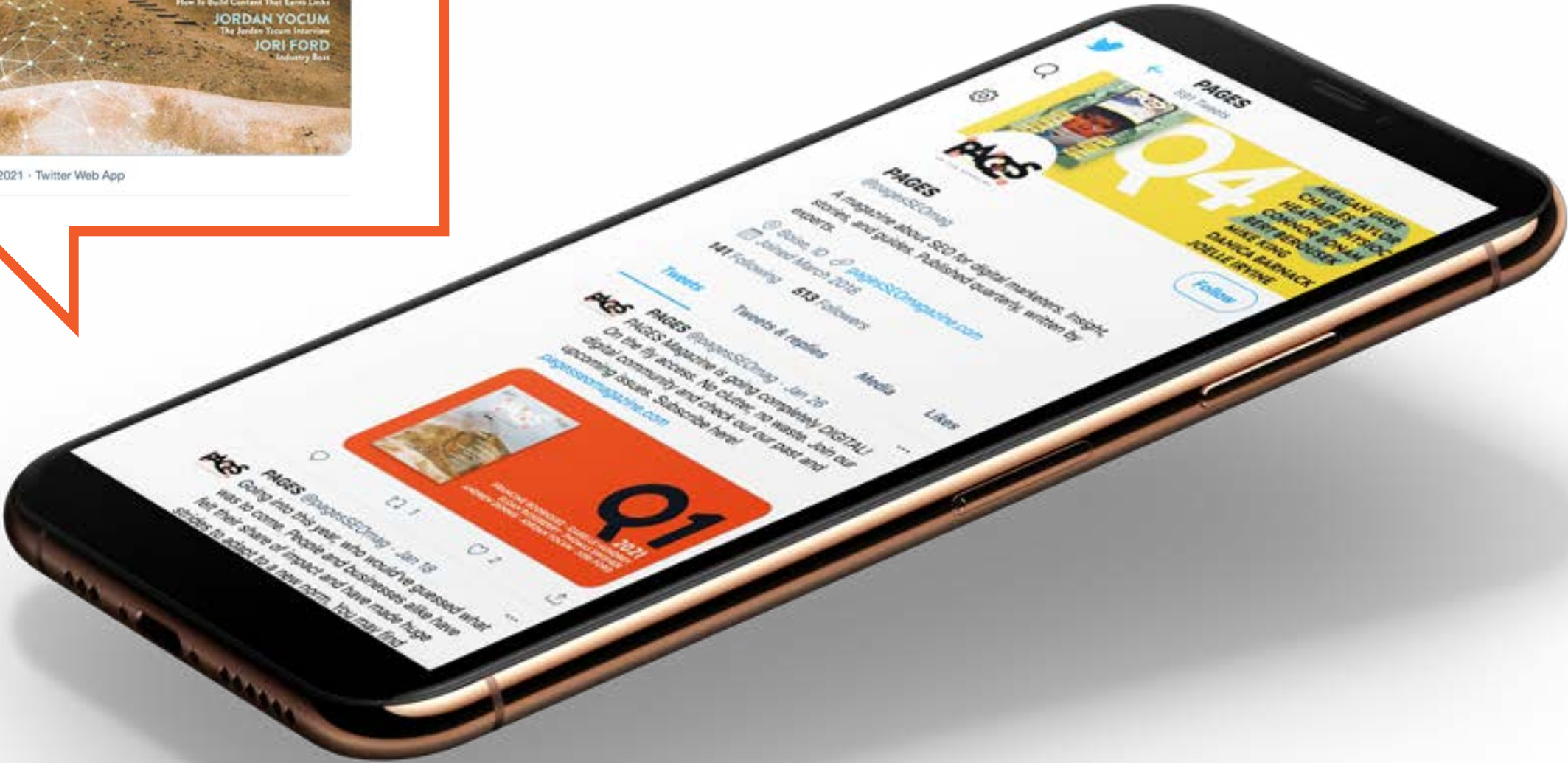
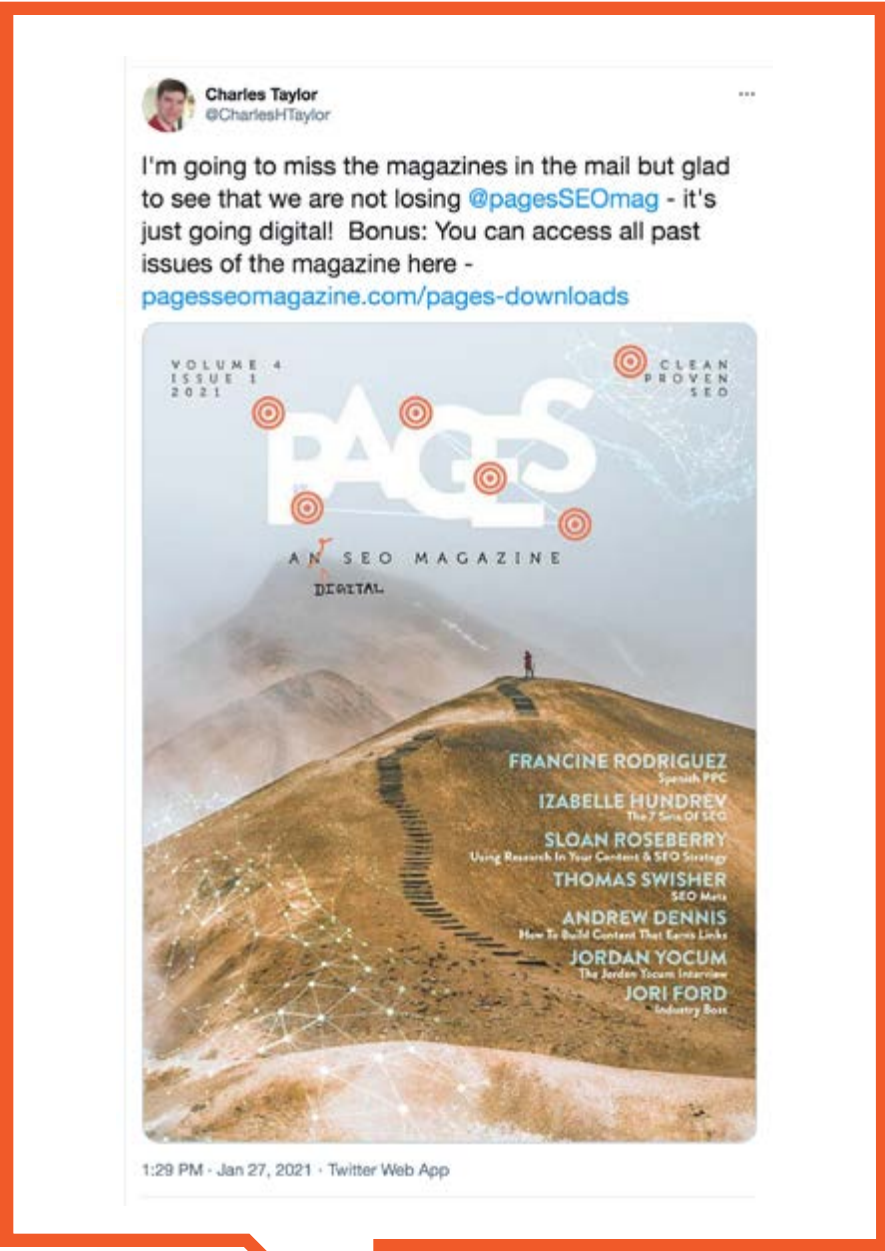
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PAGE ONE POWER JOINT

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# THANK YOU TO OUR Q2 CONTRIBUTORS



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**Winning with Barnacal SEO**



**DANIEL BAGLEY**

**PAGE ONE POWER**

**The iOS 14 Update**



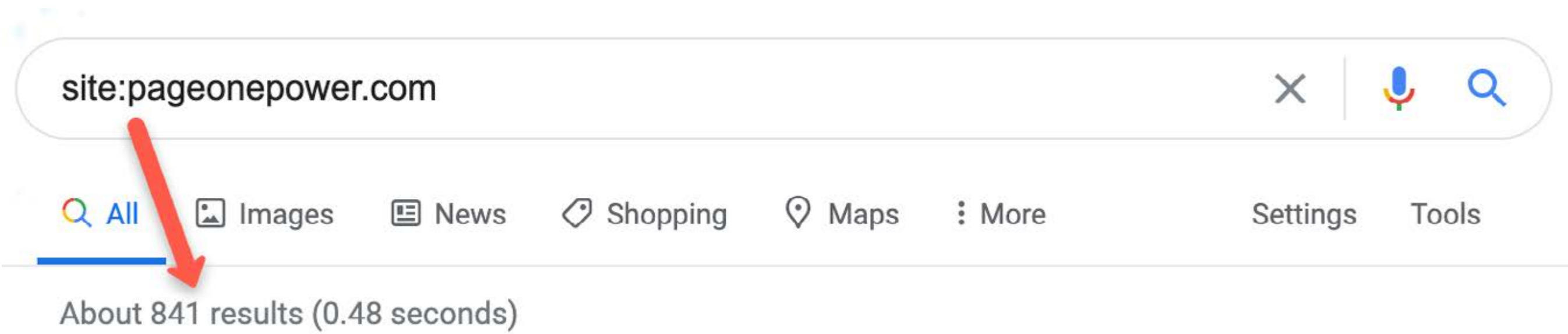
**WELCOME**

**LET'S BLAZE  
THESE TRAILS**



Thomas Swisher is resident Web Analyst, SEO Strategist, and Data Scientist at Page One Power.

Google search operators are special commands you can use to perform specialized searches. For example, let’s say we want to find out how many pages Google has indexed for our site. To do this, we would search Google using the site: operator.



From this, we can tell that Google has 841 pages indexed. Keep in mind this isn’t always the most accurate way to do this.

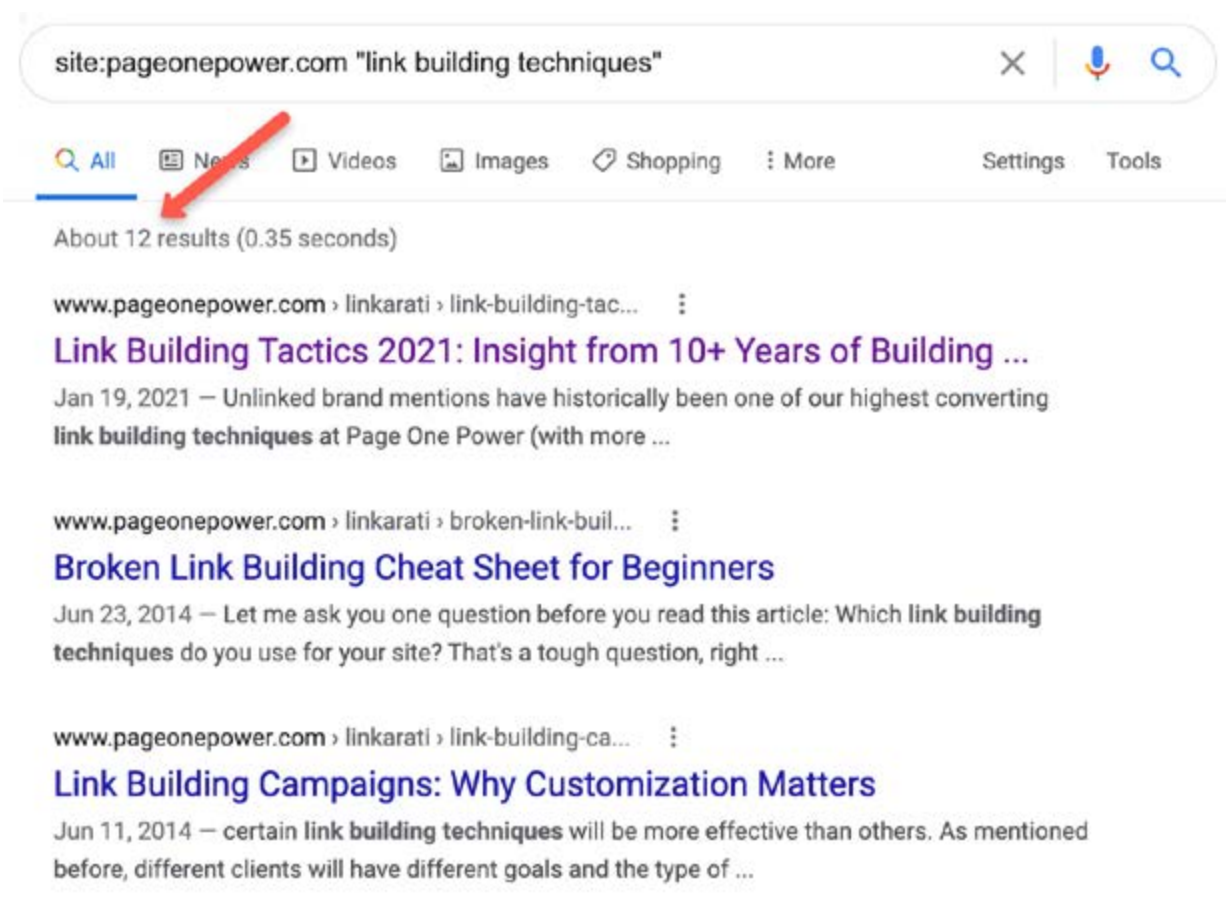
There’s an endless amount of ways these operators can be used. My focus is going to be on introducing some common ways I use them in search engine optimization. For a more in-depth look, I suggest searching for “google advanced search operators.”

Internal Link Building

This is one of my favorite ways to use site search operators. When creating new content, it is important to build relevant internal links. When you have a large site, it might not be obvious which pages might be a good fit.

An easy way to find candidates is to use Google itself. All you need to do is use site: to target your site, by then adding the keyword(s), in quotes, that best describes what your page is about.

Here you can see we came up with 12 possibilities for the keyword “link building techniques.” Now we have a list that we can further vet for relevancy and general strength to see if it’s worth linking from.

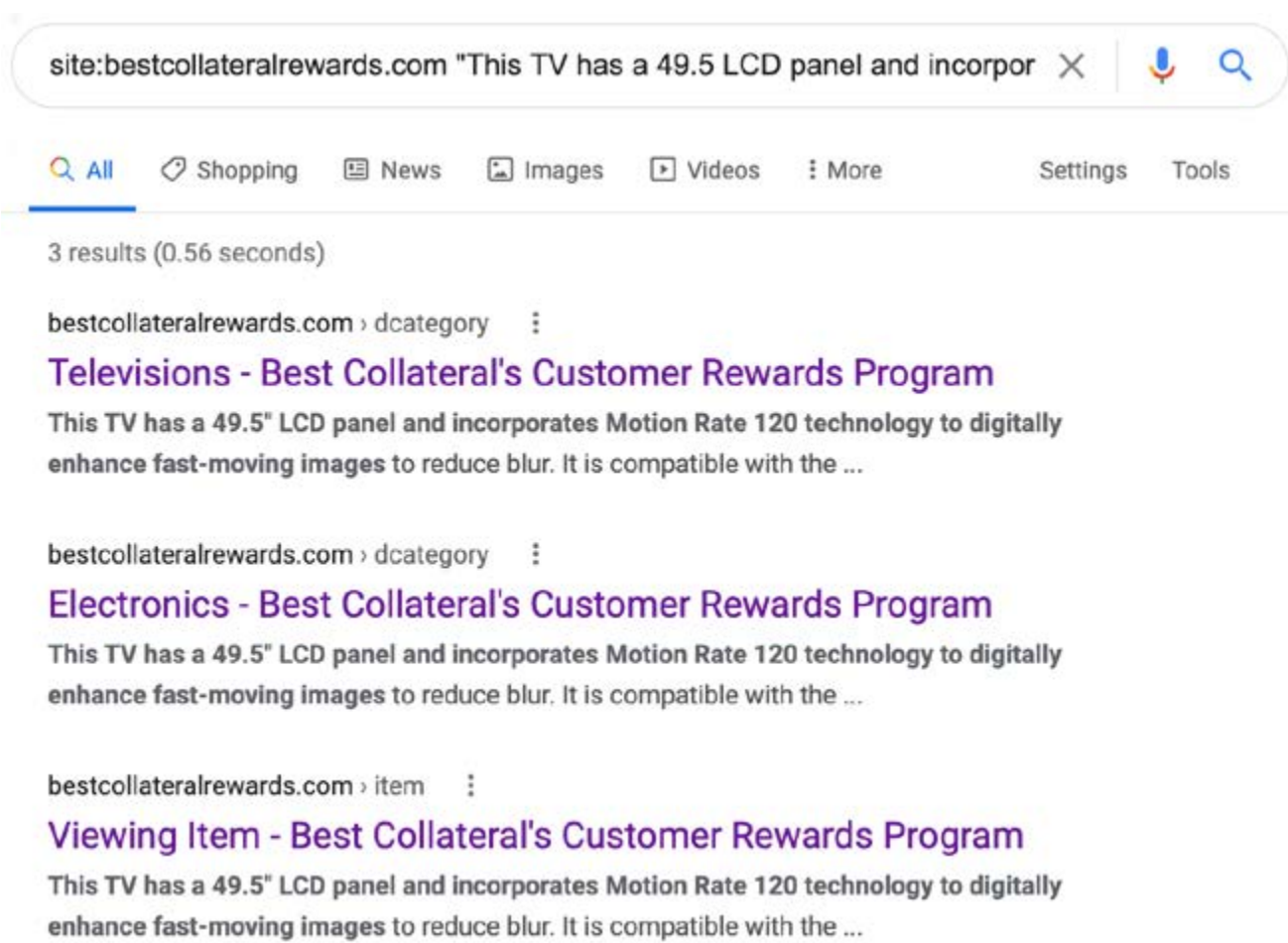


Find Duplicate Content

Some sites such as eCommerce sites are prone to duplicate content issues. The site: operator can help you.

Let’s use bestcollateralrewards.com as an example. I went to an eCommerce site and found what I believed to be the manufacturer description for a Samsung TV, knowing this would be duplicated on many eCommerce sites.

So I used “site:bestcollateralrewards.com” to target the site and then put quotes around the exact content on the site I’m looking for.

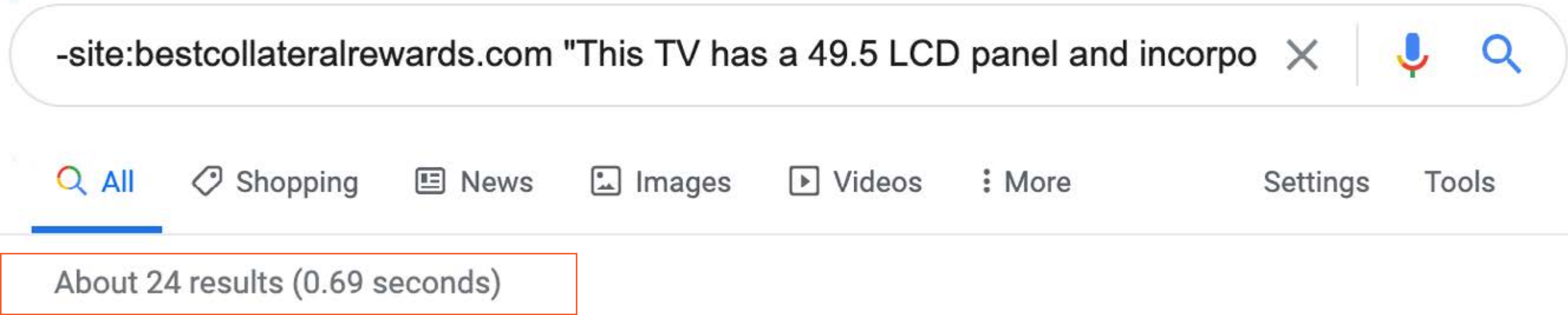




So we can see from the results that three pages have this exact text. Is it a problem? Really depends, but if this was your site, it is something worth researching.

We can also use this to get an idea about whether the content is original or not. If it is found across the web, then chances are it isn't original and could possibly be a quality issue.

So we are going to use the same operators as above, but this time we are going to add a minus sign (-) in front of site: to exclude the bestcollateralrewards.com website.



So we can see that it is used on 24 other sites. I'm not sure if this is actually the manufacturer's description, but if you're selling a product that the manufacturer also sells, it is best to try to be as original as possible since it will be very difficult to outrank them.

Here I focused specifically on the site: operator to demonstrate some of the ways they can be used, but there are many more operators. Depending on what you are doing (technical SEO, link building, etc.) there are operators out there that can help you accomplish your goals. 🎯

**IF YOU'RE SELLING A PRODUCT THAT THE MANUFACTURER ALSO SELLS, IT IS BEST TO TRY TO BE AS ORIGINAL AS POSSIBLE SINCE IT WILL BE VERY DIFFICULT TO OUTRANK THEM.**







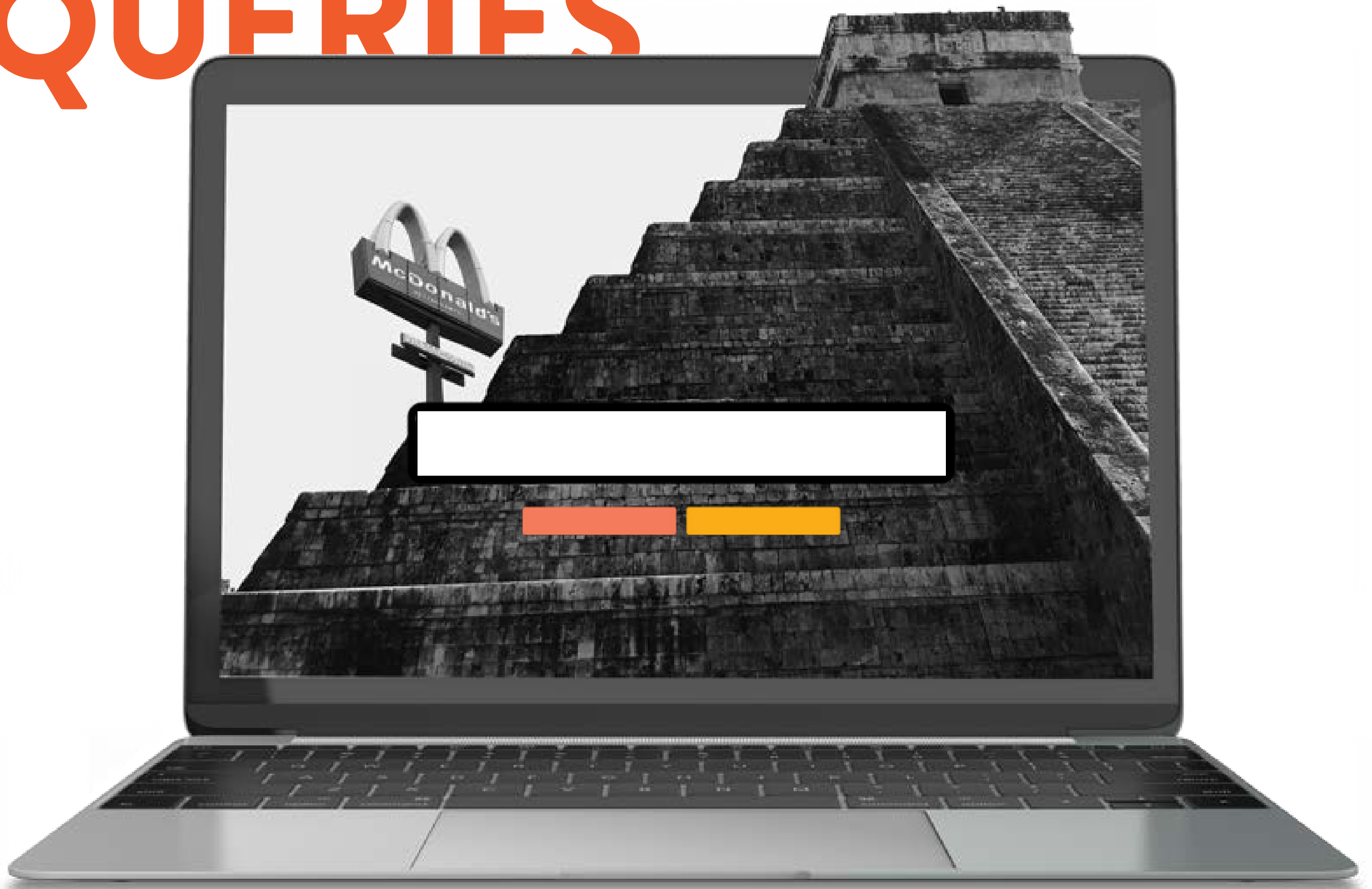
***When the searchers arrive on your page, they need to find content that is both engaging and that answers their questions. We need to learn how to optimize for readers.***

**- Charles Taylor**

*SEO Manager, Verizon*



# THE LOST ART OF BRANDED QUERIES



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## ARTICLE No. 1

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**Britt Hankins**

Discoverability Supervisor, [VMLY&R](#)

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Searches without a brand name, otherwise known as unbranded or nonbrand searches, have been on the rise since 2016, according to [MomentFeed](#). Brand searches can be the brand name itself; executives at the company, parent companies or affiliates; initiatives; names of services or products; trademarks; and more.

As the consumer landscape has changed to mobile, local, and highly-personalized searching, the demand for optimizing for unbranded content, as marketers and SEOs, has increased. Naturally, this makes sense. We shift to optimize for how people are searching, and this helps us reach consumers who may not have known about our brand, or who hadn't thought of it as a solution to their needs.

But even with this consumer shift, we can't forget about the benefit of owning branded queries.



# REVIVE BRANDED OPTIMIZATIONS

Thinking about branded terms became a relic in my previous agencies, until I started working on larger brands which focused more on campaigns, leaning heavily into other channels like media and social and brand awareness. When it came to these larger brands, I had to regain confidence that focusing on branded terms was the right space in which to play. It counteracted all the buzzing in the search industry about what to focus on, and data proved there were more unbranded searches than branded. Still, going against the grain proved valuable for my clients, and now I'm challenging us all to think about and optimize for branded search. It's not just important for the big brands; it's important for all brands.

## Why Focus on Branded Queries?

Think of your branded search engine results page (SERP) as the 'homepage' someone lands on before interacting with your owned properties. This is their first impression of your brand before they actually meet you on your website or social media, so it's imperative to make a great first impression with reliable, current, and on-brand information.

This becomes increasingly important if you're running campaigns. When a consumer sees or hears your brand name via other channels like digital ads, radio, TV, or social media, they may turn to Google later on, if not right then, to discover more about the brand they encountered earlier.

When you Google your brand, what do you see? A knowledge card with facts and figures? Organic links to your website and paid search ads? What about People Also Ask (PAA) boxes, featured snippets, maps, news stories, or links to social media?

When you see these results, do you own them all? Are those links going back to the digital properties your brand owns, manages, or is a part of? Or, are there other sites, competitors, or third parties answering questions and taking up space about your brand and business? If you aren't there, someone else will be.



Get more qualified traffic that's closer to conversion, as these searchers are already familiar with your brand and show interest in your product or service.



Build brand awareness like you would with other channels and pair with other marketing initiatives.



Uncover insights about your brand from search data to fuel creative campaigns and inform other business or marketing decisions.



Don't leave your brand terms up for grabs, allowing for third party sites or competitors to overtake you within the search results.



WE CAN'T  
FORGET  
ABOUT  
OWNING  
BRANDED  
QUERIES.



# WAYS TO OPTIMIZE BRANDED SEARCHES

It’s likely you own basics within branded SERPs without much effort. There’s not much of a need to add branded keywords to your content. Your website is there, along with perhaps a knowledge graph with a logo. But what about the details? There’s a multitude of ways to dive in and find opportunities.

- 
- 
- + Claim and update the knowledge panel
  - + Target PAA boxes
  - + Leverage auto suggestions
  - + Look into commonly searched questions

## Knowledge Panel

Check to see what else can be owned on the Knowledge Graph or if the proper links are pulling in and pointing searchers to the right destination. Claim your knowledge card, if you haven’t already, and be sure to get your social media profiles verified and your social media channels linking back to your main site. To level up, use schema-structured data to markup the social media profile links on your website. If your knowledge panel is inaccurate, make a suggestion with the “Feedback” button within the SERP.

## PAA Boxes

Scour the PAAs on your brand name SERPs and see what common questions are being searched about your brand and who is answering. Consider building out FAQ content focusing on these branded questions so that you own the narrative. Remember, you need to have better content and answers than those who are already there. Level up by adding in more FAQ content discovered through customer service teams or community management channels. Don’t forget to use schema-structured data here, too. This type of content can help you earn more PAAs and increase your brand’s footprint within the SERPs.



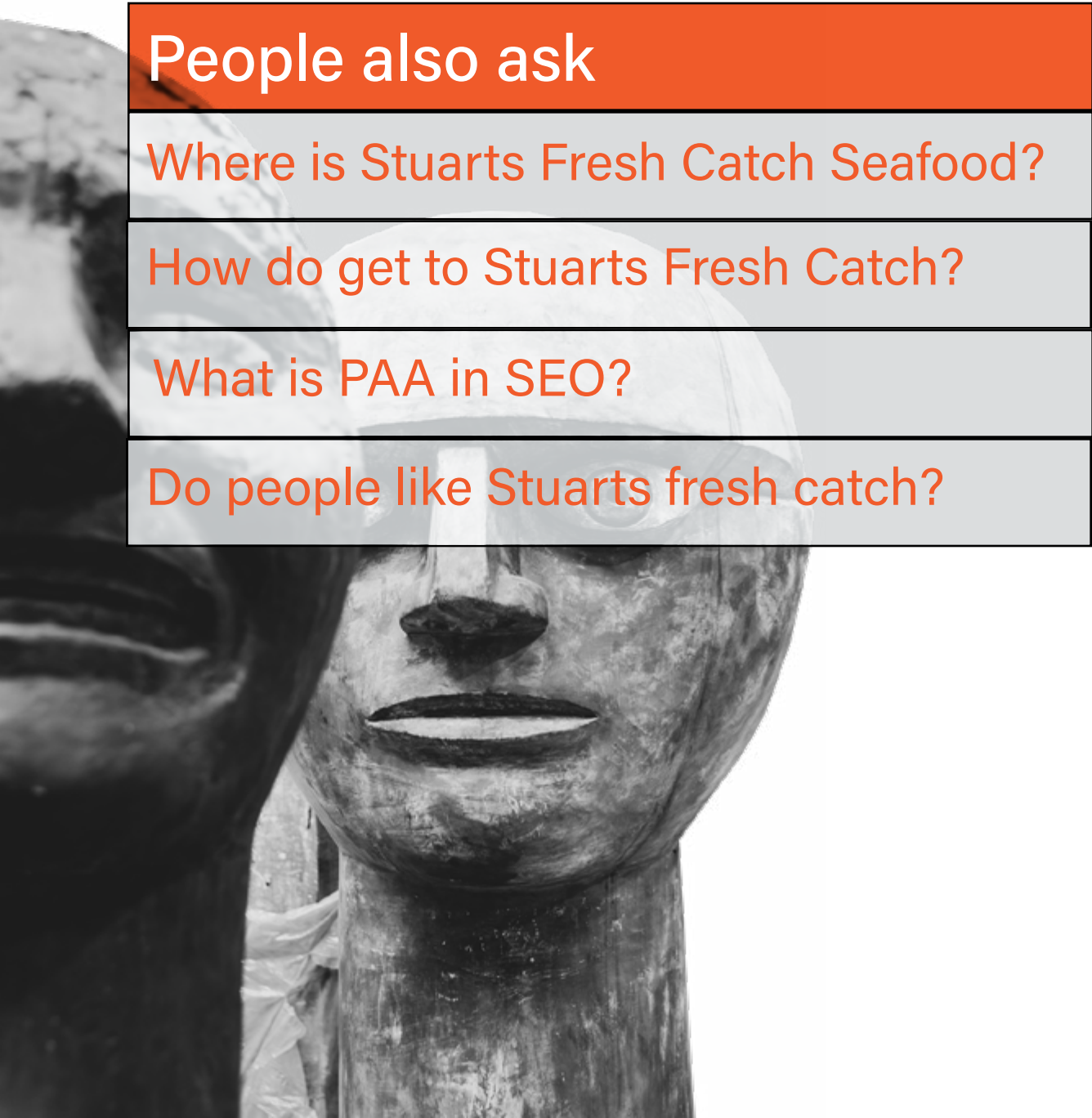
## Autosuggest

Start typing in your brand name in the search bar and see what autosuggestions pop up. Is there anything alarming? Or are there conversations in which you’d like your brand to be a part or the driver of? Go to these SERPs and see what information is present. Are there myths to dispel or outdated and wrong information still winning? This should be a call to action to either create content to beat these results or reach out to the site to provide accurate information.

A great example is recalls. Creating FAQ content around this topic or a hub to support this ever-changing and easily-outdated topic can ensure that you will successfully direct news outlets and search engines there in order to pull the latest information.

## Question-based Queries

But what else can branded searches tell us? Aside from SERP digging, question-based brand terms are a gold mine and something we recommend to our clients frequently. Using different tools like Answer the Public, SEMrush or Moz, you can run your brand terms and pull commonly-searched questions. You can uncover themes and perceptions people may have about your brand, simply by analyzing commonly searched questions. This has led us to not only create content to answer and rank in search, but also to address these common questions in social media or even create brand awareness campaigns using this additional information.





# MONITORING BRANDED QUERIES

Unlike social media, getting brand mentions in search doesn't trigger a notification. There are no @tags or #hashtags to showcase someone using your brand name on the platform. Instead, track and monitor different variations of your brand name, misspellings, and even other ownable terms, such as products or product lines with a keyword ranking tool or Google Alerts.

Leverage tools like SEMrush or SimilarWeb to see search volume trends. If your spot increases in search volume during different months, is this tied to campaigns you've run via other channels? Or is it a result of brand seasonality? These insights can help prioritize when your focus should be on branded vs. unbranded search optimizations.

## CONCLUSION

While unbranded queries are popular and important, do you know who is owning your brand narrative in search? Look to include organic search amongst other brand campaigns or initiatives and seek to ensure that you are telling your brand's story, not someone else or, just as problematic, no one at all. 🎯

*For more on trends to aid in client content discoverability online, give Britt a follow on [LinkedIn](#).*

**IT'S NOT JUST IMPORTANT FOR THE BIG BRANDS, BUT ALL BRANDS**





***Like a barnacle latching onto a boat to gain the benefit, Barnacle SEO is how we gain visibility through references and links.***

**- Stephanie Wallace**

*Vice President of Marketing, Nebo Agency*



A man with long hair and a goatee, wearing a white t-shirt and patterned pants, stands behind a red shopping cart on a street. He has his arms raised in a gesture. The image is framed by a jagged, black, star-like border.

[illegible]

**BACK TO CONTENTS**

**Anisa Awad**  
SEO Manager, **SSENSE**

**Oh, 2020! What a year it was, and what a defining moment for the history books. This incoming decade might be the equivalent of the Roaring Twenties for e-commerce. While e-commerce has been around for a while, it has witnessed a massive transformation in the last few years with exponential growth fueled by consumer demand and, more recently, the unexpected impact of coronavirus across the globe. This is truly the golden age for marketers to elevate their understanding and application of e-commerce and unlock opportunities for organic reach through an agile approach and a mindset for continuous optimizations.**

# But, where to start from?



This topic is too big and, while there are hundreds of articles out there about it, my intention here is to share my learnings and key takeaways from my experience in e-commerce. SEO at its foundation remains the same regardless of the industry, whether it be travel, government, or medicine. It’s about people, whether you call them customers, clients, searchers, or users. These people are looking for information on the web and want a trustworthy outlet to provide the answers. They discover you through organic search results, and are more likely to click on these results, especially compared to one that is marked, Ad.

Yet, e-commerce requires a different set of optimizations that are unique to its nature and demands. If you’re looking to read up on how to do keyword research or outreach campaigns, then this article might not be for you. While these form the foundation of ongoing SEO optimizations, and while I strongly believe in their importance, there is already a sufficient amount of invaluable resources. I’m interested in highlighting relevant aspects of e-commerce SEO that should be on your radar.

Before I delve into the three key areas that I want to discuss, I cannot overemphasize the importance of setting your business goals and success KPIs. Every tactic you adopt should tie back to those objectives, targets, and KPIs. There are also tools that you can leverage to iterate and continuously improve your strategy, including Google Analytics, Google Search Console, and Bing Webmaster Tools, as they provide helpful insights into your website’s performance and feedback concerning what works and what does not.



# The Power of Product Schema

Structured data started to gain momentum in the last decade, particularly when the three giants of search engines — Google, Bing and, Yahoo — came together to create and standardize a set of schemas for markup on the internet. The goal was to help spider bots understand the content of a webpage more efficiently and effectively through metadata. Think of it this way — instead of having to crawl a full page to grasp its content, schema helps search engines grab the most important information about your webpage through a standard set of code/metadata that prioritizes the page’s content. I even wrote about the benefits of schema back in 2017, when many were doubting its ROI. There are also different types of schema from Recipes to Reviews—Breadcrumbs to Beaches. Yes, beach schema! And not all of it will be relevant to you. For e-commerce, product schema is paramount to ensuring that your products are clearly marked with relevant metadata including price, description, image, and ratings availability. Also, don’t forget to use Google’s Rich Results Test to validate your implementation and determine if you’re eligible for rich results in Search Engine Results Pages (SERPs).



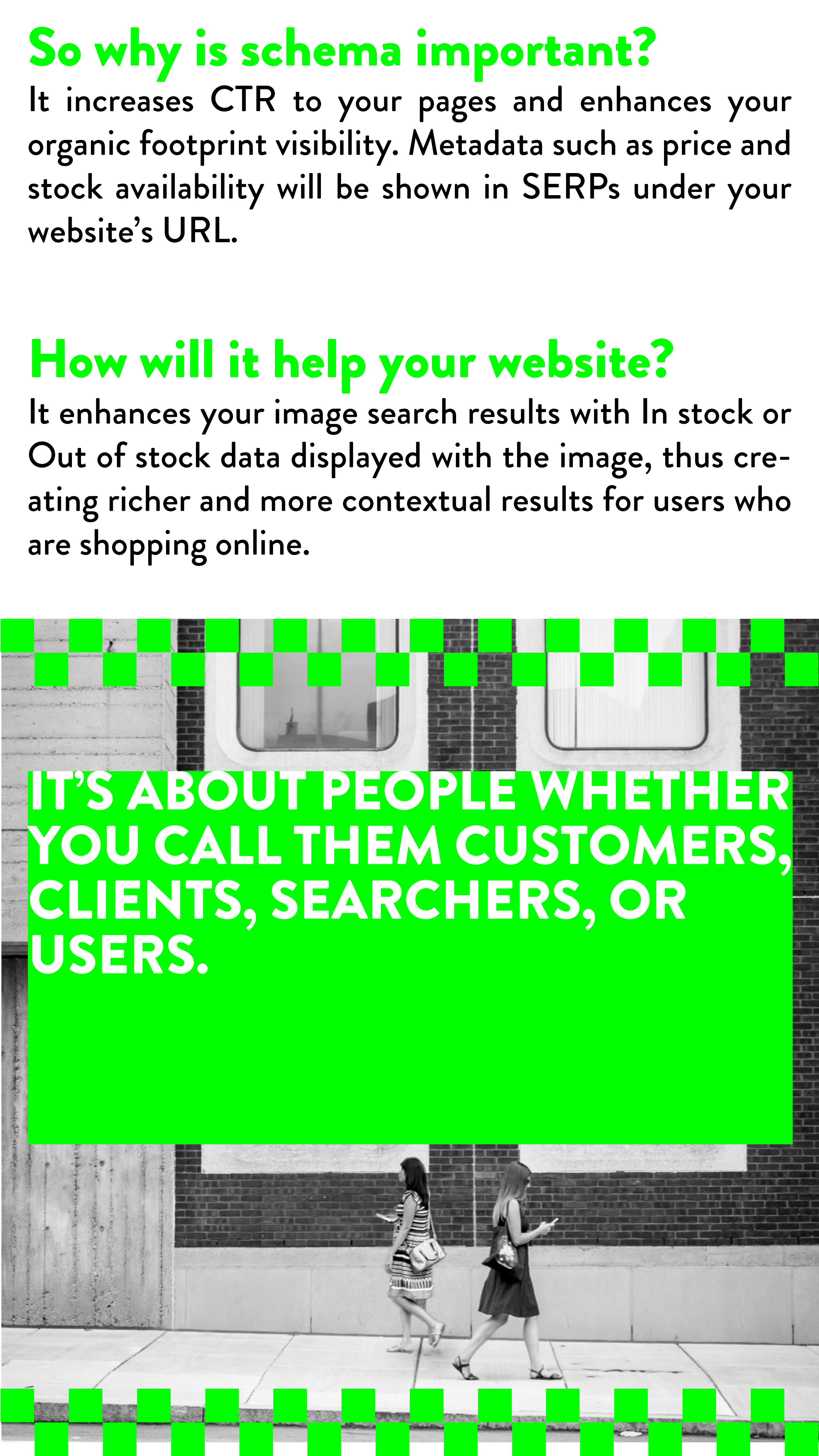


# So why is schema important?

It increases CTR to your pages and enhances your organic footprint visibility. Metadata such as price and stock availability will be shown in SERPs under your website's URL.

# How will it help your website?

It enhances your image search results with In stock or Out of stock data displayed with the image, thus creating richer and more contextual results for users who are shopping online.



**IT'S ABOUT PEOPLE WHETHER YOU CALL THEM CUSTOMERS, CLIENTS, SEARCHERS, OR USERS.**

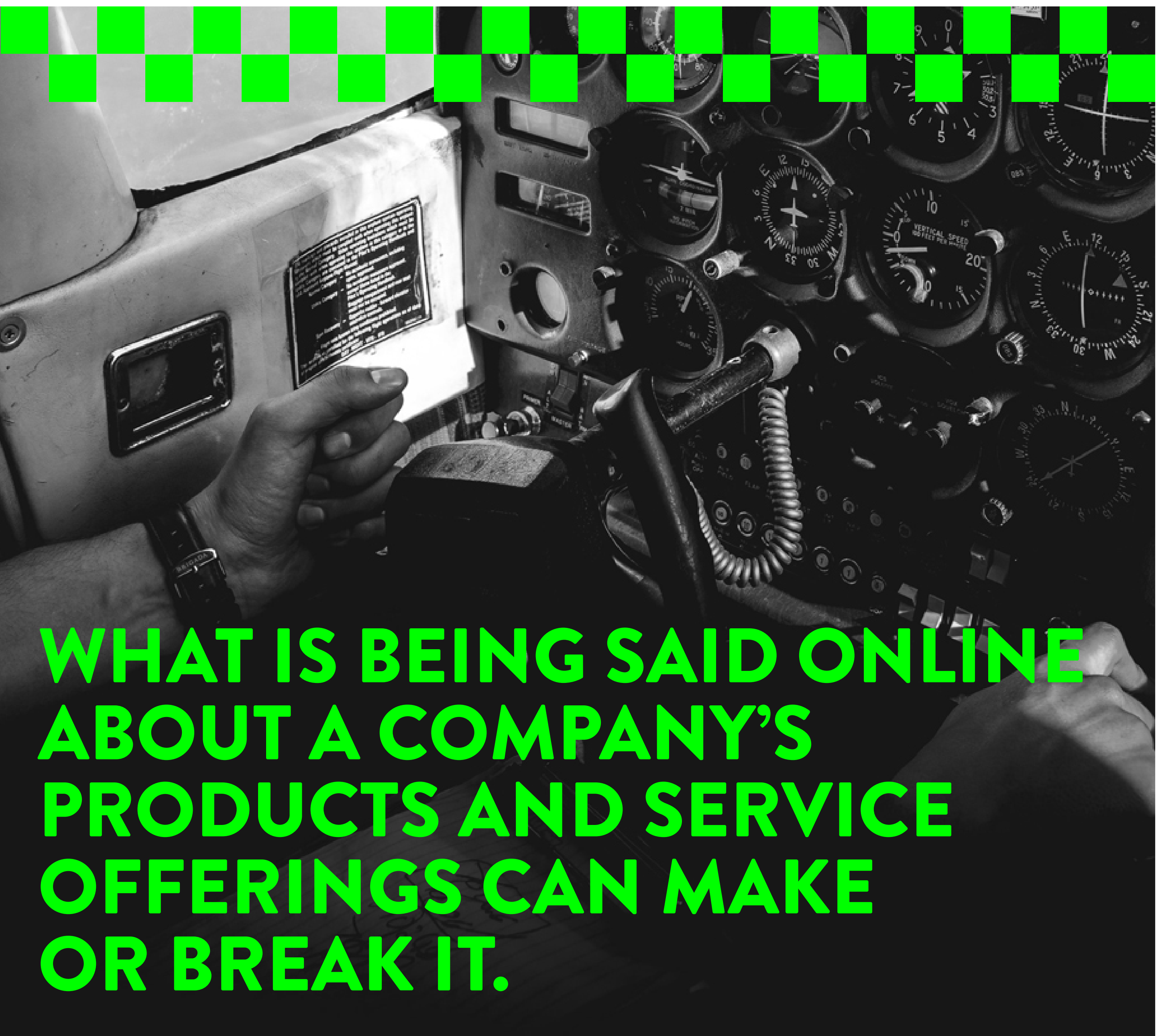


# The Undeniable Force of Reputation Management

Optimizing your website alone is not enough. I can teach you the best tactics and strategy to get your website ranking in search results, but what benefit would it yield if your customer service is not top notch? While this might seem to be outside the realms of SEO, I strongly believe in the importance of managing your online presence beyond just site search results — through digital word-of-mouth. What is being said online about a company's products and service offerings can make or break it. And that is why online reputation management should be part of your SEO strategy in the short and long term.

Open Google. Search "your brand name + reviews"; what ranks first? What do customers find when they want to read about your product offerings and customer service? I can guarantee that it will not be your website ranking in the first organic search result, but rather one of the third-party review websites whose entire business was built on providing a public platform for people to rate and voice their experience. It's the very top of the acquisition funnel, and it's important that you capture interest and gain trust specifically for new customers.

One such popular and globally-known platform is Trustpilot. Search your business on it and analyze what customers are saying and then use the insights to continuously enhance your brand reputation. Additionally, craft and implement an outreach strategy to collect feedback from customers and then benchmark your rating and reviews against competitors. Additionally, Google provides a free tool called Google My Business that you should definitely be using if you are not already. You can claim your business and gain insights into key metrics such as clicks to your site, clicks to call, or clicks to get directions from Google Maps.



**WHAT IS BEING SAID ONLINE ABOUT A COMPANY'S PRODUCTS AND SERVICE OFFERINGS CAN MAKE OR BREAK IT.**



# The International Reach of SEO

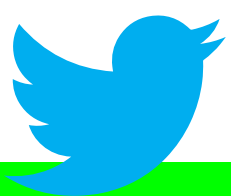
While there is no denying that Google is the Goliath of search engines and will continue to be the reference point for the foreseeable future, SEOs should think beyond it. This is particularly true for SEOs operating in e-commerce. The future of e-commerce is not in North America. It's in Asia, where the consumer demand is fueling an accelerated growth like no other. With higher spending power and demand for instant gratification, e-commerce is here to stay.

So, you might ask — how is this related to SEO? Well, if you want to be found online, you need to familiarize yourself with the search engines that rule the internet in Asia's top economies, particularly in China and South Korea. In China, Baidu accounts for 70% of the search engines' market share according to January 2021 data. Google makes up 2.5% of the market share in China. By ignoring Baidu, you're ignoring the vast majority of Chinese shoppers who use it to search for goods and services online.

Baidu's UI (user interface) might be a culture shock for someone who has never seen it before, especially as the majority are used to the look of Google's plain white background. It has much busier SERPs and relies on a different algorithm that prioritizes locally-hosted websites. One useful SEO guide that I recommend when starting with Baidu is the one by Dragon Metrics, which has become my go-to tool for conducting keyword research and tracking rankings for China-specific content.

## Last but Not Least

**E-commerce is continuously evolving and maturing. It requires a delicate balance of proactive and reactive tactics. When it comes to optimizing your e-commerce site for organic search, make sure you always answer your users' queries with the most relevant responses that will provide them with the information that they need. Ultimately, SEO is all about that. It's about the people and how best to help fulfill their search needs. The online world is just the gateway. 🎯**



To make sure your SEO stays in style and on point, give Anisa a follow on Twitter: [@Anisa\\_A](https://twitter.com/Anisa_A)





***The iOS 14 update demonstrates a very important truth about the world of digital marketing. You can't control what a company like Apple is going to do. You can't control technology users. But you can control your own digital presence through organic SEO.***

**- Daniel Bagley**

*Onsite Copywriter,  
Page One Power*



# WHY THE iOS UPDATE MAKES ORGANIC SEO EVEN MORE ESSENTIAL

## ARTICLE No. 3

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**Daniel Bagley**

Onsite Copy Writer, [Page One Power](#)

Imagine you're in a crowded room and you're browsing to find a way out. Suddenly, someone grabs your hand and leads you to two doors set side by side. They point to the door on the left and tell you it's the exit. Do you trust them?

A scenario like this plays out on the internet every second of every day. People are searching for answers. When a company grabs a searcher by the hand and leads them to the door, the searcher might not know that the company has been monitoring the searcher's browsing habits and app-usage data.

And then iOS 14 walks into the room...

Hello



- English >
- Español >
- 简体中文 >
- 繁體中文 >
- 日本語 >
- Français >
- Deutsch >
- Русский >



Through Apple’s iOS platform, companies use people’s app data to serve them personalized ads. Previously, you didn’t have to get a user’s permission to do this.

But now, with the new iOS 14 update, users need to opt in to make targeted, personalized ads possible.

Because of Apple’s new operating system, organic SEO is more relevant and necessary than ever. Let’s take a look inside the engine and see what’s driving this development.

# WHAT’S SO UNIQUE ABOUT iOS 14

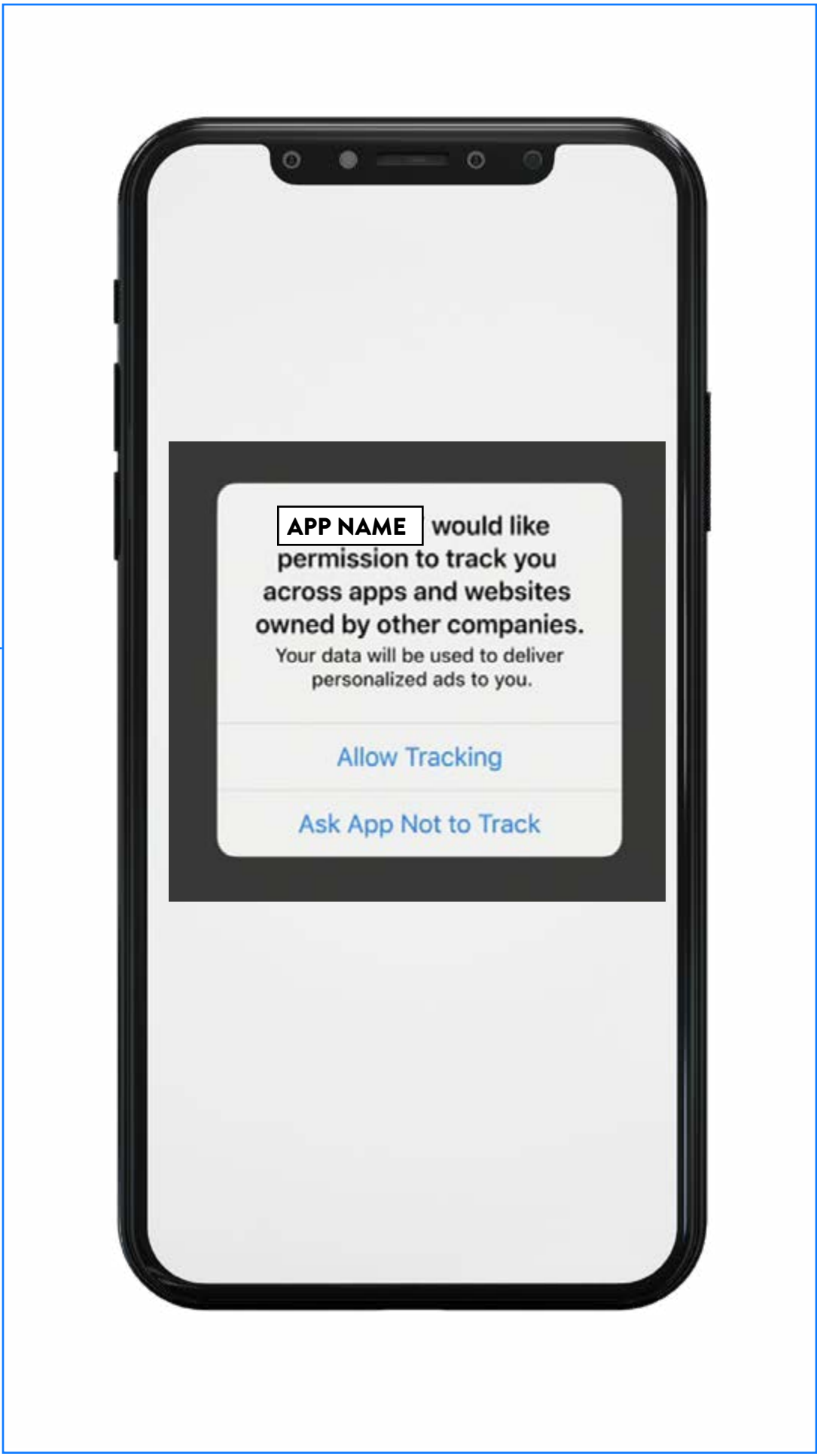
**Apple’s iOS 14 was released in September of 2020. Simply put, if you’re a brand with an app in Apple’s App Store, the landscape for personalized ads looks rockier to iOS users because of iOS 14. This all revolves around the users’ Identification for Advertisers (IDFA).**

## No Way, IDFA

Previously, when an iOS user downloaded an app from the App Store, the app developer (publisher) — and any advertisers with which the developer is affiliated — gained access to the user’s IDFA.

The IDFA enables a whole slew of personalized, targeted advertising tactics and revenue streams. App publishers and advertisers won’t get IDFA access on iOS 14 unless the user grants permission.

There are over 100 million iPhone users in the U.S. alone, representing nearly 50% of smartphone users. iOS 14 makes it more difficult for companies to deliver targeted ads to a huge segment of the population.



Because of Apple's new operating system, organic SEO is more relevant and necessary than ever.

Read 12:22 PM

Additionally, iOS 14 allows users to turn off app tracking in the privacy settings.





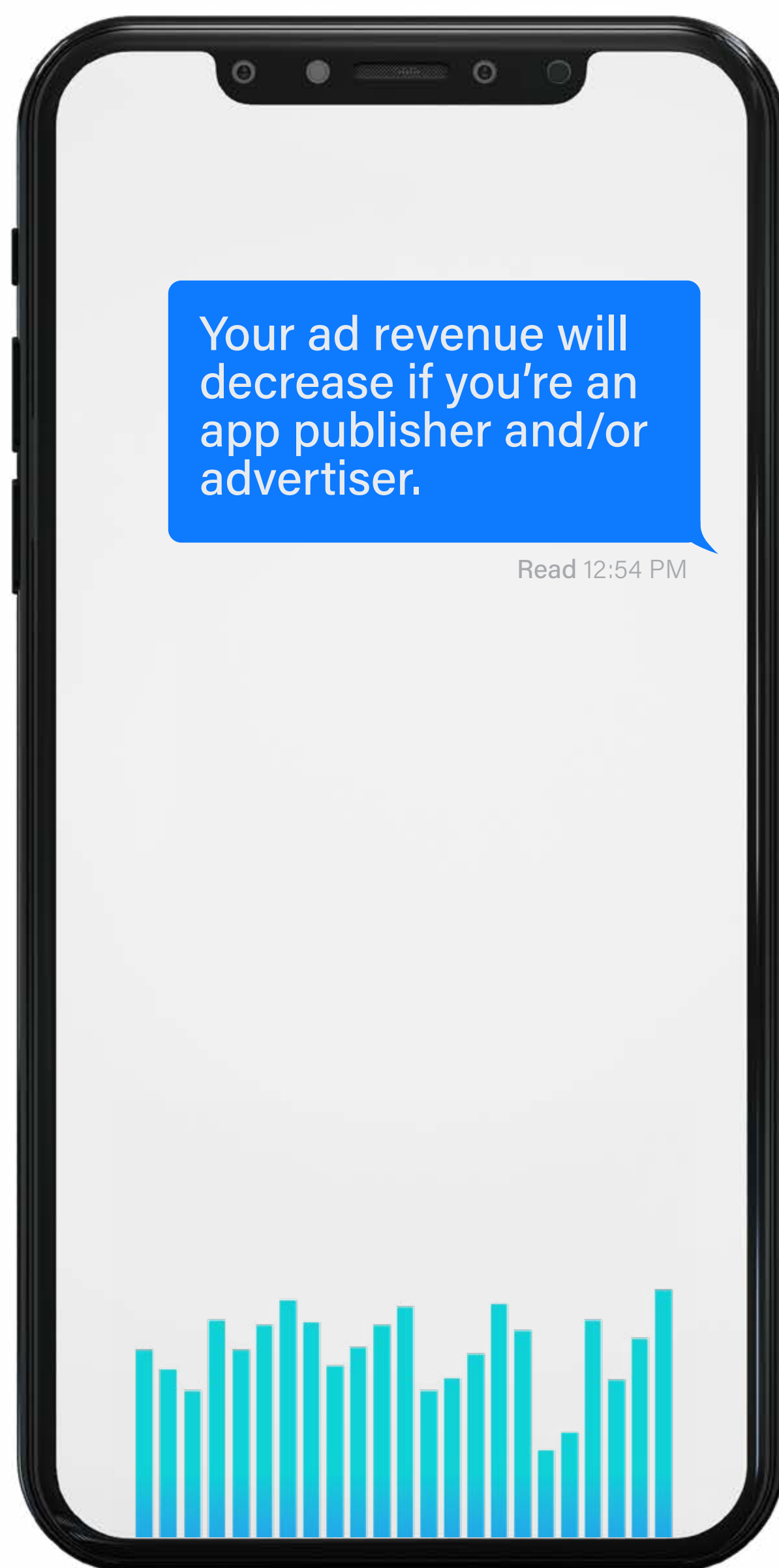
# So what? Isn't this only a big deal for Facebook?

Since Facebook is the biggest data monger with apps in the App Store, it would seem the iOS 14 development would affect Facebook most. Ahead of the iOS 14 release, Facebook said that the change was bound to “dramatically” damage its Audience Network. Facebook’s Audience Network is the lucrative marketing program that feeds on Facebook users’ data.

Facebook announced it would no longer even attempt to collect iOS users’ IDFA. This will, at the very least, make things really confusing for advertisers in the Audience Network.

According to Facebook, the change “will have hard-hitting implications for businesses that advertise on mobile devices and across the web.” This isn’t just a big deal for Facebook advertisers. Even Google is saying that “publishers and advertisers that rely on its mobile ad software will experience weaker results without IDFA access.”

Therefore, your ad revenue will decrease if you’re an app publisher and/or advertiser.



## Why does this elevate organic SEO?

The iOS 14 update demonstrates a very important truth about the world of digital marketing. You can’t control what a company like Apple is going to do. You can’t control technology users. But you can control your own digital presence through organic SEO.

Organic SEO uses content optimization to increase your visibility in search engines. Most importantly, organic SEO uses what you know about your audience. You don’t need app data — you can use search engine data and other data sources instead.

What keywords is your audience using? What are the click-through rates (CTRs) for your links, whether they’re backlinks or search engine results? Which pages on your website are drawing the most traffic? How much of that traffic is from mobile users?

Keyword data, CTRs, and traffic data are all part of organic SEO’s arsenal. With these datasets and more, you can create content and optimize your website to attract the 100 million iPhone users who are now looking for their own answers because they’re not being shown personalized ads.

Great content, links, and technical SEO are the three primary pillars of an effective SEO strategy.





# SEO REPLACES DISPOSABLE ADS WITH HIGH-VALUE CONTENT

**A survey revealed that 52% of people feel ad personalization is unethical. SEO has the ability to engage these people and then some by showing them content they will love. Over time, as you continue engaging with your audience through optimized content that is valuable to the user, your search engine rankings improve. Your audience grows.**

**This has a compounding effect. The more keywords you're ranking for and the more clicks you earn, the more you increase your audience share. A single evergreen blog post can keep earning clicks, shares, and traffic year over year. Imagine what multiple great posts can do.**

## HIGH-VALUE CONTENT HELPS CAPTURE LEADS AND SALES

**Picture this: as you keep publishing great content, earning links, and optimizing your site, your brand starts to become a household name and thought leader. As these blocks stack up over time, you're moving closer and closer to position one in the search engines for your most valuable keywords.**

**As every marketer knows, this type of high visibility can easily translate into leads and sales. That's because a great SEO strategy helps your product pages rank on page one for commercial investigation queries. You don't even have to adjust or increase your budget to make organic SEO work for you. It's easy to switch paid advertising spend over to SEO. You don't have to keep pumping money into ads that have a questionable ROI.**

**Ads are likely to get blocked or ignored by users. SEO keeps building on itself and ad-blockers can't touch organic search results.**

**There's now an uncertain ROI for ads to 100 million iOS users because ad personalization is more difficult. With organic SEO, your marketing dollars won't go toward uncertain ad placements — instead, you'll invest in your brand and create value for the user, which is a proven way to earn website traffic.**



# GREAT ORGANIC STRATEGIES

Great content, links, and technical SEO are the three primary pillars of an effective SEO strategy.

Organic SEO strategies are tactics that will help your website (or your client’s site) succeed and capture an audience in the long term. Focus on these strategies correctly, and you will:

Fine-tune your value proposition.

Read 1:11 PM

Focus on your target audience.

Increase your thought leadership.

Read 1:16 PM

Fill content gaps and improve keyword rankings.

Generate leads.

Read 1:16 PM

## Sparkling Content

The first thing you should know about superior content is this: it’s very specific and very targeted. There are two types of content you can use to get the results you’re looking for:

### Linkable Content

Blog posts and resource guides that attract attention; this is content on your site that people will want to link to and share because it offers valuable information, is relevant, and is high quality.

The upshot is an increase in ranking signals and traffic for your mid- and bottom-funnel pages.

Linkable content helps you achieve your SEO goals by:

Establishing your brand as a thought leader: Top-level, informative content makes it clear to consumers and search engines that you know your niche;

Funneling traffic and “link juice” to your money pages: When people link to your linkable content, it can drive traffic and increase ranking signals for converting pages;

Linking to mid-funnel and bottom-funnel pages on your site. This is because linkable content pages are top-funnel pages.;

As your top-funnel pages attract attention, it increases ranking signals for your money pages, which are the bottom-funnel pages to which you’re linking.

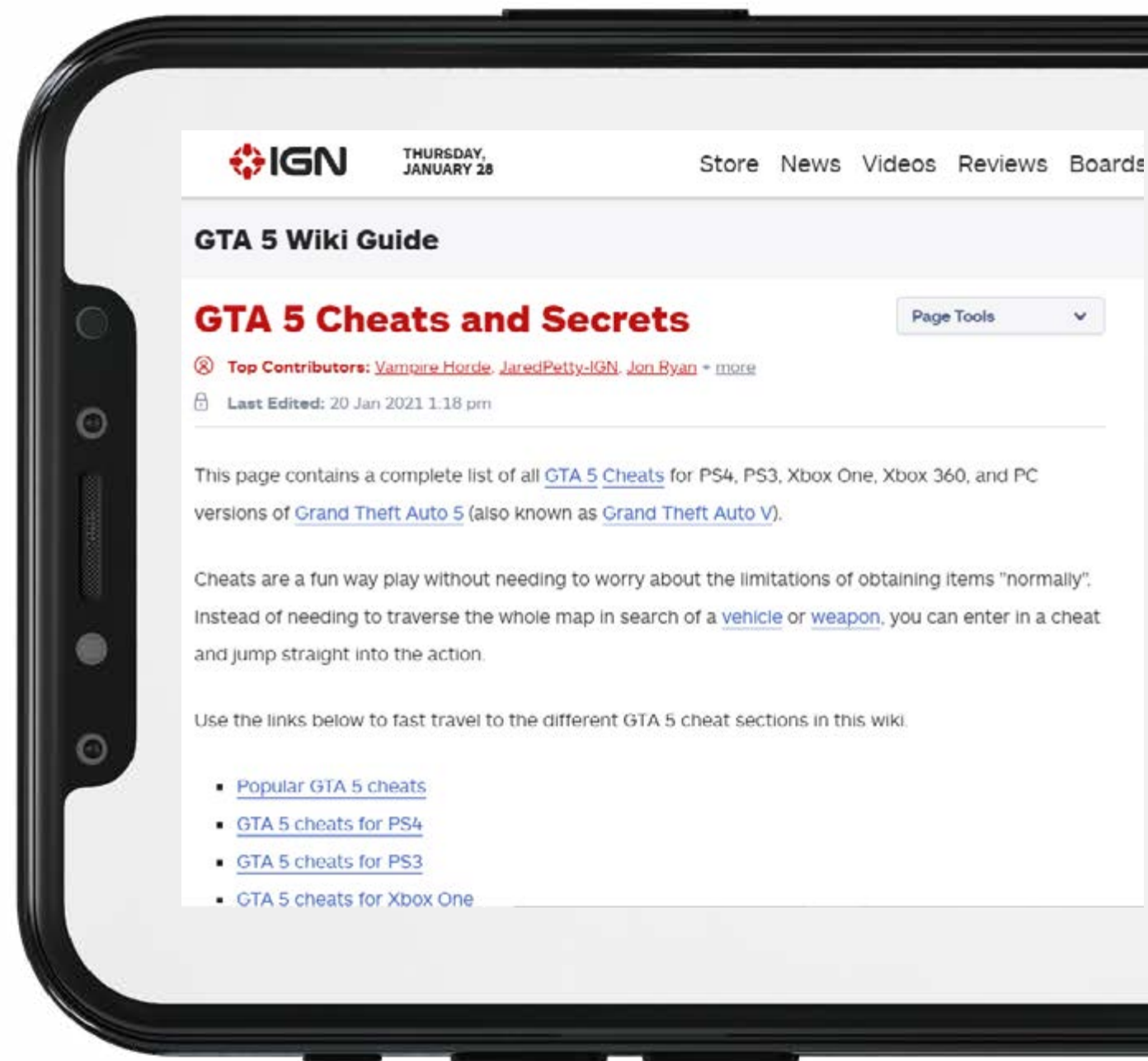


# LINKABLE CONTENT EXAMPLE

Let’s say, for example, you are an app publisher. The biggest app publishers are — no surprise! — mobile game developers such as MachineZone and Supercell.

If you’re wanting to appeal to all those iOS gamers out there who will now be tougher to reach because of the new update, a high-quality piece of linkable content is going to give those gamers some information they value.

IGN’s post on GTA 5 Cheats and Secrets is a fine example:



The screenshot shows the IGN website on a smartphone. The page is titled "GTA 5 Wiki Guide" and "GTA 5 Cheats and Secrets". It lists top contributors as Vampire Horde, Jared Petty-IGN, and Jon Ryan. The page content includes a description of the cheats and a list of links for different platforms: Popular GTA 5 cheats, GTA 5 cheats for PS4, GTA 5 cheats for PS3, and GTA 5 cheats for Xbox One.

## PAGE METRICS

Page metrics:  
Ranking keywords: 5,000  
Traffic: 309,300  
Traffic cost: \$217,500  
Branded traffic: 853  
Non-branded traffic: 308,400

## Keyword-Focused Content

Keyword-focused content targets keywords your audience is using in their searches every day; it also targets keywords your competitors are ranking for, while you aren’t. Often, it’s more fine tuned to your offerings within your niche than linkable content is.

Keyword-focused content helps you achieve your SEO goals by:

	Showing search engines and your audience you are a subject-matter expert. People have specific queries related to your niche and you have the answers to them;
	Allowing search engines to rank you for keywords because of the targeted signals sent.
	Filling out your funnel: Covering lower-volume keywords and long-tail keywords gives you all the pieces of the puzzle to complete your marketing funnel;
	Increasing your competitiveness: Take a look at any of your top-ranking competitors — chances are they have a breadth of content addressing more keywords than your lower-ranking competitors.



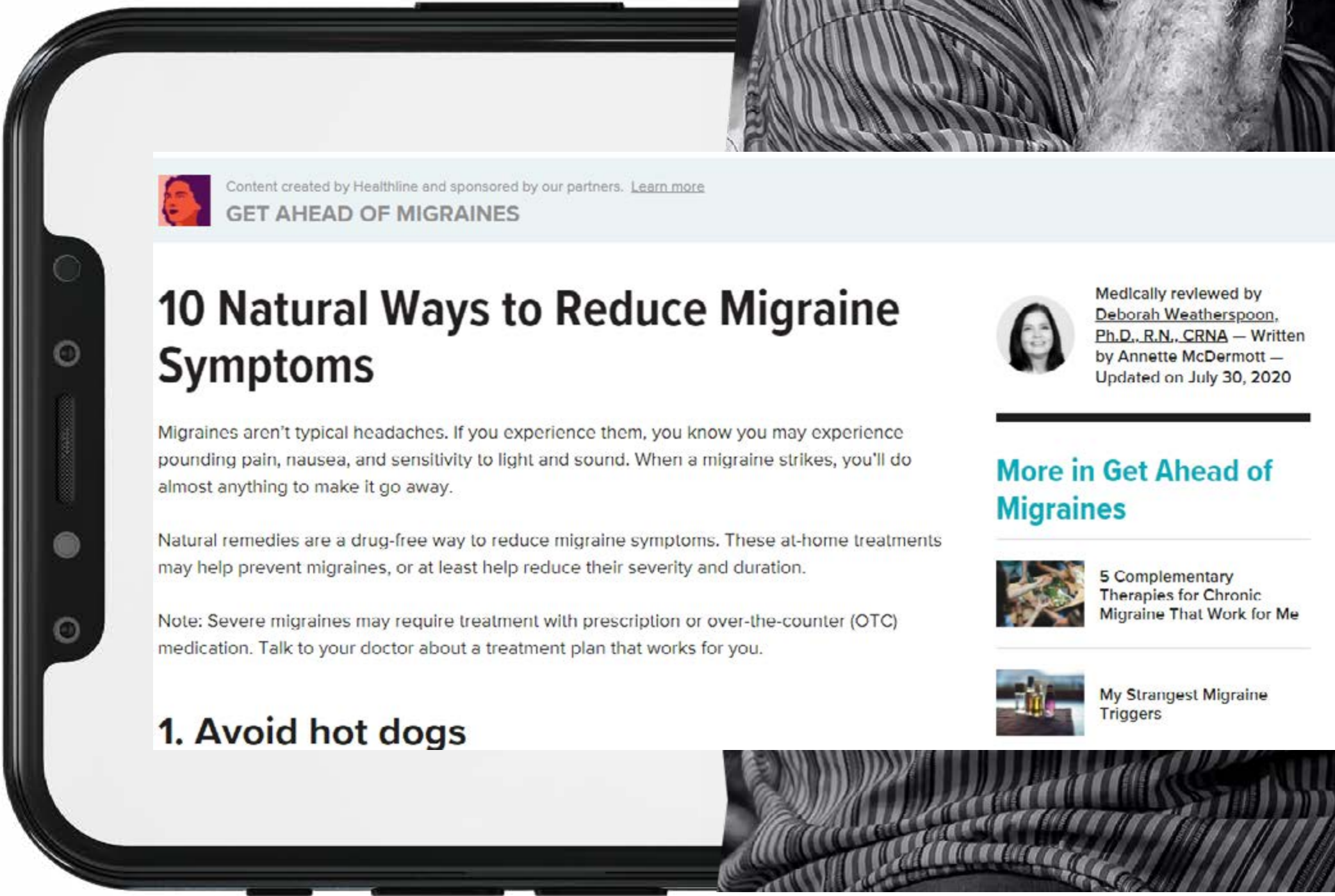
52% of people feel personalized ads are unethical.



# KEYWORD-FOCUSED EXAMPLE

Now imagine you’re a health-and-wellness-related company that normally advertises to certain iOS app users. Of those users, you know that some may suffer from migraines from time to time.

A fine example of keyword-focused content in the health-and-wellness niche is Healthline’s post on natural ways to reduce migraine symptoms:



The top-ranking keyword for this page is “natural cure for migraine.” Note that it’s relatively lengthy and specific. The search query volume for this keyword isn’t huge — it’s 880. Healthline is ranking number one for it and, within a month, the site has earned 413 visitors for this keyword alone.

This is how keyword-targeted content works — it draws a targeted audience that will be sure to come back because they know your site offers information and products they can use.

As you continue adding targeted content to your website, search engines will crawl your site and see your improved signals. Your specificity will tell them exactly what you want to rank for.

In turn, search engines are more likely to rank your pages higher in the search engine results pages (SERPs) for specific queries. In this regard, Page One Power specializes in full-service content strategy and creation to maximize your ROI.

## PAGE METRICS

Ranking keywords: 125  
Traffic: 4,600  
Traffic cost: \$8,700

“AN  
EFFECTIVE  
CONTENT  
STRATEGY  
IS NOT  
COMPLETE  
WITHOUT  
RELEVANT  
BACKLINKS.”



# Stellar Links

An effective content strategy is not complete without relevant backlinks that show your content is authoritative. Our link-building services help increase your website’s authority signals, semantic signals, and topical relevance to search engines. Our link-building tactics include:



Resource link building: We customize this service based on your needs.

Securing links to your website from relevant websites that identify your resources as pages their users should visit.

Content link building: We write custom, strategic content for you and continually build links to it.

The legwork to ensure that relevant, authoritative websites and blogs link to your website’s pre-existing content.

Your backlink portfolios shows the search engines that you belong as an organic answer to search queries. Ultimately, great links are targeted to help improve your keyword rankings.

# Technical/ On-Page SEO

Our technical and on-page SEO services are the final piece of the puzzle. Geared toward optimizing each page on your website, technical SEO ensures that the links we procure for you will be as effective as possible. These services include:

- ON-SITE SEO AUDITING
- KEYWORD RESEARCH
- PENALTY RECOVERY
- WEBSITE MIGRATIONS
- TRAFFIC-LOSS DIAGNOSIS
- NEW WEBSITE LAUNCH



Is your site optimized correctly for your keywords? Are there important keywords you’re missing?

Read 3:36 PM

Is your code functioning as it should? Are there errors you haven’t noticed?

Read 3:38 PM

Are you changing your domain name and worried you’ll lose rankings?

Read 3:41 PM

Did traffic drop off? Is so, why, and what can you do to fix it?

Read 3:44 PM

What can you do to make sure your new site is in the best place possible at the get-go?

Read 3:51 PM

Has your site taken a hit from Google or any other search engine? How can you remedy it?

Read 3:58 PM



# ORGANIC SEO IS THE SOLUTION TO INEFFECTIVE ADS

Exceptional SEO improves your diet and exercise regimen so you can live a long, healthy, and successful life. Paid ads are expensive, name-brand pieces of clothing. They'll wear out soon enough. Then you need to buy more.

Ultimately, the iOS 14 update gets at the heart of the problem with ads. Even before the update, you had to keep pumping money into ads to remain visible to your audience. If you stopped paying money, you lost visibility.

Now, even if you keep spending money on ads, they're not going to be as effective as they were before. The terms and conditions for advertising on any platform can change at any moment. This is some shaky ground to stand on.

Alternatively, great SEO will have a lasting impact. People will always use search engines to find information and products they need. As you keep your content, backlink portfolio, and site in tip-top shape, you'll always be there to greet people on page one. 🎯

**Get more insight on quality content creation with Daniel on [LinkedIn](#).**

## P.S.

The iOS 14 update is not the only development hampering ad personalization to internet users in 2021. In April, Google cut third-party cookies on Chrome, and there is no option to identify and track individual Chrome users. Google joins Safari and Firefox — neither of which allows third-party cookies — with this move.

If you're a marketer, you're probably wondering one thing: how will I be able to measure the effectiveness of my digital ads? This will be tough. When someone buys a product or subscribes to a service, you won't know whether they saw one of your ads in their customer journey.

On Google's part, the search engine is grouping users into clusters. You'll be able to aim your ads at groups you'd like to target. But there's another issue. Statista reports that nearly 26% of people were using ad blockers in 2019, and that number is expected to keep growing. So even if you do aim your ads at a cluster of people, many of those people could simply block your ads.

Before 2021, Europe's GDPR and the California Consumer Privacy Act were already putting the power over internet-browsing data back in the user's hands. Google Chrome's cookie ban and the iOS 14 update are part of an avalanche. In the end, once the chips fall, expect internet users to be the ones to decide who sees their data and what that data gets used for, full stop.

And the power of user recommendations is rising. People look at user reviews not just online, but when they're in a store shopping.

Wait, this all adds up to something incredible: the power of people. People share information with each other and that's why organic SEO is the people-powered choice for marketers. SEO revolves around the power of information and the sharing of information. Information motivates modern internet users to make choices for their lives.

You can share information with people. We've done this since the beginning of language. And when you do it through people-powered SEO in the 21st century, when information from trusted sources helps guide the customer's path, you're tapping into a wellspring of motivation that will never dry up.







***This is truly the golden age for marketers to elevate their understanding and application of e-commerce and unlock opportunities for organic reach through an agile approach and a mindset for continuous optimizations.***

**- Anisa Awad**

SEO Manager, SSENSE





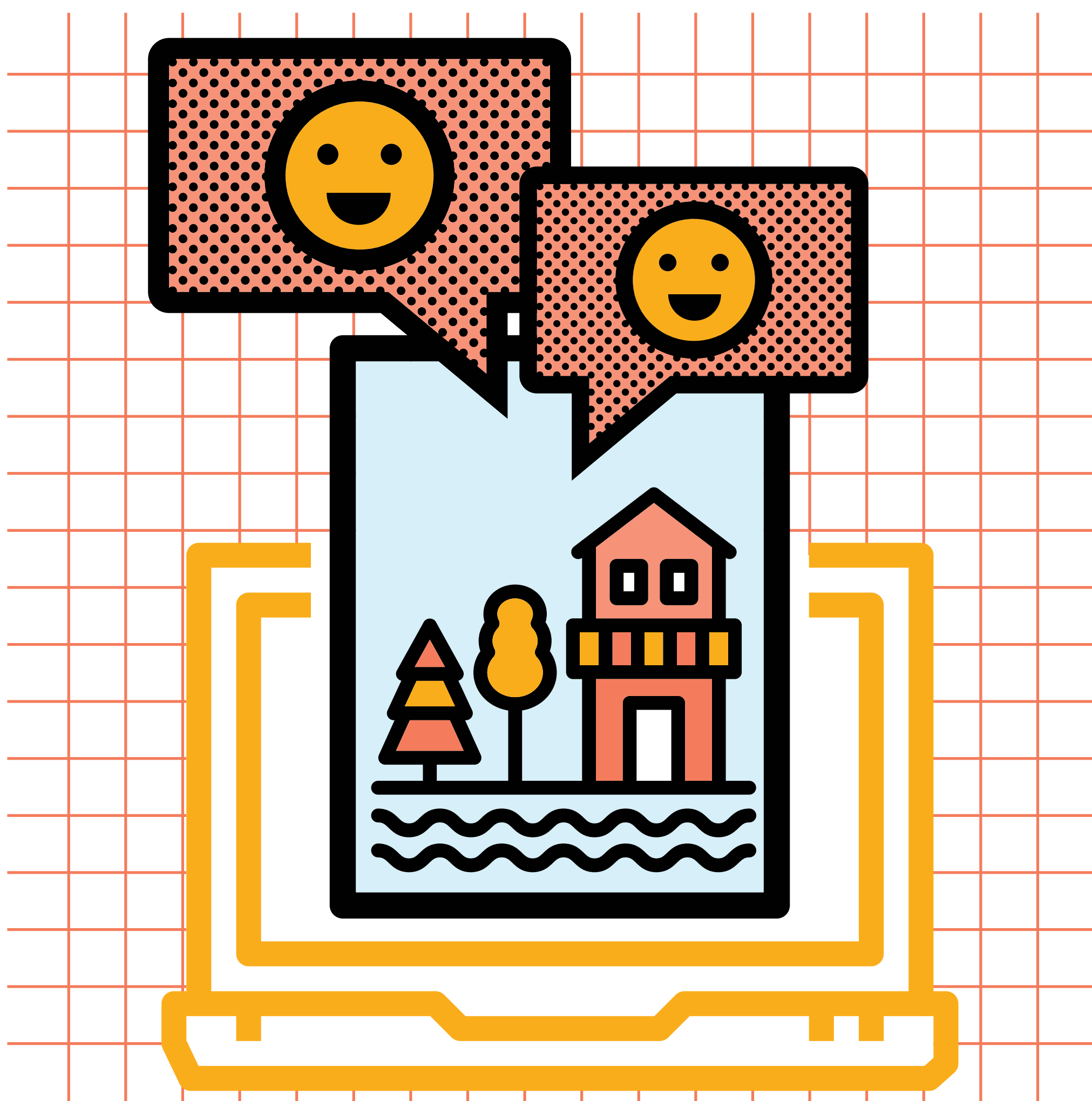
AD

A PAGE ONE POWER ORIGINAL SERIES

# SEO

FROM HOME:

AN EDUCATIONAL  
SERIES



SEO from Home is a Page One Power webinar series that exists to provide a platform for experts and leaders from around the SEO community. Tune in as they share their experience and knowledge with others who want to learn more and continue to grow in their careers. Enjoy our various weekly formats, including:

**PANEL DISCUSSIONS – OPEN Q&As AND AMAs**  
**FULL SLIDE DECK PRESENTATIONS – AND MORE**



Join our facebook community today: [facebook.com/groups/seofromhome](https://facebook.com/groups/seofromhome)

**TUNE IN TO SEO FROM HOME HERE!**



# WINNING WITH BARNACLE SEO

## ARTICLE No. 4

[BACK TO CONTENTS](#)

**Stephanie Wallace**

Vice President of Marketing, [Nebo Agency](#)

**Oftentimes, ranking for relevant and highly-searched queries related to your website simply isn't possible based on the current search landscape. You can't compete where you don't fit. And you shouldn't necessarily try.**

**Many top-of-funnel queries, and voice queries in particular, return results that skew towards general resources and lists — many of which are from third-party publishers, not a brand hawking their wares.**

**Search engines are invested in providing solutions. What Google sees as relevant search results for a given query may not align with the content on your site, even if it is technically related.**

**In doing what's best for our customers, we need to provide answers and solve problems. Considering the full buyer journey means understanding that users have a lot of touchpoints along the path to conversion.**



**Enter Barnacle SEO — in order to rank for high-volume informational queries, we don't need to rank at all. We just have to gain visibility on the third-party sites that are already ranking.**

**Like a barnacle latching onto a boat to gain the benefit, Barnacle SEO is how we gain visibility through references and links. What's more, these aren't just links or mentions from random sites, they are from the sites Google deems most relevant for head terms in your industry. These sites are a relevancy signal jackpot.**

## BARNACLE BASICS

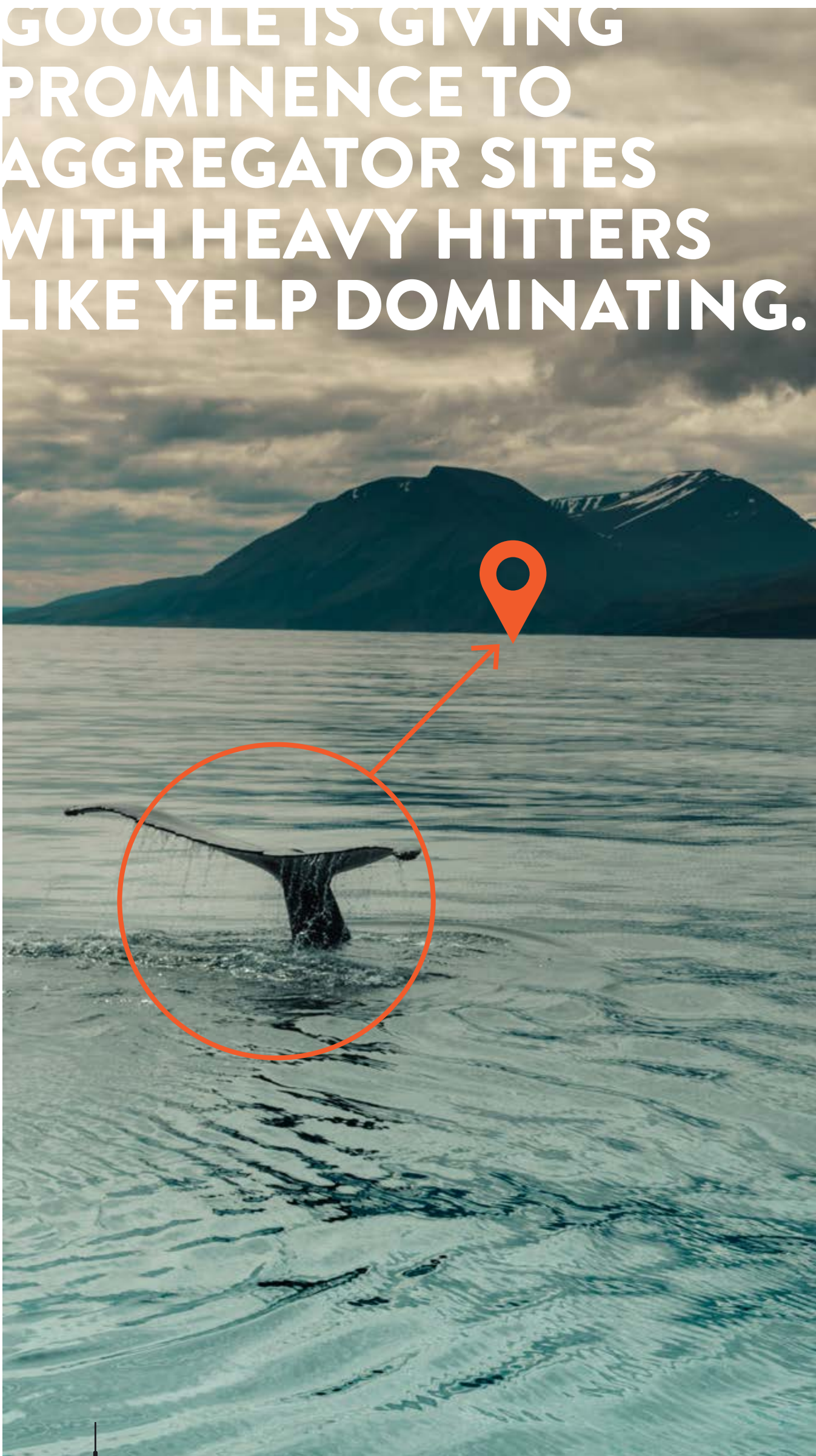
### Start with Local

As searches with local intent continue to grow, the local pack has dwindled. Google is giving prominence to aggregator sites with heavy hitters like Yelp dominating. This has made it more important than ever to ensure your site has visibility in the top local citation sources for your location and industry.

### Think Vertical Specific

Industry-specific sites are arguably more valuable than big-name aggregators because they drive hyper-qualified traffic. For example, interior designers should be on Houzz, SaaS providers need to be on G2, and hotels should be on TripAdvisor. Bright Local has an amazing resource for niche citation sites by industry that proves there are outlets out there that make sense for you.

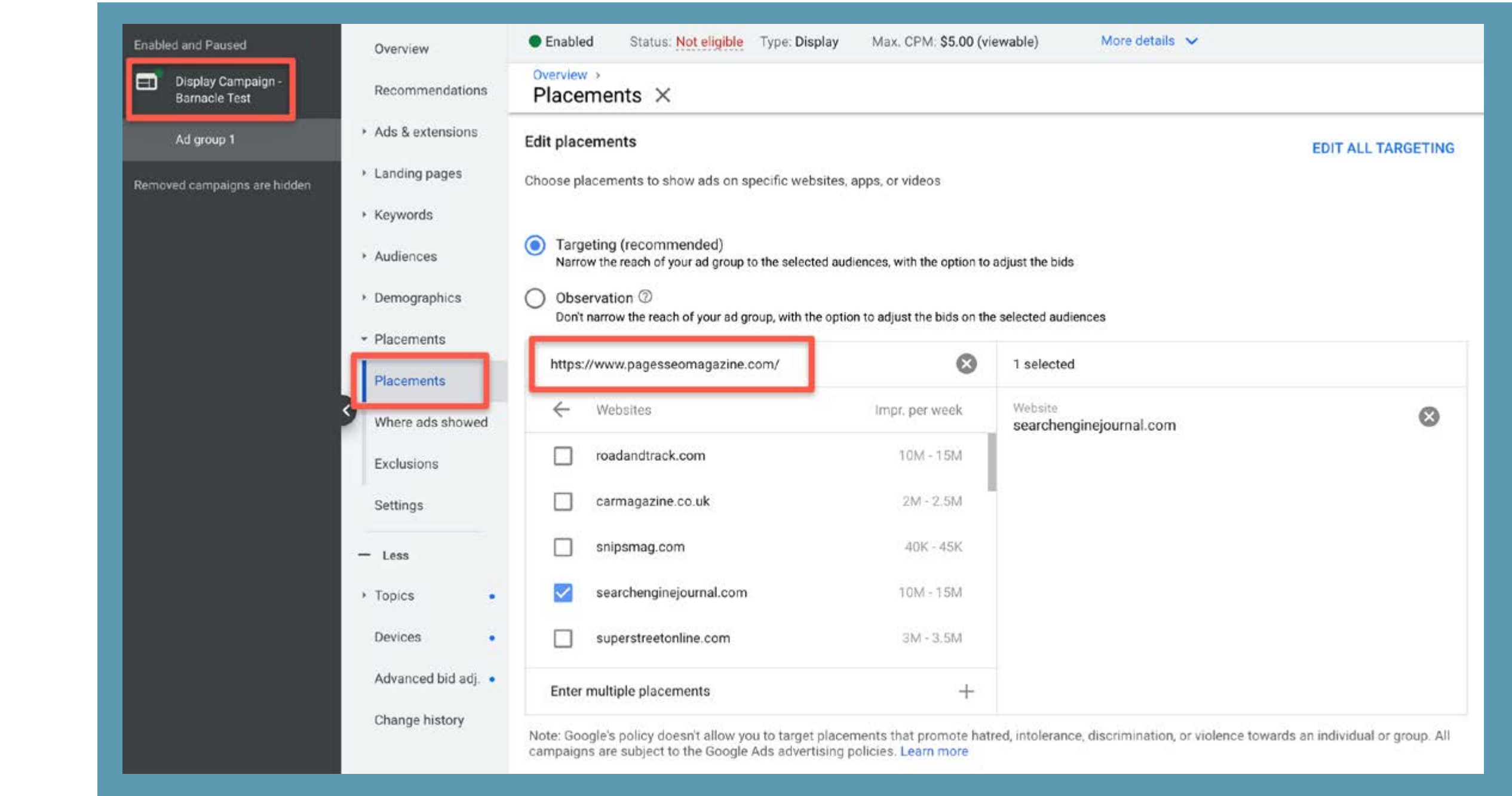
GOOGLE IS GIVING PROMINENCE TO AGGREGATOR SITES WITH HEAVY HITTERS LIKE YELP DOMINATING.



## UNEXPECTED SOURCES: BEYOND BASIC DIRECTORIES

**Barnacle SEO is not just about generic link building, but rather using external avenues to spread your message through valuable content. Luckily, some of the websites most commonly ranking for informational queries are rooted in a content marketing model. These same websites tend to have extremely high domain authority.**





**Let Google Tell You What’s Relevant**

Google Ads Display Network campaigns are a gold mine for generating barnacle opportunities based on an otherwise unattainable keyword. To find this treasure, first navigate to Display Campaigns within Ads and then Placements to identify target websites Google considers relevant to specific keywords.

If you have ads running, you can go a step further and select Where ads showed. If you don’t have display network ads running, that’s okay too – you can still check out the data by going through the motions of setting up a campaign without actually launching it.

Next, utilize a broken link building approach to identify relevant publishers that are linking out to dead resources. The goal is to provide a similar, albeit better, resource to replace the dead link.

Assuming the publisher ranking for the target keyword is an authoritative source, a dead page is bound to have multiple links pointing to it. For example, if Search Engine Land or Moz is linking to a dead resource, it’s a safe bet more sites are linking to that 404 as well.

You may have existing content you can leverage or you may need to create something new to provide a quality replacement. Either way, this strategy has an amazing success rate because you’re helping publishers fix dead links on their site – and you are making it easy for them by offering the replacement resource.

Overview

Backlink profile

Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchor

Referring IPs

Internal backlinks

Link intersect

Organic search

Organic keywords 2.0

Organic keywords

- New
- Movements

Top pages 2.0

Top pages

Top subfolders

Top subdomains

Competing domains

Competing pages

Content gap

Pages

Best by links

Best by links' growth

Top content

Outgoing links

- Linked domains
- Anchor
- Broken links

Paid search

Broken Links

Link type

930 pages with broken links

Referring page	UR	Int.	Ext.	Anchor and link	DP check	RP check
60+ Mind-Blowing Search Engine Optimization Stats - SEO 101 www.searchenginejournal.com/seo-101/seo-statistics/	81	78	60	content marketing is 'highly integrated' with their SEO strategy. (Econsultancy) econsultancy.com/45-of-companies-say-content-marketing-is-highly-integrated-with-their-seo-strategy	26 Dec '20	4 d
4 Most Important Ranking Factors, According to SEO Industry Studies www.searchenginejournal.com/4-important-ranking-factors-according-seo-industry-studies/184619/	50	81	44	text still has a strong influence on rankings, but you risk a Penguin penalty if your links appear unnatural or spammy. Make sure your www.searchenginewatch.com/sew/news/2172839/google-penguin-update-impact-anchor-text-diversity-link-relevancy	26 Dec '20	11 d
A Complete Guide to the Google RankBrain Algorithm www.searchenginejournal.com/google-algorithm-history/rankbrain/	50	83	37	Machine learning had been used in Google News prior to this, but nothing like we were seeing with RankBrain. wingshore.wordpress.com/2014/11/03/what-is-unsupervised-learning/	13 Jan '21	12 d
What Is Latent Semantic Indexing & Why It Won't Help Your SEO www.searchenginejournal.com/latent-semantic-indexing-wont-help-seo/240705/	50	79	32	NOFOLLOW Founder at Candid Digital candid.digital/	30 Dec '20	11 d
140 Top SEO Experts You Should Be Following www.searchenginejournal.com/seo-101/seo-experts/	46	143	535	Marcus recommends: Three smart content strategies for boosting search performance without creating fresh content econsultancy.com/content-strategies-seo-update-delete/	1 Jan '21	11 d
The 25 Best SEO Blogs & Resources to Learn SEO - SEO 101 www.searchenginejournal.com/seo-101/best-seo-resources/	46	89	134	Hey E-commerce Managers, Amazon Loses Their 1-Click Patent This Year www.distilled.net/resources/amazon-loses-their-1-click-patent-2017/	25 Feb '21	12 d
				What Executives Need to Know About Google's Mobile-First Index www.distilled.net/resources/executives-google-mobile-first-index/	23 Feb '21	12 d

This is a gold mine!

Overview

Backlink profile

Backlinks

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- Lost
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- Lost

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Competing pages

Content gap

Pages

Best by links

Best by links' growth

Top content

Outgoing links

Backlinks

Group similar One link per domain All

Link type Platform Language Traffic Word or phrase

Live Recent Historical

141 backlinks from unique domains

Referring page	DR	UR	Referring domains	Linked domains	Ext.	Traffic	Kw.	First seen	Last seen	Links
60+ Mind-Blowing Search Engine Optimization Stats - SEO 101 www.searchenginejournal.com/seo-101/seo-statistics/	90	81	2,618	27	60	118	483	26 May '20	4 d	1
5 Things You Need to Know About Social Media & SEO neilpatel.com/blog/social-media-and-seo/	90	51	622	20	59	551	945	21 Sep '18	28 Jul '19	9
What Makes People Share?: The Science Behind Social Sharing www.impactbnd.com/blog/what-makes-people-share-the-science-behind-social-sharing/	84	20	16	13	22	2.9	4	7 Jan '19	28 Aug '20	1

Re-create this resource to claim 141 links!



Share With Authority

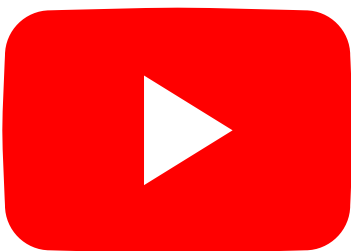
YouTube is the second largest search engine after only Google. Optimized videos for informational queries not only rank within YouTube search, but can also increase organic real estate in Google search results. Google mines YouTube content – descriptions, keyword tags, transcripts, etc. – to return relevant search results and featured snippets. Upload your videos and optimize everything from the keyword tags to playlists to help your content rank.

SlideShare can give your existing presentations a second life. Optimize content by including URLs within or below graphics where your audience may want to visit your site to learn more. SlideShare will even put content that does well on its homepage, and presentations can be featured in a variety of categories – from conferences to vertical-specific categories, like retail or science.

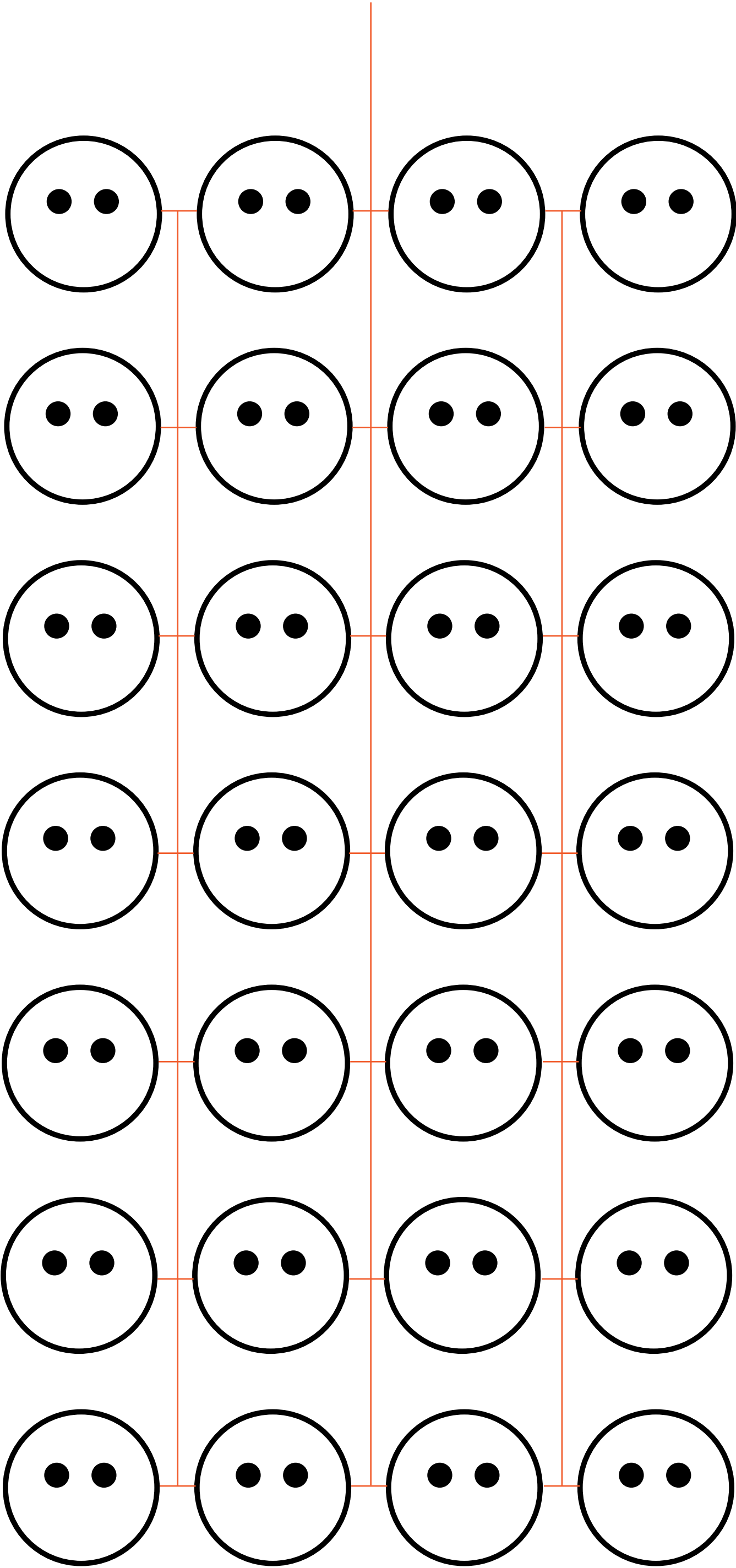
Medium is another great resource for growing barnacle rankings. Not only is it great for long-form, niche, or technical content, but it also has a substantial and highly-engaged user base. It even has curated publications with established audiences for specific topics, making it easy to reach people already interested in your content. While links from Medium are nofollow, they are still extremely valuable for driving highly-engaged traffic to your site.

SERP FEATURES & RANKING IN THE KNOWLEDGE GRAPH

SERP features are near universal and massively impact click-through rates. They have evolved into an interactive first impression of your company. Your new homepage is off-page, and we need to take the same approach to optimize branded SERPs to increase visibility.



DID YOU KNOW: YOUTUBE IS THE SECOND LARGEST SEARCH ENGINE AFTER ONLY GOOGLE.



THAT’S A LOT OF EYES ON CONTENT.



Knowledge Panels

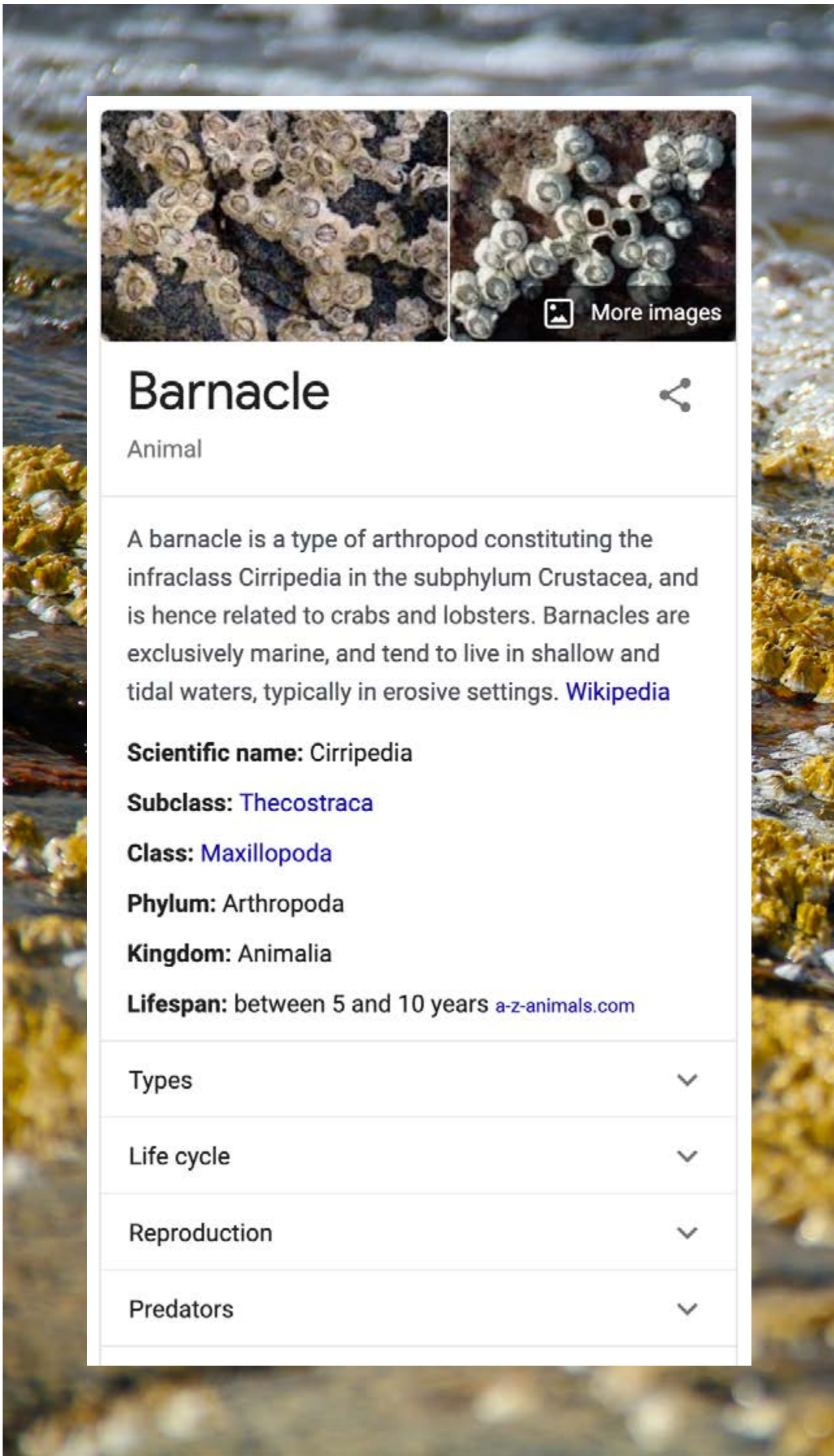
Take advantage of local knowledge panels by optimizing your listing in Search and Maps via Google My Business and Bing Places for Business. It’s also beneficial to go beyond the basics and add as much data as possible. If you’re a restaurant, add your menu. If you accept appointments, add a link. Utilize every feature you have access to, be it Posts, Q&A, Products, or Services. If applicable, also make sure you claim your brand panel to easily maintain the information displayed.

People Also Ask

A lot of upper-funnel and informational queries also trigger PAA boxes. To gain visibility in this dynamic SERP feature, research the top questions that are appearing in the PAA box for the queries you’re targeting with barnacle efforts. There may be an opportunity to provide unique content, speaking directly to the questions users are asking.

Wikipedia

Brand panels largely rely on Wikipedia. While it’s not essential to have a Wikipedia page, if you do have an article, ensure this content is accurate and complete. If you don’t have an article and you meet the notability requirements, consider adding a page or start by creating a Wikidata entity.





# LEVERAGING SOCIAL

Social media curates trust and authority on outlets where your audience is already deeply engaged. Just as important, social media sites rank very well for a variety of broad or informational queries.

## Offer Value with Answers

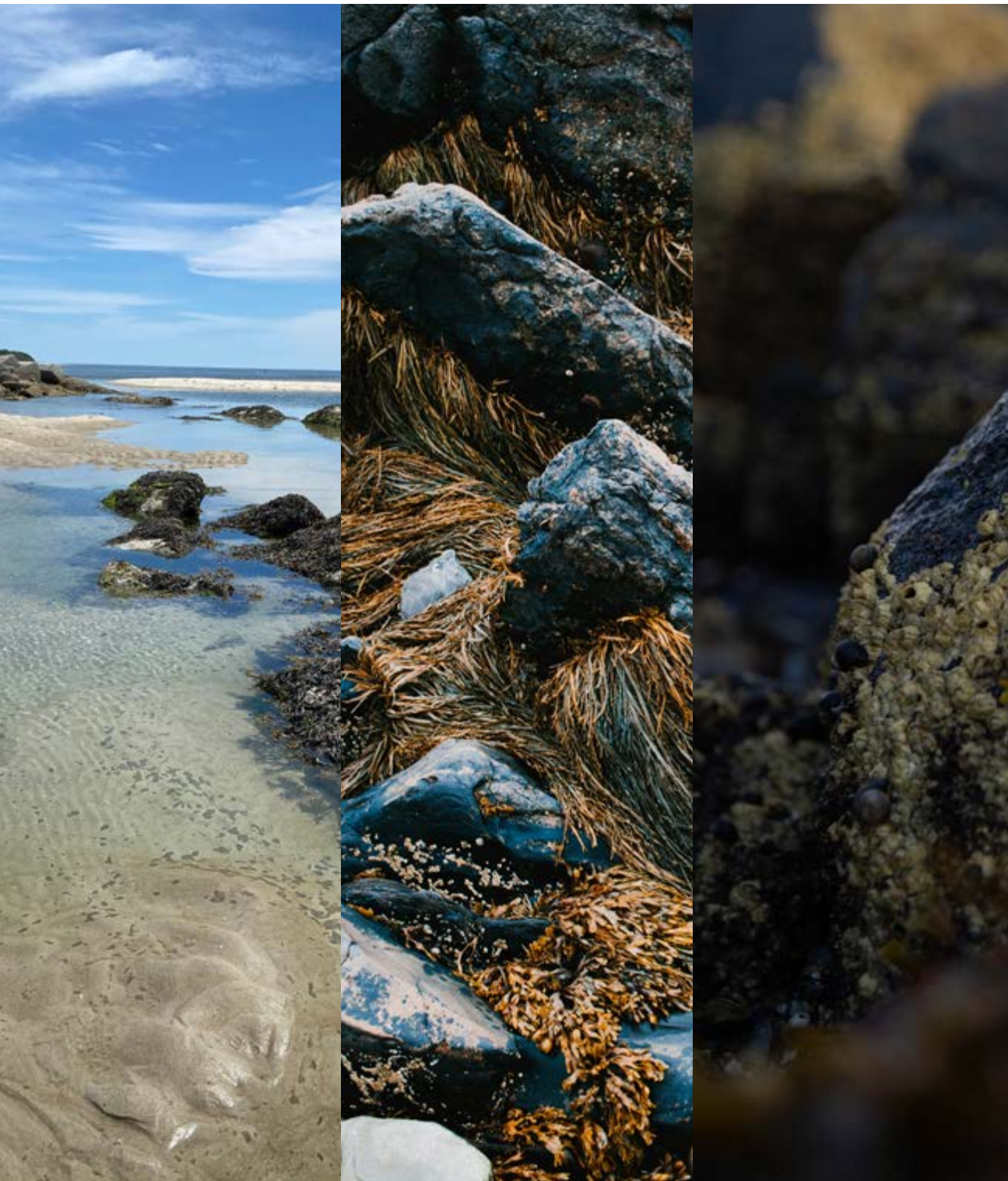
Provide expert advice directly to your audience by responding to questions via Quora or Answers. Get involved in relevant conversations on Reddit. Set up alerts using a tool such as IFTTT or Google Alerts so you can respond quickly as questions are posted.

Outlets like Reddit can be a great tool for marketers who are willing to put in the time and investment to become a legitimate member of the community. However, it’s imperative to represent your brand in an understated way that adds value for users. Using these platforms purely for promotion with all of the subtlety of the Kool-Aid man can be worse than a waste of time. It can actively damage your brand and reputation.

## Get Visual with Pinterest

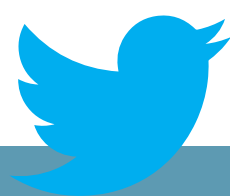
For highly-visual, research-intensive industries (think fashion, furniture, decor, etc.), you may be more likely to rank in Google with your Pinterest page than your website – even if you have a highly-optimized website. Today, many people go to Google searching for results specifically from Pinterest.

Create targeted Pinterest boards for broad queries and funnel that traffic back to your website. Pinterest “nofollows” external links, so while these may not directly help with domain authority, the links are still valuable if they drive traffic and encourage sharing that may ultimately lead to dofollow links.



# BARNACLE SEO OPPORTUNITIES ARE ENDLESS

Although the idea of Barnacle SEO is not exactly new, with an ever-changing search landscape, the tactics we need to use to grow visibility have evolved. It’s never been more important to optimize your search presence holistically so that you are communicating your unique value to users in a thoughtful way throughout their search journey. With so much opportunity for visibility, don’t get stuck on the idea that trying to rank your own site is the only path forward with SEO. 🎯



Give Stephanie a follow on Twitter for more on high-performing, data-driven growth: [@SWallaceSEO](#)





“

***Look to include organic search amongst other brand campaigns or initiatives and seek to ensure that you are telling your brand's story, not someone else or, just as problematic, no one at all.***

**- Britt Hankins**

*Discoverability Supervisor, VMLY&R*

“

”



# WHAT SHOULD I WRITE ABOUT?



## ARTICLE No. 5

[BACK TO CONTENTS](#)

**Charles Taylor**  
SEO Manager, [Verizon](#)

No, this isn't some meta-article asking what I should write about. This article addresses a question asked of us from our writers, or even ourselves. Google has declared that we merely need to “create great content” and everything else will take care of itself. Of course we know that it is more complicated than that, but it raises a fundamental question, “What constitutes great content?” and “How do you produce great content?”

Last year (2020), in Volume 3 Issue 4 of Pages SEO Magazine, I wrote about how Google is looking for [“Strings Not Things.”](#) Google is no longer just relying on singular keywords to determine relevance and page rankings. They are looking to better understand the context. I demonstrate how to rank in this new paradigm by using the entity words that Google expects to find in your content.



After reading that article, you will know how to optimize for search engines – but that really shouldn’t be your endgame. You may know what keyword(s) for which you are trying to optimize, but what information are users seeking online? When the searchers arrive on your page, they need to find content that is both engaging and that answers their questions. We need to learn how to optimize for readers. What information do they want to find on your page(s)? Put simply, “How do you know what to write about?”

Without a clear answer to this question, webmasters often resort to creating a content dump on a page — writing about anything and everything – and then lament when traffic does not convert into leads or sales. Even worse, many SEOs and website owners, in an effort to generate content, are seduced into creating mountains of thin or even duplicate content pages. These pages will not only fail to convert searchers, but are also likely to run afoul of Google’s Panda Algorithm.\*

So again I ask the question, what should I write about, and how do I make sure it is great content? Content that searchers not only enjoy reading, but which they find helpful as well.

Well, I have good news! There is an abundance of resources and tools that give us the exact insight we need to satisfy the searcher. They can tell us exactly the questions people are asking about our product, service, company or industry.

The primary resource I use when determining what to include on a page or a supporting article is Google’s autocomplete. If you took any journalism or writing classes in college (or even high school), you were likely taught about the 5Ws (and 1H): Who, What, When Where, Why, and How. These questions generate answers that are considered basic in information gathering. You should use them too! To do this, open up a new window for google.com and type: Who <keyword> into the search bar – DO NOT press enter. You will see a list of the top “who” questions Google receives about this keyword – make note of all of them. Often you can refine it further by including words such as: is, are, were, does, will – plus many others I have probably failed to consider.

Some may make sense with your keyword, while others may sound a little nonsensical. Don’t censor yourself. Even if they do not make sense, check them anyways. It is amazing, the oddly-worded questions I have seen in Google’s autocomplete. Even so, they all still give you insight into what answers searchers are seeking. Using Excel, you could even build yourself a template that could autopopulate for you. Use the following examples.



**The Panda algorithm penalty was first released in February 2011 and had manual rollouts through 2015. At that point, it was able to be rolled into the core algorithm.**





WHO	WHAT	WHEN	WHERE	WHY	HOW
who <kw>	what <kw>	when <kw>	where <kw>	why <kw>	how <kw>
who is <kw>	what is <kw>	when is <kw>	where is <kw>	why is <kw>	how is <kw>
who are <kw>	what are <kw>	when are <kw>	where are <kw>	why are <kw>	how are <kw>
who were <kw>	what were <kw>	when were <kw>	where were <kw>	why were <kw>	how were <kw>
who does <kw>	what does <kw>	when does <kw>	where does <kw>	why does <kw>	how does <kw>
who will <kw>	what will <kw>	when will <kw>	where will <kw>	why will <kw>	how will <kw>

Hopefully, you now have all kinds of ideas swirling in your head, but we have only just begun because the 5Ws are just step #1. Don’t forget there is a list of prepositions you can use as well. For example: is, are, can, best, which, and to – obviously there are many more that could be added to this list as well. The cool thing is that if you swap the position of the two words, you will often get two totally different sets of results. For example: is <keyword> and <keyword> is. And like the 5Ws, you can easily set an Excel file to autopopulate so you (or your virtual assistant) can easily copy and paste the phrases into Google.

If you are as excited about using this data as I hope you are, I have even better news for you. You do not have to do this manually. There is currently a website, [AnswerThePublic.com](#), which will perform many of these searches for you automatically. By default, they use the Google UK database, so if you want to use the US one, you’ll be required to pay for a premium subscription. Personally, I like to do this research manually. Not only am I cheap, but I like how it forces me to delve deep into the data.

<BRAND NAME> versus



**Bonus for Brands**  
 If you are managing a brand, I would be remiss if I did not mention that you can also search using comparison queries. For example: <brand name> vs or <brand name> versus. This, of course, tells you who your customers are comparing you to, but more importantly, it gives you clearer insight into your actual competition – and not just who you think is your competition.

is <keyword>	<keyword> is
can <keyword>	<keyword> can
best <keyword>	<keyword> best



# A HAPPY LITTLE ACCIDENT

**One of the reasons I enjoy writing articles like this one is that it forces me to dive deep into the subject. While doing research, I learned something new. When testing search variations using my company Verizon's brand name, I noticed that the autocomplete questions looked much different than usual. I first thought that maybe Google updated their database, but that would mean millions of users suddenly changed how they searched for our company – this did not seem likely to me. I then noticed that I was searching under Google News by accident. That's when I realized that the autocomplete results are different for each of Google's different search results: News, Shopping, Images, etc.**

**I hope you realize what this means. This means that you can take those dozens of autocomplete results and multiply them out to hundreds more. If you have an e-commerce site, you can use Google Shopping results or even Google Image results. If you handle a large brand, then Google News is a great place to mine as well.**

## Oh but there is more:

While we are well on our way in this journey, we are not done yet. This next one may seem a little obvious, but we have to discuss it: Google's "People Also Ask" (PPA) feature. For most keyword searches, Google will display a list of four common questions. Did you know that you can get more questions out of Google? It is all there for the asking, simply click a question result to expand and then immediately click to collapse. Did you see what Google just did? They increased the numbers of questions displayed on the SERP. Click to expand and collapse again, and Google will add more questions. I'm not sure if there is a limit or if Google will go on forever, but I have never had Google stop delivering questions. I have noticed, however, that the questions begin to drift too far from the main topic after four to five expansions. I suggest digging until the questions stop making sense for your topic – this will vary greatly from keyword to keyword.

## One Last Idea

I have also been experimenting with another way of gathering more topical questions – social listening. With some of the great social listening tools that have been developed lately, we now have an opportunity to learn the questions people are asking – almost in real time. We are no longer beholden to Google's database – which may or may not be as up-to-date as we would like. Social listening tools allow us to put a finger on the pulse of our customers. We can discover what new topics have appeared. This is the perfect chance to get an edge on the competition.

## TL;DR

Figuring out what content to develop for your primary pages or supporting articles does not have to be an arduous process. No guessing is required. All the answers we need can be found online – mostly for free.

## Autocomplete

Using Google and other search engines' autocomplete feature, you can mine their databases for the most common questions searchers are asking about your product, service, industry, or even brand. Just remember to use the 5Ws (and 1H).

## People Also Ask

Search your primary (and secondary) keywords on Google and look for the "People Also Ask" section. Expand and collapse the questions so that more are revealed. Address and answer these questions in your page content.

## Social Listening

Experiment with these tools to try and discover the most current problems or topics your customers are discussing. Get an edge on your competition by optimizing for questions that only you are answering. 🎯

**Charles is great at helping companies build their SEO practice into a sustainable strategy for long-term growth and value. Contact him today at [CharlesHarryTaylor@gmail.com](mailto:CharlesHarryTaylor@gmail.com) to get custom SEO consulting to fit your budget and needs.**

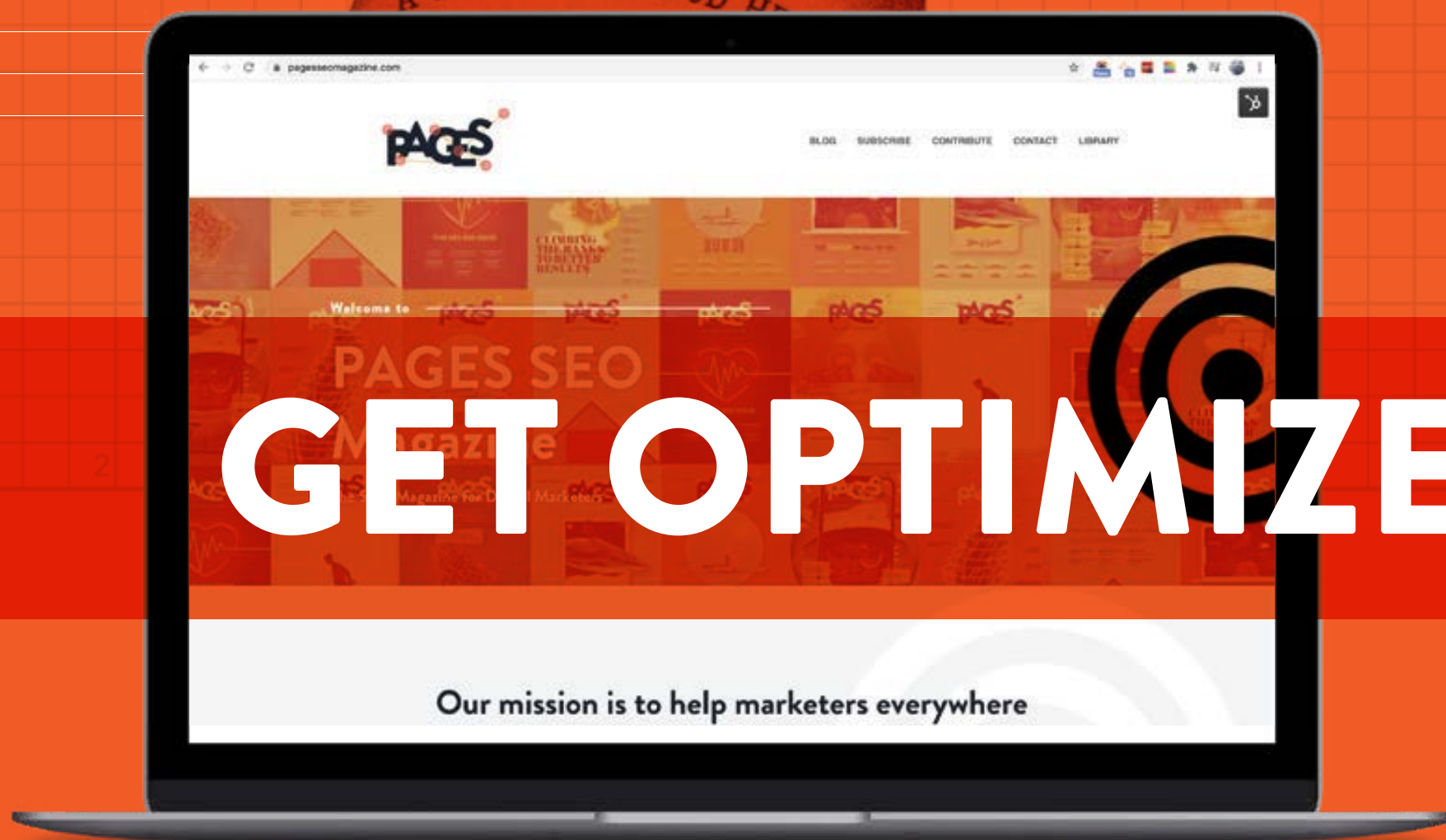


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