

SUCCESSFULLY INCREASE ORGANIC TRAFFIC [2018] WITH 44 SMART TRICKS (GET THAT CONVERSION NOW!)

ALL SMART MARKETERS

Impressions

7,811

5.05%

Avg. daily viewers

115,945

7.26%

Here's a tip

Yes, there's a thing as organic traffic and it works wonders! You can totally Increase Organic Traffic in 2018 but it is not easy. Now that we know it, the time and efforts it takes are worth it. Organic traffic meaning day to day organic website traffic that is driven by the content you put on your website. And that traffic will keep on coming every day, every next day, every next month, next year, and probably even several years from now. That’s why it’s worth the effort.

There are good ways to get organic traffic to website and there are better ways to get more organic traffic. There are also some bad ways that should be avoided at all costs.

Given below are the smartest tricks to increase your organic traffic. They sure are not effortless but they are accurate and you will certainly benefit from them for days to come.

WRITING TRICKS to Increase Organic Traffic [2018]

1. CREATE THE BEST CONTENT

You should write seo friendly blog post for more organic traffic, consistently. Because seo and frequent blogging work together to drive organic traffic. Creating content for the sake of it won't work in long term. It may even cause a lot of damage to your online reputation. Your website is a representation of your business and it’s the first impression a potential customer has of your business. Nobody likes low-quality service or product and that is applicable to your blog posts also. Low-quality blog posts might not impress your audience. Try to write the high quality content you possibly can every time you publish something and you may be the first website your audience will visit for the information. Search engines are as good as people at being able to tell when your content is artificial. Good quality content ranks higher and ultimately drives more organic search traffic. Your content should make people like and share it. So put everything in it before hitting the ‘Publish’ button and you will easily drive organic traffic to your website

2. OPTIMIZE FOR YOUR USERS AND NOT SEARCH ENGINES

The very first thing you should do is to write your buyer personas so that you know to whom you’re addressing in your content. Your SEO traffic will automatically improve by creating quality educational content that resonates with your ideal buyer. This means undertaking the main issues of your buyers and the keywords they use in search queries. In order to generate traffic to website, you should keep your audience in mind while writing any content, optimizing it for search engines alone is useless.

3. USE LONG TAIL KEYWORDS

Searches related to how to lose weight fast

- | | |
|---------------------------------------|--|
| how to lose weight fast in 2 weeks | how to lose weight fast without exercise |
| how to lose weight fast with exercise | how to lose weight fast for men |
| how to lose weight fast and easy | how to lose weight fast for kids |
| how to lose weight fast naturally | how to lose weight fast in 2 weeks 10 kg |



Broad two or three-word key phrases tend to have high search volumes but they are highly competitive. Everyone wants to rank for them so you may not stand a chance of ranking for them easily and right away. You have to devote months of your time to it. So, rather than spending your time going after the unattainable, go after long-tail key phrases that make ranking easier.

Don’t just use the most popular keywords in your industry, use specific organic keywords. So that after a period Google and other search engines will identify your website or blog as an expert on that particular subject and it will improve search engine ranking and increase organic traffic.

Long-tail key phrases resemble the user's search query. Users verbalize a question when they are searching for a query. Studies have shown long-tail keywords are driving results due to greater relevancy and less competition and usually help you get on the Front Page of Google for that keyword. Given below are the lists of best free SEO tools that will be helpful in searching for long tail keywords:

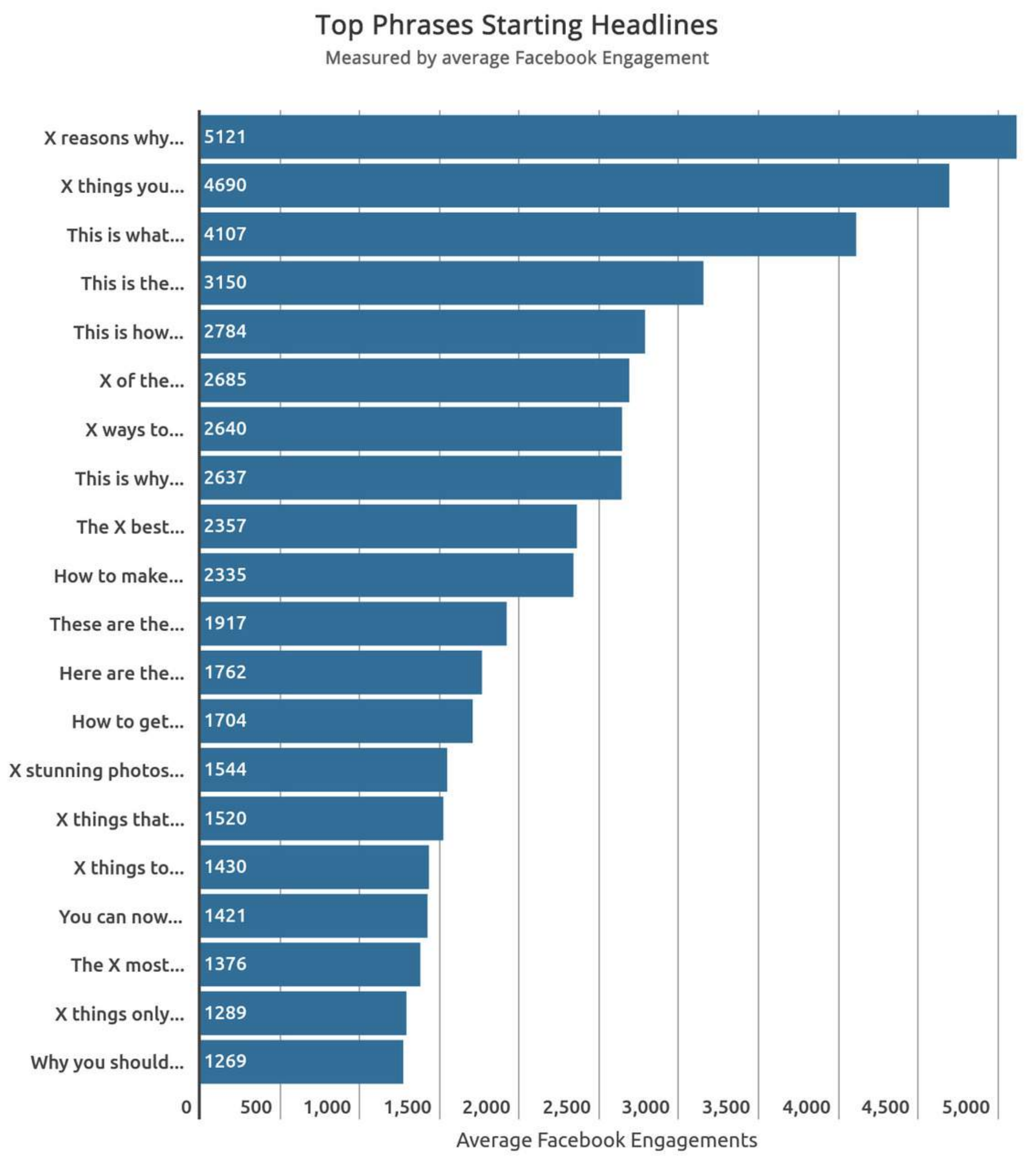
- Long Tail Pro (The best one so far)
- Google’s Autocomplete
- Keywordtool.io
- Google’s Keyword Planner
- Google Trends
- SEMRush
- BuzzSumo

4. WRITE CONSISTENTLY

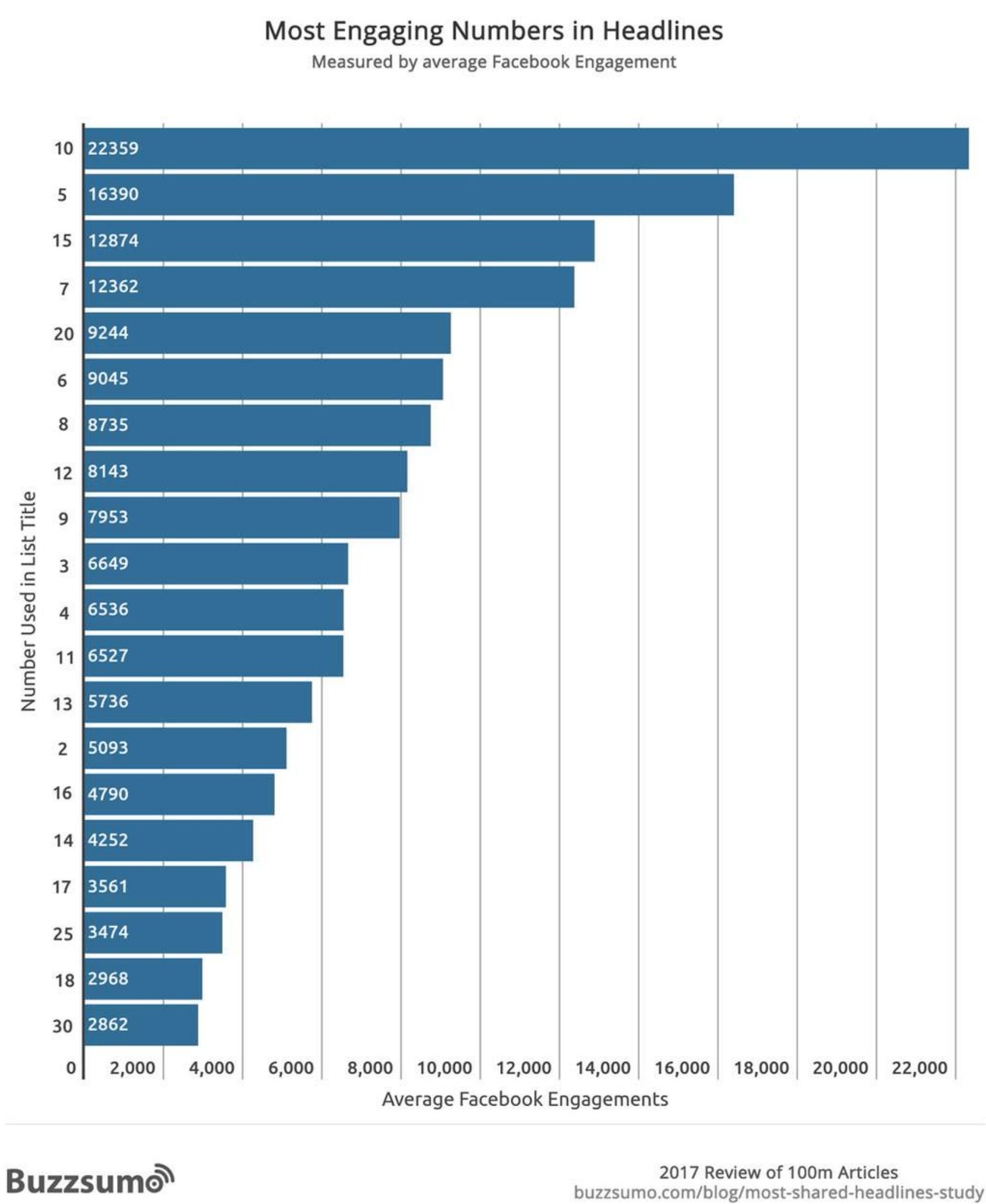
Though posting on the best days and times helps, try to be consistent throughout. Post at least ones a week. Search engines and users prefer frequently updated sites. If you have a business website, you can gain more organic traffic on website through a blog. Consistently updated sites give an impression of you being serious about providing good content so their time is worth investing into reading it. Consistent updates are responsible for returning audience and sharing your content. And word of mouth surely increases organic traffic.

5. PUBLISH MORE LIST POSTS

List posts work better than any other posts. A study of BuzzSumo found out that posts starting with a number performs better. Given below are the popular phrases that start headlines by the number of Facebook interactions (x represents a number).



The table below shows the average Facebook engagements for different number list



6. DO GUEST BLOGGING FOR TRAFFIC AND NOT SEO

Guest blogging purely for link building strategy is but guest blogging to get more free organic traffic to your website is a better strategy. You will get more views on your website for free. High-quality link building with inbound links exposes your content to a new audience. Organic link building helps increase targeted traffic greatly.

Given below are some practices to keep in mind while guest posting:

- Guest post on sites that have high authority, high-quality content and better blog traffic.
- Use guest posts to reach your targeted website traffic. Hence always guest blog on websites within your niche.
- Value the opportunity given by the host and take efforts to promote your guest post.
- Once the post is published check back often to respond to the comments. By interacting with their audience you can get organic traffic to your website or blog

7. BLOG COMMENTING

Blog commenting is another way to improve organic traffic of the website. Find authoritative sites in your niche that receive a lot of relevant comments, social shares, and pageviews. Once you find the blogs to comment, figure out the time you want to dedicate to blog commenting. Try to be the first one to comment. You can use tools like Feedly to get the notifications when a blog posts new content. While commenting make sure you are adding something worthwhile to the discussion. Try not to embed links in your comment. Always use your full name and not your 'commenting name' and if possible try and ensure that your comment has a good ‘avatar’. If you are wondering how to find blogs to comment, you can try this strategy- Find out the top ranking blogs on Google's first page for given keyword. Higher rank results in driving blog traffic.



Slavko Desik

7 days ago

Hey Rand enjoyed your predictions. Especially surprised seeing how mobile is not making even a dent in desktop usage.

1. This makes me think that more and more new markets will emerge, following this distribution- desktop usage remains the same, while wearables, VR, and the internet of things will go on to create a market on their own, similar to what happened with mobile. Only there is so much free time in the day so I wonder which part of the pie chart will shrink.

My prediction is this- if desktop usage goes down, new markets like these would be the ones to blame. And while I agree that marketing remains the same, the market in these verticals will grow mainly in the direction of creating new content and new products and apps.

2. Another thing I believe will happen is more and more platforms that allow various types of crowd-funding. Just as Patreon emerged a year or so after Kickstarter appeared, and had a lot of success, I'm thinking that other innovative platforms with the same goal will start to pop up. The reason I believe this is because content creators are raising exponentially and many of them don't possess the skills to monetize, or simply want to take a less obvious and tiresome approach with how they do it.

There are some free SEO tools online that will help you figure out the best blogs to comment:

- Buzzsumo - It will help you find out sites with relevant content.
- SEMrush- Input your website's URL on its homepage to find your main organic competitors.
- Similar Sites- It is one of the best plugins to find industry sites similar to the ones you're already visiting.

Before commenting, always analyze the organic search traffic, site authority, social media influence, and pageview estimates. You can use Similar Web to see traffic numbers, statistics, and analytics for free. By leaving comments you get more visibility and conversations and not only visitors.

8. FOLLOW TERMS AND CONDITIONS OF SEARCH ENGINES

Use ethical techniques to increase organic traffic else you will get hit with a Google penalty. Always remember, you should never get on the bad side of Google. If you do then Google won't hesitate for a second before dumping your site in the sandbox.

Here are some tips for avoiding those penalties:

- Don't build cheap links.
- Don't pay for inbound links.
- Don't use exact-match anchor text.
- Don't publish low quality or stolen content.
- Do publish awesome content that's helpful to users.

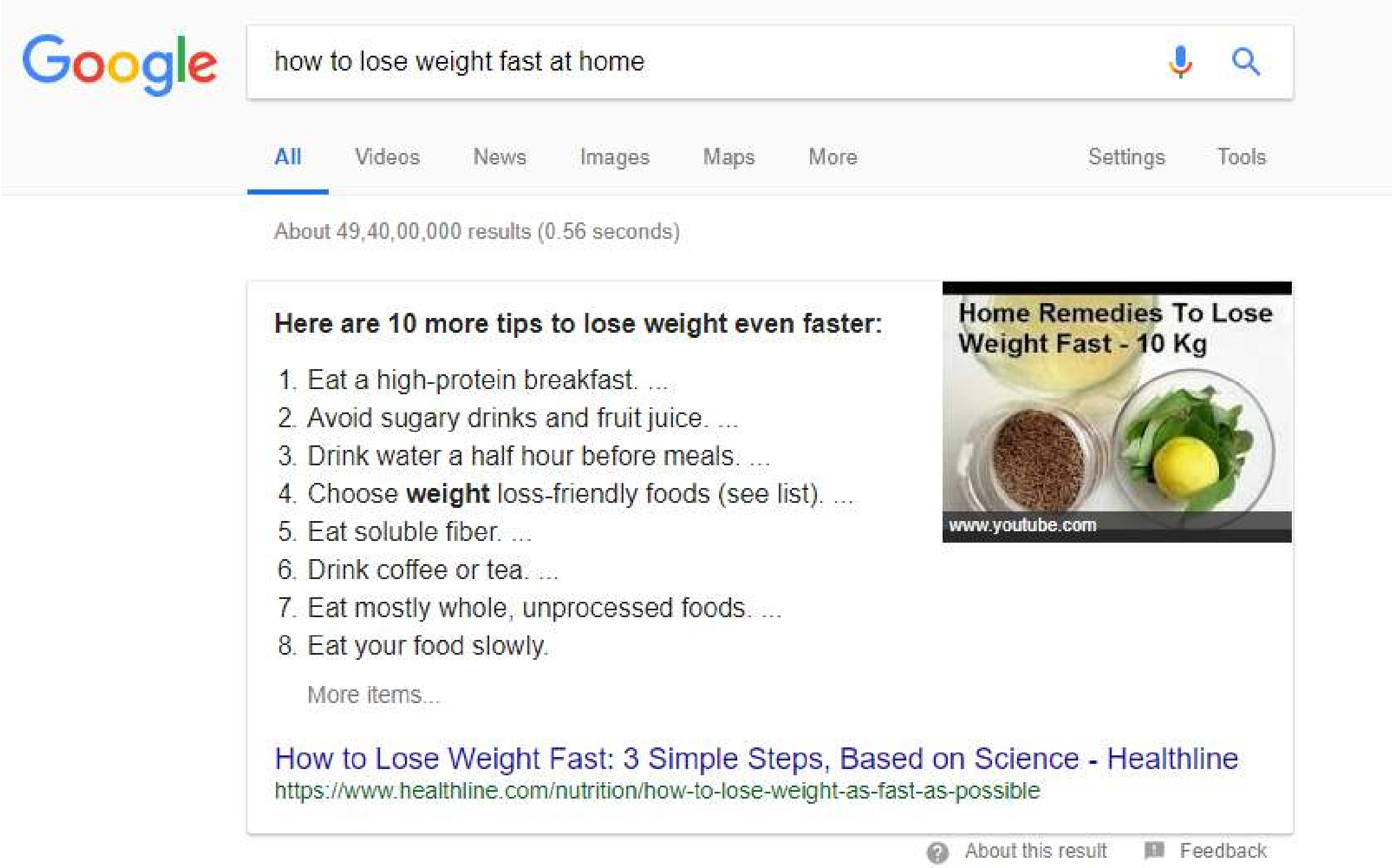
SEO TRICKS to Increase Organic Traffic [2018]

9. OPTIMIZE FOR GOOGLE'S MOBILE-FIRST INDEX

Google has created its 'Mobile First Index' and with this update, Google organic search has started considering the mobile version of your site FIRST. As a majority of Google users use smartphones for their daily internet needs, Google also largely ignores the desktop version of your site. Hence Google created a new tool to tell you whether your site is mobile optimized. If it is not properly optimized, the tool also gives you specific recommendations to make your site better.

10. RANK CONTENT IN GOOGLE'S FEATURED SNIPPET

Google is improving its user experience day by day and Feature Snippet is another great example of it. In case you don't know, Featured snippets are selected from search results that are featured on top of Google's organic results below the ads in a box. It appears more for the question-based keywords, for example, if you type the query ‘how to lose weight fast at home?’ in the search box you will get the following result:



Featured snippets are more like answer boxes. Their goal is to answer the user's question in a right way. Being in feature snippet brings additional brand exposure and ultimately help you drive business to your website.

Types of featured snippets:

- Paragraph (It can be a box with text inside or a box with both text and an image inside).
- List (an answer is given in a form of a list)
- Table (an answer is given in a table)

According to research by Ahrefs, 99.58% of featured pages already rank in the top 10 of Google. So you have a good chance of getting featured if you already rank in the top ten results. According to a study, the following types of search queries get featured results most often and tend to have more organic traffic:

- DIY processes
- Health
- Financial
- Mathematical
- Requirements
- Status
- Transitional

If your niche is DIY, health or finance and you use long tail keywords then you have the highest probability of getting featured.

Essential Elements for website ranking in the Feature Snippet:

- If you are in the top ten results of Google, links don't matter for ranking in the Featured Snippet.
- The Target Keyword HTML headers improve your chances.
- You should have the target keyword content directly beneath the header.
- Keep the answer between 54–58 words.
- For keywords that are not question oriented Google pulls through a paragraph of text.
- Google tends to prefer Featured Snippet content that begins logically as an answer would.

11. LINK RECLAMATION

Link reclamation is the way to help search engines fix the broken/ unuseful links. Link reclamation helps you find dead, broken, or otherwise irrelevant links and you can redirect those links, update them by tweaking the URL, or killing them off for good.

Spelling errors, redirections, or website makeovers may result in dead links and link reclamation is the process of finding and correcting those dead links. Broken links always give a bad user experience and customers won't be very patient if they find these links. And this inconvenience might result in them turning to your competitors for the same product or information and you'll lose business.

If you haven't done link reclamation so far, you should do it immediately reclaim lost links. It is a time-consuming process so take a step at a time. Fix one link at a time. Once you do it for the first time make it a habit to check for and rectify any dead links every six to 12 months.

Given below are the tools that will help you in Link Reclamation:

- Check My Links- Google Chrome Plugin
- Google Webmaster Tools
- Microsoft Excel or Similar Spreadsheet Program
- Xenu LinkSleuth

12. COMMUNITY HIJACKING

If you are looking for organic traffic with 'No SEO', Community hijacking is the way to go. It includes finding online communities that are related to or made up of your target market. It also includes influencers of your target market so that you can build a relationship with them and get them to promote your content/brand/product(s). You can estimate the popularity of an influencer by their number of fans or Karma score and it is usually available on their public profile.

Remember, your goal is to get featured by some of the top users on the site. As a brand, you need to know what people are thinking about your products and services.

13. ACQUIRING AN EXISTING WEBSITE

It is still the best way to start your online business. Rather than building a new website from scratch, buying an existing website is a better choice as it has many advantages. You can easily rank website with organic traffic that is already there.

Benefits of acquiring an existing website are given below:

- Getting all, ready-made number of visitors to website.
- Getting all of the solid Internal link sources.
- There will be a huge influx of new content to your website.
- Their organic search engine ranking will now be your organic search engine ranking.
- There is a possibility of you getting ready-made organic traffic from social media and also the mailing list subscribers without additional Email marketing.
- You'll see a site-wide lift in your organic traffic for website.

Given below are some methods to find Acquisition Targets:

- Find a site that has a sizeable amount of original content that's relevant to your buyer persona.
- Find a site that has a good ratio of backlinks to linking root domains (no more than 20:1 ratio).
- The site should have a good volume of linking root domains.
- The site currently brings in a steady flow of organic traffic from Google each month (minimum 10,000 unique visitors).
- Fewer ads bring the value of the site down. So, make sure there are next to none ads.

The next step after acquiring a website is to port all of their content into your existing website and then 301 redirect everything over. The result will be all of the backlinks will be passed through to you and Google should reindex the new pages over the following few weeks.

14. COMPETITOR LINK ANALYSIS

This off page SEO technique involves observing your competitors, understanding their strategy and then applying the same strategy to acquire the same links as they have.

Acquiring all same links and may be additional valuable links of your own will increase search engine rankings. With this technique, you get to know about your competitors and their strength and weaknesses in terms of top search engine rankings. The more you know about your competitors more successful you will be in your niche. And once you understand what works in your niche market, you will know where to focus your energy and efforts to get organic traffic to your website. When you analyze competitor's links, you also understand the link building techniques used by your competitors.

Given below are the steps for Competitor link building

- Find out your competitors and make a list of them.
- Create a List of all the backlinks from your competitors.
- Analyze search engine optimization strategies with link building for each link and use the same strategy to acquire that link.

The following tools are extremely helpful in finding your competitors and their backlinks:

- **SE Rankings**

It helps you generate a detailed link analysis for the following parameters: index / noindex, follow / nofollow, cached / not cached, date discovered, Moz Domain Authority, anchor text, anchor text, Alexa rank, Ahrefs rank, social popularity and more.

- **Backlink Watch**

It tracks websites backlink portfolio. It is a free tool that returns up to 1000 links without the option to export reports.

- **SEO Spyglass**

The database of SEO Spyglass has over 15,000,000,000,000 indexed backlinks (more than Ahrefs and Majestic). You can check 1,100 links for free.

- **MoonSearch**

It provides a complex link analysis and checks how many backlinks are indexed.

- **Ahrefs**

It is one of the best tools to monitor website backlinks. You can monitor 10 backlinks and 2 domains per requests for free. In case you get a penalty from Google, it will be a lifesaving tool by giving you an exact percentage of anchor text on your site.

Ahrefs' crawler is the only one to detect backlinks in JavaScript. It crawls almost 4.1 million pages per minute so you will see new, broken, and lost backlinks quickly.

- **OpenLinkProfiler**

You'll get the overall idea of backlink influence, anchor page, link date, and more with OpenLinkProfiler. It has a free version and it allows exporting up to 100 backlinks in .csv format.

- **RankSignals**

Rank Signals shows PR of the site and the link anchor text. It also shows other parameters like PageRank, Alexa Rank, social metrics (Facebook, Twitter, Google Plus).

- **Monitor Backlinks**

The tool provides the overview of a domain, SEO metrics, keyword rankings, anchor text reports, and lets you disavow low-quality links.

- **Link Diagnosis**

Link Diagnosis gives you a variety of options while monitoring backlinks, based on a variety of results: nofollow/ dofollow links, spam and bad links, internal/external links, and info about web page rank distribution. It provides different types of data from other tools but works best in Firefox.

- **SEMrush**

SEMrush helps you to conduct competitive research on any domain name and to use the data to optimize your campaigns. This tool is extremely helpful in Keyword Research, Competitor Research, Site Audit, Backlink Analysis

- **Link Explorer**

Moz's Open Site Explorer has become Link Explorer with new features. It gives all data about Inbound Links, Linking Domains, Anchor Text, Top Pages, Discovered & Lost links, Link Profiles Comparison, Spam Score, Link Intersections, and Link Tracking Lists.

- **Majestic**

It helps you check all the backlinks of your sites and your competition; It get reports for root domains, subdomains or individual URLs; Search and filter the links by anchor text, crawl or discovery dates, Merchant ID or URL snippet. Filter by link type, see the pages on each site with the best inbound links etc.

15. Update and Republish Old Content

Just FYI, you should never republish anything that isn't up to date because nobody wants to read it. Always review and rewrite before republishing anything.

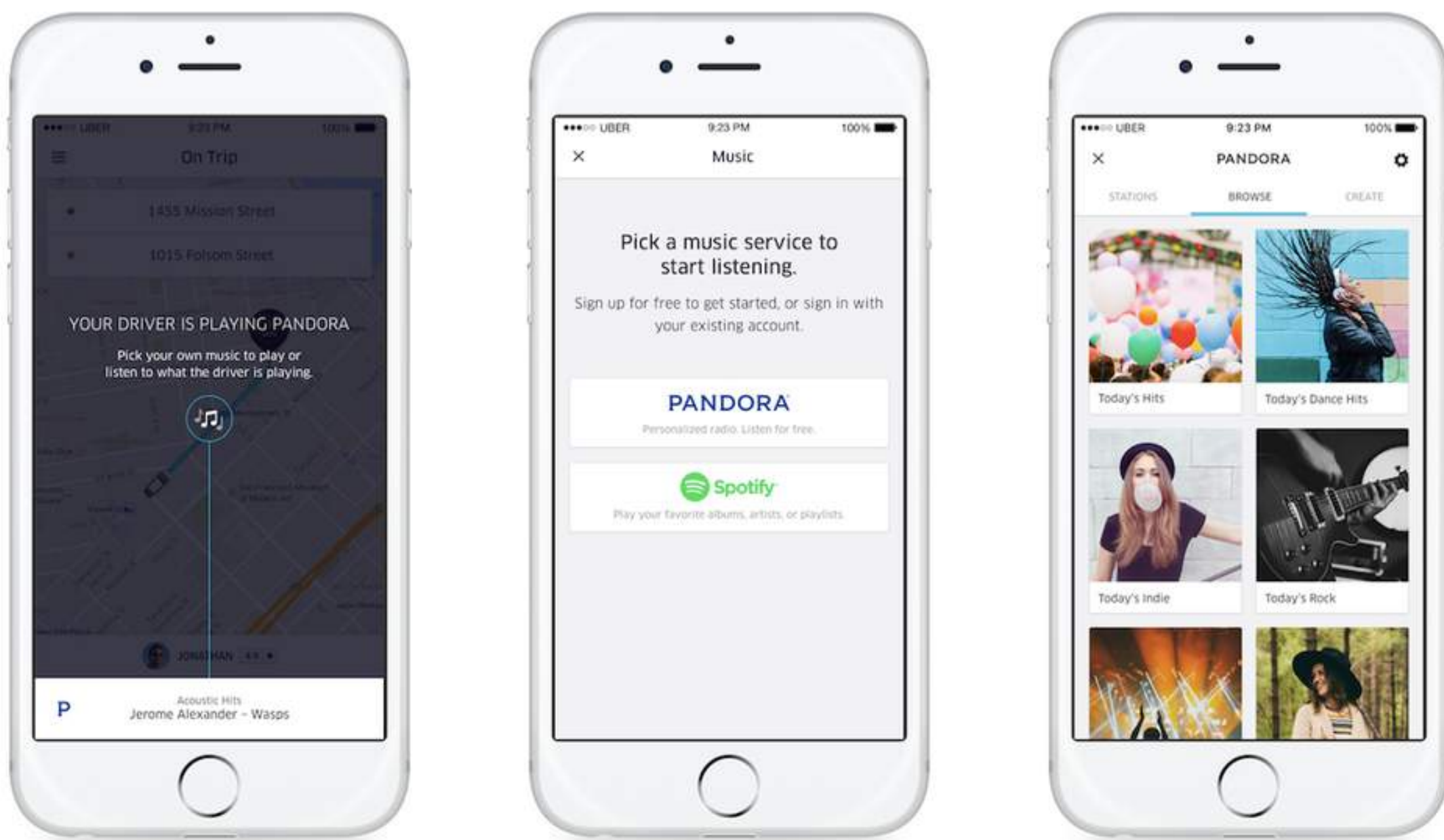
Given below are the steps for updating old content:

- Identify your top-performing posts.
- Consider content relevancy and trending topics.
- Remove content that is no longer relevant.
- Replace outdated data/stats with timely ones and add new, fresh examples or replace outdated ones.
- Check and replace internal links.
- Update the post's Call-to-Action.
- Optimize the post's meta description.
- Use the same post, and keep URL the same.
- If you change the title, keep the same keywords.
- Republish it.

Following are the ways to promote updated content:

- Include links in autoresponders.
- Link to content during sales campaigns.
- Regularly share content on social media.

16. Run Co-Marketing Campaigns



(Uber & Spotify partnership is the best example of a co-marketing campaign)

Co-marketing is when two companies collaborate on promotional efforts for a co-branded offer. In a co-marketing partnership, both companies promote a piece of content or product that is mutually beneficial.

With the help of co-marketing campaigns, brands can build a new audience and/or get a new type of content in front of their audience. Usually, co-marketing is when two companies who have similar audiences work together on a piece of content and promote that content to the audience of both the brands. This content maybe ebooks or webinars or templates, etc. The goal is for both partners to share the mutual product thus getting twice as leads.

Given below are some ideas for running co-marketing campaigns:

- A joint case study
- A joint report (based on original data)
- Events
- Contests
- Joint webinars (it works the best)
- Online courses or training

17. LINK TO INFLUENCERS WITHIN YOUR CONTENT

Involving influencers always gets more shares. So, try to link out to content written by influencers. Another advantage of it is you can build new relationships with marketers in your niche (good for co-marketing or guest posting).

You can follow the given process to get in contact with the influencers in your niche:

- Prepare a list of influencers in your niche, especially relevant to your content.
- Find specific resources from each influencer that you can link out to.
- Gather social media accounts and email addresses for each influencer.
- Publish your content with links to resources written by influencers.
- Let the influencer know they've been featured by reaching out to them via email or social media.
- Send them the link of your content where they have been mentioned. This is how you can generate traffic to a link.

18. PRESS REQUEST ALERTS

Press request alerts are nothing but organic traffic increaser platforms that allow journalists to connect with brands, bloggers, and agencies in order to get input into their upcoming articles. They may take a lot of time and efforts but it is an absolute gold mine for earning high-value links.

You can Sign up for Press Request Alerts to following websites to get started:

- HARO
- ResponseSource
- Muck Rack
- Gorkana
- Source Bottle
- Press Quest
- NARO PR
- #JournoRequest (Twitter hashtag used by journalists)
- #PRrequest (Twitter hashtag used by journalists)

19. BUILD YOUR CONTENT IN TOPIC CLUSTERS

A topic cluster is a collection of semantically relevant content that individually covers smaller themes within an overarching topic. Google will easily associate your content around specific topics when you have large groups of content that revolve around the same topic as it will build more relevance around keywords that you're trying to rank for. And it will also make it easier to interlink between your content and pushing more internal links through your website. You will see major organic traffic increase. Building topic clusters have become more important from a Search engine optimization point of view. Suppose, your core topic is Weight Loss then the diagram below will show you how Topic Cluster around it works.



20. SEEDING PROMOTION ON BIG CONTENT

When you are going to launch the big piece of useful content that has the potential to go viral, don't make the mistake of relying too heavily on the quality of the content earning organic traffic to your site; Promote it first. Get heavily involved in the promotion, create a buzz and give it the best possible chance to perform well organically. You can see how much traffic a site gets with this method.

You can achieve organic amplification for your content in a first few days by aligning the launch of your content with a couple of guest posts on relevant websites to drive a load of relevant traffic to it and get some relevant links as a bonus.

21. GET PRODUCT REVIEWS USING INFLUENCER PLATFORMS

If you're marketing a product or a range of products, utilize influencer platforms to link up with bloggers that will promote you. In influencer marketing finding the right influencers, campaign monitoring, measuring success are all important tasks but at the end of the day, you reap what you sow in terms of dollars and cents. Team up with bloggers, get some videos and photos and publish them on the right platform and you will end up generating a ton of organic traffic without SEO.

Given below are 10 influencer marketing platforms that help you get in contact with the right influencer:

- **Revfluence**

Revfluence consists of 500,000 influencers and uses machine learning to understand their demographics, content quality, and audience.

- **Upfluence**

The identification software of Upfluence allows you to find influencers through social network, geography, language, topics and so on. You can create influencer lists and bulk contact them at scale.

- **Hypr**

Hypr tracks over 10 million influencers across every major social network. It offers brands and agencies in-depth marketing audience analytics.

- **Advowire**

AdvoWire calls itself an 'influencer community and content marketplace'. Influencers are allowed to create their own page and showcase their social handles alongside their calculated influence score, audience demographics, and skills.

- **Assembly**

Assembly helps bring all their influencer marketing campaigns under one platform. It provides a platform for brands and influencers to connect and converse on the projects together.

- **NeoReach**

NeoReach is a 'self-service' influencer marketing platform. NeoReach includes search features that are customizable, workflow automation, tracking, and reporting. It allows brands and agencies to run a campaign directly through the platform.

- **Open Influence**

Open Influence is an influencer marketing platform that tracks over 300,000 influencers. It uses an AI called Iris that analyses hundreds of millions of data points to match the right influencers with the right brands.

- **Klear**

Klear is one of the most comprehensive influencer marketing platforms around with 500 million influencer profiles in over 60,000 categories and five years' worth of historical data.

- **Julius**

Julius is a platform that has over 30 searchable data points that include background information such as an influencer’s content style, previous brand work, interests and latest news.

- **Speakr**

Rather than tracking hundreds of thousands or even millions of influencers, Speakr instead takes a quality over quantity approach. They claim to have the most influential creators online today and have close relationships with 37,000 influencers.

LINK BUILDING TRICKS to Increase Organic Traffic [2018]

22. IDENTIFY YOUR WEBSITE’S BAD & GOOD LINKS

Not all backlinks are good and search engine optimization techniques don't only include the number of backlinks. In order to improve your web page traffic, you need to figure out the backlinks that are helping with SEO marketing and the backlinks are reducing your rankings. Always analyze all backlinks and compare their value. You should measure all organic traffic on google analytics and remove the links that bring bad traffic.

Find the best backlinks; try to get more of the same. The characteristics of a good backlink are given below:

- The link is from a relevant website in your niche.
- Contextual links are best for organic search engine optimization.
- Links from a long and detailed article will carry more value.
- Grow organic traffic by making sure the backlinks are only dofollow.
- The backlink was added by an editor and was not automatically built.
- The link is from a site with a good domain authority and a trusted source.

23. REMOVE AND DISAVOW BAD BACKLINKS

You can improve your rankings in Google by removing the bad backlinks. Even the trusted sites have bad backlinks and it’s inevitable to avoid all bad links. Bad links make it harder to increase its rankings and get more organic traffic. If you have too many low-quality links it will cause Google penalties.

24. CREATE A POWERFUL INTERNAL LINKING SYSTEM

Use a good internal linking system to create backlinks to your existing articles or sales pages. You can build quality links by linking to relevant posts you’ve written before. Though good links are valuable for SEO for your website, keep your readers spend more time on your site with engaging content.

25. ENCOURAGE READERS TO LINK TO YOUR WEBSITE

If your site provides value to its users then there should be no hesitation in asking your users to link to your website. Because backlinks by users will be the greatest organic traffic sources of all. Naturally earned backlinks will increase organic SEO traffic. And links by your readers will earn you natural links. Include a social media sharing links or an embedded linking widget at the bottom of your post and suggest your readers to link back to your website. This way you have more chances to get more backlinks. The goal is to make it easy for others to link to your website, and not force them to do so. So be subtle about it rather than direct.

27. LINK NEW PAGES TO EXISTING HIGH-AUTHORITY PAGES

To boost the organic search engine traffic of your new post, as soon as you publish your new post, add a link to that post from an existing, related piece of content on your website that has more authority.

Use the following ways to find best internal link pages for your new content:

- Use “Best by links” report in Ahrefs.
- Use "Links to Your Site" report by search console.
- Use “top pages” report in Google Analytics.
- Use search operators to find internal link sources.

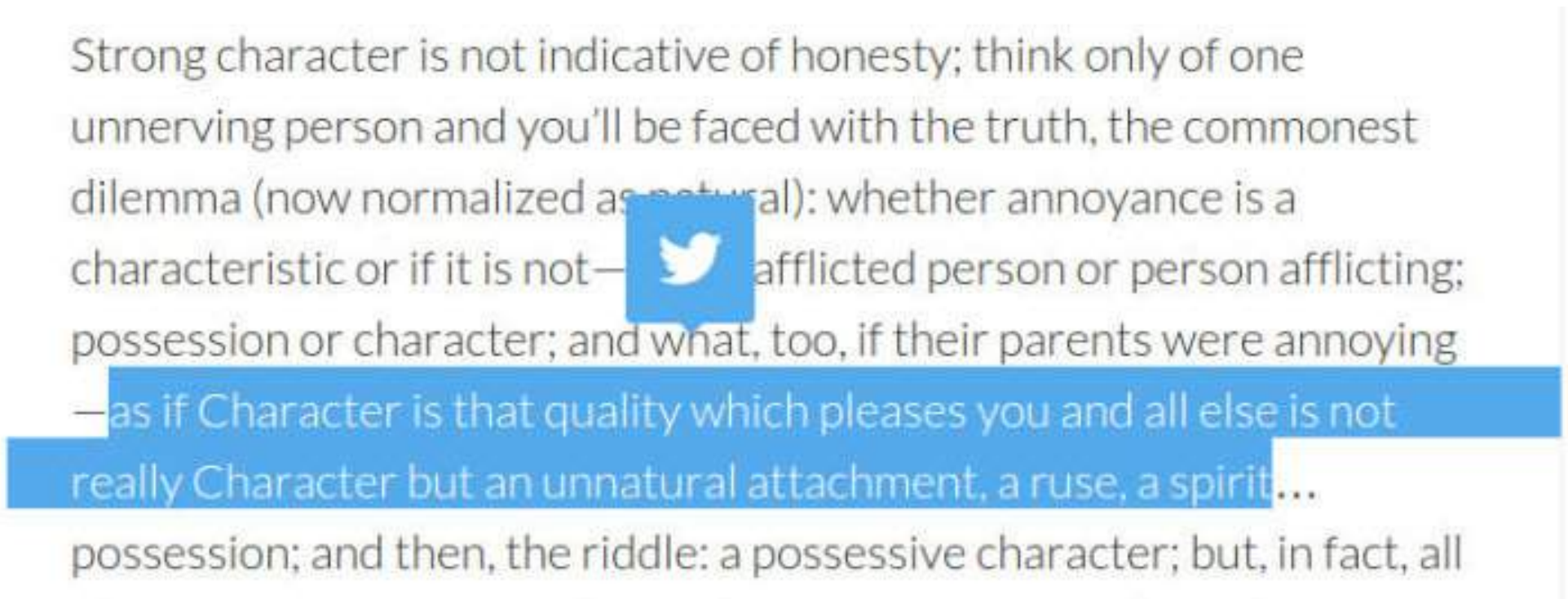
28. ONGOING BACKLINK ACQUISITION

Along with content creation, you need to put equal efforts in acquiring links. Because you have to build some authority in order to rank in search engines.

Given below are three link building strategies that work faster:

- Steal your competitor's links.
- Keep a database of people that are more likely to link to you.
- Perform email outreach, social media outreach, influencer outreach, and press outreach and any other outreach you know of.

29. USE “CLICK TO TWEET” LINKS



The best way to get more shares from your content is the click to tweet links. With these tweet links your loyal readers, website visitors, and/or employees will be able to easily share your content through their Twitter channels.

This is how Tweet links work:

- Find something “tweetable” in your content: This can be a tip, strategy, quote or statistic.
- Create a Click To Tweet link: Use ClickToTweet.com and write your tweet: And the tool will generate a special link for you
- Include that link in your content: Whenever someone clicks on the link he or she will get a pre-written tweet for easy sharing. Use a good internal linking system to create backlinks to your existing articles or sales pages. You can build quality links by linking to relevant posts you’ve written before.

KEYWORD TRICKS to Increase Organic Traffic [2018]

30. CREATE A KEYWORD DATABASE

Keywords research is a must for driving traffic with organic SEO. Long tail keywords usually are more valuable, and you can rank for them more easily.

You can use the following tools to do Keyword Research:

Along with content creation, you need to put equal efforts in acquiring links. Because you have to build some authority in order to rank in search engines.

Given below are three link building strategies that work faster:

- SEMrush
- Google Keyword Planner
- Ahrefs
- KeywordTool.io
- Google Search Console
- Long Tail Pro
- Answer the Public
- Buzzsumo
- Google Trends
- Moz
- Ubersuggest (My favorite)
- KW Finder

Keeping a keyword database is an effective way to manage your keywords for paid or organic marketing campaigns. The long-term success of search campaigns requires much more extensive keyword lists. It is far easier to manage and organize hundreds or thousands of keywords with software designed for this purpose.

You can create a high-value keyword list by following these steps:

- List a few core keywords.
- Use the Google Search-based keyword tool to find keywords.
- Combine & Sort Data in Excel.
- Map Out Keywords Against Your Site Structure.

31. OPTIMIZE YOUR METADATA AND CONTENT

The first thing Google looks on a website is the metadata and presence of keywords in the first paragraph of your content. If your metadata contains information about the user's queries, your website has a good chance to rank higher.

Optimize the following entries to get more organic traffic:

- Meta titles, descriptions, and keywords
- Images titles, ALT, and description
- Add target keywords in the first paragraphs but avoid keyword stuffing

32. PREVENT & REMOVE KEYWORD CANNIBALIZATION

Keyword cannibalization occurs when two or more pages on your website are competing for the same keyword/keywords. It is a problem because search engines will struggle to figure out which one of your pages actually deserves to rank, so they'll often choose to rank neither of them. Links and shares will be split between multiple pages, and it will lead less authority for each page. So it becomes essential to avoid it.

Given below are the steps to avoid/fix Keyword Cannibalization:

- Use SEO tools like SEMrush to find the keywords your website is ranking for.
- Look for pages that are ranking for the same keywords.
- Either merge the resources together or delete/404 one of them to avoid the issue (note: only do this if there are ZERO links/traffic to that page!).
- If the competing pages offer unique value merge them into one canonical resource or do 301 redirect one of the pages to the new canonical resource.
- If the competing page offers nothing of unique value, delete it or add 301/404 redirect.

33. USE SECONDARY KEYWORDS

Getting your content to rank for more keywords is one of the fastest ways to increase organic traffic. Secondary Keywords are the supporting keywords and a ton of secondary keywords that still relate to your primary keywords is a great way to get a page ranked quicker than usual. They both should all work together to help the search intent of the user.

This is how you can target secondary keywords:

- Look for overlapping words
- Look for semantics and synonyms
- Add internal links using both phrases

34. PERFORM KEYWORD RESEARCH TO UNCOVER LOW-HANGING RANKING OPPORTUNITIES

Rank quickly and easily by improving rankings for keywords you're already ranking for. It will also get more traffic to your website.

Here's how to do it:

- Identify keywords that you're already ranking for on page 2 of the SERPs, OR low down on page 1.
- Optimize the pages and re-launch them.

Here's how to optimize the pages:

- Update existing tactics with new screenshots and additional information.
- Add 3-5 new strategies to the post.
- Re-promote the post across social media.
- Run a paid social media campaign to build social signals.
- Launch a light outreach campaign to capture additional backlinks.
- Add internal links from several other related posts on the site.

35. IDENTIFY KEYWORD GAPS

When performing your competitor keyword gap analysis don't focus your entire keyword strategy on your competitors. You also want to go after opportunities they are missing out on. One way to do this is by using the keywords identified in the gap analysis to seed ongoing topical keyword research.

Here's how to do it:

- Enter the competitor keyword topics into the SEMrush.
- Select the question-based queries (make sure they are long tail keywords).
- Use the keywords you think might be a good target.
- If you like to find more keywords, 'Keywords Everywhere' is another useful tool.

SOCIAL MEDIA TRICKS

36. SHARE VIDEOS ON LINKEDIN

LinkedIn is growing FAST. In fact, a recent study found that the number of people sharing things on LinkedIn has increased significantly in 2018. There are three places you can use video on LinkedIn: your profile, LinkedIn Publisher, and updates. Links from YouTube, Vimeo, Ustream, and Brightcove all show up well in these three areas.

You're not limited to just those platforms you can also add Facebook and Periscope video links on your profile and in Publisher posts, as well.

37. HOST A GIVEAWAY CONTEST

You can use free stuff to get more traffic. Host a giveaway contest. Here's what a Giveaway Contest can do for you:

- **Boost Your Online Engagement:** Contests inspire your audience to reach out and interact with your brand.
- **Build Your Email List:** Social media contests can also be an excellent form of lead generation. If you convince your followers that they're getting a reward for giving you their email address, they're much more likely to comply.
- **Make You Viral:** If your contest is fun and exciting, they'll want to share that experience with their friends, improving your chances to go viral.

38. RETARGET VISITORS WITH ONLINE ADS

Online buyers don't buy in the very first go as there is a lot of distraction on the web. Businesses attract visitors back in a cost-effective way by retargeting.

Given below are the online ads that work wonders for retargeting the customers:

- **Facebook Pixel Ads**

A Facebook pixel is a code you place on your website that helps you track conversions from Facebook ads. You can run retargeting ads by utilizing your website traffic and the demographic data from Facebook to reach the right audience.

- **Google Display Ads**

Google Display Ads allows advertisers to display image ads around the web for less CPC value. You can use your Google Analytics data to run display ads for the website visitors who just need a little push to convert.

- **Instagram Ads**

Instagram has more than 500 million monthly active users and highest audience engagement rates among social media channels. Instagram ads can be made to link directly to a product page that allows a direct engagement with your products.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

