

Worked with brands
around
the world to scale
organic growth.



Me.

📍 Aussie immigrant

SEO Director @ Royal Jay
Blogger @ robbierichards.com
Creator of “The SEO Playbook”

SEO-Driven Content Framework

A Repeatable 3-Step Process to Scale Organic Growth



How it works

③ Building a scalable roadmap

② Landing quick wins

① Laying the foundation



SEO-Driven Content Frameworks

Hands?



1 Where do I start?

2 What do I do next?

We're Growing.



Robbie
SEO Director



Ryan
Local Search Strategist



Jeff
UX/UI Designer



Natoshia
Delivery Manager





The
Result?

Longer Hours

Lower
Performance

Frustrated
Employees



This is an outline of the process to follow when performing content audits for clients, of all sizes.

Private

- 1 Identify Audit Goals:
- 2 Step #1: Assess Situation & Choose Scenario:
- 3 Step #2: Scan The Site:
- 4 Step #3: Import the URLs
- 5 Step #4: Import Tool Output
- 6 Step #5: Import Existing
- 7 Step #6: Identify "Low H

Complete SEO audit process.

🔒 Private

- | | |
|---|-------------------------------------|
| 1 | Pre-Audit Checklist: Account Access |
| 2 | Tools needed |
| 3 | Crawl the site |

URL	Action	Strategy	Source	Title Tag
http://www.100url.com/2017/03/20/100-urls-to-follow-for-2017/	Consolidate	Competes with helpdesk for "ticket system". Recommend consolidating any unique into the canonical page (helpdesk), since it is the one ranking already.	SF = URL Profiler	A Simple Support Ticket System
http://www.100url.com/2017/03/20/100-urls-to-follow-for-2017/	Improve	Note: CRO points made for helpdesk. Remove "helpdesk software" keyword cannibalization. Folder structure.	SF = URL Profiler	Helpdesk, full list of features.

Status	Draft Due	Live Date	Funnel Stage	Persona	Theme	Topic	Keywords	Volume
Published	6/29/2017	6/30/2017	Awareness	Demand Gen Jenny	Demand Generation	Lead qualification	qualify leads how to qualify leads how to get qualified leads	
							demand generation demand generation strategies what is demand generation demand generation marketing demand generation vs lead generation s2b demand generation demand generation examples	
Published	TBD	TBD	Awareness	Demand Gen Jenny	Demand Generation	Strategy Examples	interactive content examples s2b interactive marketing	
Published	TBD	TBD	Awareness	Content Connor	Content Marketing	Interactive	interactive marketing	
Published	TBD	TBD	Awareness	Content Connor	Content Marketing	Interactive	engagement marketing what is engagement marketing customer engagement marketing	
Not Started	TBD	TBD	Awareness	Content Connor	Content Marketing	Engagement	s2b content marketing s2b content marketing strategy	
Not Started	TBD	TBD	Awareness	Content Connor	Content Marketing	S2B	interactive storytelling interactive storytelling ideas interactive storytelling examples interactive digital storytelling	
Published	TBD	TBD	Awareness	Content Connor	Content Marketing	Interactive	interactive infographic interactive infographic examples best interactive infographic	
Published	TBD	TBD	Awareness	Content Connor	Content Marketing	Interactive	lead generation process lead generation strategy s2b lead generation strategy	

The Result?

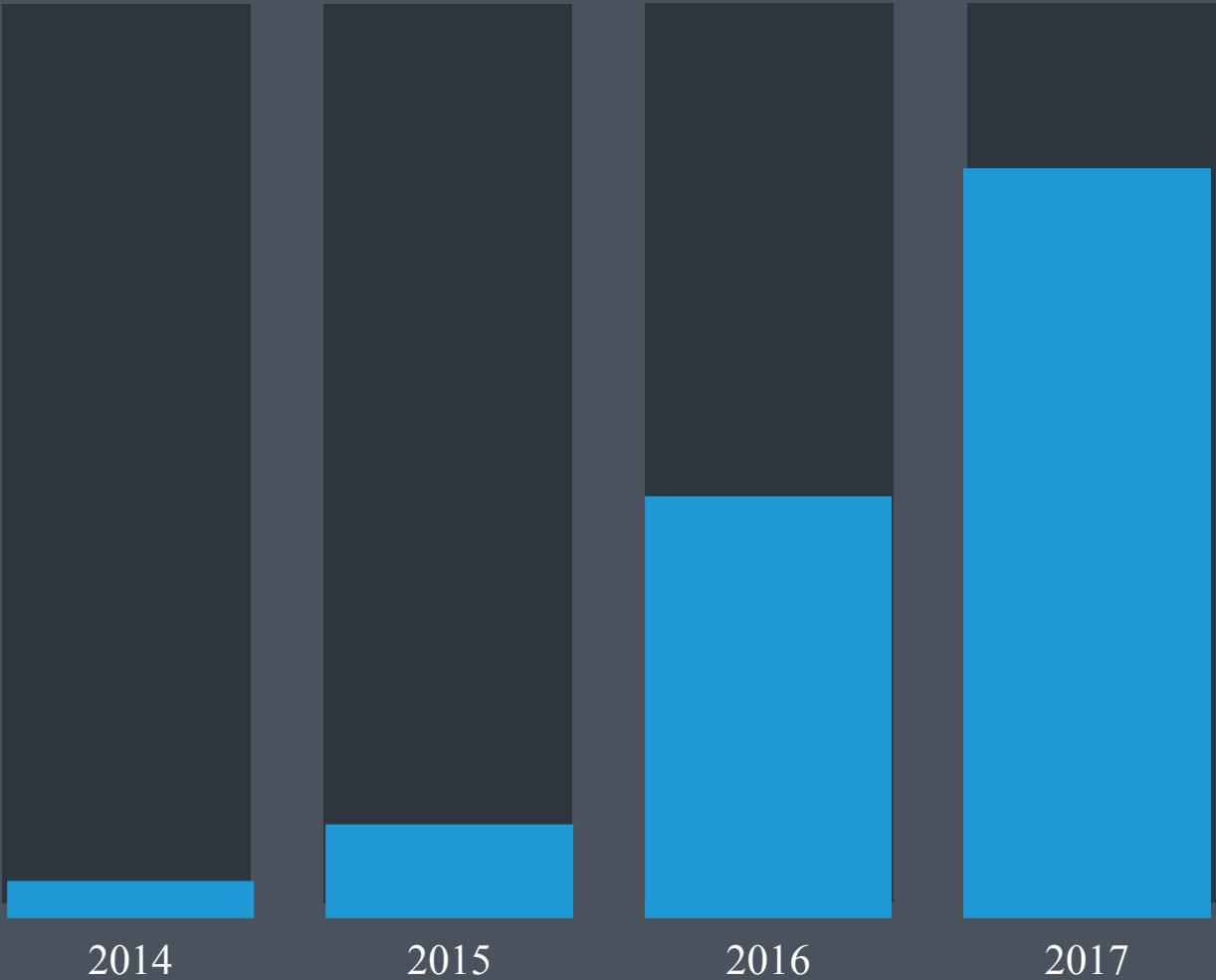
Better Hours

Higher
Performance

Productive
(*Happy*)
Employees



Revenue Growth



A repeatable 3-step framework to get quick wins, earn trust, and scale long term organic growth.

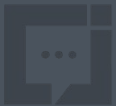
BONUSES:

- 1 Video tutorials
- 2 Downloadable templates
- 3 SEO reporting dashboard template

1

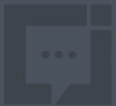
Content Audit

Full inventory of all “indexable content”,
then analyze using performance metrics
from a variety of sources to make strategic
recommendations.

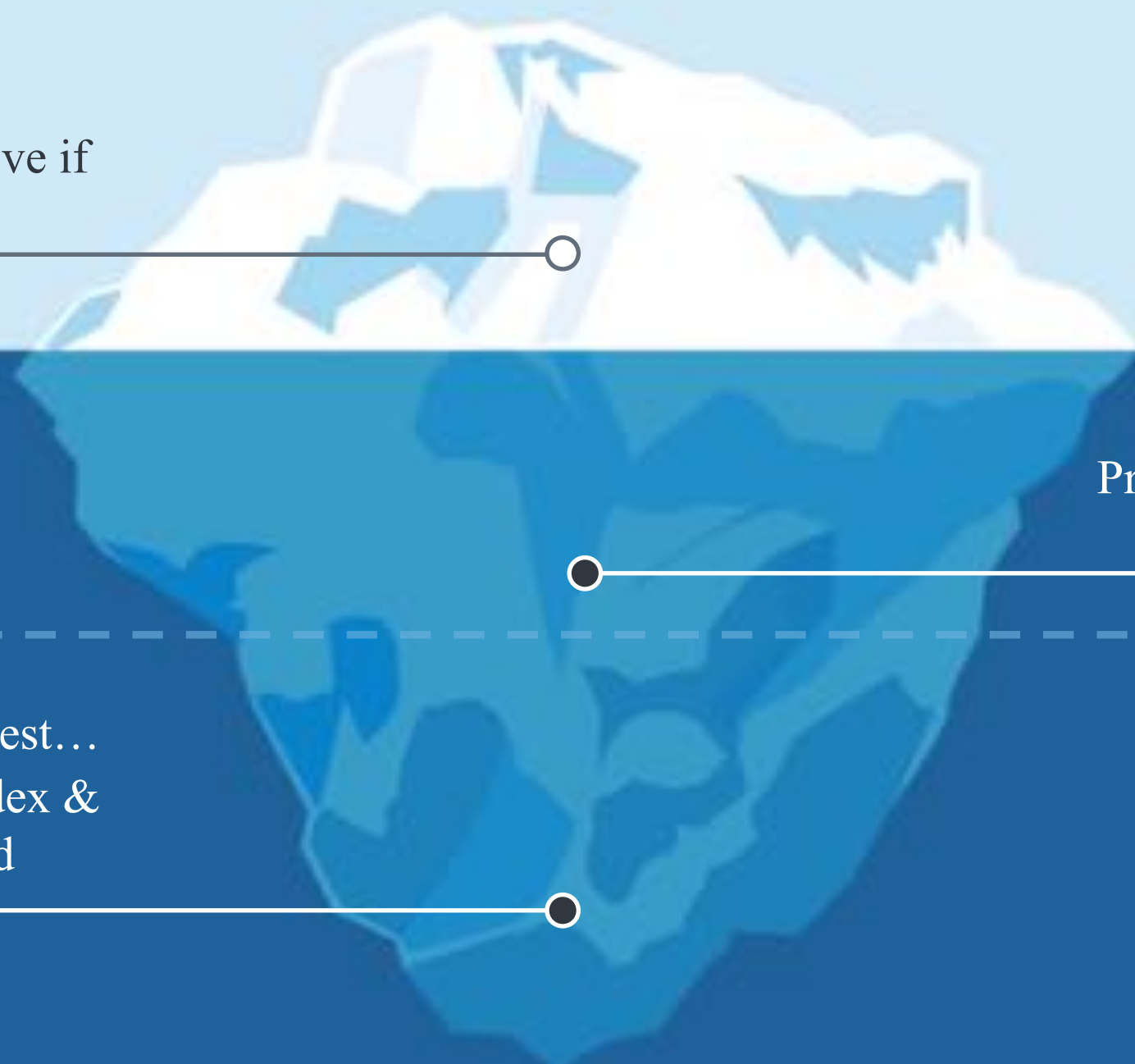


Goals:

- 1 Remove dead weight content
- 2 Eliminate cannibalization
- 3 Consolidate link equity
- 4 Flag key pages for improvements



Keep indexed, improve if
necessary.

An iceberg floating in a blue ocean. The tip of the iceberg is above the water line, while the much larger base is submerged. Three horizontal lines with circular endpoints point to different parts of the iceberg: the top line points to the visible tip, the middle line points to the submerged base, and the bottom line points to the very bottom of the submerged base. A dashed horizontal line is positioned between the middle and bottom lines.

Prioritize & improve
as soon as possible

Weighing down the rest...
Remove from the index &
re-release if approved

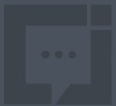
What this can look like:

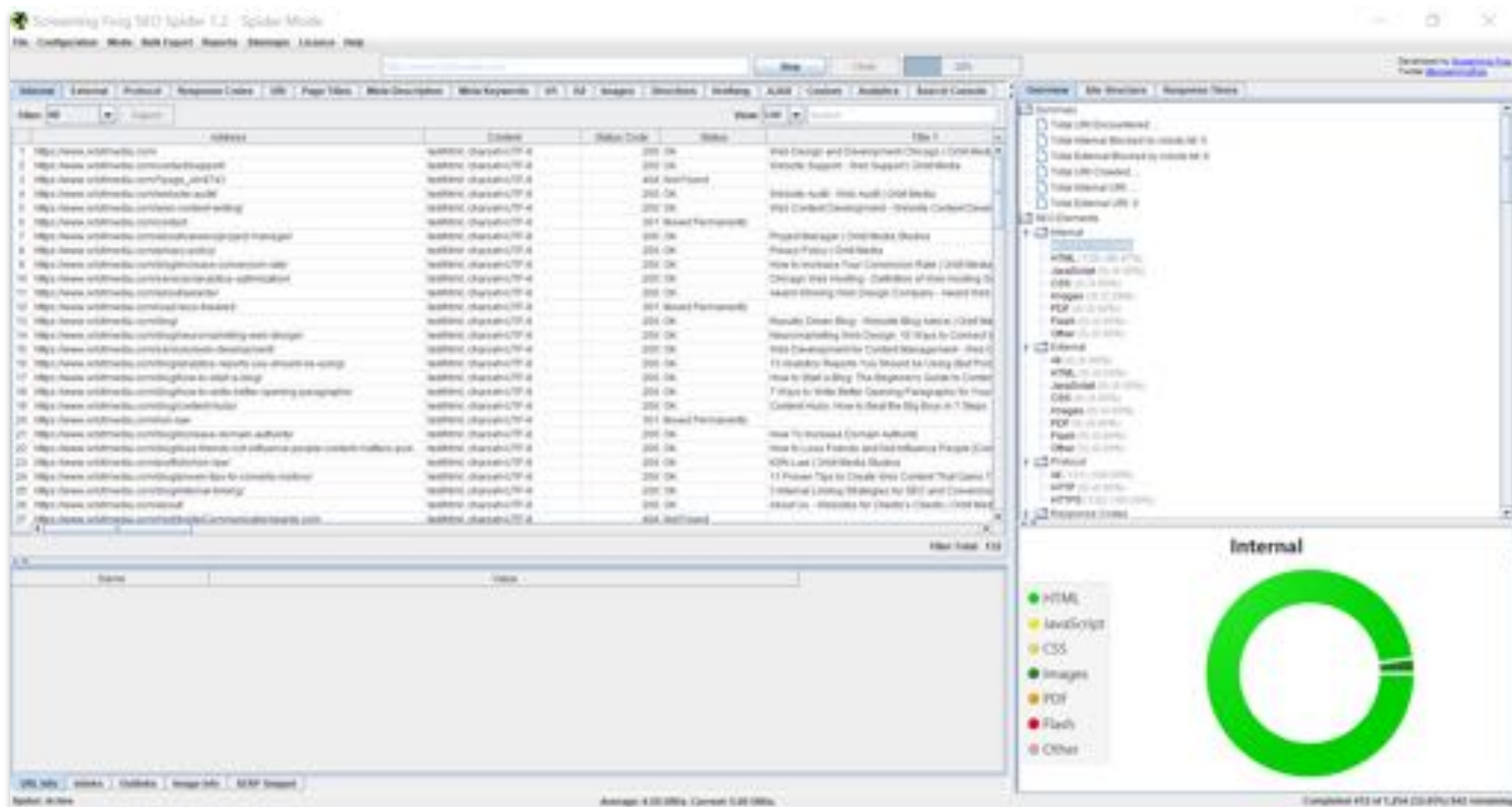




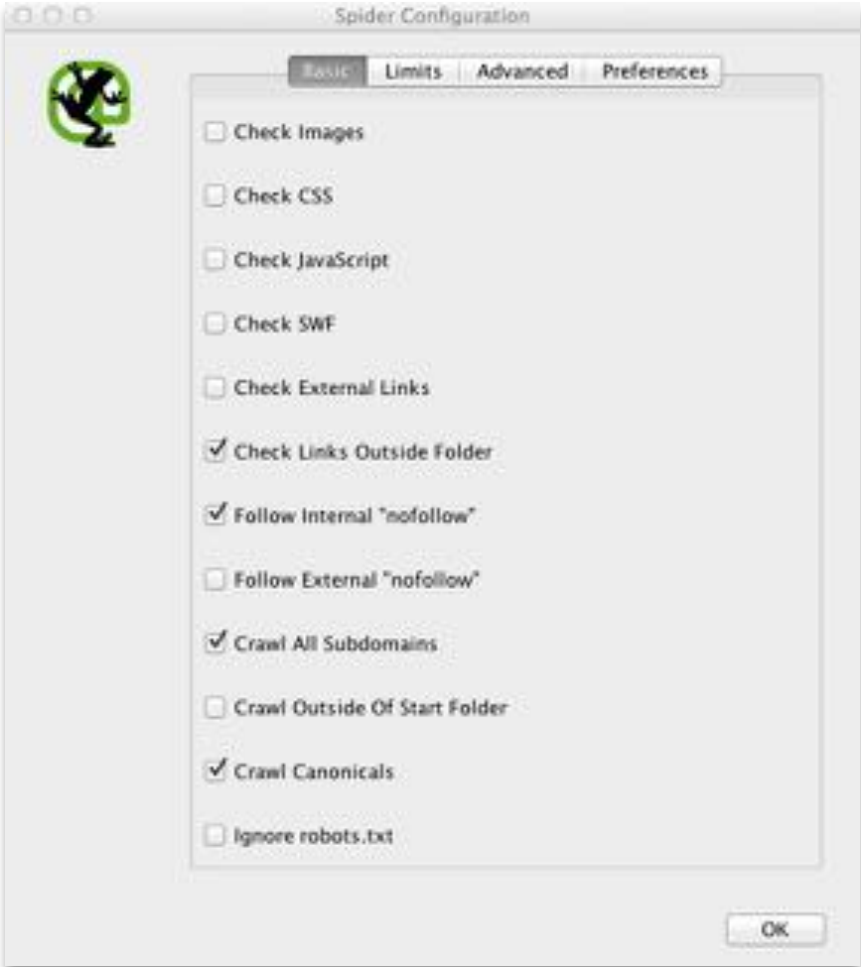
The Process

- 1 Inventory indexable content
- 2 Audit page-level data
- 3 Analysis and recommendations
- 4 Prioritize action items





1 Crawl



2 Audit

Key data sources

URL Profiler v1.77 | Pro License for Robbie Richards

SettingsAccountsDeactivate LicenseHelp

Domain Level Data

☐ Majestic [Free]

☐ Moz [Free]

☐ Ahrefs

☐ SEMrush Rank

☒ Alexa Data

☐ Social Shares

☐ Social Accounts

☐ Email Addresses

☐ Whois Emails

☐ Whois Information

☒ Site Type

☒ IP Address

☐ Bing Outbound Links

☐ Google Indexation

☐ Malware Check

☐ Wayback Machine

URL Level Data

☐ Majestic [Free]

☐ Moz [Free]

☒ Ahrefs

☒ HTTP Status

☒ Robots Access

☐ Screen Capture

☐ Social Accounts

☒ Social Shares

☐ Email Addresses

Google

☒ Google Analytics

☒ Mobile Friendly

☒ Search Analytics

☒ Mobile PageSpeed

☐ Google Indexation

☒ Desktop PageSpeed

Content Analysis

☒ Readability

☒ Duplicate Content

☐ uClassify

☐ Copyscape

☐ Custom Scraper

CSS Selector: (optional)

Link Analysis

Domain to Check:

Anchor

Disavowed

Whitelist

Blacklist

URL List

URL (1073)

https://www.jtbit.com/news/223-robotic-enterprise-customer-s-

https://www.jtbit.com/hosted-helpdesk/saml-google/

https://www.jtbit.com/hosted-helpdesk/where-helpdesk-hosted.

https://support.jtbit.com/helpdesk/KB/view/

https://www.jtbit.com/hosted-helpdesk/cloud-help-desk/

https://www.jtbit.com/hosted-helpdesk/purchase/

https://www.jtbit.com/hosted-helpdesk/sla-automation/

https://www.jtbit.com/hosted-helpdesk/saas-help-desk/

https://www.jtbit.com/hosted-helpdesk/what-are-agents/

https://www.jtbit.com/hosted-helpdesk/cloud-based-support-tick

https://www.jtbit.com/helpdesk/helpdesk-user-lookup/

https://www.jtbit.com/images/screenshots/helpdesk3.png

https://www.jtbit.com/news/customer-support-goals/

https://www.jtbit.com/helpdesk/google-docs-drive-integration/

https://www.jtbit.com/helpdesk/deskcom-vs-jtbit/

https://www.jtbit.com/helpdesk/helpdesk-jira-integration/

https://www.jtbit.com/news/customer-advocacy/

https://www.jtbit.com/news/good-support/

https://www.jtbit.com/hosted-helpdesk/trial/

Right click on the list above to import URLs

Run Profiler

url_profile_results_06/4/2017 - Microsoft Excel

68 Columns of data!!!

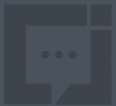
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	URL	DMS Safe L Path	Domain	Root Dom	TLD									Content	LeCharset	Encoding	Homepage	Homepage
2	https://de/	https://de/	demo	forur	jitbit.com	com								15216	utf-8	utf-8	Blocked	Cc
3	https://tes/	https://tes/	testbephoi	jitbit.com	com												Blocked	Cc
4	https://sta/	https://sta/	static	jitbit	jitbit.com	com	https	408	Request Ti	https://sta	408	Request Timeout					Blocked	Cc
5	https://sta/rnr/	https://sta/rnr/	static	jitbit	jitbit.com	com	https	500	Internal Se	https://sta	200	OK	application/octet-stream				Blocked	Cc
6	https://sta/	https://sta/	static	jitbit	jitbit.com	com	https	500	Internal Se	https://sta	200	OK	application/octet-stream				Blocked	Cc
7	https://sta/	https://sta/	static	jitbit	jitbit.com	com	https	500	Internal Se	https://sta	200	OK	application/zip				Blocked	Cc
8	https://sta/	https://sta/	static	jitbit	jitbit.com	com	https	500	Internal Se	https://sta	200	OK	application/zip				Blocked	Cc
9	https://sta/	https://sta/	static	jitbit	jitbit.com	com	https	500	Internal Se	https://sta	200	OK	application/zip				Blocked	Cc
10	https://suq/	https://suq/	support	jit	jitbit.com	com	https	200	OK	https://suq	200	OK	text/html,	11688	utf-8	utf-8	Blocked	Cc
11	https://suq/	https://suq/	support	jit	jitbit.com	com	https	404	Not Found	https://suq	404	Not Found					Blocked	Cc
12	https://suq/	https://suq/	support	jit	jitbit.com	com	https	200	OK	https://suq	200	OK	text/html,	17812	utf-8	utf-8	Blocked	Cc
13	https://suq/	https://suq/	support	jit	jitbit.com	com	https	500	Internal Se	https://suq	200	OK	application/pdf				Blocked	Cc
14	https://suq/	https://suq/	support	jit	jitbit.com	com	https	200	OK	https://suq	200	OK	text/html,	30916	utf-8	utf-8	Blocked	Cc
15	https://suq/	https://suq/	support	jit	jitbit.com	com	https	200	OK	https://suq	200	OK	text/html,	9532	utf-8	utf-8	Blocked	Cc
16	https://suq/	https://suq/	support	jit	jitbit.com	com	https	200	OK	https://suq	200	OK	text/html,	9862	utf-8	utf-8	Blocked	Cc
17	https://suq/	https://suq/	support	jit	jitbit.com	com	https	200	OK	https://suq	200	OK	text/html,	13964	utf-8	utf-8	Blocked	Cc
18	https://suq/	https://suq/	support	jit	jitbit.com	com	https	200	OK	https://suq	200	OK	text/html,	13364	utf-8	utf-8	Blocked	Cc
19	https://suq/	https://suq/	support	jit	jitbit.com	com	https	404	Not Found	https://suq	404	Not Found					Blocked	Cc
20	https://suq/	https://suq/	support	jit	jitbit.com	com	https	200	OK	https://suq	200	OK	text/html,	12944	utf-8	utf-8	Blocked	Cc
21	https://suq/	https://suq/	support	jit	jitbit.com	com	https	200	OK	https://suq	200	OK	text/html,	11000	utf-8	utf-8	Blocked	Cc
22	https://suq/	https://suq/	support	jit	jitbit.com	com	https	200	OK	https://suq	200	OK	text/html,	10021	utf-8	utf-8	Blocked	Cc
23	https://suq/	https://suq/	support	jit	jitbit.com	com	https	404	Not Found	https://suq	404	Not Found					Blocked	Cc
24	https://suq/	https://suq/	support	jit	jitbit.com	com	https	200	OK	https://suq	200	OK	text/html,	9799	utf-8	utf-8	Blocked	Cc

Results Keyword Opportunities



Look at:


- 1 Organic traffic (90 days)
- 2 Revenue/ conversions
- 3 Referring domains
- 4 Engagement/ signals



 Springer

Address	Action	Strategy
theupsstorefranchise.com/rural-franchise	Improve	Keep this page - gets traffic & links. Expand site content to more aggressively go after "small town franchise" keyword variations.
theupsstorefranchise.com/blog/franchise-business-plan	Improve	Keep this page - gets traffic & links. Expand content to more aggressively target "franchise business plan" keyword variations.
theupsstorefranchise.com/blog/cost	Remove	Little traffic and links.
theupsstorefranchise.com/ups-franchise	Improve	Core page - but right now it is thin content.
theupsstorefranchise.com/blog/franchise-training	Consolidate	Use content to expand https://www.theupsstorefranchise.com/franchise-training and 301 the page.
theupsstorefranchise.com/blog/ups-franchise-cost	Consolidate	Use content to expand https://www.theupsstorefranchise.com/ups-franchise-cost as this is the asset ranking in the SERPs. This will remove keyword cannabilization.
theupsstorefranchise.com/blog/b	Remove	No traffic or links. Let the page 410.



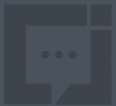


GREAT SUCCESS!



Recs:

- 1 Keep
- 2 Remove
- 3 Improve
- 4 Merge



Relevancy	Traffic	Links	Conversions	Decision
✓	✓	✓	✓	Keep
✓	✓		✓	Improve
✓		✓		Merge
				Remove



[Platform](#) [Solutions For...](#) [Examples](#) [Pricing](#)

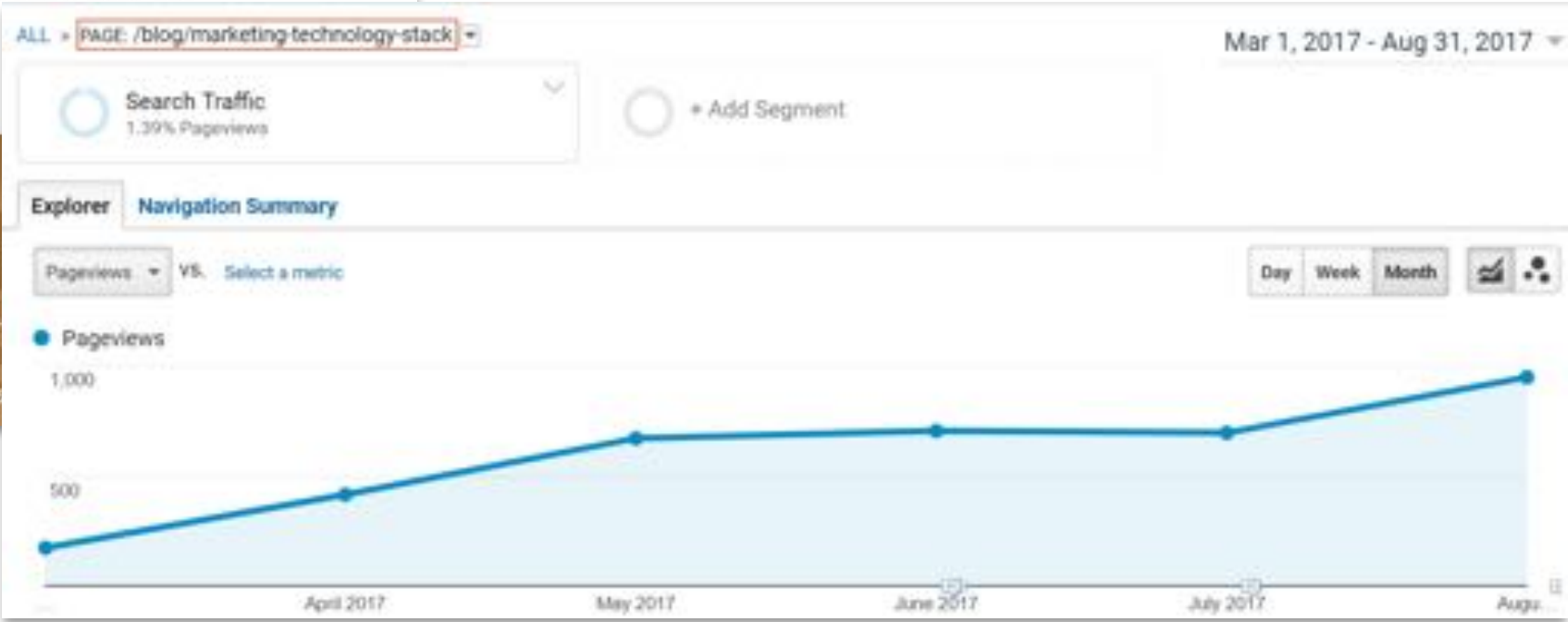
Modern Marketers Demand Mod

What is a Marketing Technology Stack? Definitions, Stats and Examples.

Kaleigh Moore | 3/17/17

Marketing

How do modern market



Instances

Action

Strategy

Sort A → Z

Sort Z → A

Filter by condition...

Filter by values...

Select all - Clear

Consolidate

(Blanks)

Improve

Keep As-Is

Remove

OK

Cancel

301 to homepage to preserve link equity

Make sure both http and https resolve to same destination URL.

One of the lower CVRs (2.06%). Include a testimonial at the end of the page for social proof. Possibly include 1-2 client video examples.

Make sure both http and https resolve to same destination URL.

One of the lower CVRs (2.06%). Include a testimonial at the end of the page for social proof. Possibly include 1-2 client video examples.

Make sure both http and https resolve to same destination URL. Include social proof - logos, testimonials.

Make sure both http and https resolve to same destination URL. Include social proof - logos, testimonials.

Make sure both http and https resolve to same destination URL. Include social proof - logos, testimonials.

/interactive-content-types/interactive-video

/interactive-content-types/interactive-video

/interactive-content-types

/interactive-content-types

internet defamation lawyer

All News Maps Images Videos More Settings Tools

About 609,000 results (0.61 seconds)

#9 to #2

Internet Defamation Lawyer | Online Defamation | Kelly/Warner Law

kellywarnerlaw.com/internet-defamation-lawyer/

Internet Defamation Lawyers. Online Reputation Fixers. As one of the first firms to concentrate on internet defamation law and online trade libel, Kelly / Warner has successfully litigated over 700 reputation-related cases – both domestic and international, business and personal.

Defamation Removal Law - Online Reputation & Brand Protection ...

https://www.defamationremovalaw.com/

The Nation's #1 Internet Defamation Removal Attorney. With nearly a 100% success rate, see how Aaron Minc can stop your defamation abuse.

A	B	C	Action	Canonical URL
Fetches?	Migrated	URLs to Consolidate		
x	4/4/2017	http://www.reputationlawyer.com/our-services/content-removal-services/remove-neg	Consolidate	https://www.defamationremovalaw.co
x	4/4/2017	http://www.reputationlawyer.com/our-services/court-ordered-removal-search-engine-	Consolidate	https://www.defamationremovalaw.co
x	4/4/2017	http://www.reputationlawyer.com/our-services/content-removal-services/myex-com-c	Consolidate	http://www.defamationremovalaw.co
x	4/4/2017	http://www.reputationlawyer.com/our-services/content-removal-services/reportmyex-	Consolidate	https://www.defamationremovalaw.co
x	4/4/2017	http://www.reputationlawyer.com/how-to-get-yourself-removed-from-myex-com/	Consolidate	http://www.defamationremovalaw.co
x	6/1/2017	http://www.reputationlawyer.com/how-to-remove-a-picture-from-the-dirty-com/	Consolidate	https://www.defamationremovalaw.co
x	6/1/2017	http://www.reputationlawyer.com/about/	Consolidate	https://www.defamationremovalaw.co
x	6/1/2017	http://www.reputationlawyer.com/our-services/content-removal-services/how-to-get-s	Consolidate	https://www.defamationremovalaw.co
x	7/5/2017	http://www.reputationlawyer.com/our-services/content-removal-services/how-to-rem	Consolidate	https://www.defamationremovalaw.co
x	7/5/2017	http://www.reputationlawyer.com/our-services/content-removal-services/	Consolidate	https://www.defamationremovalaw.co
x	7/5/2017	http://www.reputationlawyer.com/our-services/content-removal-services/do-you-need	Consolidate	https://www.defamationremovalaw.co
x	7/5/2017	http://www.reputationlawyer.com/how-to-get-yourself-removed-from-bustedmugshot	Consolidate	https://www.defamationremovalaw.co
x	7/5/2017	http://www.reputationlawyer.com/our-services/anonymous-internet-user-identification	Consolidate	https://www.defamationremovalaw.co
x	7/5/2017	http://www.reputationlawyer.com/are-mugshot-websites-legal/	Consolidate	https://www.defamationremovalaw.co
x	7/5/2017	http://www.reputationlawyer.com/how-to-get-trade-secrets-removed-from-the-intern	Consolidate	https://www.defamationremovalaw.co
x	7/19/201	http://www.reputationlawyer.com/our-services/content-removal-services/hadboyrepo	Consolidate	https://www.defamationremovalaw.co
x	7/19/201	http://www.reputationlawyer.com/our-services/content-removal-services/how-to-get-r	Consolidate	https://www.defamationremovalaw.co
x	7/19/201	http://www.reputationlawyer.com/our-services/content-removal-services/yelp-com-co	Consolidate	https://www.defamationremovalaw.co
x	7/19/201	http://www.reputationlawyer.com/our-services/content-removal-services/complaintsb	Consolidate	https://www.defamationremovalaw.co
x	7/19/201	http://www.rep_revenge-porn/ is-revenge-porn-legal/	Consolidate	https://www.defamationremovalaw.co
x	7/19/201	http://www.reputationlawyer.com/what-happens-if-you-are-the-victim-of-revenge-por	Consolidate	https://www.defamationremovalaw.co



SEO-Driven Content Frameworks

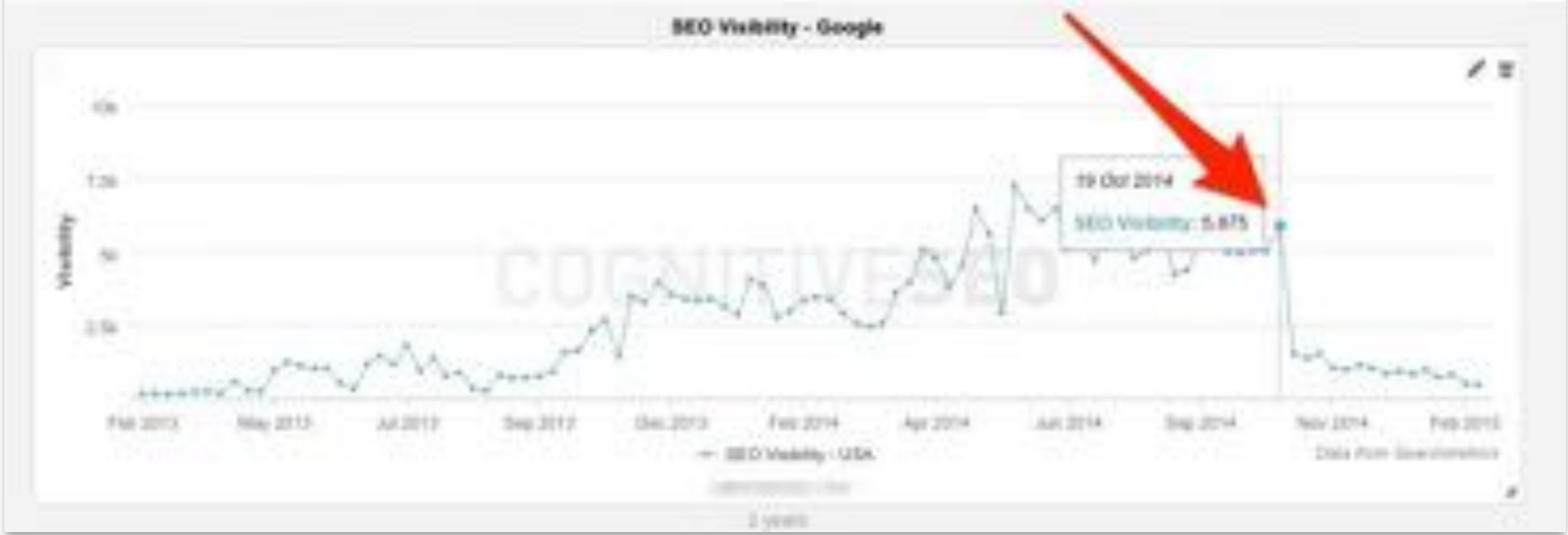
If it was marked for "Remove" or "Consolidate" it should be on this tab. Whether it is supposed to be removed and 301 redirected, canonicalized elsewhere, consolidated into another page or up but with a robots "noindex" meta tag, removed and allowed to 404/410, or any number of "strategies" you might come up with, these are the pages that will no longer exist once your recommendations are implemented.

Address	Action	Strategy	Word Count	GA Entrances	GA Sessions	Attrib URL Backlinks	Attrib URL Ref. Domains	URL Shares
http://www.1000000000.com	Consolidate	Add into sub folder on JREK to consolidate link equity (107 RDs)	0	3682	3682	234	107	0
http://www.1000000000.com/1000000000	Remove		0	0	0	0	0	0
http://www.1000000000.com/1000000000/1000000000	Remove	No traffic or links. Dead weight.	0	0	0	0	0	0
http://www.1000000000.com/1000000000/1000000000/1000000000	Remove	No traffic or links. Dead weight.	83	4	4	0	0	0
http://www.1000000000.com/1000000000/1000000000/1000000000/1000000000	Remove	No traffic or links. Dead weight.	86	0	0	0	0	0
http://www.1000000000.com/1000000000/1000000000/1000000000/1000000000/1000000000	Remove	No traffic or links. Dead weight.	89	0	0	0	0	0
http://www.1000000000.com/1000000000/1000000000/1000000000/1000000000/1000000000/1000000000	Remove	No traffic or links. Dead weight.	86	0	0	0	0	0
http://www.1000000000.com/1000000000/1000000000/1000000000/1000000000/1000000000/1000000000/1000000000	Remove	No traffic or links. Dead weight.	87	15	15	0	0	0
http://www.1000000000.com/1000000000/1000000000/1000000000/1000000000/1000000000/1000000000/1000000000/1000000000	Remove	No traffic or links. Dead weight.	83	0	0	0	0	0
http://www.1000000000.com/1000000000/1000000000/1000000000/1000000000/1000000000/1000000000/1000000000/1000000000/1000000000	Remove	No traffic or links. Dead weight.	104	15	15	0	0	0



30% of
website

Excessive Content Pruning



Source: Moz



4 Report & Prioritize

EXECUTIVE SUMMARY

As a result of our comprehensive content audit, we are recommending the following (supporting data provided on next tabs)

REMOVAL

Removal of 315 pages from Google index by deletion or consolidation.
286 pages were marked for removal with a 404 or 410 error (no redirect needed).
29 pages were marked for consolidation of content into other pages.

IMPROVE

36 pages needed content to be refreshed due low quality, outdated or thin content. Or, improvements can be made through onsite optimizations.

KEEP AS-IS

726 pages are marked to keep as-is.

PROJECTS:

We recommend the following three projects in order of priority:

Project 1: Remove thin and outdated pages marked as "Remove" in the Content Audit Dashboard.

Project 2: Improve/rewrite all remaining pages marked as "Improve" in the Content Audit Dashboard.

Project 3: Add 301 redirects from competing content that has inbound links pointing to it, and consolidate unique content into appropriate canonical destination pages.



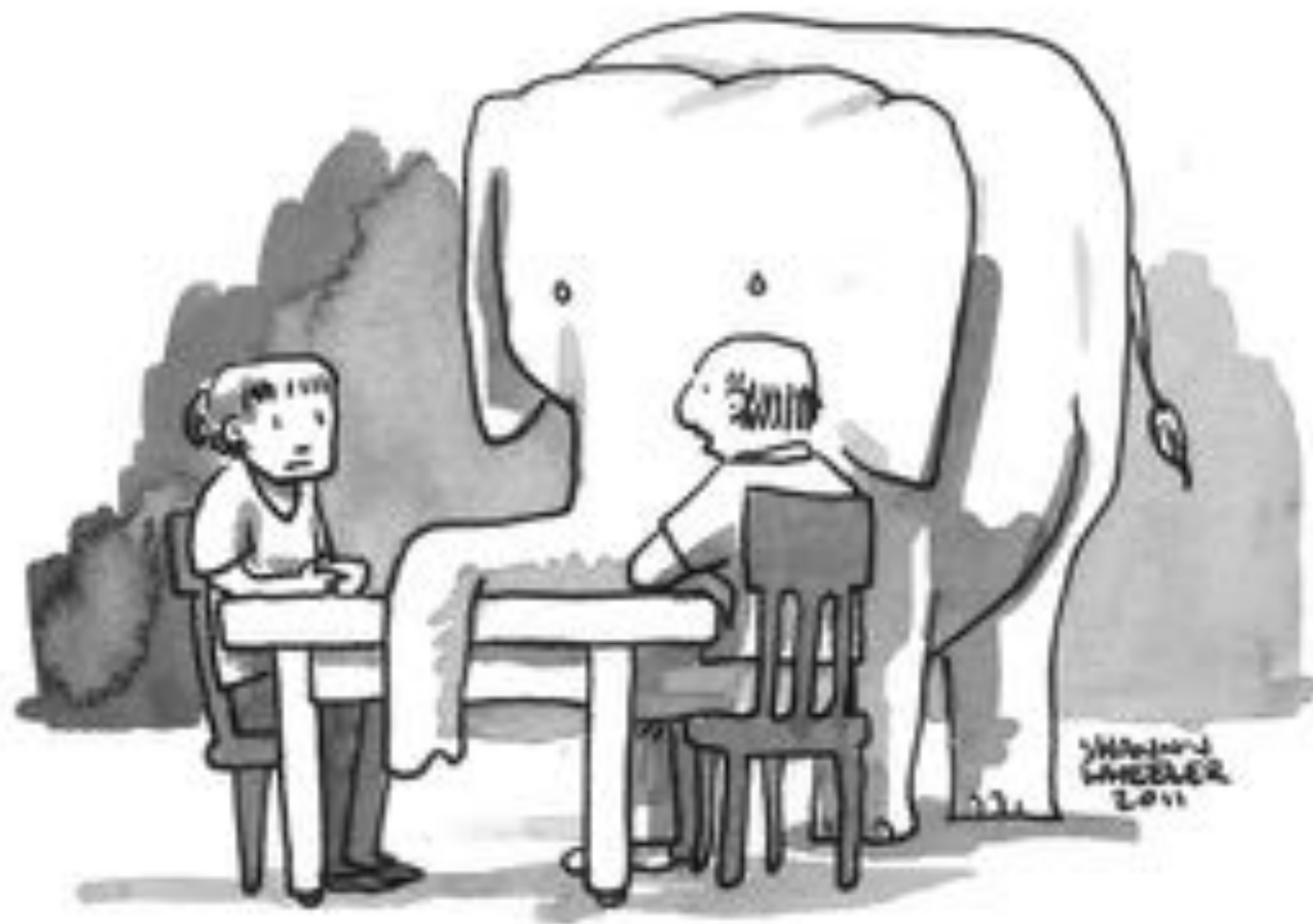


Perfection is achieved not when there is nothing more to add but when there is nothing to left to take away.

2

Keyword Research

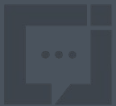
(Existing Website)



"HONESTLY? I PREFERRED WHEN WE
DIDN'T TALK ABOUT THE ELEPHANT"

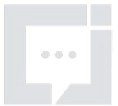




The idea: Find all the keywords ranking positions 6-20, extract the low hanging fruit, and re-launch for quick wins.





What this can look like:

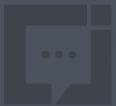


Page ?		Source / Medium ?	Pageviews ? ↓
			449.32%  9,355 vs 1,703
1.	/social/how-to-promote-your-blog-post/ 	google / organic	
Jul 12, 2016 - Aug 12, 2016			4,753 (50.81%)
Jun 11, 2016 - Jul 11, 2016			946 (55.55%)
% Change			402.43%



The Process

- 1 Collect rankings data
- 2 Filter rankings data
- 3 Find low hanging fruit
- 4 Prioritize targets
- 5 Re-launch



1 Collect & Export Rankings Data

Dashboard

Domain Analytics

Overview

Organic Research3.1K

Positions3.1K

Position Changes31

Competitors1.6K

Pages

Subdomains

URL

Backlinks

Advertising Research

Organic Research

robbierichards.com

Search

US3.1K

UK811

DE243

Eager to unlock 'not

robbierichar

Organic Search Positions for go

3.1K

KEYWORD

ORGANIC SEARCH POSITIONS 1 - 100 (3,094)

Add to Export Manager

297

Filter by keyword

Advanced filters

	Keyword	Pos.	Volume	KD	CPC (USD)	URL
	seo checklist template	1 (1)	90	63.10	0.00	www.robbierichar...a-seo/
	keyword researcher review	1 (1)	50	65.29	0.00	www.robbierichar...-tool/
	best tool for keyword research	1 (1)	40	66.12	11.10	www.robbierichar...-tool/
	the best keyword research tool	1 (1)	20	68.46	4.27	www.robbierichar...-tool/
	link building strategies 2014	1 (1)	10	64.23	0.00	www.robbierichar...egies/
	best keyword software	1 (1)	10	53.54	8.71	www.robbierichar...-tool/
	what is the best keyword research tool	1 (1)	20	65.43	0.00	www.robbierichar...-tool/
	best keyword search software	1 (1)	50	63.84	0.00	www.robbierichar...-tool/
	what is the best keyword research tool for seo	1 (1)	70	68.45	0.00	www.robbierichar...-tool/
	best keyword research software	1 (1)	20	60.83	7.70	www.robbierichar...-tool/

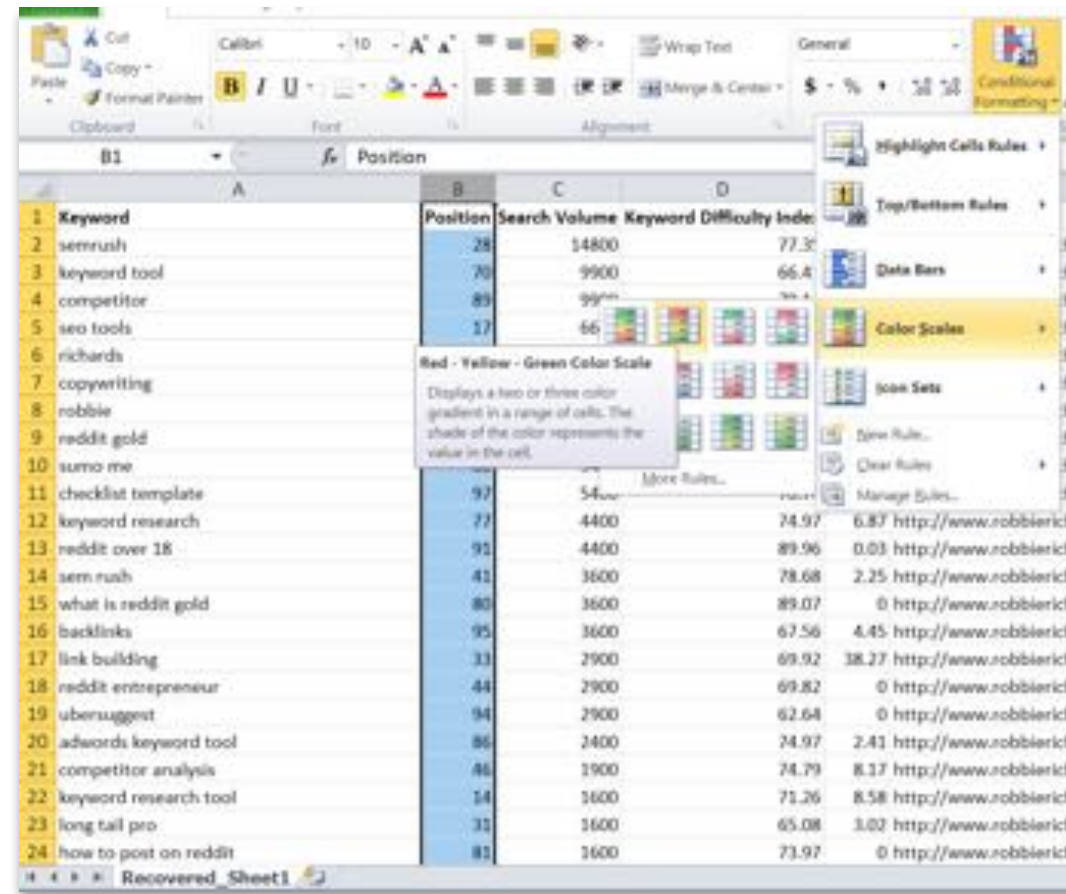


	A	B	C	D	E	F	G
1	Keyword	Position	Previous Position	Search Volume	Keyword Difficulty Index	CPC	URL
2	seo checklist template	1	1	90	61.1	0	http://www.robberichards.com/seo/seo-page-1
3	keyword researcher review	1	1	50	65.29	0	http://www.robberichards.com/seo/best-keyw
4	best tool for keyword research	1	1	40	66.12	11.1	http://www.robberichards.com/seo/best-keyw
5	the best keyword research tool	1	1	20	68.48	4.27	http://www.robberichards.com/seo/best-keyw
6	link building strategies 2014	1	1	10	64.23	0	http://www.robberichards.com/seo/13 killer li
7	best keyword software	1	1	10	53.54	8.71	http://www.robberichards.com/seo/best-keyw
8	what is the best keyword research tool	1	1	20	65.43	0	http://www.robberichards.com/seo/best-keyw
9	best keyword search software	1	1	50	61.84	0	http://www.robberichards.com/seo/best-keyword-research-tool/
10	what is the best keyword research tool for seo	1	1	70	68.45	0	http://www.robberichards.com/seo/best-keyword-research-tool/
11	best keyword research software	1	1	20	60.83	7.7	http://www.robberichards.com/seo/best-keyword-research-tool/
12	keyword tool review	1	1	50	62.38	0	http://www.robberichards.com/seo/best-keyword-research-tool/
13	best keywords tool	1	1	10	68.64	0	http://www.robberichards.com/seo/best-keyword-research-tool/
14	best keyword analysis tool	1	2	10	65.71	0	http://www.robberichards.com/seo/best-keyword-research-tool/
15	seo research tools	1	2	40	68.86	3.19	http://www.robberichards.com/seo/best-keyword-research-tool/
16	the best keyword tool	1	2	10	68.54	0	http://www.robberichards.com/seo/best-keyword-research-tool/
17	best search keywords	1	2	50	72.26	6.06	http://www.robberichards.com/seo/best-keyword-research-tool/
18	top keyword tools	1	2	10	64.14	0	http://www.robberichards.com/seo/best-keyword-research-tool/
19	best keyword finder tool	1	2	90	68.8	0	http://www.robberichards.com/seo/best-keyword-research-tool/
20	best keyword research tool for seo	1	2	90	64.08	12.19	http://www.robberichards.com/seo/best-keyword-research-tool/
21	market samurai alternative	1	2	10	55.92	0	http://www.robberichards.com/seo/best-keyword-research-tool/
22	paid keyword research tools	1	3	90	69.32	3.96	http://www.robberichards.com/seo/best-keyword-research-tool/
23	keywords research tools for seo	1					best-keyword-research-tool/
24	keyword research tools for seo	1					best-keyword-research-tool/

So. Much. Data.

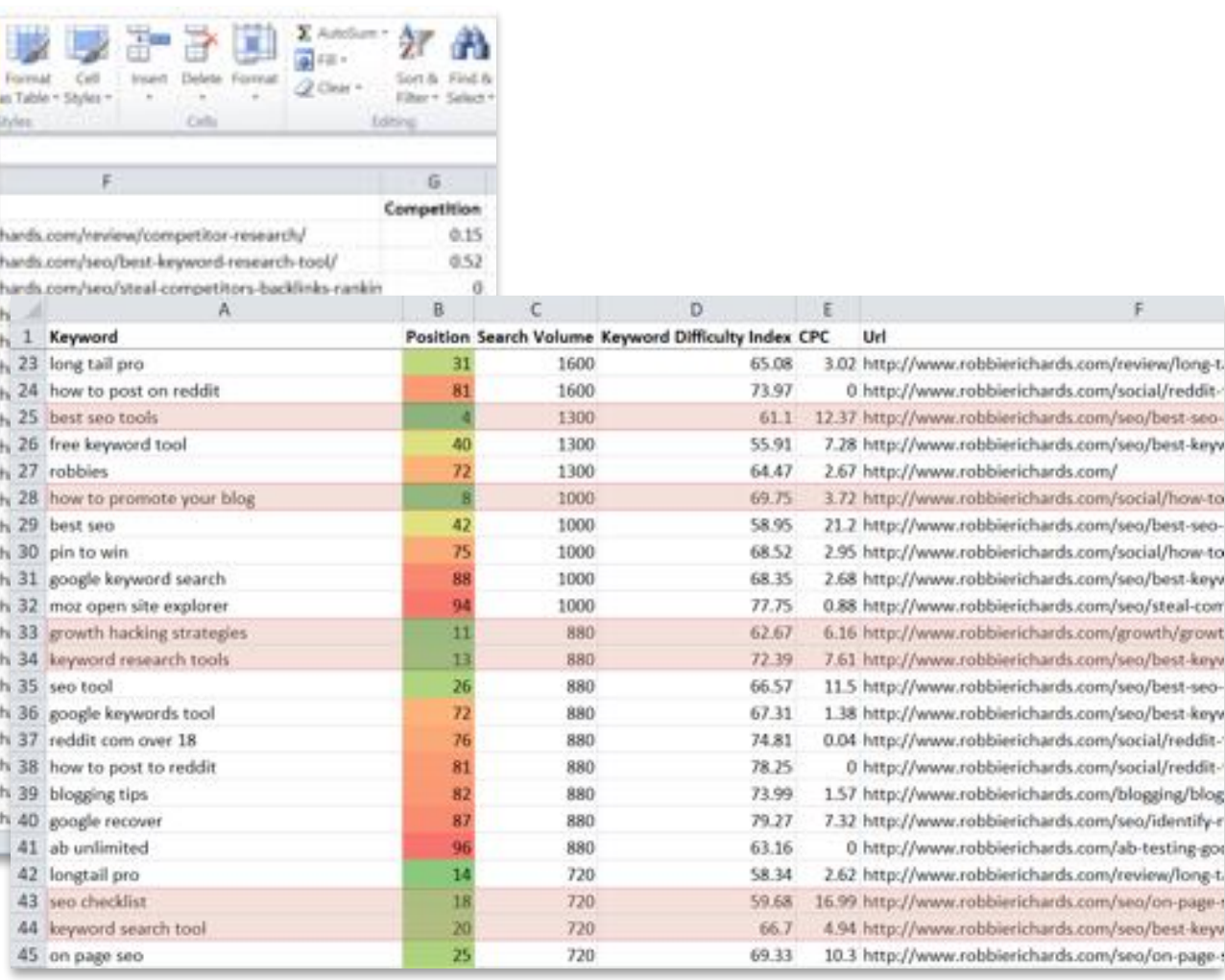


2 Filter Rankings Data



The screenshot shows an Excel spreadsheet with a Conditional Formatting menu open, displaying a 'Red - Yellow - Green Color Scale' for the 'Position' column. The spreadsheet contains the following data:

Keyword	Position	Search Volume	Keyword Difficulty Index	CPC	Url
semrush	28	14800	77.3	3.02	http://www.robberichards.com/review/competitor-research/
keyword tool	70	9900	66.4	0	http://www.robberichards.com/social/reddit-com-over-18/
competitor	89	9900	76.4	0	http://www.robberichards.com/seo/best-keyword-research-tool/
seo tools	17	66	76.4	0	http://www.robberichards.com/seo/steal-competitors-backlinks-rankin
richards					
copywriting					
robble					
reddit gold					
sumo me					
checklist template	97	5400	6.87	12.37	http://www.robberichards.com/seo/best-keyv
keyword research	77	4400	89.96	0.03	http://www.robberichards.com/
reddit over 18	91	4400	78.68	2.25	http://www.robberichards.com/social/how-to
sem rush	41	3600	89.07	0	http://www.robberichards.com/seo/best-keyv
what is reddit gold	80	3600	67.56	4.45	http://www.robberichards.com/seo/steal-com
backlinks	95	3600	69.92	38.27	http://www.robberichards.com/growth/growt
link building	33	2900	69.82	0	http://www.robberichards.com/seo/best-keyv
reddit entrepreneur	44	2900	62.64	0	http://www.robberichards.com/seo/best-seo
ubersuggest	94	2900	74.97	2.41	http://www.robberichards.com/seo/best-keyv
adwords keyword tool	86	2400	74.79	8.17	http://www.robberichards.com/social/reddit
competitor analysis	46	1900	71.26	8.58	http://www.robberichards.com/social/reddit
keyword research tool	14	1600	65.08	3.02	http://www.robberichards.com/blogging/blog
long tail pro	31	1600	73.97	0	http://www.robberichards.com/seo/identify-r
how to post on reddit	81	1600			



The screenshot shows a filtered view of the same Excel spreadsheet, displaying only the top 25 keywords. The data is as follows:

Keyword	Position	Search Volume	Keyword Difficulty Index	CPC	Url
long tail pro	31	1600	65.08	3.02	http://www.robberichards.com/review/long-t
how to post on reddit	81	1600	73.97	0	http://www.robberichards.com/social/reddit
best seo tools	4	1300	61.1	12.37	http://www.robberichards.com/seo/best-seo
free keyword tool	40	1300	55.91	7.28	http://www.robberichards.com/seo/best-keyv
robberies	72	1300	64.47	2.67	http://www.robberichards.com/
how to promote your blog	8	1000	69.75	3.72	http://www.robberichards.com/social/how-to
best seo	42	1000	58.95	21.2	http://www.robberichards.com/seo/best-seo
pin to win	75	1000	68.52	2.95	http://www.robberichards.com/social/how-to
google keyword search	88	1000	68.35	2.68	http://www.robberichards.com/seo/best-keyv
moz open site explorer	94	1000	77.75	0.88	http://www.robberichards.com/seo/steal-com
growth hacking strategies	11	880	62.67	6.16	http://www.robberichards.com/growth/growt
keyword research tools	13	880	72.39	7.61	http://www.robberichards.com/seo/best-keyv
seo tool	26	880	66.57	11.5	http://www.robberichards.com/seo/best-seo
google keywords tool	72	880	67.31	1.38	http://www.robberichards.com/seo/best-keyv
reddit com over 18	76	880	74.81	0.04	http://www.robberichards.com/social/reddit
how to post to reddit	81	880	78.25	0	http://www.robberichards.com/social/reddit
blogging tips	82	880	73.99	1.57	http://www.robberichards.com/blogging/blog
google recover	87	880	79.27	7.32	http://www.robberichards.com/seo/identify-r
ab unlimited	96	880	63.16	0	http://www.robberichards.com/ab-testing-go
longtail pro	14	720	58.34	2.62	http://www.robberichards.com/review/long-t
seo checklist	18	720	59.68	16.99	http://www.robberichards.com/seo/on-page-t
keyword search tool	20	720	66.7	4.94	http://www.robberichards.com/seo/best-keyv
on page seo	25	720	69.33	10.3	http://www.robberichards.com/seo/on-page-t



3 Identify Low Hanging Fruit

	A	B	C	D	E	F	G
1	Keyword	Position	Search Volume	Keyword Difficulty Index	CPC	Url	Competition
2	seo tools	17	6600	66.58	11.76	http://www.robberichards.com/seo/best-seo-tools/	0.84
3	keyword research tool	14	1600	71.26	8.58	http://www.robberichards.com/seo/best-keyword-research-tool/	0.7
4	best seo tools	4	1300	61.1	12.37	http://www.robberichards.com/seo/best-seo-tools/	0.82
5	how to promote your blog	8	1000	69.75	3.72	http://www.robberichards.com/social/how-to-promote-your-blog-1	0.29
6	growth hacking strategies	11	880	62.67	6.16	http://www.robberichards.com/growth/growth-hacking-strategies/	0.51
7	keyword research tools	13	880	72.39	7.61	http://www.robberichards.com/seo/best-keyword-research-tool/	0.78
8	seo checklist	18	720	59.68	16.99	http://www.robberichards.com/seo/on-page-seo/	0.36
9	on page seo	25	720	69.33	10.3	http://www.robberichards.com/seo/on-page-seo/	0.42
10	list building	9	590	65.04	7.06	http://www.robberichards.com/email/list-building/	0.27
11	lead magnet	17	590	55.27	2.28	http://www.robberichards.com/email/lead-magnets/	0.03
12	seo copywriting	8	480	60.97	11.76	http://www.robberichards.com/seo/seo-copywriting/	0.55
13	link building strategies	8	480	63.8	6.98	http://www.robberichards.com/seo/13-killer-link-building-strategie	0.16
14	best keyword research tool	2	390	66.46	8.75	http://www.robberichards.com/seo/best-keyword-research-tool/	0.54
15	what is a lead magnet	21	390	54.57	0	http://www.robberichards.com/email/lead-magnets/	0.01
16	seo case study	3	320	55.38	0	http://www.robberichards.com/seo/case-study/	0.16
17	seo leads	5	320	50.59	5.91	http://www.robberichards.com/seo/how-to-get-seo-clients/	0.84
18	google penalty recovery	7	210	56.45	6.94	http://www.robberichards.com/seo/identify-recover-google-penalt	0.14
19	seo case studies	7	210	55.33	0	http://www.robberichards.com/seo/case-study/	0.17
20	long tail pro review	8	210	57.87	2.58	http://www.robberichards.com/review/long-tail-pro/	0.07
21	how to promote a blog	11	210	73.24	4.93	http://www.robberichards.com/social/how-to-promote-your-blog-1	0.37
22	competitive analysis tools	7	170	66.76	10.91	http://www.robberichards.com/seo/competitor-analysis-tools/	0.83
23	top seo tools	4	140	66.91	12.12	http://www.robberichards.com/seo/best-seo-tools/	0.78
24	semrush review	5	140	61.79	4.9	http://www.robberichards.com/review/competitor-research/	0.12



Decision Matrix

③ REALISTIC

② VOLUME

① RELEVANT



4 Prioritize Targets

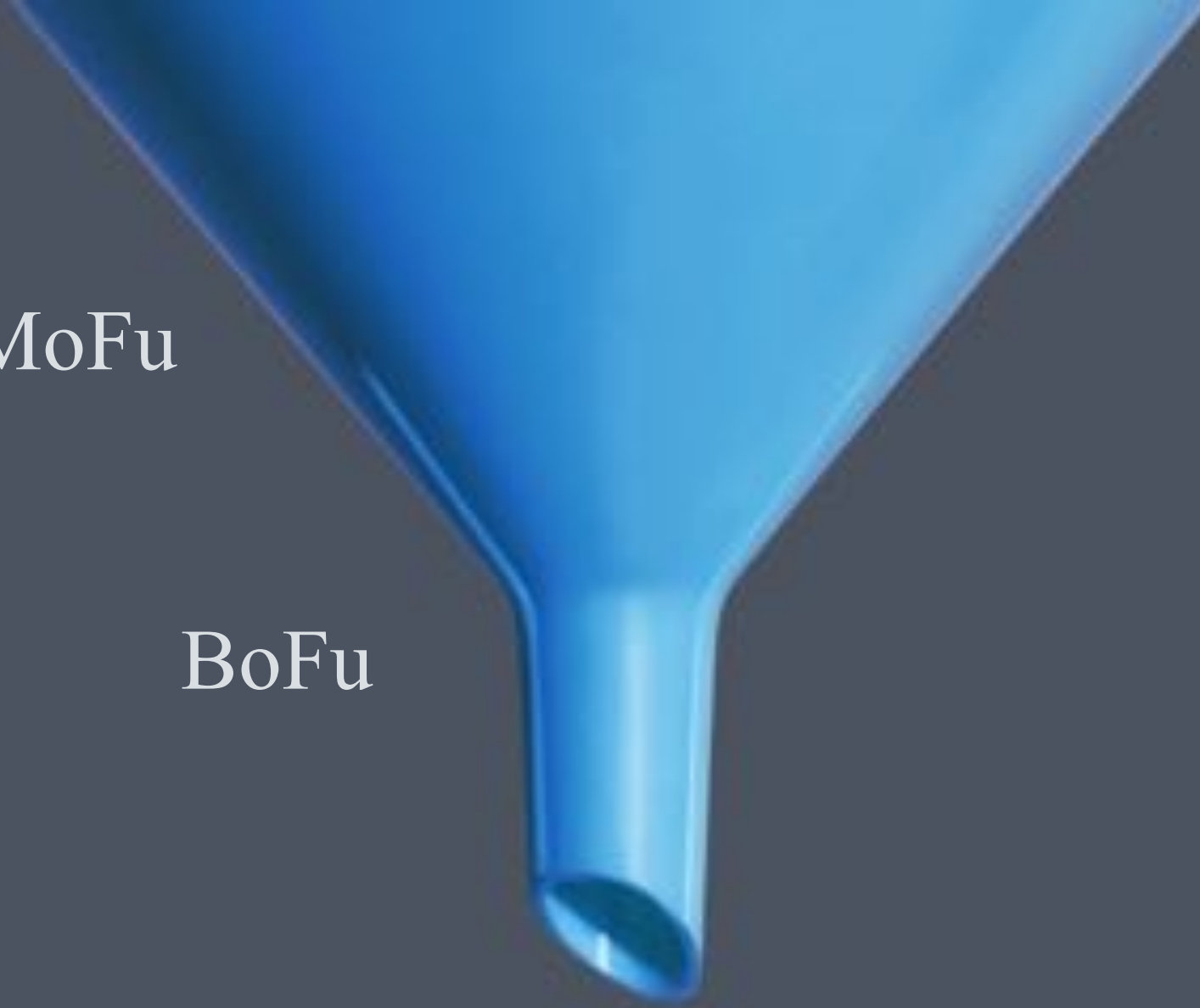
Search results	AR	DR	UR	Backlinks	Domains	Traffic	Kw.
1 The Best SEO Tools of 2017 PCMag.com https://www.pcmag.com/roundup/348615/the-best-seo-tools	1.0K	73	32	276	73	962	403
2 SEO Tools: The Complete List (2017 Update) - Backlinko http://backlinko.com/seo-tools	6.5K	67	49	1,444	463	1,567	1,535
3 Best SEO Tools For 2017 Recommended By Industry Experts ... https://www.growthfunnel.io/best-seo-tools-recommended-by-experts/	636K	52	25	57	37	210	72
4 World's Best SEO Tools and Free Search Software Moz https://moz.com/free-seo-tools	589	75	80	409,539	2,897	3,668	617
5 The Best SEO Tools: 143 SEO Experts Cast Votes (Plus Leaderboard) http://www.robberichards.com/seo/best-seo-tools/	221K	55	31	225	74	212	163
6 Hobo Best SEO Tools for 2017 SEO & Link Building Software https://www.hobo-web.co.uk/best-seo-tools/	49.3K	60	33	324	103	162	371
7 6 essential types of SEO Tools for 2017 - Smart Insights Digital ... http://www.smartinsights.com/search-engine-optimisation-seo/seo-analytics/what-are-the-best-seo-tools-in-2016/	2.9K	69	27	45	38	369	338
8 10 Amazing SEO Tools You Must Try in 2017 - SEO For Growth https://seoforgrowth.com/seo-tools-2017/	379K	53	13	4	4	68	74
9 Our Favorite Free SEO Tools for 2017 - LunaMetrics http://www.lunametrics.com/blog/2017/01/17/2017-favorite-free-seo-tools/	25.2K	62	34	193	107	3,329	1,702
10 The Best SEO Tools – 2015 Edition Search Engine Watch https://searchenginewatch.com/sew/how-to/2402794/the-best-seo-tools-2015-edition	1.6K	71	32	479	71	50	49



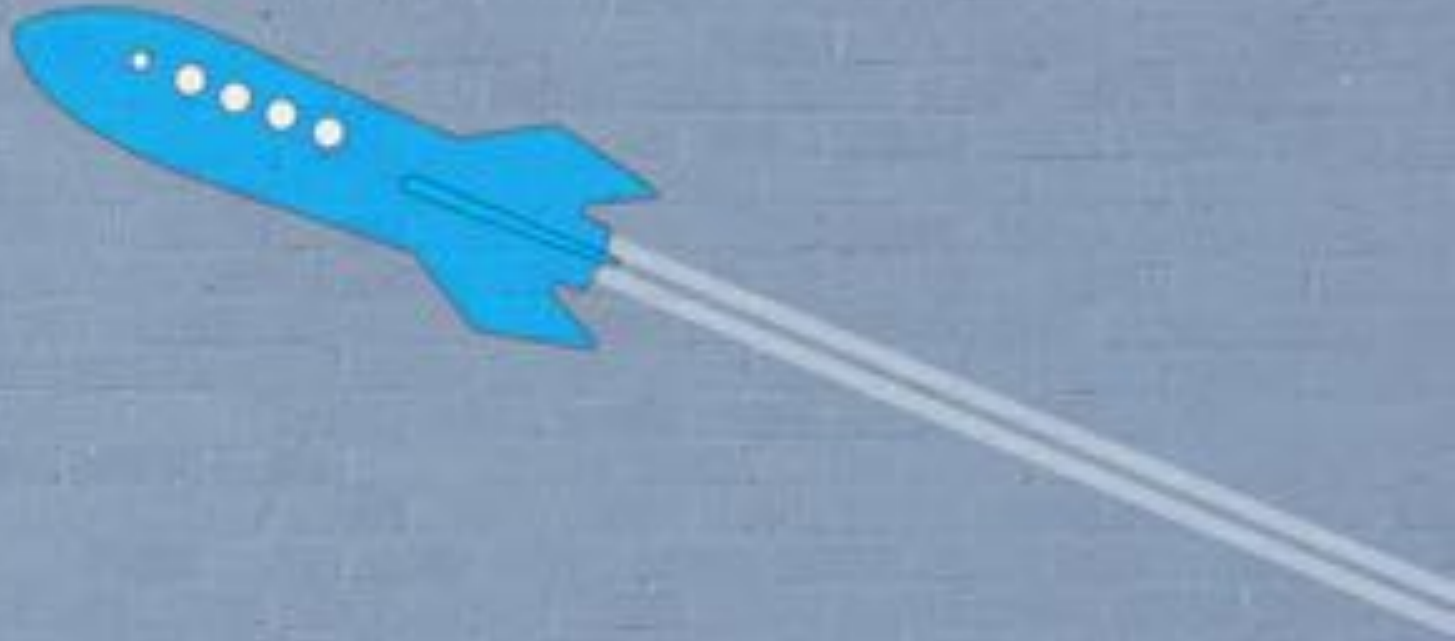
ToFu

MoFu

BoFu



5 Relaunch



OPTION #1:

Internal linking from
authority pages.

SEO-Driven Content Frameworks



#	Page	UR ↓	RD	Dofollow	Nofollow
1	Robbie Richards Actionable Online Marketing Strategies www.robberichards.com/ ▼ EN WORDPRESS	39	173	289	84
2	105 Experts Reveal Best Keyword Research Tool for SEO in 2017 www.robberichards.com/seo/best-keyword-research-tool/ ▼ WORDPRESS	35	205	259	67
3	16 Explosive Content Promotion Strategies www.robberichards.com/seo/16-explosive-content-promotion-strategies/ ▼ WORDPRESS	34	92	111	72
4	How To Promote Your Blog: 559,402 Visits & 25,309 Shares With 25 Posts www.robberichards.com/social/how-to-promote-your-blog-post/ ▼ WORDPRESS	32	85	98	77
5	The Best SEO Tools: 143 SEO Experts Cast Votes (Plus Leaderboard) www.robberichards.com/seo/best-seo-tools/ ▼ WORDPRESS	31	74	114	99
6	Content Marketing Case Study: How To Increase Traffic 272% In 30 Days (Without Spending A Penny) www.robberichards.com/seo/case-study-triple-traffic-in-30-days/ ▼ WORDPRESS	30	65	98	21
7	SEMrush Review: 24 Stealth Competitor Research Tactics (2016 Edition) - Robbie Richards www.robberichards.com/review/competitor-research/ ▼ WORDPRESS	28	50	72	10
8	80 Online Marketing Experts To Watch In 2015 (By Category) www.robberichards.com/list/online-marketing-experts-to-watch/ ▼ WORDPRESS	27	42	53	132
9	12 Killer Link Building Strategies for 2017 (and Beyond) www.robberichards.com/seo/13-killer-link-building-strategies/ ▼ WORDPRESS	27	48	40	85
10	SEO Case Study: 11,065% More Organic Traffic in 6 Months www.robberichards.com/seo/case-study/ ▼ WORDPRESS	27	49	54	50



OPTION #2:

Content consolidation
& redirects.

Webpage 1



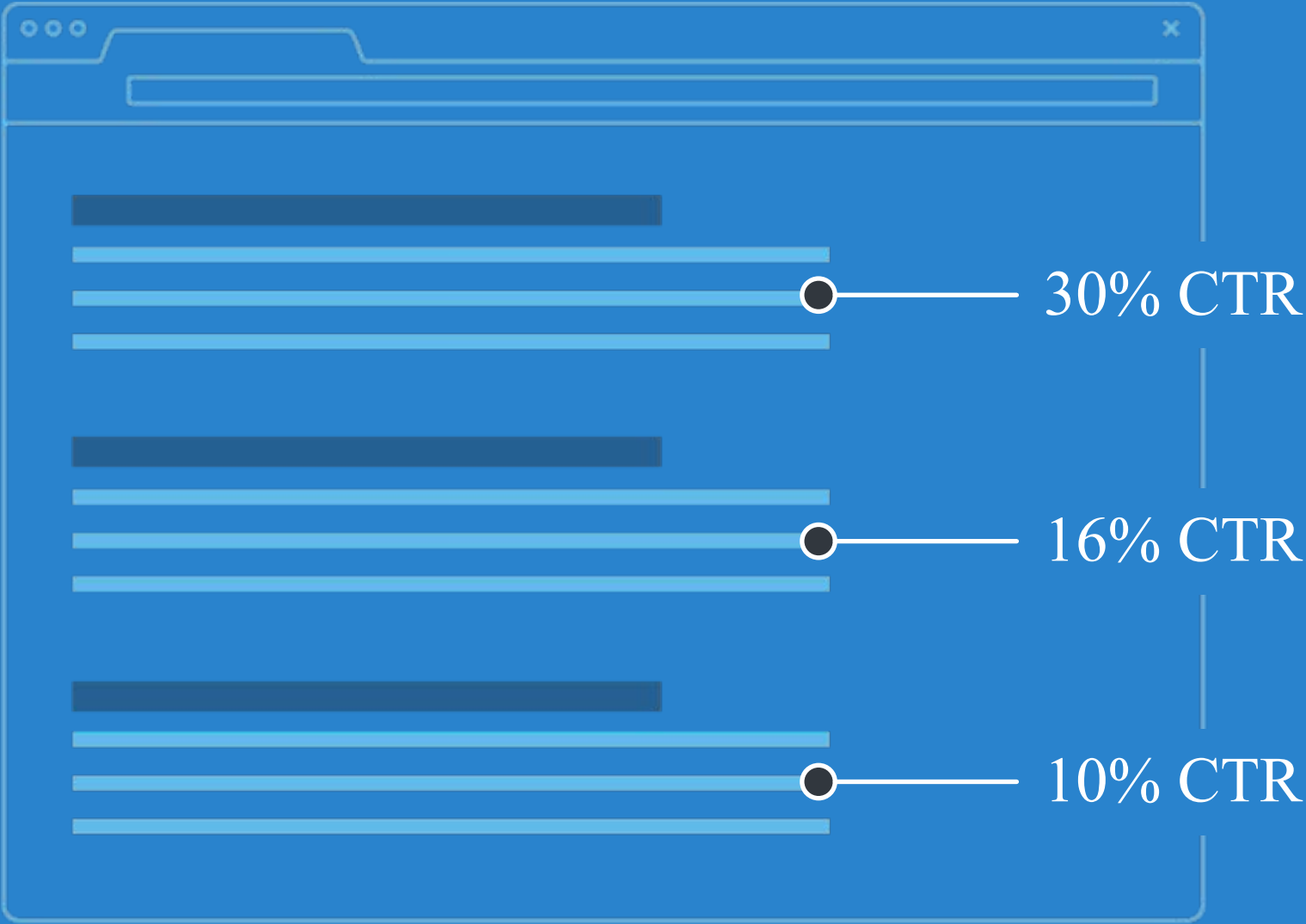
#5 on page 1 for “keyword A”
100 Backlinks

Webpage 2



#9 on page 1 for “keyword A”
60 Backlinks





Keyword A

10,000 monthly searches

Web Page 1 (#5): **500 Visits**

Web Page 2 (#9): **350 Visits**

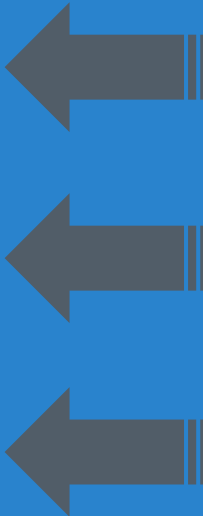
Total: **850 Visits**



Webpage 1



Webpage 2



Keyword A: 10,000 monthly searches

Web Page 1/2 (#2): 1,600 Visits

(0.16x20,000 = 3,200)

 % Increase: **88%** 



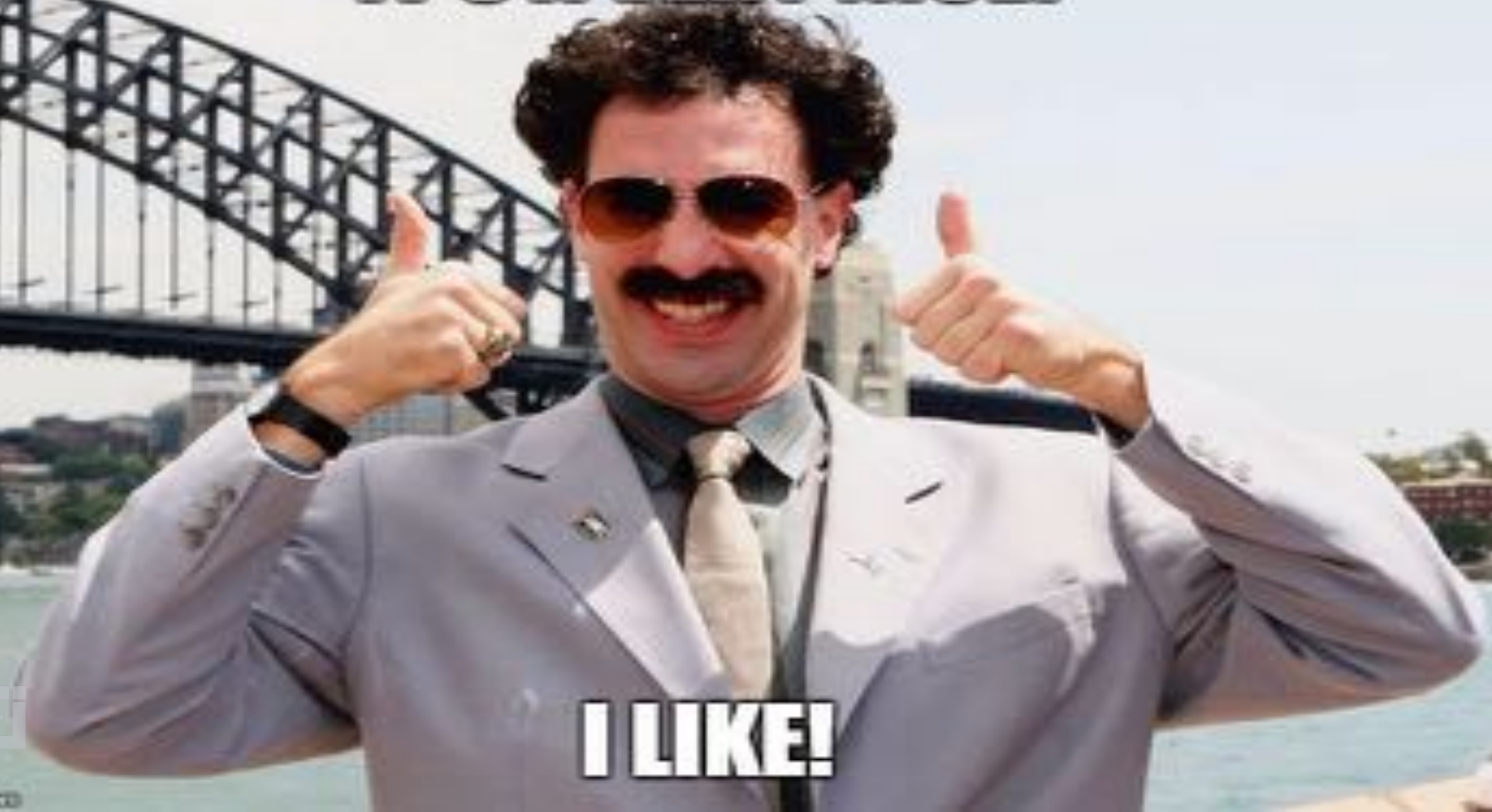
OPTION #3:

Update & expand high-potential
assets.

Search results ¹		AR ¹	DR ¹	UR ¹	Backlinks ¹	Domains ¹	Traffic ¹	Kw. ¹
▶ 2 adwords top								
▶ Featured snippet								
1	How To Promote Your Blog With 107 Content Promotion Tactics https://coschedule.com/blog/how-to-promote-your-blog/ ▼	7.5K	66	33	236	93	3,593	338
▶ 4 site links								
2	36 Tried-and-True Ways to Promote Your Blog Posts [Infographic] https://blog.hubspot.com/marketing/blog-promotion-tactics ▼	326	77	34	282	105	856	99
3	How To Promote Your Blog: 101 (Free) Ways To Boost Traffic https://startbloggingonline.com/how-to-promote-your-blog-and-get-visitors/ ▼	83.8K	58	37	270	155	884	1,041
4	8 Ways to Promote Your Blog Content - Forbes https://www.forbes.com/sites/sujanpate/2016/08/24/8-ways-to-promote-your-blog-content/ ▼	121	80	14	4	1	259	33
5	Ultimate Blog Promotion Guide: 10 Smartest Things You Can Do to ... https://www.blogmarketingacademy.com/promote-blog/ ▼	239K	55	27	111	43	414	155
6	How To Promote Your Blog: 559,402 Visits & 25,309 Shares With 25 ... http://www.robbyrichards.com/social/how-to-promote-your-blog-post/ ▼	221K	55	33	181	85	284	290
7	How to Promote Your Blog: 15 Strategies for Driving Traffic - Shopify https://www.shopify.com/blog/62754565-how-to-promote-your-blog-15-strategies-for-driving-traffic ▼	317	77	22	27	19	271	142
8	Free Ways to Promote Your Blog and Increase Traffic - Lifewire https://www.lifewire.com/free-blog-promotion-3476464 ▼	3.1K	69	17	12	7	472	213
9	5 Creative Ways to Drive More Traffic to Your Blog Posts - Social ... http://www.socialmediaexaminer.com/5-creative-ways-to-drive-more-traffic-to-your-blog-posts/ ▼	2.5K	70	34	283	107	146	146
10	How to Promote Your Blog and Make it Viral (Infographic) - Crazy Egg https://www.crazyegg.com/blog/promote-your-blog/ ▼	1.5K	71	27	64	45	189	140



IT'S A VERY NICE!

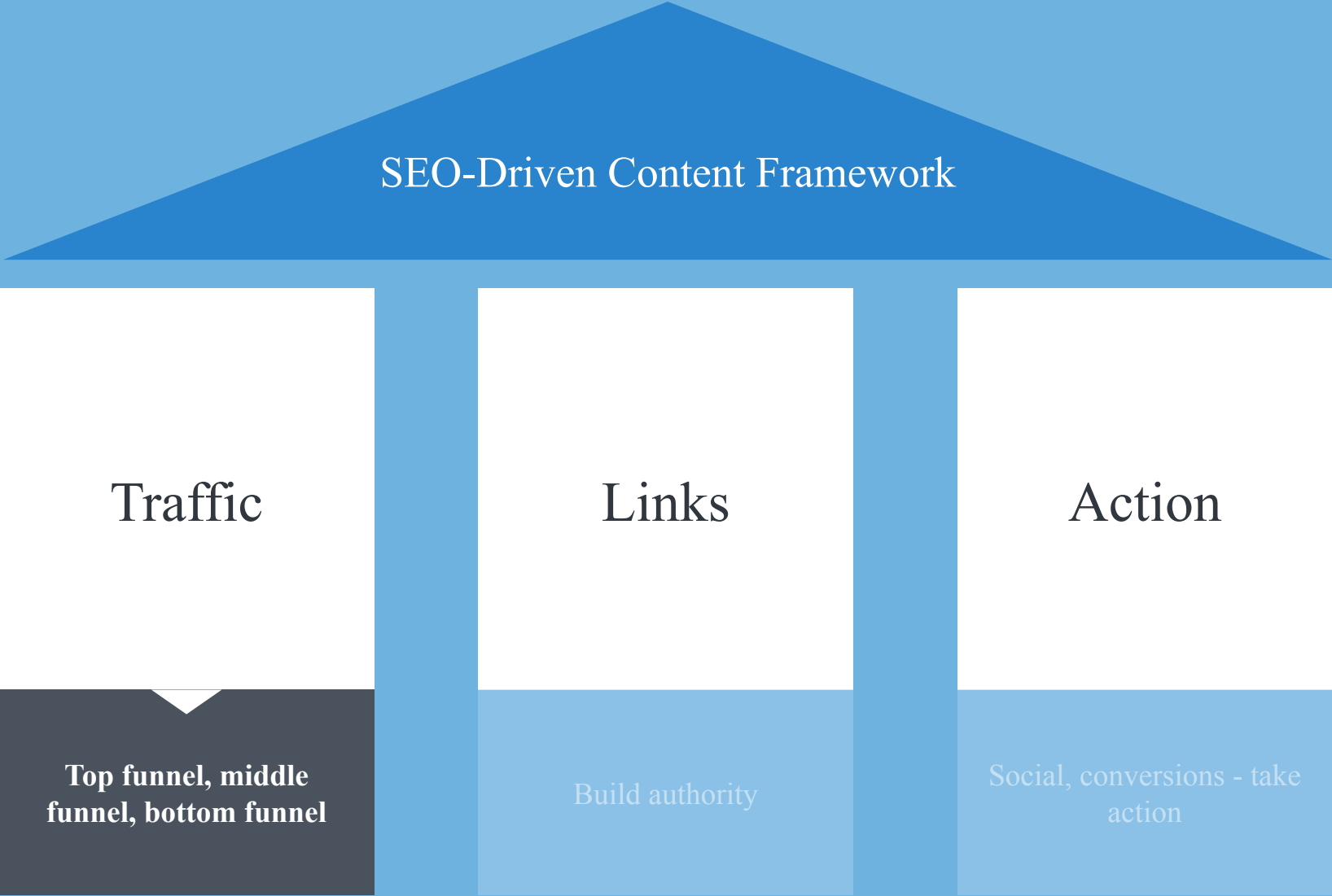


I LIKE!



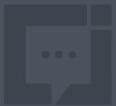
3

Build a Scalable Content Framework



The Process

- 1 Personas + topics
- 2 Topical KWs
- 3 Filter + Map
- 4 Qualify
- 5 Execute



What this can look like:



		Keyword ?	Acquisition
1. Organic Search			Sessions ? ↓
Jan 1, 2017 - Oct 5, 2017		60,841 (79.35%)	82.68% ↑ 110,985 vs 60,753
Jan 1, 2016 - Oct 5, 2016		34,549 (75.88%)	
% Change		76.10%	



1 Define Persona

CUSTOMER AVATAR

AGENCY ERIC

GOALS AND VALUES

Goals

Eric wants to:

- Increase agency business
- Increase the capabilities of his team
- Scale his business

Values

Eric is committed to:

- Professional development for his and his employees
- Providing value for his clients
- Using "white-hat" marketing principles

SOURCES OF INFORMATION

Blogs: Good to Great / Think & Grow Rich

Podcasts: Smart / Fast Company

Magazines/Websites: AdAge / Digital / Social Media

Conferences: Content Marketing World / S&P

Books: Jay Baer / Joe Pulizzi / Christopher Penn

Other: Spends time on LinkedIn looking for talent

Age: 40

Single Male

Marital Status: Married

Wife and 2 Children: 2 (Ages 8 & 10)

Location: Orlando, Florida

Quote: "I surround myself with people smarter than me."

Occupation: Digital Marketing

Job Title: CEO/Founder

Annual Income: \$150,000

Level of Education: College Graduate

Other: Spends time on LinkedIn looking for talent

CHALLENGES & PAIN POINTS

Challenges

Eric is challenged with:

- Scaling his agency business
- Finding, training and retaining top marketing talent
- Keeping his marketing skills sharp while being CEO

Pain-points

Eric's pain points are:

- Fear of losing business to competitors
- Fear of his agency falling behind the digital marketing scene

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale

- Does the training fit an existing service or a new service he can offer to his clients
- How long his and his team members will be "out of pocket" doing the training

Role in the Purchase Process

Eric is the decision maker. He buys digital marketing training to keep himself and his team sharp. He's not worried about the price point if he knows the training will give him and his team an edge in the marketplace.

DIGITAL MARKETER

John

I walked away from a successful career and put everything on the line to pursue my passion for fitness.

Name: John
Age: 40
Occupation: Gym Owner

John left his 14 year career as a financial analyst to pursue his passion for Cross-fit. He is a strategic thinker who is always looking for a systems based approach. John is empowered by helping others achieve their goals and wants to find more time to be in the gym with his clients.

About John

- Risk taker
- Passionate
- Straightforward
- Analytical
- Strategic
- Hard working
- Committed

Frustrations

- Doesn't have time for inefficiencies
- Doesn't want bells and whistles. Wants results and viability
- Sick of the up sell

His Idea of Value

- Needs a solution that creates efficiency
- Needs a solution that is going to sell itself
- Needs a solution that can scale with his company

What he Wants

- Intuitive Design and Work flows
- Content and Design that reflects his style and his business
- Easy access to content
- Minimal support needed from him

Low High

Aversion to Change

Tech Savvy

Social Media Activity

Free Time

Easy Going

Believes Less is more

Quora

HomeAnswerNotifications1

demand generation

UpvoteDownvote

Answer written · Pay Per Click · Feb 8

Other than Google AdWords and Bing Ads, what are some other top performing PPC ad networks from an advertiser perspective?

Neil Patel, Forbes Top 10 Marketer and NY Times Best Selling Author

Answered Feb 8

1. Chitika This is an advertising platform that I first heard about roughly five years ago and seems to have caught on, especially with PPC marketers who are on a tight budget. In fact, Chitika state... (more)

Upvote12Downvote

Question asked · Demand Generation · Mar 9

What sales and marketing tech stack would you recommend for a company looking to prospect B2B SaaS businesses with an SMB business model, and why?

Last followed May 21 · 8 Answers

AnswerPassFollow4Downvote

Question asked · Demand Generation · 2016

What are some non-traditional ways of using content to improve event marketing sign-ups?

Last followed Apr 27 · 3 Answers

AnswerPassFollow3Downvote

Question asked · Demand Generation · 2016

What are the key trends in b2b demand generation?

Last followed May 17, 2016 · 19 Answers

AnswerPassFollow21Downvote

The Top Demand Generation Strategies for your Sales Pipeline

UpvoteDownvoteAdd the first comment

2 years ago from Lincoln Murphy

ORIGINAL Demand Generation vs. Demand Capture

UpvoteDownvoteView 16 comments

10 Top-Notch Approaches to Demand Generation & Brand Awareness

UpvoteDownvoteAdd the first comment

3 years ago from Matt A

50+ Things Every Demand Generation Manager Should Do Before The Next Budgeting Cycle So They Look Brilliant In the Boardroom

UpvoteDownvoteAdd the first comment

3 years ago from ISEO News

4 Tips to Effectively Measure B2B Demand Generation Campaigns

UpvoteDownvoteAdd the first comment

4 years ago from Greg Dodson

Demand Generation metrics C-level care about

UpvoteDownvoteAdd the first comment

5 years ago from Aminul Fahyul

Six ways a business blog can drive demand generation



2 Seed + Expand

DEMAND GEN JENNY			
Primary Topic Groups		Sub Topics	
Demand generation		Sales/Content Funnel	Measure marketing ROI
Lead generation		Lead nurturing	Marketing attribution
B2B content marketing		Lead scoring	Buyer journey
Inbound marketing		Sales and marketing alignment	Qualifying leads
PPC		Marketing personalization	MQLs
Marketing automation		Customer acquisition	SQLs
Measurement/analytics		Marketing experiments	Managing/structuring a demand gen team
Marketing technology		A/B testing	Multi/omni channel marketing
Email marketing		Email segmentation	Lead Gen Tools
		Ad Tech Stack	List building
		Landing pages	CRM
		Progressive profiling	Brand Awareness
		Interactive content	Interactive marketing
		Sales enablement	Content marketing strategy
		Influencer marketing	

Seed
KW Topics



TACTIC #1:

Seed topics to find long tail keywords.

SEO-Driven Content Frameworks

By number of keywords

By volume

All keywords 1,178

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By volume

All keywords 1,178

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All keywords

Total volume: 150,770 | Average difficulty: 25.92%

Keyword

Volume

100%

CPC

Cost

SPR

SPR

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Google

YouTube

Bing

Amazon

eBay

App Store

small business loans

google.com

English

Filter Results

Keyword Suggestions

Questions

Search for "small business loan keywords"

Want to get up to 2x more keywords instead?

Keywords

small business loans for women

small business loans for veterans

small business loans arizona

small business loans rates

small business loans for felons

small business loans bad credit

small business loans in phoenix az

small business loans for veterans 2017

small business loans no credit check

small business loans for minorities



A	B	C	D
Keyword	Volume	CPC (USD)	Topic Group
invasion of privacy	5400	1.85	invasion of privacy
tortious interference	5400	5.33	tortious interference
libel vs slander	4400	5.18	slander
what is slander	4400	3.54	slander
revenge porn laws	4400	0	revenge porn laws
online reputation management	3600	38.12	online reputation management
what is doxing	2900	0.08	doxing
slander lawsuit	2400	3.44	slander
intentional infliction of emotional distress	2400	0.06	intentional infliction of emotional distress
motion to quash	2400	1.88	motion to quash
actual malice	1900	0	actual malice
what is defamation of character	1300	1.95	defamation of character
defamation of character in the workplace by another employee	1000	4.81	defamation of character
defamation of character lawsuit	1000	4.24	defamation of character
online reputation management services	1000	38.27	online reputation management
identity theft statistics	1000	1.59	identity theft
can you sue for slander	720	3.34	slander
difference between slander and libel	720	0.07	slander

Content Calendar ▾

Summary ▾

Competitors ▾

Topic Groups ▾

Expanded KWs ▾

Competitor KWs ▾

Existing KWs ▾



Here's an example:



Topic: **Loans**



Head Term:
Small Business Loans



Long Tail: **small business loans no credit check**

Monthly search volume: **1,100**

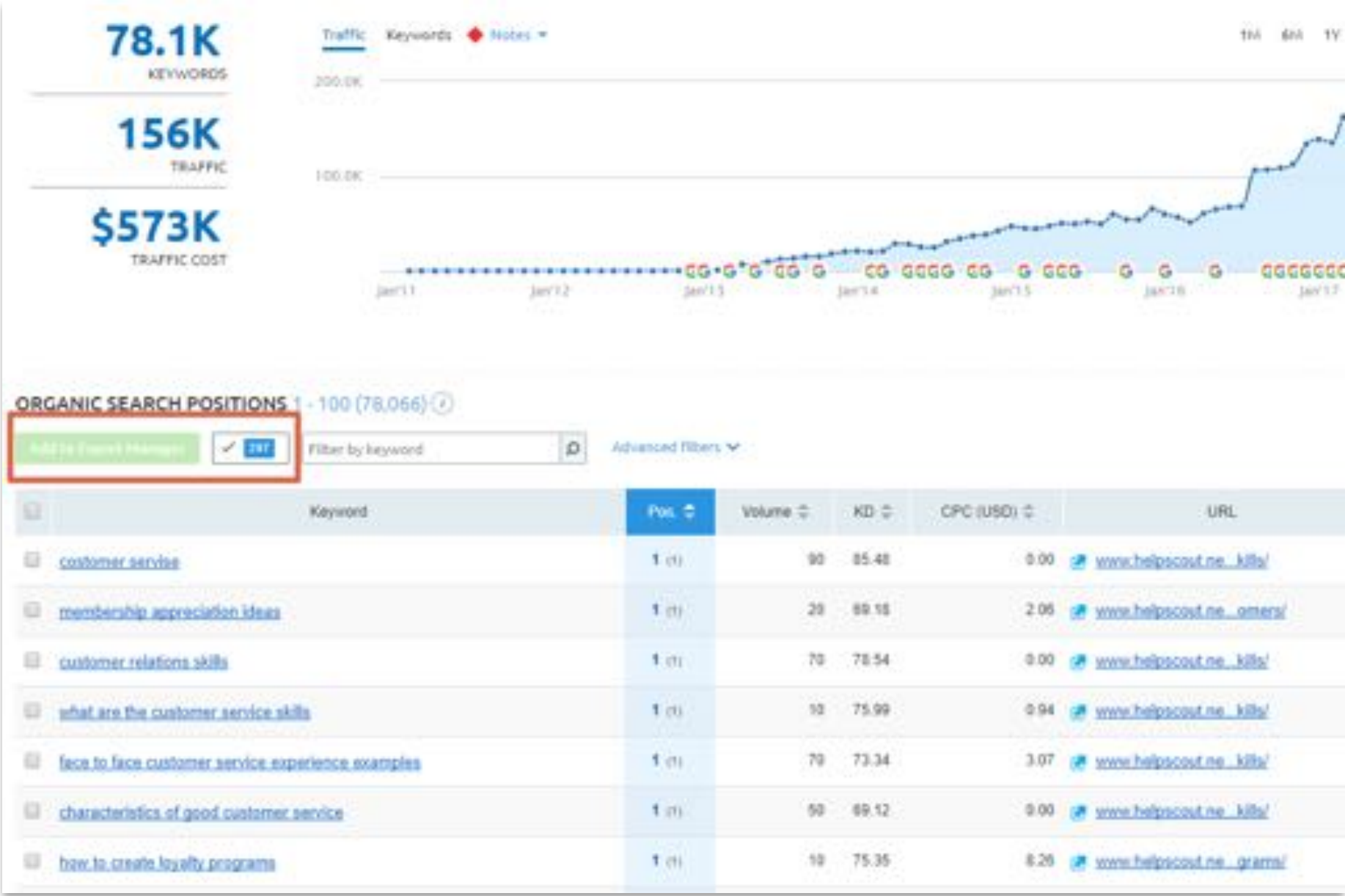


TACTIC #2:

Competitor Keyword Research.

Competitor	Keyword	Search Volume	URL
Freshdesk	best ticketing system	90	http://freshdesk.com/helpdesk-management/ticketing-system
Freshdesk	support ticket software	90	http://freshdesk.com/helpdesk-management/ticketing-system
Freshdesk	help desk ticket system	90	http://freshdesk.com/helpdesk-management/ticketing-system
Freshdesk	sla ticketing system	40	http://freshdesk.com/scaling-support/helpdesk-ticket-sla-m
Freshdesk	helpdesk sla	30	http://freshdesk.com/scaling-support/helpdesk-ticket-sla-m
Freshdesk	sla support	40	http://freshdesk.com/scaling-support/helpdesk-ticket-sla-m
Freshdesk	help desk sla	30	http://freshdesk.com/scaling-support/helpdesk-ticket-sla-m
Freshdesk	mobile help desk software	50	http://freshdesk.com/scaling-support/mobile-help-desk-ma
Freshdesk	mobile help desk	30	http://freshdesk.com/scaling-support/mobile-help-desk-ma
Freshdesk	helpdesk features	70	https://freshdesk.com/helpdesk-features
Freshdesk	help desk for small business	40	https://freshdesk.com/help-desk-software-small-business
Freshdesk	help desk sla metrics	70	https://freshdesk.com/reporting
Freshdesk	help desk metrics examples	70	https://freshdesk.com/reporting
Freshdesk	help desk metrics dashboard	40	https://freshdesk.com/reporting/dashboard
Freshdesk	improve knowledge base	50	http://www.happyfox.com/blog/how-to-improve-your-knowlec
Freshdesk	help desk workflow	30	https://www.happyfox.com/help-desk-work-flow/
Freshdesk	help desk tips and tricks	20	https://www.mojohelpdesk.com/blog/2013/09/8-quick-tips-to
Freshdesk	help desk tips	30	https://www.mojohelpdesk.com/blog/2013/09/8-quick-tips-to
Freshdesk	how to be a good help desk technician	30	https://www.mojohelpdesk.com/blog/2013/09/8-quick-tips-to



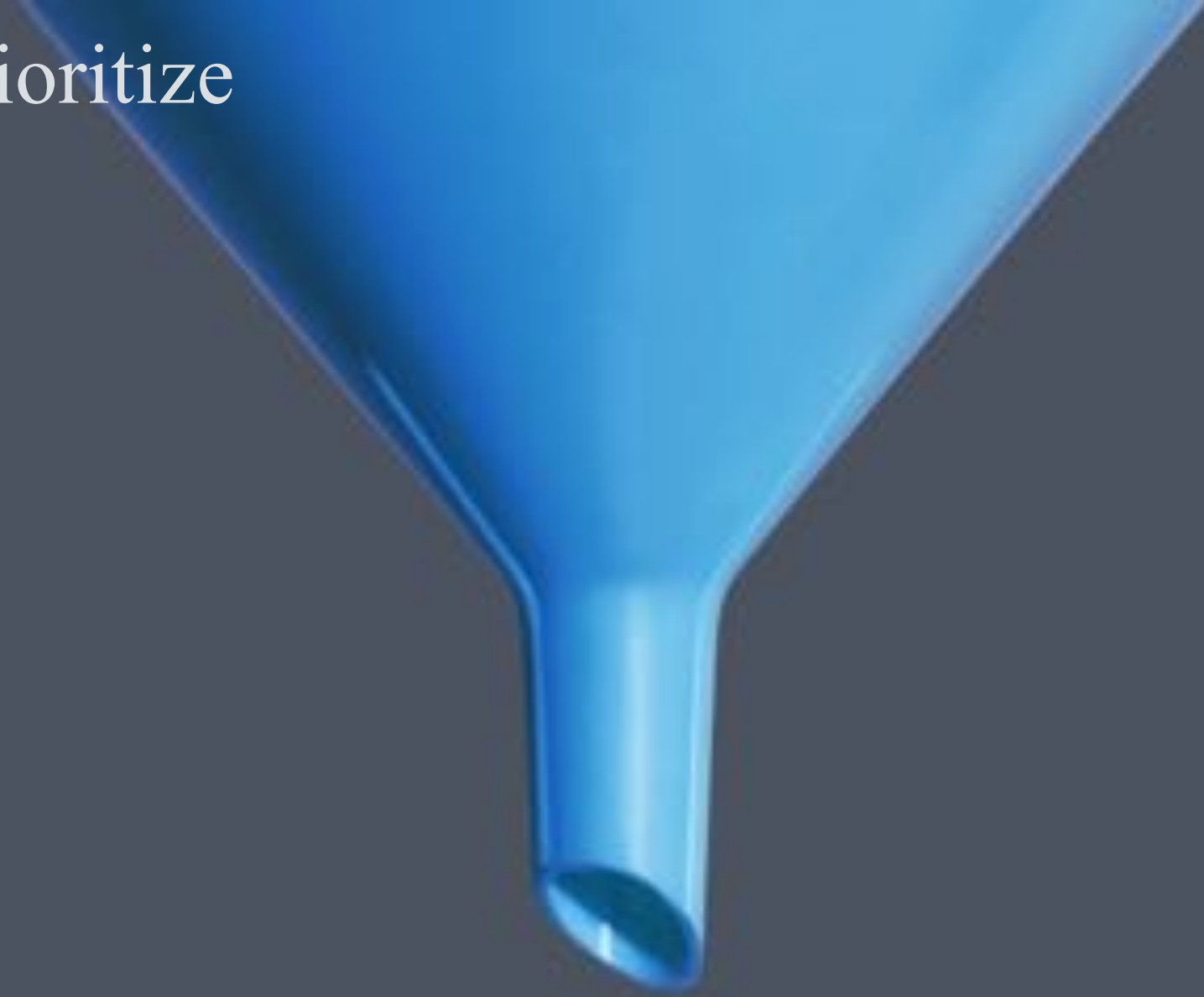


3 Aggregate

TOPICAL KWs		EXISTING KWs		COMPETITOR KWs		EXPANDED KWs		AGGREGATE	
Primary	Secondary	Keyword	Volume	Keyword	Volume	Keyword	Volume	Keyword	Volume
Internet defamation	Slander	defamation of ch	22200	reputation mana	4400	invasion of privac	6400	defamation of ch	22200
Content removal	Libel	she's a homeown	12100	online reputation	2900	torious interfere	6400	she's a homeown	12100
Online reputation	Online harassment	rip off report	6400	defamation laws	1600	libel vs slander	4400	rip off report	6400
Cyberbullying	Business concepts	torious interfere	4400	revenge porn las	1300	what is slander	4400	torious interfere	4400
Revenge porn	Invasion of privacy	she'shomeowne	3600	defamation of ch	1300	revenge porn las	4400	she'shomeowne	3600
Cyber investigation	Defamation of ch	torious	3600	reputation mana	800	online reputation	3600	torious	3600
	Business dispar	fraudulent misre	2400	how to remove y	720	what is doing	2900	fraudulent misre	2400
	Torious interfere	she's a homeown	1800	what are actual t	720	slander lawsuit	2400	she's a homeown	1800
	Intentional inflict	defamation of ch	1000	glassdoor review	720	intentional inflict	2400	defamation of ch	1000
	Trade secrets	what is defamati	1000	examples of slan	500	motion to quash	2400	what is defamati	1000
	Business/ person	cheater porn	800	defamation per s	500	actual malice	1900	cheater porn	800
	Cyberstalking	cheater websites	800	how to delete a y	500	what is defamati	1300	cheater websites	800
	Defamation litiga	cheater websites	800	how to delete a y	500	defamation of ch	1000	false light	800
	Proof of harm ne	false light	800	how to respond t	500	defamation of ch	1000	homeowner's re	720
	Motion to quash	homeowner's re	720	reputation mana	400	online reputation	1000	define disparage	720
	False advertising	business defamati	720	can you sue for i	400	identity theft stat	1000	homeowner's re	720
	US defamation li	define disparage	720	defamation statu	400	can you sue for i	720	libel per se	500
	Revenge porn la	homeowner's co	500	anticyberstalking	400	difference betwe	720	cheater's website	800
	Actual malice	she'shomeowne	500	elements of defa	400	examples of slan	720	private person	300
	satire vs. defam	libel per se	500	online reputation	400	defamation of ch	720	define defamatio	300
	Famous defamat	cheater's website	400	how to remove p	400	suing for defama	500	communication o	320
	Defamation statu	private person	300	can you sue som	300	motion to quash	500	character defam	320
	How to get conte	define defamatio	300	trade libel	300	extortion vs libel	500	civil conspiracy	260
	Anonymous inter	communication o	320	business reputa	300	can you sue som	400	defamation of y	260
	Copyright infrin	character defam	320	defamation of ch	300	defamation of ch	400	defamatory statu	260
	Trademark infrin	civil conspiracy	260	define defamatio	300	defamation of ch	400	defamation of ch	260
	Brand protection	defamation of y	260	infliction of emot	320	online reputation	400	section 230 of th	210
	Reputation repa	defamatory statu	260	what is emotio	320	online reputation	400	how to delete a y	210
	[Job Title] ORM	defamation of ch	260	defamation of ch	320	identity theft prot	400	slander v libel	210
	Blackmail	section 230 of th	210	reputation mana	320	suing someone f	300	she's a home own	210
	Online imperson	how to delete a y	210	internet harassm	320	what is invasion	300	false light defam	210
	Online misrepres	slander v libel	210	defamation of ch	320	invasion of privac	300	disparagement o	210
	Extortion	she's a home own	210	defamation of ch	320	defamation of ch	300	section 230	170



4 Map & Prioritize



	A	B	C
1	Prioritized Keywords		
2	Searcher's Intent	Keyword	Monthly Search Volume
43	Too Broad	sue for damages	140
44	Investigation	false light invasion of privacy	140
45	Not Relevant	www.shesahomewrecker.com	140
46	Too Broad	what is disparagement	140
47	Informational	wrongful interference with a business relationship	140
48	Informational	how to remove google reviews	140
49	Informational	cda 230	140
50	Too Broad	ripoff report lawsuit	110
51	Not Relevant	www.lookwhogotbusted	110
52	Transactional	internet defamation attorney	2900
53	Informational	what is fraudulent misrepresentation	110
54	Informational	remove google review	110
55	Too Broad	report my ex	110
56	Informational	communications decency act section 230	90
...			...
+ ☰ Content Calendar Summary Competitors Topic Groups Expanded KWs C			



5 Qualify

	A	B	C	D	E	F	G
	Searcher's Intent	Keyword	Monthly Search Volume	Complete?	Ideal Content Type	New / Improve / Consolidate / Leave?	Notes
1	Transactional	internet defamation attorney	2908	Yes	- Service Page	- Leave	- Homepage already ranking top 3
2	Transactional	internet defamation lawyer	488	Yes	- Service Page	- Leave	- Homepage already ranking top 3
3	Transactional	online reputation management	398	Yes	- Blog Post	- New	- Epic long form guide. SERP is mostly informational
4	Transactional	reputation management services	298	Yes	- Service Page	- Improve	- Very competitive. But, this page needs to be expanded &
5	Transactional	online reputation management services	328	Yes	- Service Page	- Improve	- Very competitive. But, this page needs to be expanded &
6	Transactional	business reputation management	328	Yes	- Forum/Community	- New	- Tenant SEO - leverage authority on larger sites to rank & SERPs dominated by industry directories (consider opti
7							
8	Transactional	defamation of character lawyers	268	Yes	- Forum/Community	- New	- Could also target [Geo] modifier search phrases (eg. lida guide similar to: http://kellysmanetax.com/defame
9	Transactional	reputation management companies	268	No	-	-	- Really competitive
10	Transactional	online reputation management companies	268	No	-	-	- Really competitive
11	Transactional	search engine reputation management	178	No	-	-	- Really competitive
12	Transactional	internet reputation management	178	Yes	- Blog Post	- New	- Epic long form guide. SERP is mostly informational
13	Transactional	online reputation repair	178	Yes	- Blog Post	- New	- Epic long form guide. SERP is mostly informational
14	Transactional	seo reputation management	148	Yes	- Blog Post	- New	- Epic long form guide. SERP is mostly informational
15	Transactional	reputation management company	148	No	-	-	- SERP dominated by review sites focused on ORSM softw
16	Transactional	reputation management for individuals	118	Yes	- Blog Post	- New	- Epic long form guide. SERP is mostly informational
17	Transactional	reputation management for doctors	118	Yes	- Service Page	- New	- Sub service page linked internally from the main ORSM p
18	Transactional	reputation management lawyers	118	Yes	- Service Page	- New	- Sub service page linked internally from the main ORSM p
19	Transactional	personal reputation management services	98	Yes	- Blog Post	- New	- Epic long form guide. SERP is mostly informational
20	Transactional	executive reputation management	98	Yes	- Blog Post	- New	- Epic long form guide. SERP is mostly informational
21	Transactional	business online reputation management	98	Yes	- Forum/Community	- New	- Tenant SEO - leverage authority on larger sites to rank &
22	Transactional	reputation lawyer	98	Yes	- Service Page	- Leave	- Homepage already ranking top 3
23	Transactional	om management	78	Yes	- Blog Post	- New	- Epic long form guide. SERP is mostly informational
24	Transactional	online reputation management	78	Yes	- Blog Post	- New	- Epic long form guide. SERP is mostly informational
25	Transactional	best online reputation management	78	No	-	-	- SERP dominated by review sites focused on ORSM softw
26	Transactional	physician reputation management	78	Yes	- Blog Post	- New	- Epic long form guide. SERP is mostly informational
27	Transactional	internet reputation management services	78	Yes	- Service Page	- Improve	- Very competitive. But, this page needs to be expanded &
28	Transactional	identity theft protection services	78	Yes	- Forum/Community	- New	- Tenant SEO - leverage authority on larger sites to rank & SERPs dominated by industry directories (consider opti
29							
30	Transactional	defamation of character attorney	78	Yes	- Forum/Community	- New	- Could also target [Geo] modifier search phrases (eg. lida guide similar to: http://kellysmanetax.com/defame



6 Execute

	FUNNEL	PARENT TOPIC	PRIMARY KEYWORDS	SECONDARY KEYWORDS	RAWING CONTENT EXAMPLES	HOW TO IMPROVE	CONTENT TYPE
STATUS							
Author: Royal Jay Draft Date: 9/15/2011 Publish Date: 9/26/2011	TpFu	Revenge porn	Revenge porn laws	states with revenge porn laws laws against revenge porn revenge porn laws by state revenge porn legislation colombia revenge porn law	http://www.cyberstalking.org/revenge-porn http://www.cyberstalking.com/articles/with-4	New	Blog Post
STATUS							
Author: DRL Draft Date: 100 Publish Date: 100	MpFu	fraudulent misrepresentation	Fraudulent misrepresentation Fraudulent misrepresentation test	what is fraudulent misrepresentation elements of fraudulent misrepresentation intentional misrepresentation fraudulent contracts	http://www.legal.com/what-is-fraudulent http://www.legal.com/articles/fraudulent-contract	Improve	Resource
NOT STARTED							
STATUS							
Author: DRL Draft Date: 100 Publish Date: 100	TpFu	Defamation	information law defamation of character laws	new jersey information law information of character colombo law colombia defamation law new jersey defamation law information of character florida law	http://www.legal.com/articles/defamation	New	Resource
STATUS							
Author: DRL Draft Date: 100 Publish Date: 100	TpFu	Information per se	Information Per Quod vs Information Per Se	information per se information per quod per per quod per per quod example	http://www.legal.com/articles/information-per-se http://www.legal.com/articles/information-per-quod http://www.legal.com/articles/information-per-se	New	Resource
NOT STARTED							
STATUS							
Author: DRL Draft Date: 100 Publish Date: 100	MpFu	Torts	Intoxic Inference	intoxic inference with contract intoxic inference with business experience intoxic inference of contract intoxic inference examples what is intoxic inference	http://www.legal.com/articles/intoxic-inference	New	Resource
NOT STARTED							
STATUS							
Author: Royal Jay Draft Date: 100 Publish Date: 100	MpFu	CRIM	executive online reputation management	exec reputation management Executive Online Reputation Management Services Executive Online Reputation Management CEO Online Reputation Management Corporate Online Reputation Management	http://www.reputation.com/articles/online-reputation http://www.reputation.com/articles/online-reputation http://www.reputation.com/articles/online-reputation http://www.reputation.com/articles/online-reputation	New	Service Page
NOT STARTED							
STATUS							



6 Execute

FUNNEL	PARENT TOPIC	PRIMARY KEYWORD(S)	SECONDARY KEYWORD(S)
ToFu	Revenge porn	Revenge porn laws	states with revenge porn laws laws against revenge porn revenge porn laws by state revenge porn legislation california revenge porn law
MoFu	fraudulent misrepresentation	fraudulent misrepresentation fraudulent misrepresentation tort	what is fraudulent misrepresentation elements of fraudulent misrepresentation intentional misrepresentation fraudulent contracts
ToFu	Defamation Laws by State	defamation laws defamation of character laws	new jersey defamation law defamation of character california law california defamation law texas defamation law defamation of character florida law
ToFu	defamation per se	defamation Per Quod vs Defamation Per Se	defamation per se defamation per quod libel per quod



Grouping

Internet defamation lawyers

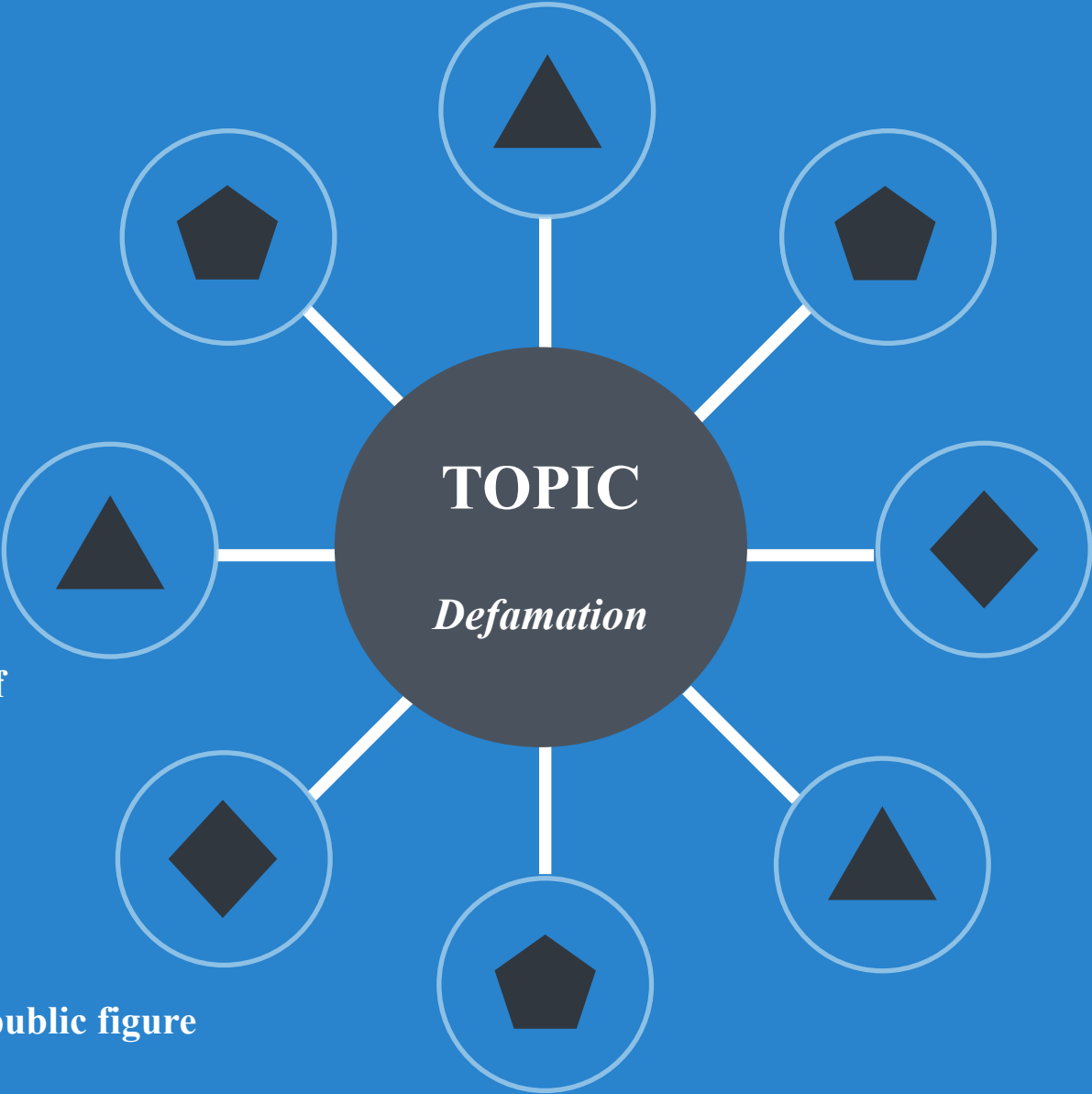
How to sue for
defamation of character

False light invasion
of privacy

Burden of proof in defamation of
character lawsuit

California defamation of
character laws

Defamation of a public figure



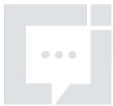
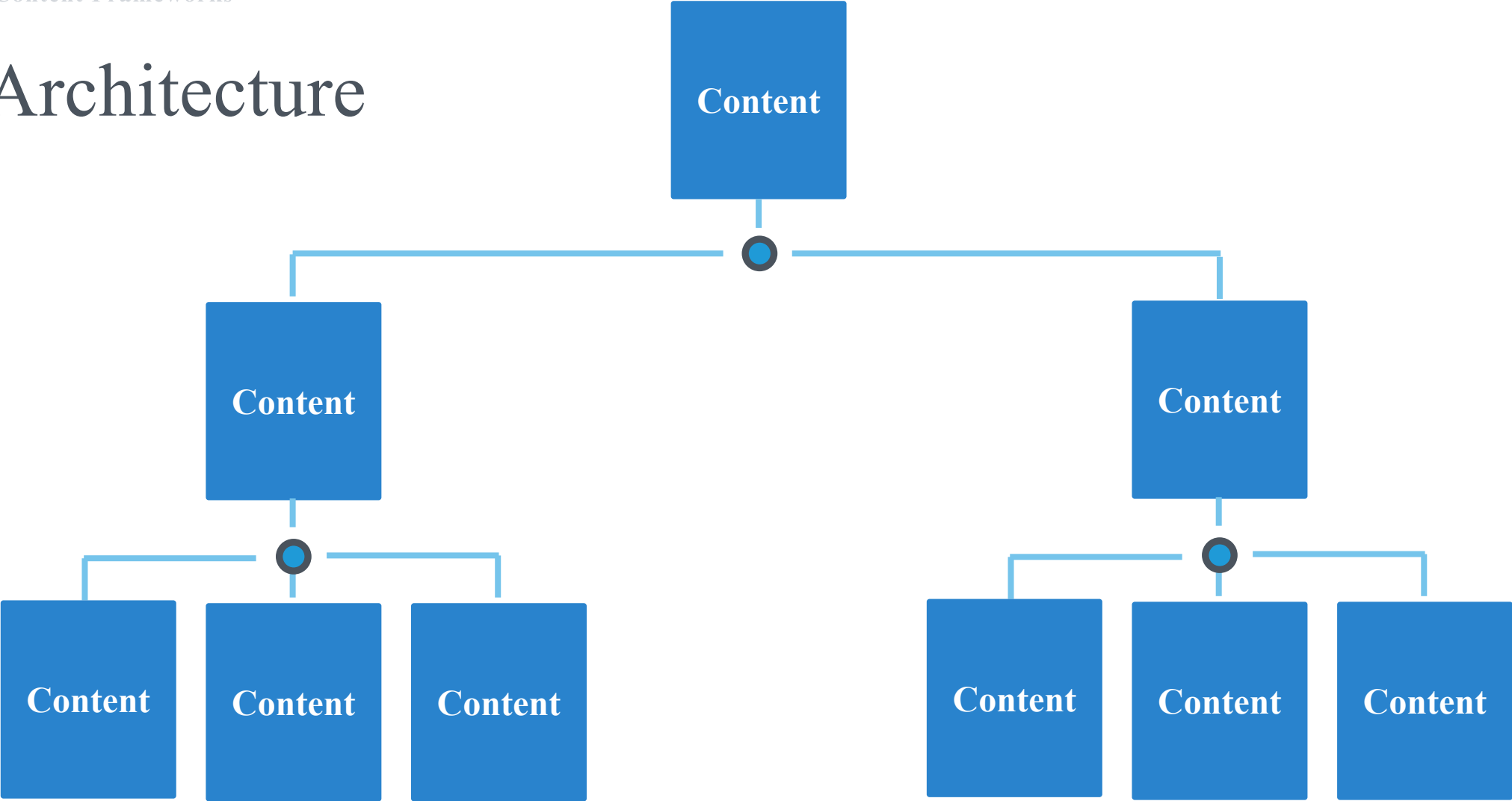
● Core Content

⬠ Subtopics

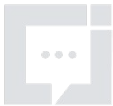
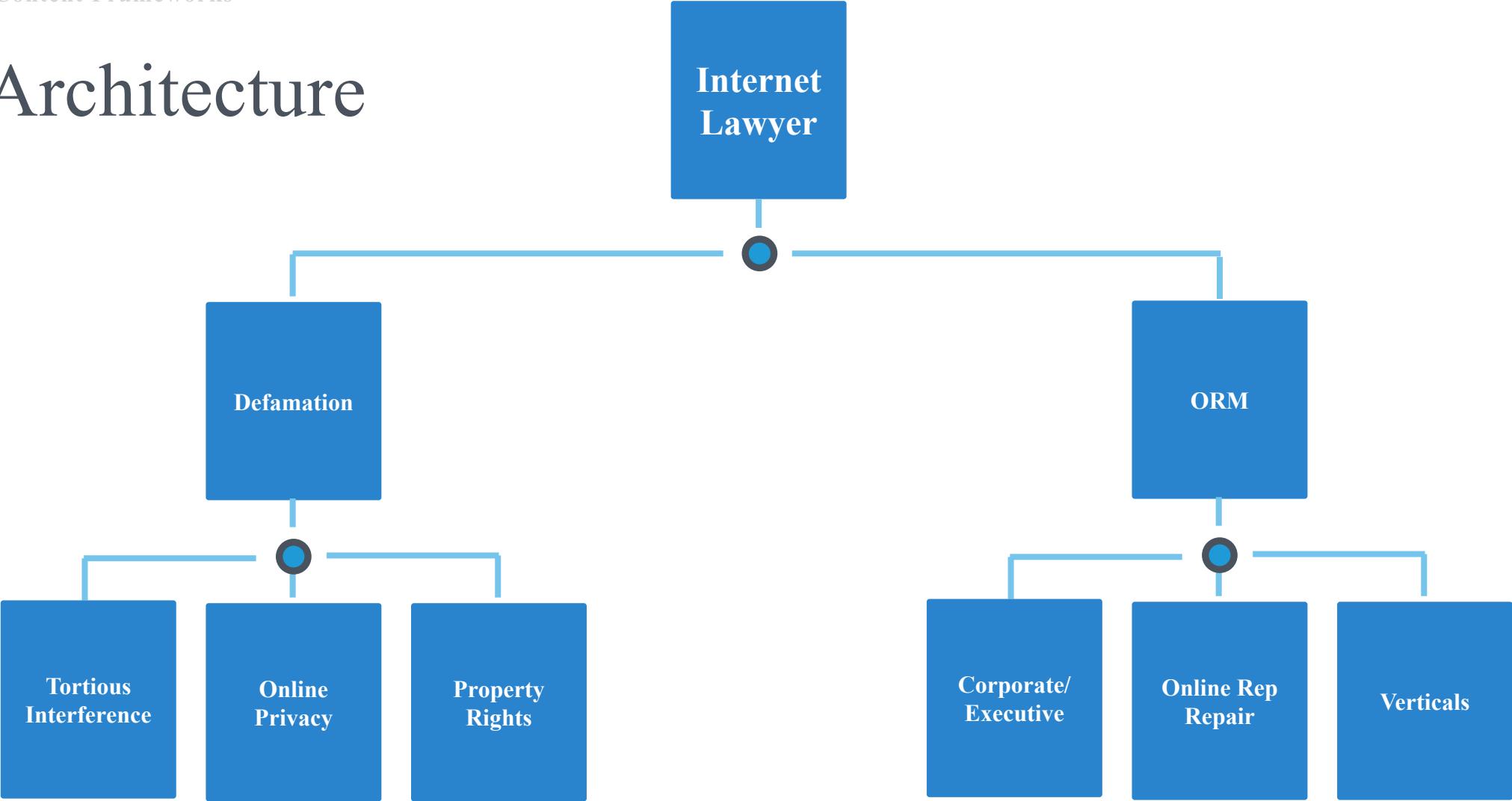
| Links



Site Architecture



Site Architecture



IMPORTANT:

Align CTAs with content topics.



obbierichards.com
Actionable Online Marketing Strategies

ABOUTEBOOKSMY TOOLSRREVIEWSPROVEN STRATEGIESHIRE ME

19-Step On-Page SEO Checklist (with FREE Automation Template)

June 15, 2017 by Robbie — 55 Comments

Let's face it:

Most on-page SEO checklists are completely useless.

Don't believe me? Do a Google search for "on-page SEO checklist" and you'll see what I mean.



on page seo checklist

PAGE	BASIC CHECKS		H1
	ROBOTS NOINDEX?	HTTPS	
/seo/identify-recover-google-penalty/	INDEX	NO	YES
/seo/steal-competitors-backlinks-rankings/	INDEX	NO	YES
/seo/13-killer-link-building-strategies/	INDEX	NO	YES
/seo/16-ex			ES

	Form Impressions	Conversions	Conversion Rate
Automation Template Download (control)	12806	1651	12.89%

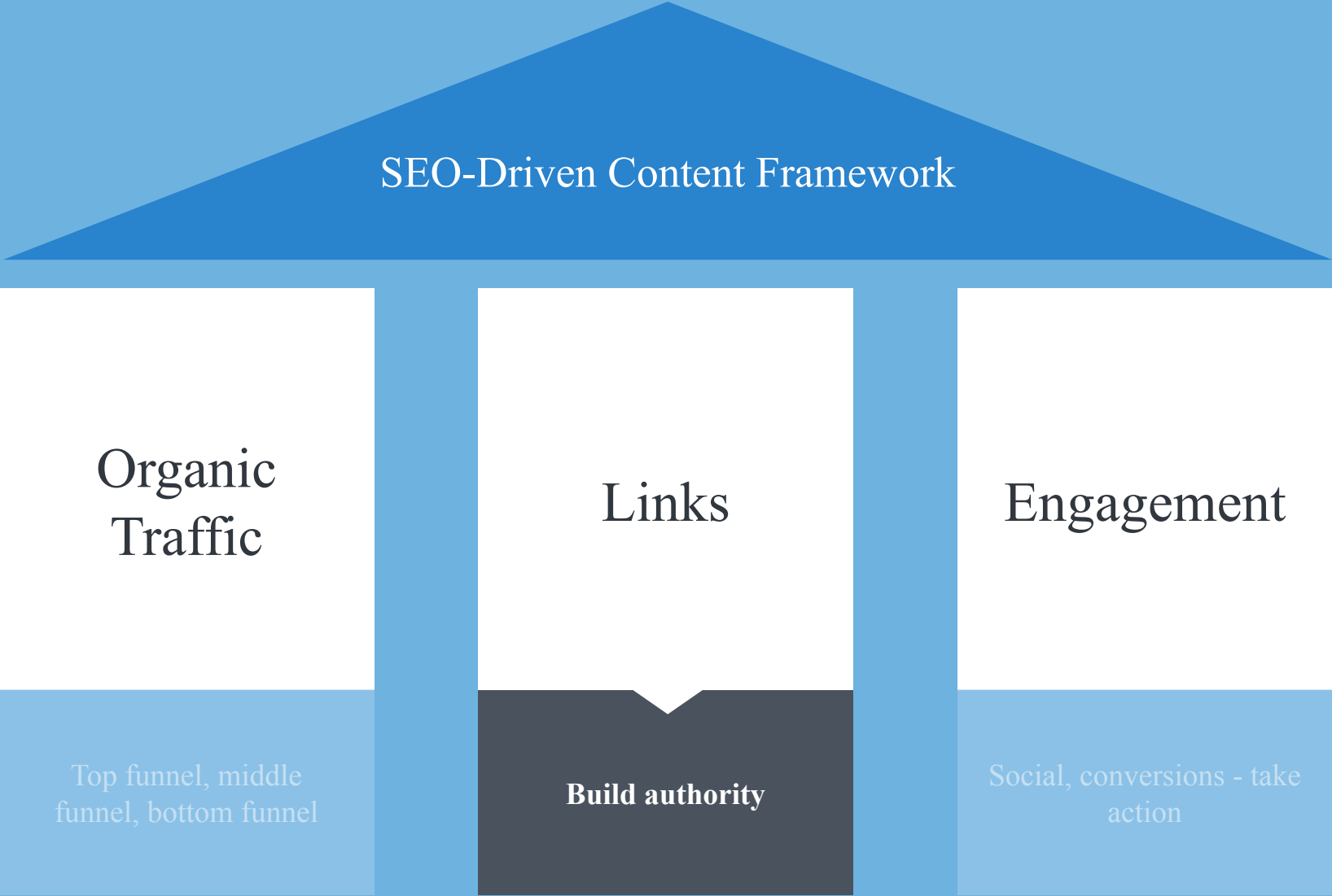


Don't stop with organic...



**Links and engagement are
important pillars too...**





ahrefs

[Dashboard](#) [Alerts](#) [Site explorer](#) [Content explorer](#) [Keywords explorer](#) [Rank tracker](#) [More](#)

https://www.funders.com/

domain

Settings

Overview

Backlink profile

Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchor

Top referring content

Referring IPs

Organic search

Organic keywords

- New
- Movements

Top pages

Competing domains

Competing pages

Content gap

Pages

- Best by links
- Best by links' growth
- Best by shares
- Top content

Outgoing links

Linked domains

Anchor

By English

The Best Pages by Backlinks


Platforms Languages All HTTP codes Search in results

5,765 results





#	Page	UR 4	RD	Dofollow	Nofollow	Redirects	First Seen	Last check
1	Small Business Loans Made Easy Funders www.funders.com/ + 1K	52	626	2,037	452	3	1 Nov '13	6 d
2	Small Business Loans - The 10 Best Options in One Place Funders www.funders.com/business-loans + 1K	45	321	1,047	329	0	7 Nov '14	27 h
3	17 Statistics Every Business Owner Needs to Be Well Aware Of www.funders.com/blog/small-business-statistics + 10K	38	162	321	79	2	24 Nov '16	2 d
4	Short Term Loans: Access the 10 Best Lenders in the Industry Funders www.funders.com/business-loans/short-term-loans + 1K	37	127	232	170	1	11 Nov '14	6 d
5	Business Line of Credit: Access the Top Options in 2017 Funders www.funders.com/business-loans/business-line-of-credit + 1K	36	124	260	96	0	12 Nov '15	3 d
6	301 moved permanently www.funders.com/resources/small-business-loans + 1K www.funders.com/business-loans + 1K	36	107	320	43	1	29 Oct '15	25 h
7	SBA Loans: Where to Find the Best SBA Financing in 2017 Funders www.funders.com/business-loans/sba-loans + 1K	35	121	210	99	1	5 Dec '13	3 d
8	The Best Business Credit Cards in 2017: Our Expert's Picks Funders www.funders.com/test/business-credit-cards + 1K	34	123	298	62	2	28 Nov '16	23 h
9	Want Free Money? Check Out This List of 108 Small Business Grants www.funders.com/blog/small-business-grants + 10K	32	83	288	136	1	18 Nov '16	7 d



17 States Owner N




Gretchen Schmid



If you own a sm
excellent compo
according to the
employees. Sm
employees) acc

Thanks to this e
Census Bureau,
small business s
rates to the cha
small business s

Small Bu


 MY CREDIT SCORE

☐ Excellent (660+)


☐ Good (620-659)

☐ Average (550-619)


☐ Challenged (<550)

 FEE


>

 I WANT



>

 CARD ISSUER


>

 CARD NETWORK

>


 CARD TYPE 

>



The Blue Business® Plus Credit Card from American Express

Notes & Fees




on American Express's secure website. Terms apply.


☐ Compare

ANNUAL FEE	REWARDS	SIGN UP BONUS	MINIMUM CREDIT
None	1 or 2 points	None	Good (620+)

[Details](#)



Ink Business Preferred™ Credit Card




on Chase's secure website


☐ Compare

ANNUAL FEE	REWARDS	SIGN UP BONUS	MINIMUM CREDIT
\$95	1 or 3 points	Earn 80,000 bonus points (see details)	Excellent (660+)

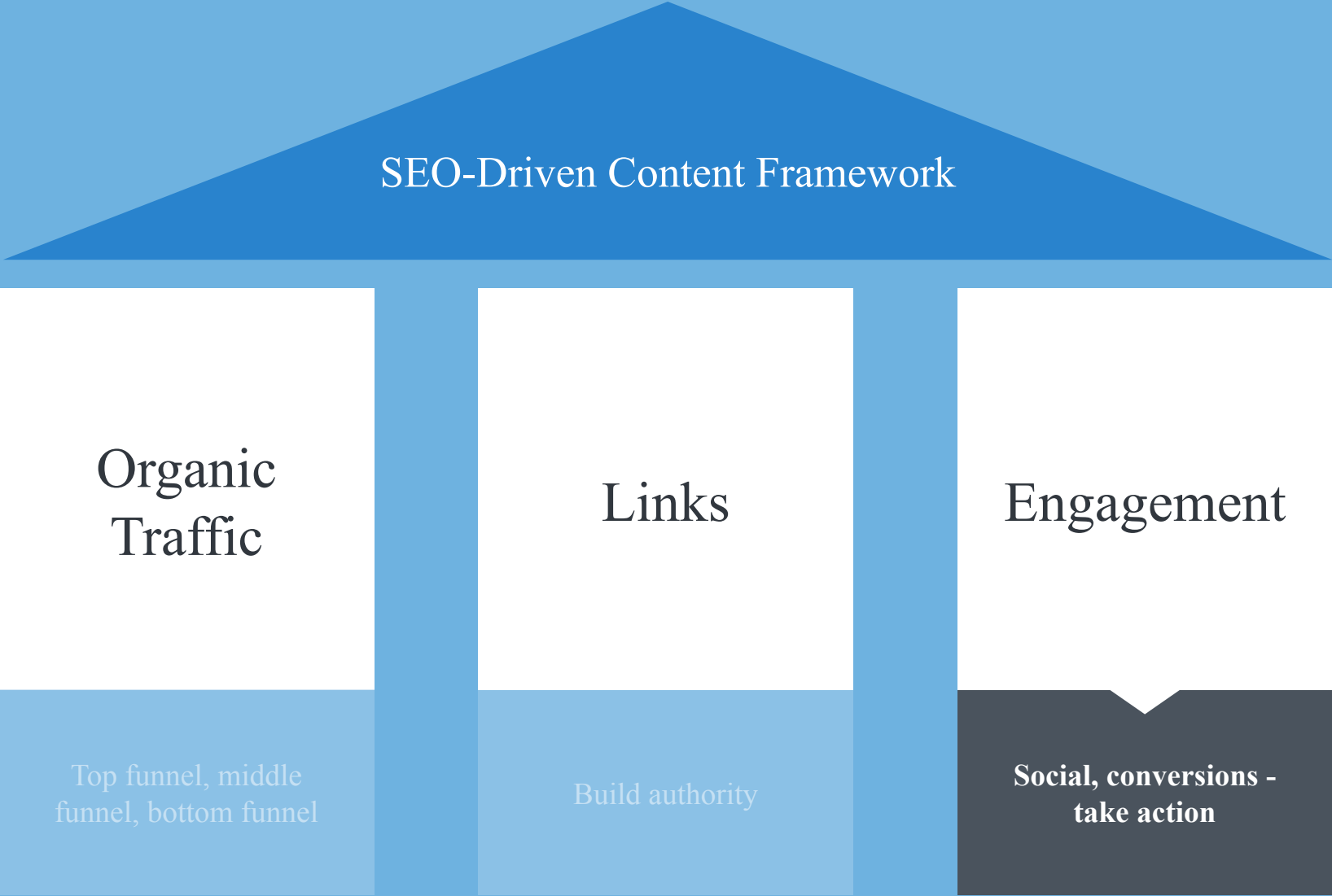
[Details](#)



Capital One® Spark®







SEO-Driven Content Frameworks

Most Popular Content for https://www.fundera.com/

Publish date

Languages

Shares

Domain Rating

Referring domains

Organic traffic

Word count

One article per domain

607 results

Select all

Who tweeted selected articles

Highlight unlinked domains

Sorted by Total shares

Export

7 Useful Ways to Successfully Network with Other Sm...

www.fundera.com/blog/network-with-other-small-businesses

If you're wondering how to network, you've come to the right place. Here are seven strategies to successfully network with...

1,620 words Emily Kate Pope 16 Aug '17

0

2K

0

6

0

Total 2K Median 0

Domain Rating 60

Referring domains 0

Organic traffic <1

Who tweeted

Details

The Best Small Business Management Tips from 31 T...

www.fundera.com/blog/small-business-management

We asked 30 entrepreneurs and small business owners: "What's your best small business management tip?" H...

3,826 words Georgia McIntyre 23 J...

11

322

0

Domain Rating 60

Referring domains 8

Organic traffic 46

Want Free Money? Check Out T...

www.fundera.com/blog/small-business-grants

Need cash to start your business? Grants? Why haven't you read our list of 107 small...

5,653 words Ben Rastkovich 19 N...

0

0

0

0

0

35 Female Entrepreneurs Spill C...

www.fundera.com/blog/female-entrepreneurs

To honor female entrepreneurs who are ch...

3,408 words Georgia McIntyre 17 N...

0

0

0

0

0

Filter by Date

Filter by Language

Filter by Country (FUD)

Filter by Word Count

Filter by Domains

Filter by Content Type

Most Shared

https://www.fundera.com/

Search

Options

Sort by LinkedIn Shares

Secured Business Loans: The 6 Best Options in One Place

Aug 4, 2017

Fundera.com

Veteran Business Loans: The Top Loan Options in One Place

Apr 26, 2017

Fundera.com

The Best Business Credit Cards in 2017: Our Expert's Picks

Dec 13, 2016

Fundera.com

Facebook Engagement

LinkedIn Shares

Twitter Shares

Pinterest Shares

Number of Links

Total Shares

Save

View Backlinks

View Shares

Share

8

2K

1

5

7

2K

Save

View Backlinks

View Shares

Share

8

2.1K

1

3

56

2.1K

Save

View Backlinks

View Shares

Share

8

2.1K

1


5

27

2.1K


SEO-Driven Content Frameworks

Ad	Keyword	Pos.	Block	Volume	CPC (USD)	URL	Traffic %	Costs %	Con.	Results	Trend
on deck capital		1 (H)		3,000	11.05	www.fundera.com/Loans	0.19	0.19	0.68	5,490,000	
on deck capital		1 (H)									
revolving credit		1 (H)									
revolving credit		1 (H)									
revolving credit		2 (H)									
revolving credit		1 (H)									
amsco cash advance		1 (H)									
amsco cash advance		1 (H)									
business line of credit		4 (H)									
Best Line of Credit Options - Fundera is An A+ Rated by BBB - fundera.com		1 (H)									
www.fundera.com/line-of-credit/apply		1 (H)									
Receive funds as soon as next business day. Pay for only what you use.		1 (H)									
credmark		1 (H)									




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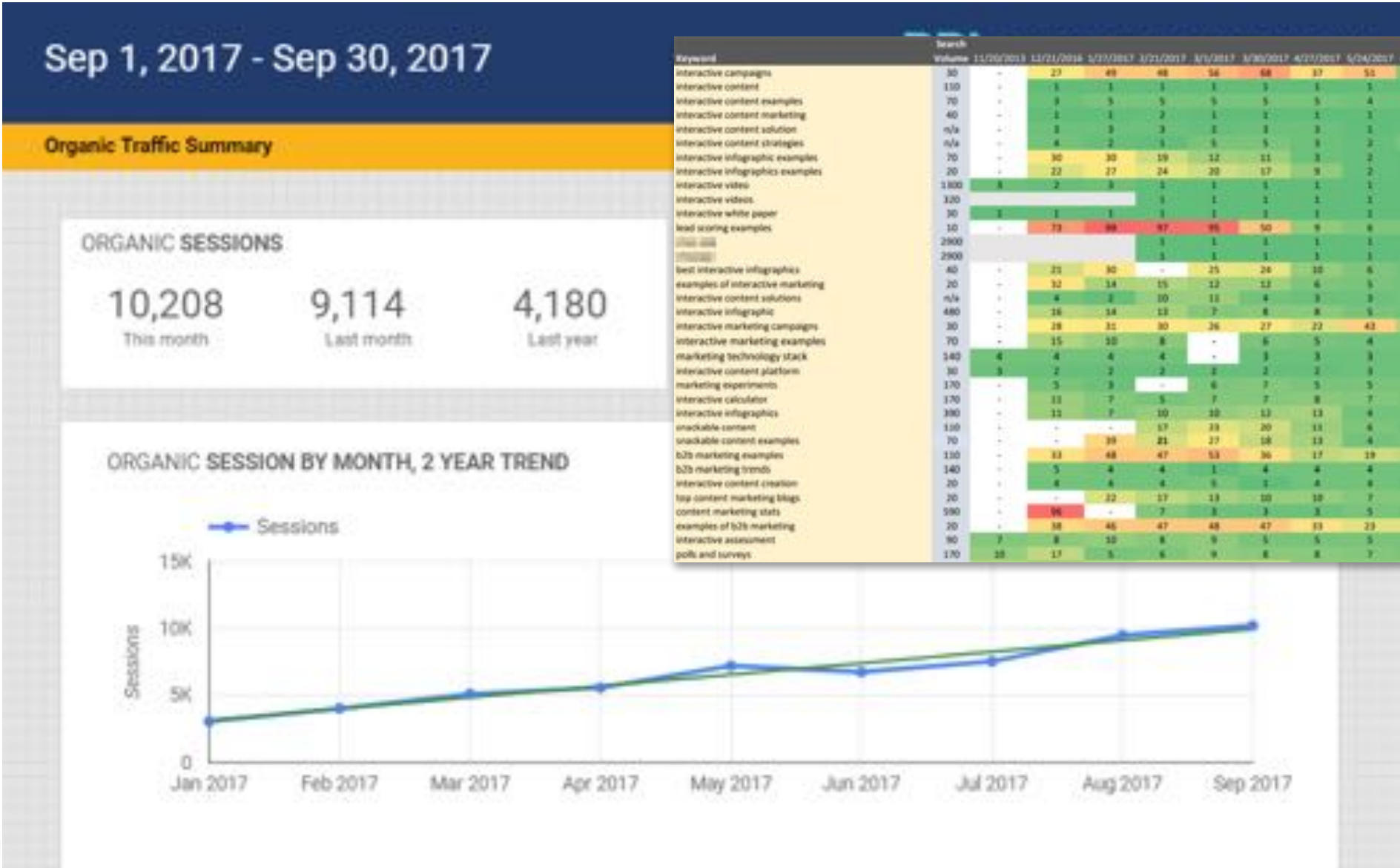


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Slide deck

Bonus video tutorials

Reporting Dashboard

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