A Step-by-Step Guide to Analyzing Your Site's Hummingbird Performance

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- To analyze your website performance in Hummingbird use MarketMuse.

  - ❏ First, open MarketMuse.com and log in.

  - ❏ Second, click on "Advanced Tools" in the top header and then "Content Audit."

  - ❏ Enter your URL. And add your "focus topic." Click the "In Content" option. Click "Analyze."

- You will see a list of all your site's page titles, along with the number of focus topic mentions, word count and content score.

- The important number here is "content score." The software uses a color-coded scoring system.

  - ❏ Green is good

  - ❏ Yellow is caution.

  - ❏ Red is bad.

- First work on the pages that have a content score below nine, indicated in red.

  - ❏ Find the first red scored page and click "Improve."

  - ❏ You'll see a complete content crawl of the page, along with a list of related topics in the right pane.

- Analyze the list of related mentions. If you see a term that you don't think is relevant, you can remove it.

- Mouse over the list, you'll see a small blue "X" appear next to a topic. Click the "X" to remove it from the list.

  - ❏ Now, download the list of related topics in an Excel spreadsheet.

  - ❏ Scroll down to the listings of "top ranking pages for 'personal finance.'"

  - ❏ Scroll through the list and find all of the articles with a green content score (above 20).

  - ❏ Click "Compare" on the first green scored page.

  - ❏ You'll see your page compared with the top-ranked competitor, based on "related mentions."

- Create a list of these phrases or download the data. Rewrite the article using as many of the "related topics" phrases as possible.

- Once you rewrite and publish the content, it will begin to rank higher. In 1-2 weeks, analyze the content again to see how your score has changed.

8 Practical Things That You Can Do to Improve Your Rank in Hummingbird

1. Select, refine and state your site's topic using a clear purpose statement, above-the-fold content and specific navigation elements. (Don't be content with fuzzy or broad statements.)

2. Create long form content. (Avoid short content.)

3. Create in-depth content. (Avoid generic content.)

4. Summarize the purpose and intent of the site with specificity and directness. (Don't hide your purpose or make it vague.)

5. Create content that appeals to readers (Don't create content for search engines.)

6. Create focused content. (Don't try to provide comprehensive content on every sub niche in your niche.)

7. Create a lot of content. (Don't be happy with a few blog posts or evergreen pages.)

8. Create content that is entirely relevant to your area of expertise. (Don't write about off-topic subjects.)