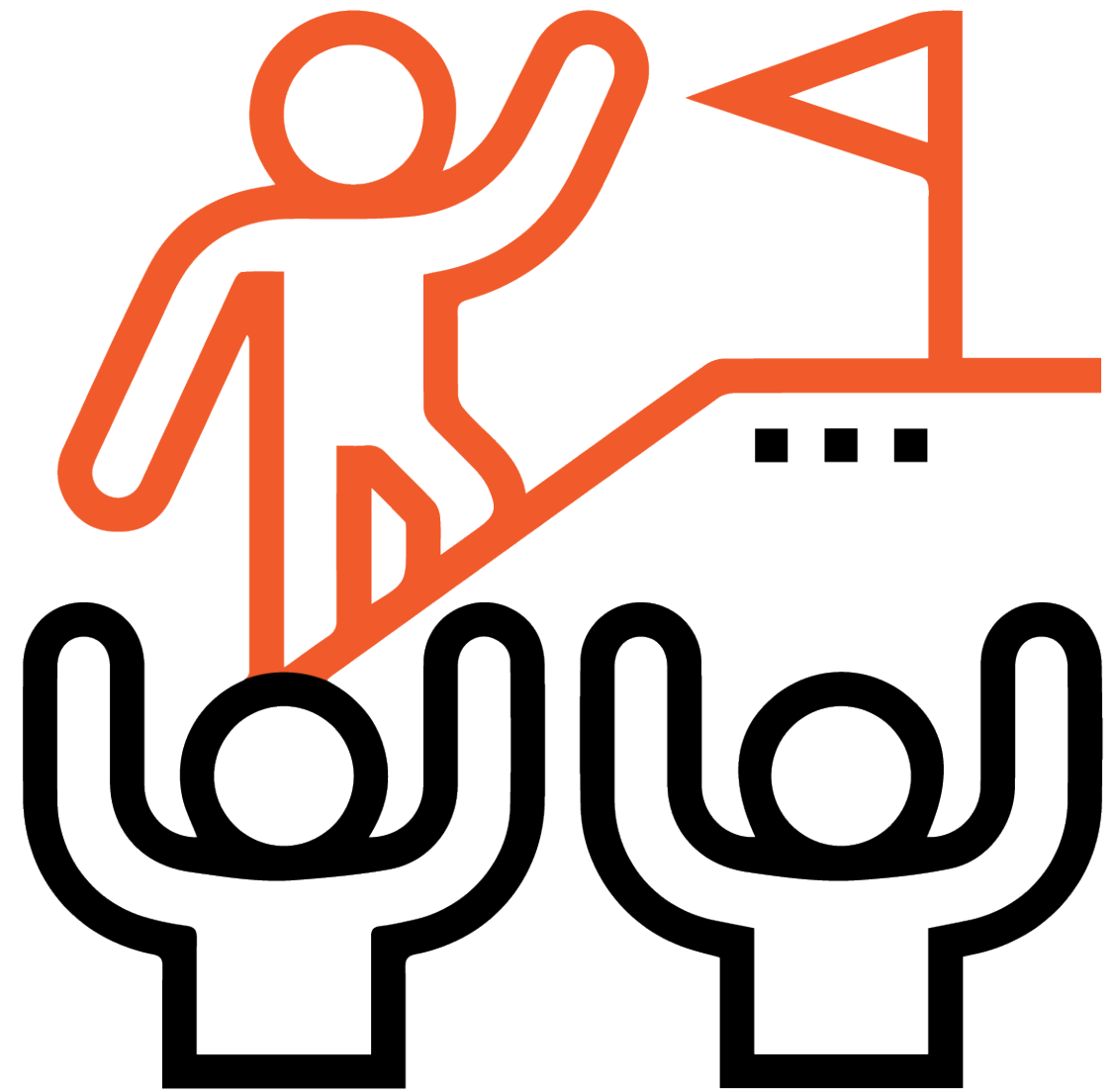


Übersuggest

Advanced Content Production
Rank Better with AI Writer



NEILPATEL

Founder of Ubersuggest,
NeilPatel.com & NP Digital

Ubersuggest

NEILPATEL

NEILPATEL
DIGITAL



I've helped companies like Amazon, NBC, GM, HP, and Viacom grow their revenue.



I've driven over 800,000,000 "wallet-out, ready-to-buy" visitors to my clients' websites.



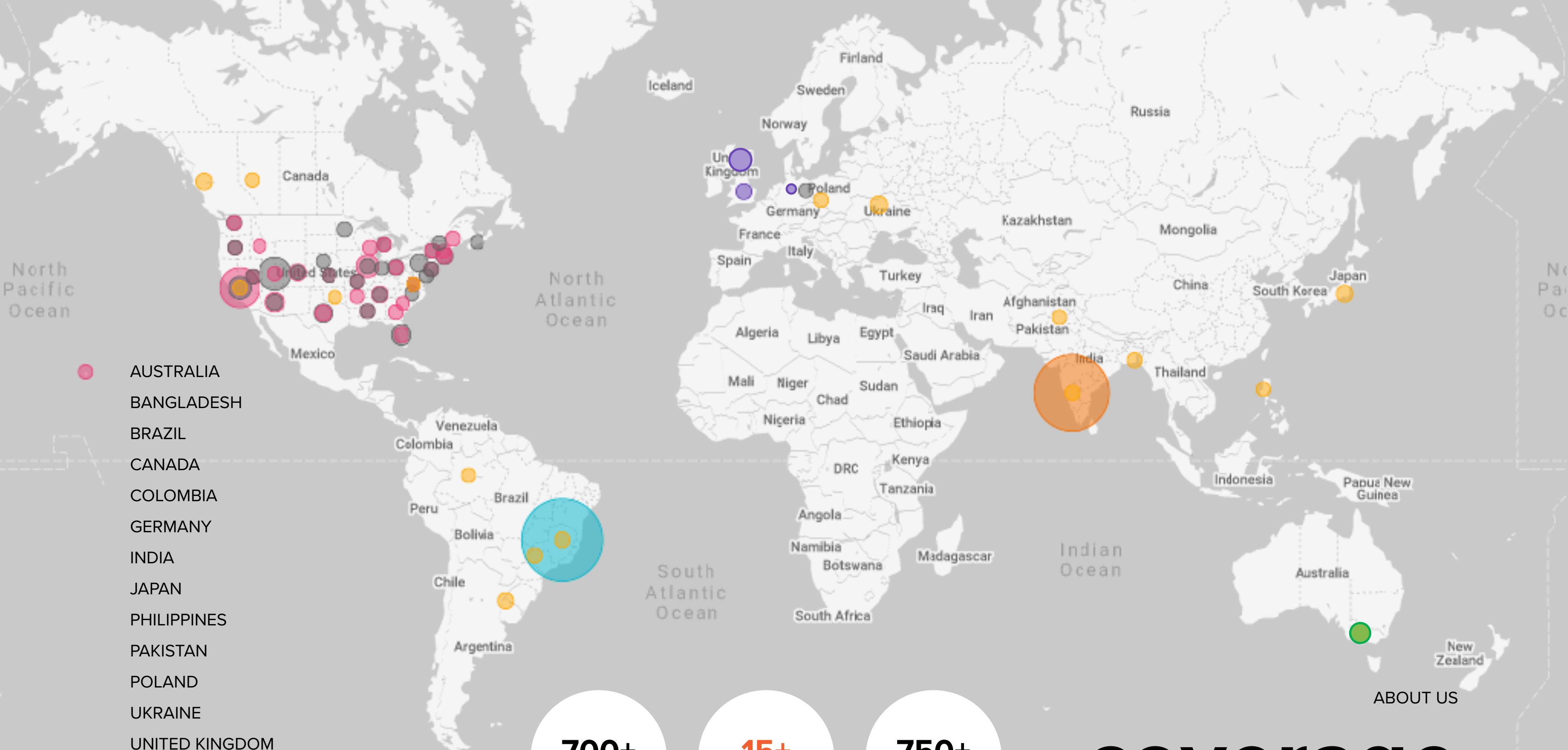
I've also worked with Facebook, Microsoft, eBay, Yahoo, Salesforce, and Intuit.



I was recognized as a top 100 entrepreneur under the age of 30 by President Obama.



I have over 4 million followers across all social platforms.



- AUSTRALIA
- BANGLADESH
- BRAZIL
- CANADA
- COLOMBIA
- GERMANY
- INDIA
- JAPAN
- PHILIPPINES
- PAKISTAN
- POLAND
- UKRAINE
- UNITED KINGDOM
- UNITED STATES
- URUGUAY

700+
EMPLOYEES

15+
COUNTRIES

750+
CLIENTS

coverage

ABOUT US

HOST

Vignesh Kumar

Marketing Manager at **Ubersuggest + AnswerThePublic**

Have been doing marketing for **over 15 years.**

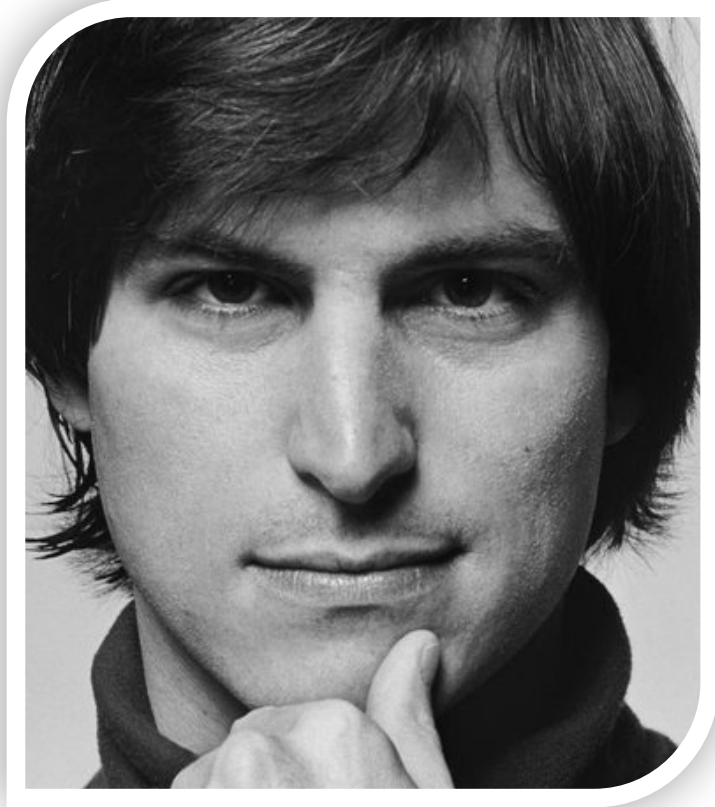
Driven over **\$45 million** in client revenue across various campaigns over the years.



Manages all course builds for **NP Digital**

Born on Ganesh Chaturthi and loves **marketing, economics & business**

Honour and Privilege To Be With You, some things are **beyond dreams**



Steve Jobs
Chief Executive Officer -
Apple in 1995

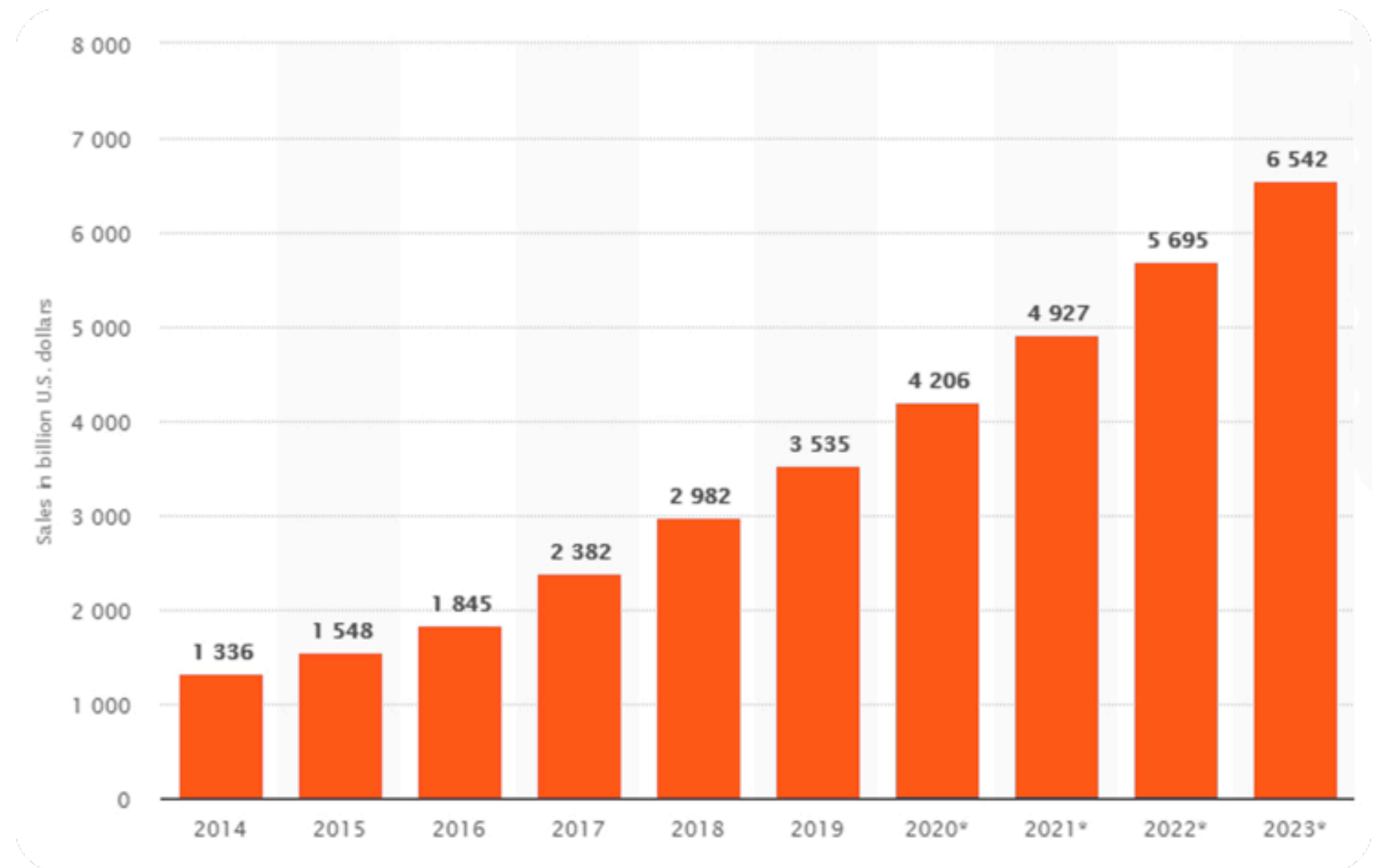


Billions and billions, up to tens of billions of dollars' worth of goods and services are going to be sold on the web. **A way to think about it is: it is the ultimate direct-to-consumer distribution channel.**

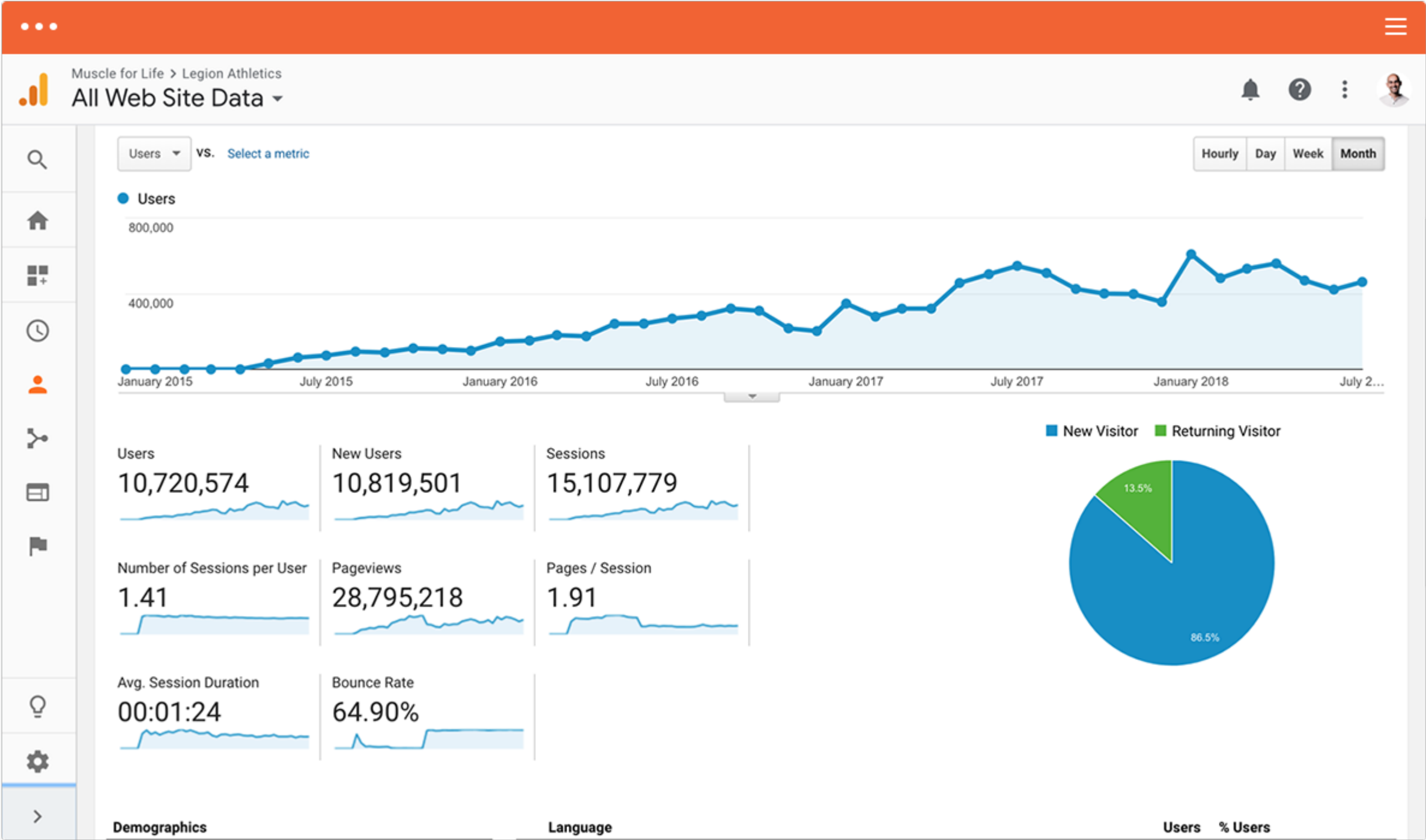


eCommerce Projected To Grow Year By Year

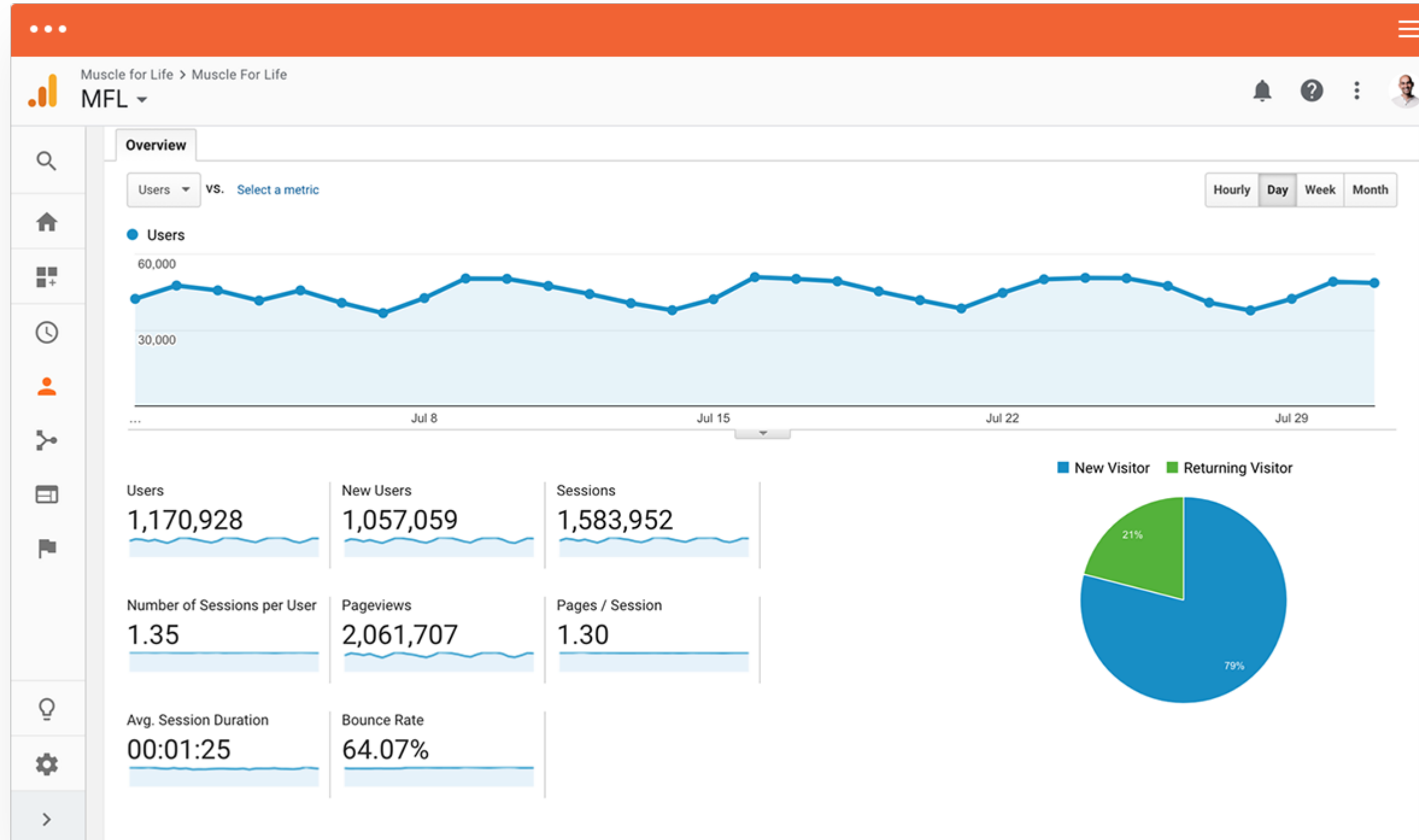
- Global commerce sales worldwide have reached over **\$3.46 Trillion dollars a year.**
- eCommerce revenues are projected to grow to **\$6.54 trillion US dollars by 2023**
- Direct-to-consumer is selling accelerating by collecting and using customer data & offer personalized products



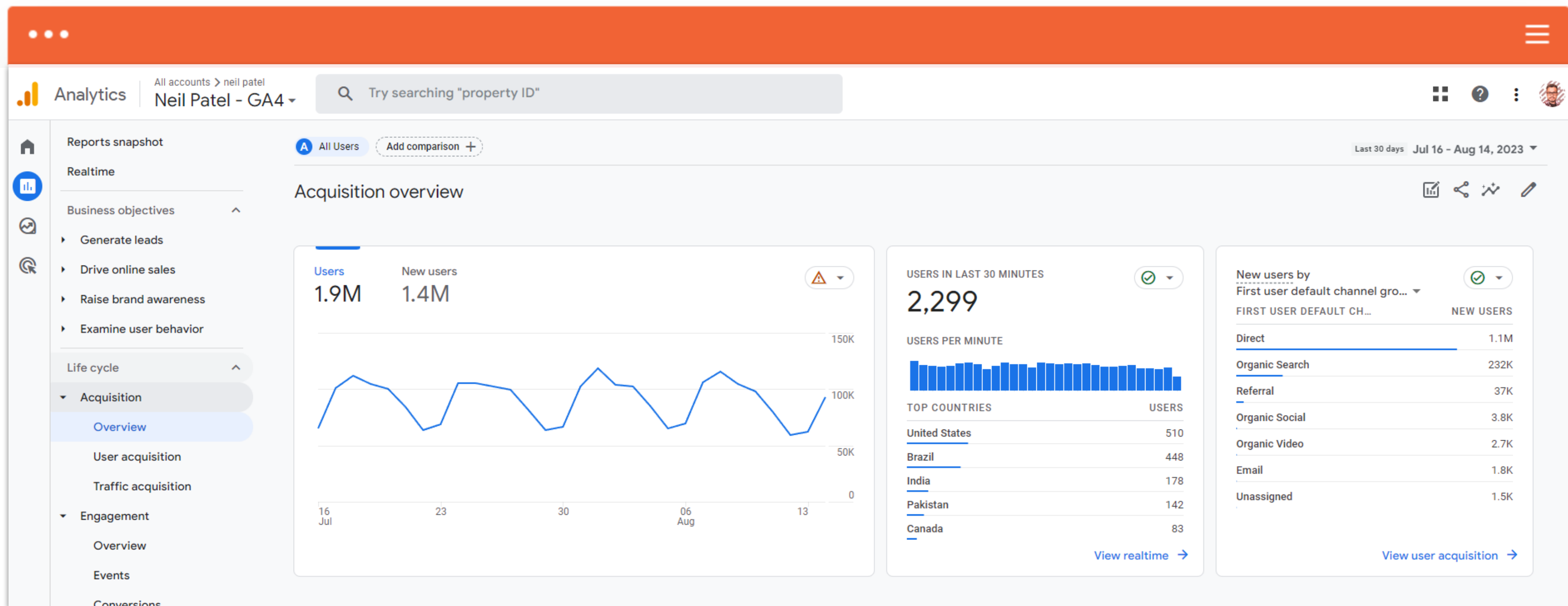
Legion Athletics



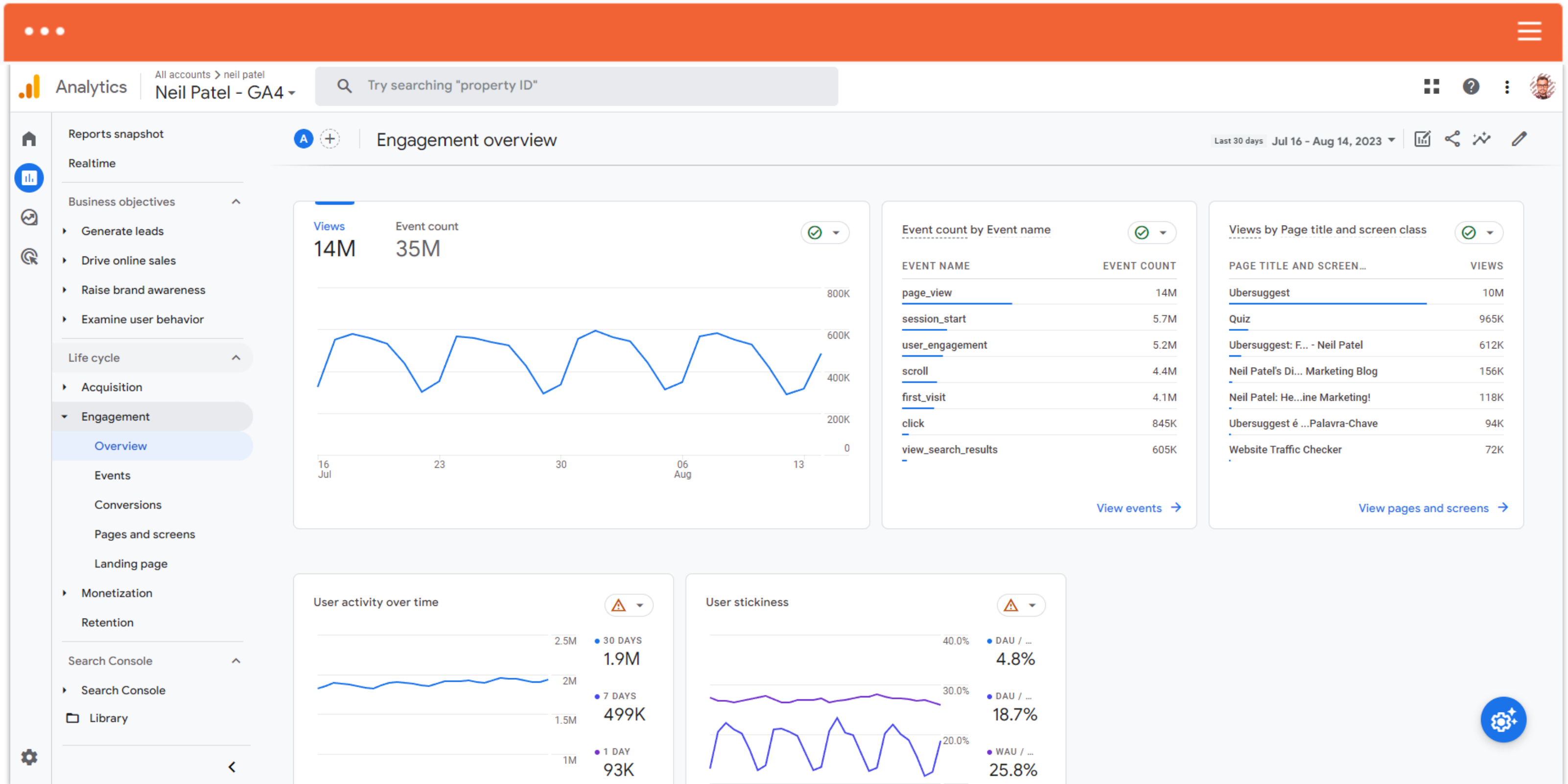
Muscle For Life



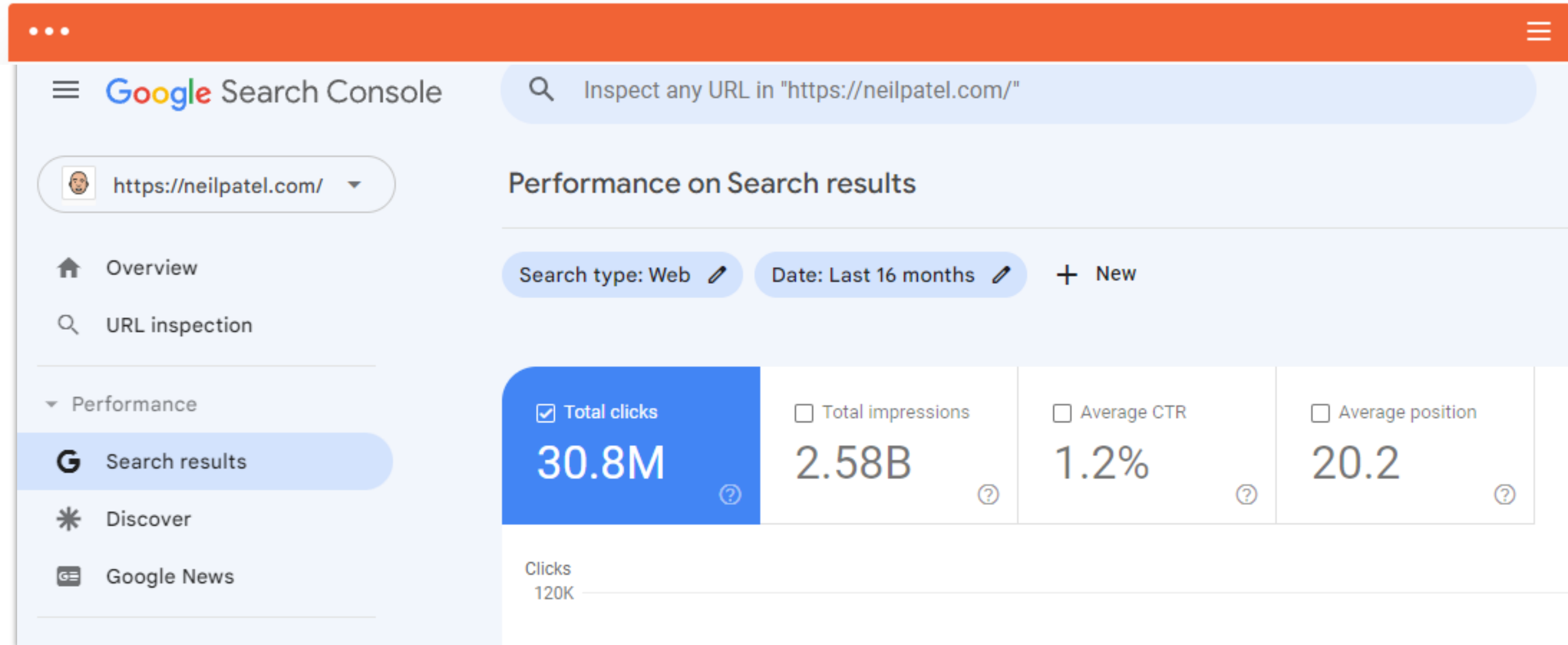
Do We Really Generate 2M Unique Users A Month?



Do We Really Generate 14M Views A Month?



Traffic Overview - 16 Months



Omnichannel Rubric

Increase sales YoY by 75%
(define 50% from Content Marketing)

Focus on Important Keywords

Overall Site Maintenance &
Organic Growth

International SEO

Site wide content strategy & refreshes

Google My Business Listings

Topical Clusters (Pillars & Cluster Pages)

Strategy for high-value locations

Link Building

Hreflang tag

Influencer Marketing

Podcast, Video & Infographics

Technical SEO

Measurement Framework & Advanced Performance Reporting

Social Media & Cross-Channel



Sundar Pichai
Chief Executive Officer -
Alphabet



Any time you type in a keyword, as Google we have gone and stored copies of billions of pages in our index. We take the keyword and match it against their pages and rank them based on 200+ signals — things like relevance, popularity and how other people are using it.



Build A Keyword List

Look for a very tight related group of keywords then export it and use that as the starting point for your research

SEARCH BY KEYWORDS | SEARCH BY WEBSITE

Discover new keywords | 1/3 Keywords Added

Enter 1-3 keywords (i.e. "meal delivery") + Language: English ▼ Location: United States ▼ **SEARCH**

marketing × [Clear All](#)

Keyword Ideas ? : marketing

SUGGESTIONS [450] | RELATED [1.8M] | QUESTIONS [117] | PREPOSITIONS [65] | COMPARISONS [58]

Volume ▼ | SEO Difficulty ▼ | CPC ▼ | Keyword Filters ▼ BETA **ALL** | PAGE 1 RANKING POTENTIAL

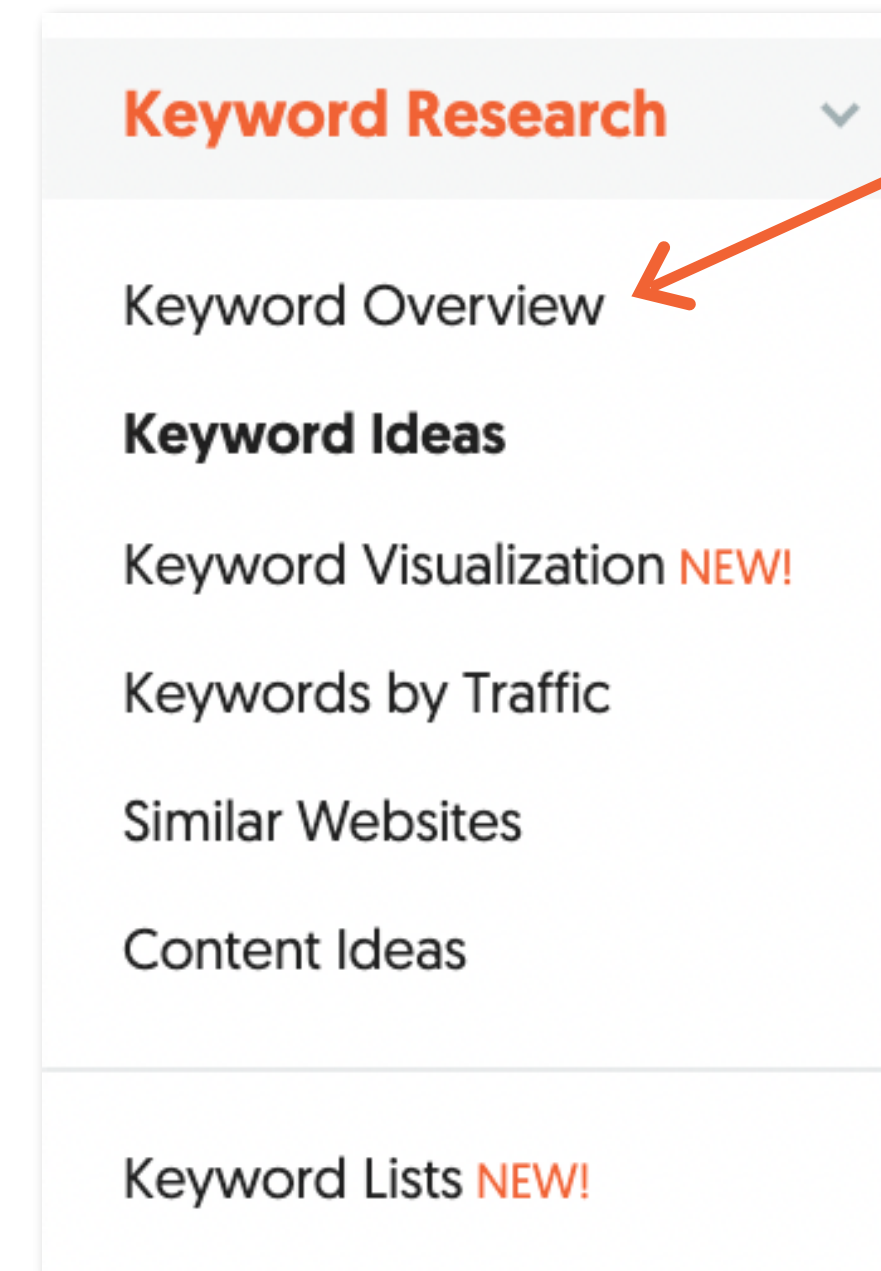
EXPORT TO CSV ▼ | **COPY TO CLIPBOARD** ▼ | **UPDATE METRICS [1/200]** ▼ | **ADD TO LIST** ▼ 0 of 450 Selected

| <input type="checkbox"/> | KEYWORDS ? | VOLUME ? | CPC ? | PD ? | SD ? | UPDATED ? |
|--------------------------|--|-----------------------|--------------------|-------------------|-------------------|--------------------------|
| YOUR KEYWORDS | | | | | | |
| <input type="checkbox"/> | marketing 🔍 Generate Content With AI | 110,000 | \$4.32 | 11 | 78 | Last week ↻ |

What is **Working Already?**

Review your own sites impressions on UberSuggest

1. Visit UberSuggest
2. Type in your Keyword or Sitename
3. Head to Overview



What is **Working Already?**

4. On the left you can see the number of keywords that this domain ranks for in organic search

5. Note the keywords not in the top 5. It may have high potential

The screenshot displays a search interface for a detailed SEO overview of a website. The search bar contains 'neilpatel.com'. The language and country are set to 'English / United States'. The results show four key metrics: Organic Keywords (1,041,783), Organic Monthly Traffic (461,573), Domain Authority (90), and Backlinks (4,581,088). Each metric is accompanied by an 'AMAZING' badge. The backlinks section also indicates 'NoFollow: 2.4m'.

| Metric | Value | Rating |
|-------------------------|-----------|---------|
| ORGANIC KEYWORDS | 1,041,783 | AMAZING |
| ORGANIC MONTHLY TRAFFIC | 461,573 | AMAZING |
| DOMAIN AUTHORITY | 90 | AMAZING |
| BACKLINKS | 4,581,088 | AMAZING |

Additional information: NoFollow: 2.4m

What is Working Already?

You can look deeper at your positions with “Top Pages” Additionally you can export to CSV or copy to clipboard

Content Ideas : marketing

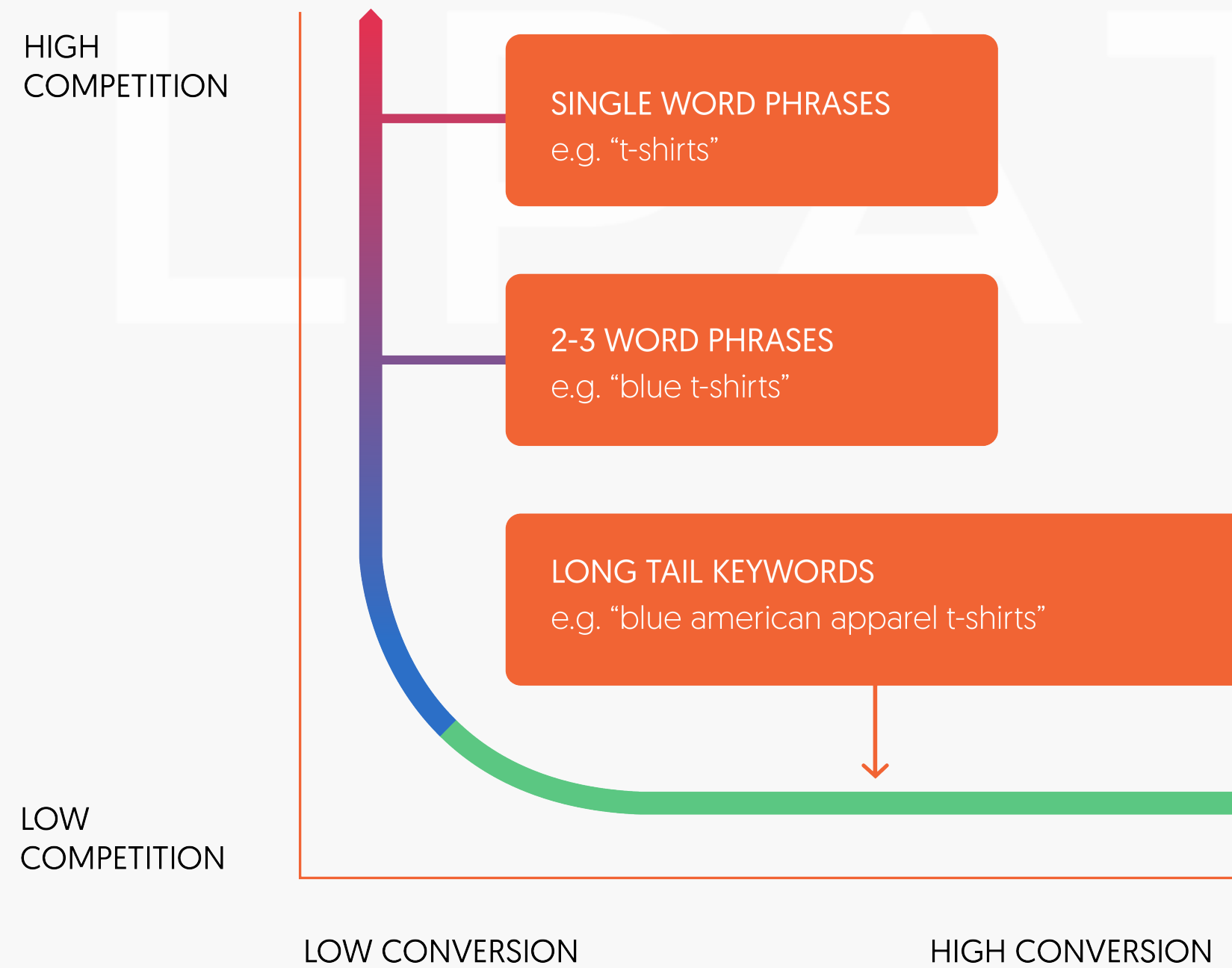
EXPORT TO CSV **COPY TO CLIPBOARD** 0 of 250 Selected

| | PAGE TITLE URL | EST. VISITS | BACKLINKS | f | p |
|--------------------------|--|-------------------------|---------------------|--------|-----|
| <input type="checkbox"/> | Every Door Direct Mail [EDDM] - Targeted Mail Marketing usps.com | 391,867 Keywords | 27,099 Links | 5,208 | 134 |
| <input type="checkbox"/> | 7 Best Email Marketing Services for Small Business [2023] wpbeginner.com | 259,439 Keywords | 14,828 Links | 902 | 119 |
| <input type="checkbox"/> | What is Marketing? — The Definition of Marketing — AMA ama.org | 123,361 Keywords | 7,120 Links | 1,178 | 13 |
| <input type="checkbox"/> | How to Create a Social Media Marketing Strategy [Template] blog.hootsuite.com | 53,215 Keywords | 13,911 Links | 20,149 | 979 |
| <input type="checkbox"/> | How to Build Your Social Media Marketing Strategy sproutsocial.com | 46,157 Keywords | 10,078 Links | 5,211 | 391 |
| <input type="checkbox"/> | Affiliate Marketing For Beginners: What It Is + How to Succeed ahrefs.com | 36,159 Keywords | 5,239 Links | 992 | 35 |
| <input type="checkbox"/> | How To Get Started With Email Marketing - Campaign Monitor campaignmonitor.com | 16,233 Keywords | 1,464 Links | 2,952 | 1 |
| <input type="checkbox"/> | Best Undergraduate Business Marketing Programs | 10,943 Keywords | 1,550 Links | 1,372 | 0 |

Account & Billing
Consulting Services
Support
Knowledge Base

Find the Long Tail Keywords

LONG TAIL KEYWORDS



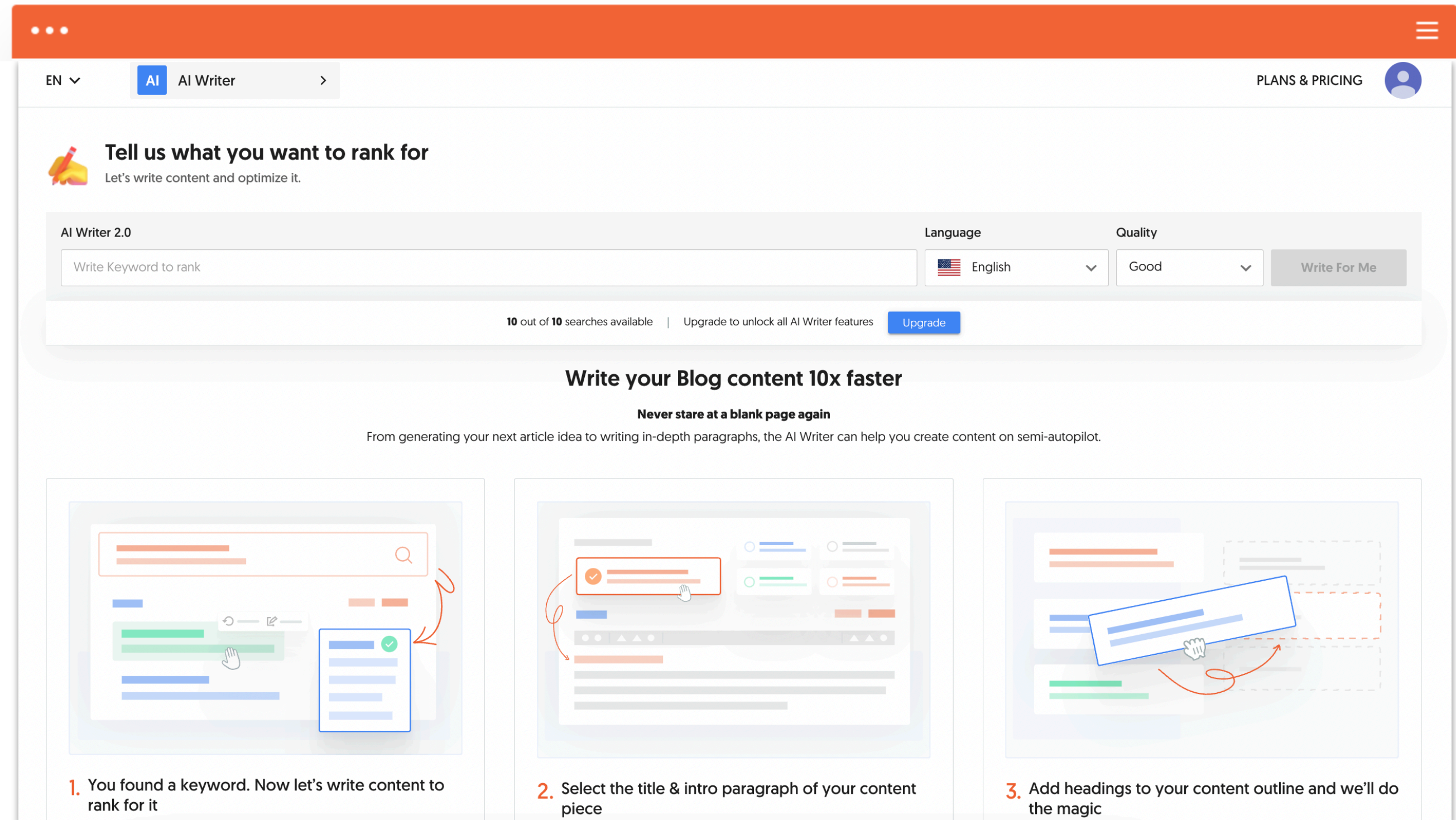


2.) Write Content That Contains
Your Newly Found Keywords

How to Create Content That Google Loves

STEP 1

You have to find ideas
Google loves



The screenshot shows the AI Writer 2.0 interface. At the top, there's a navigation bar with 'EN', 'AI AI Writer', and 'PLANS & PRICING'. Below that, a section titled 'Tell us what you want to rank for' with the subtitle 'Let's write content and optimize it.' contains a search bar labeled 'Write Keyword to rank', a 'Language' dropdown set to 'English', and a 'Quality' dropdown set to 'Good'. A 'Write For Me' button is to the right. Below this, a banner reads 'Write your Blog content 10x faster' and 'Never stare at a blank page again', with a subtext: 'From generating your next article idea to writing in-depth paragraphs, the AI Writer can help you create content on semi-autopilot.' The main content area features three numbered steps with illustrations:

- 1. You found a keyword. Now let's write content to rank for it**
- 2. Select the title & intro paragraph of your content piece**
- 3. Add headings to your content outline and we'll do the magic**

How to Create Content That Google Loves

STEP 2

In the keywords ideas report, identify the desired keyword and click "generate content with AI" to start writing.

The screenshot shows the Ubersuggest interface for the keyword 'digital marketing'. The main content area displays a table of keyword ideas with columns for Volume, CPC, PD, SD, and Updated. A 'Generate Content With AI' button is visible next to each keyword idea.

| KEYWORDS | VOLUME | CPC | PD | SD | UPDATED |
|---|---------|---------|----|----|-------------|
| YOUR KEYWORDS | | | | | |
| <input type="checkbox"/> digital marketing | 135,000 | \$6.50 | 28 | 75 | This week ↻ |
| KEYWORD IDEAS | | | | | |
| <input type="checkbox"/> digital marketing agency | 33,100 | \$10.93 | 9 | 56 | This week ↻ |
| <input type="checkbox"/> digital marketing company | 18,100 | \$9.61 | 15 | 64 | This week ↻ |
| <input type="checkbox"/> digital marketing jobs | 14,800 | \$2.44 | 22 | 68 | This week ↻ |
| <input type="checkbox"/> digital marketing salary | 14,800 | \$1.94 | 12 | 64 | This week ↻ |
| <input type="checkbox"/> digital marketing freelance | 14,800 | \$3.20 | 46 | 59 | This week ↻ |
| <input type="checkbox"/> digital marketing course | 8,100 | \$9.65 | 51 | 69 | This week ↻ |
| <input type="checkbox"/> digital marketing certificate | 6,600 | \$9.15 | 45 | 67 | This week ↻ |
| <input type="checkbox"/> digital marketing certificate google | 5,400 | \$6.62 | 41 | 64 | This week ↻ |

How to Create Content That Google Loves

STEP 3

Click on "title Idea" in the dropdown

Edit the content by selecting the pencil icon

Target Keyword marketing

2 Page Title Type your Title

3 Intro Paragraph

4 Headings

Pro Tip: Your title should be click-worthy, appealing to search engine visitors, and read naturally.

Choose a title that best represents your page. ?

- From Traditional to Trendsetting: The Evolution of Marketing Strategies and Tactics
11 words / 83 characters
- SEO Secrets: How to Dominate Search Rankings and Boost Your Marketing Success
12 words / 77 characters
- The Art of Persuasion: Exploring Psychological Tactics in Marketing
9 words / 67 characters
- Influencer Marketing 101: Maximizing Your Reach and Impact in the Digital Age
12 words / 77 characters

10 Innovative Marketing Strategies to Boost Your Business in 2021

10 words / maximum 200 characters

How to Create Content That Google Loves

STEP 4

Look for the intro that you like the most

The screenshot displays the UberSuggest content generation interface. At the top, a progress bar shows four steps: 1. Target Keyword (marketing), 2. Page Title (Influencer Mark...), 3. Intro Paragraph (Type Intro Paragraph), and 4. Headings. A 'Pro Tip' box states: 'Your intro paragraph should grab readers' attention and compel them to read your content from start to finish.' Below this, a prompt asks the user to 'Choose an intro paragraph that best describes your content.' Two options are provided: the first is selected and describes influencer marketing as a powerful tool for brands, while the second is unselected and asks about taking marketing efforts to the next level. At the bottom, a word count shows '1000 used / 10000 words' with an 'Upgrade' button. Action buttons include 'Write More Paragraphs', 'Re-Generate All', 'Go Back', and 'Generate Headings'.

Target Keyword marketing

Page Title Influencer Mark...

Intro Paragraph Type Intro Paragraph

Headings

Pro Tip: Your intro paragraph should grab readers' attention and compel them to read your content from start to finish.

Choose an intro paragraph that best describes your content. ?

In today's digital age, influencer marketing has become a powerful tool for brands to reach and engage with their target audience. By collaborating with influential individuals in their niche, businesses can extend their reach and maximize their impact in a way that traditional marketing strategies simply can't. However, harnessing the full potential of influencer marketing requires a strategic approach and an understanding of the unique dynamics of this rapidly evolving field. In this article, we will take you through the essentials of influencer marketing and how you can leverage it to your advantage. From identifying the right influencers for your brand to creating authentic and impactful collaborations, we'll provide you with step-by-step guidance on how to maximize your reach and impact. But it doesn't stop there. We'll also delve into the nuances of building strong relationships with influencers, measuring the effectiveness of your campaigns, and navigating potential pitfalls. Whether you're a seasoned marketer or just starting out, our comprehensive guide will equip you with the knowledge and tools you need to make the most of influencer marketing and drive real results for your brand. Get ready to redefine your marketing strategy and unlock the full potential of the influencer landscape!
200 words / 1319 characters

Are you looking to take your marketing efforts to the next level? In the ever-evolving digital landscape, influencer marketing has emerged as a powerful strategy to maximize your reach and impact. By partnering with influential individuals who have a strong online presence, you can tap into their network and engage with their followers on a deeper level. But how do you navigate this complex world and make the most of your influencer collaborations? In this comprehensive guide, we will walk you through the fundamentals

1000 used / 10000 words Upgrade

Write More Paragraphs Re-Generate All

Go Back Generate Headings

How to Create Content That Google Loves

STEP 5

Look for the Sub-headers pack that best suits your article

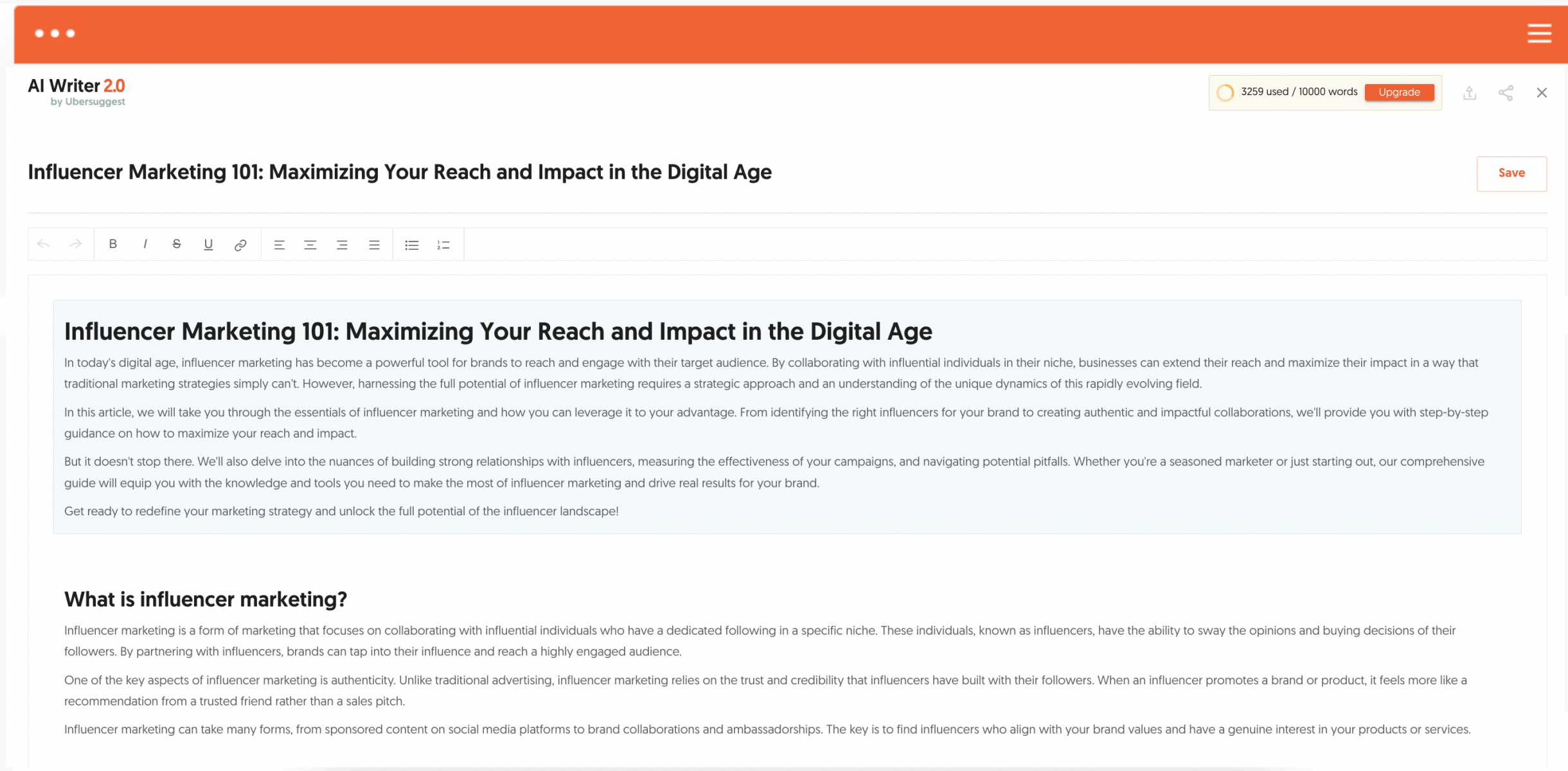
Edit the heading pack to match the structure you want for the article

The screenshot displays the Ubersuggest interface during the 'Headings' step. At the top, a progress bar shows four steps: 'Target Keyword' (marketing), 'Page Title' (Influencer Mark...), 'Intro Paragraph' (In today's digital age, i...), and '4 Headings' (Type Headings). A 'Pro Tip' box states: 'Your headings will dictate what your content should talk about at a high level and what you want readers to learn.' Below this, a prompt asks the user to 'Pick the headings pack that contains the topics that you'd like to include in your content'. Two heading packs are shown: 'Headings Pack 3' (selected) and 'Headings Pack 4'. 'Headings Pack 3' includes a list of 12 topics such as 'What is influencer marketing?', 'The power of influencer marketing', 'Influencer marketing statistics', 'Identifying the right influencers for your brand', 'Building relationships with influencers', 'Creating effective influencer marketing campaigns', 'Measuring the success of your influencer marketing efforts', 'Tips for maximizing the impact of influencer marketing', 'Common mistakes to avoid in influencer marketing', 'The future of influencer marketing', and 'Conclusion'. It also shows '57 words / 443 characters'. 'Headings Pack 4' is currently empty. At the bottom, a status bar indicates '1276 used / 10000 words' with an 'Upgrade' button. On the right, there are buttons for 'Write More Headings' and 'Re-Generate All'. At the very bottom, there are 'Go Back' and 'Write For Me' buttons.

How to Create Content That Google Loves

STEP 6

And you are done, you have a valuable article that is ready to be published.



The screenshot displays the AI Writer 2.0 interface by Ubersuggest. At the top, there's a navigation bar with a hamburger menu icon on the right. Below it, the text 'AI Writer 2.0 by Ubersuggest' is visible on the left, and a word count indicator '3259 used / 10000 words' with an 'Upgrade' button is on the right. The main title of the article is 'Influencer Marketing 101: Maximizing Your Reach and Impact in the Digital Age', with a 'Save' button to its right. A rich text editor toolbar is positioned below the title, containing icons for undo, redo, bold, italic, strikethrough, underline, link, bulleted list, numbered list, and link icon. The article content is displayed in a light blue box and includes the following text:

Influencer Marketing 101: Maximizing Your Reach and Impact in the Digital Age

In today's digital age, influencer marketing has become a powerful tool for brands to reach and engage with their target audience. By collaborating with influential individuals in their niche, businesses can extend their reach and maximize their impact in a way that traditional marketing strategies simply can't. However, harnessing the full potential of influencer marketing requires a strategic approach and an understanding of the unique dynamics of this rapidly evolving field.

In this article, we will take you through the essentials of influencer marketing and how you can leverage it to your advantage. From identifying the right influencers for your brand to creating authentic and impactful collaborations, we'll provide you with step-by-step guidance on how to maximize your reach and impact.

But it doesn't stop there. We'll also delve into the nuances of building strong relationships with influencers, measuring the effectiveness of your campaigns, and navigating potential pitfalls. Whether you're a seasoned marketer or just starting out, our comprehensive guide will equip you with the knowledge and tools you need to make the most of influencer marketing and drive real results for your brand.

Get ready to redefine your marketing strategy and unlock the full potential of the influencer landscape!

What is influencer marketing?

Influencer marketing is a form of marketing that focuses on collaborating with influential individuals who have a dedicated following in a specific niche. These individuals, known as influencers, have the ability to sway the opinions and buying decisions of their followers. By partnering with influencers, brands can tap into their influence and reach a highly engaged audience.

One of the key aspects of influencer marketing is authenticity. Unlike traditional advertising, influencer marketing relies on the trust and credibility that influencers have built with their followers. When an influencer promotes a brand or product, it feels more like a recommendation from a trusted friend rather than a sales pitch.

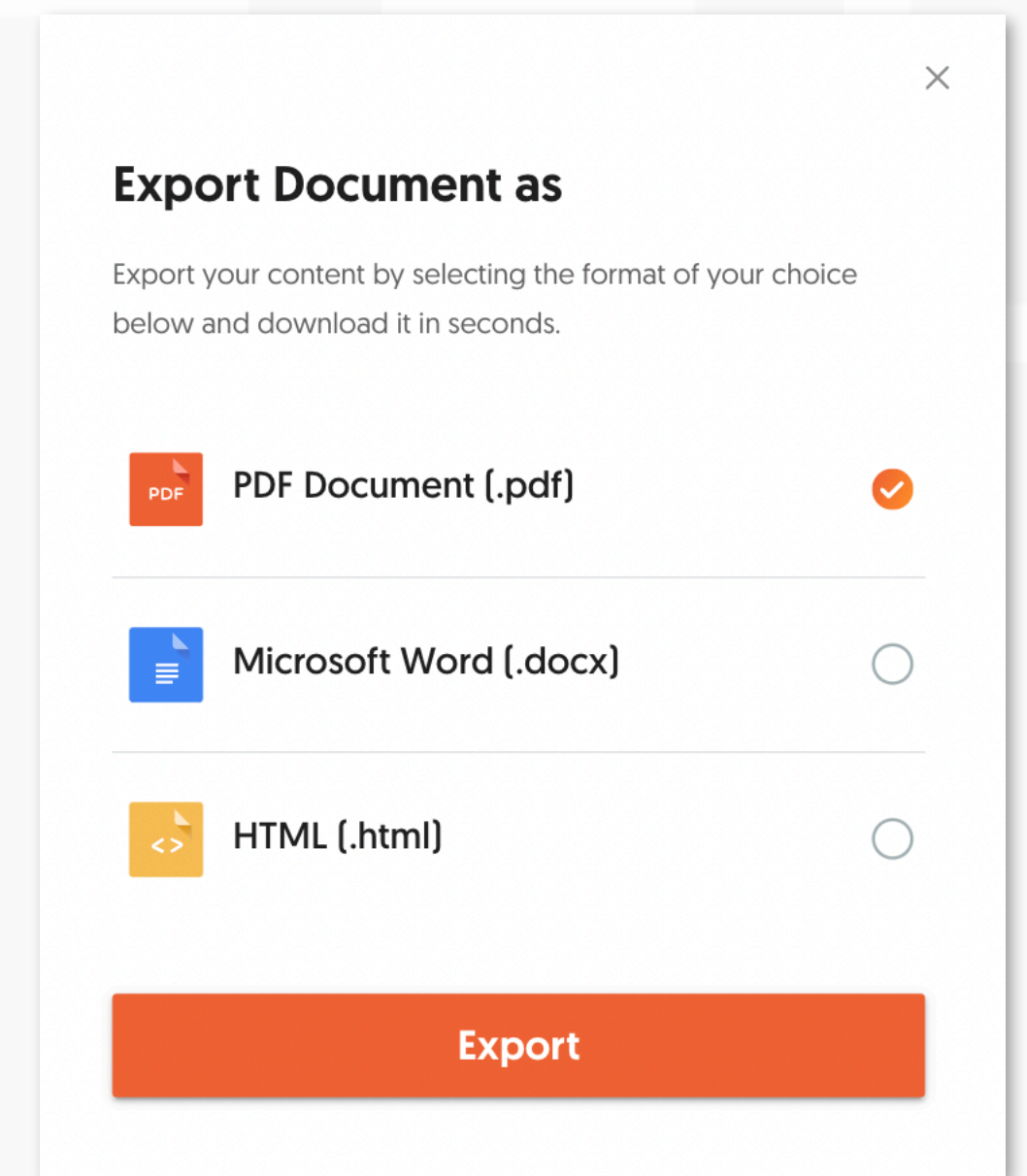
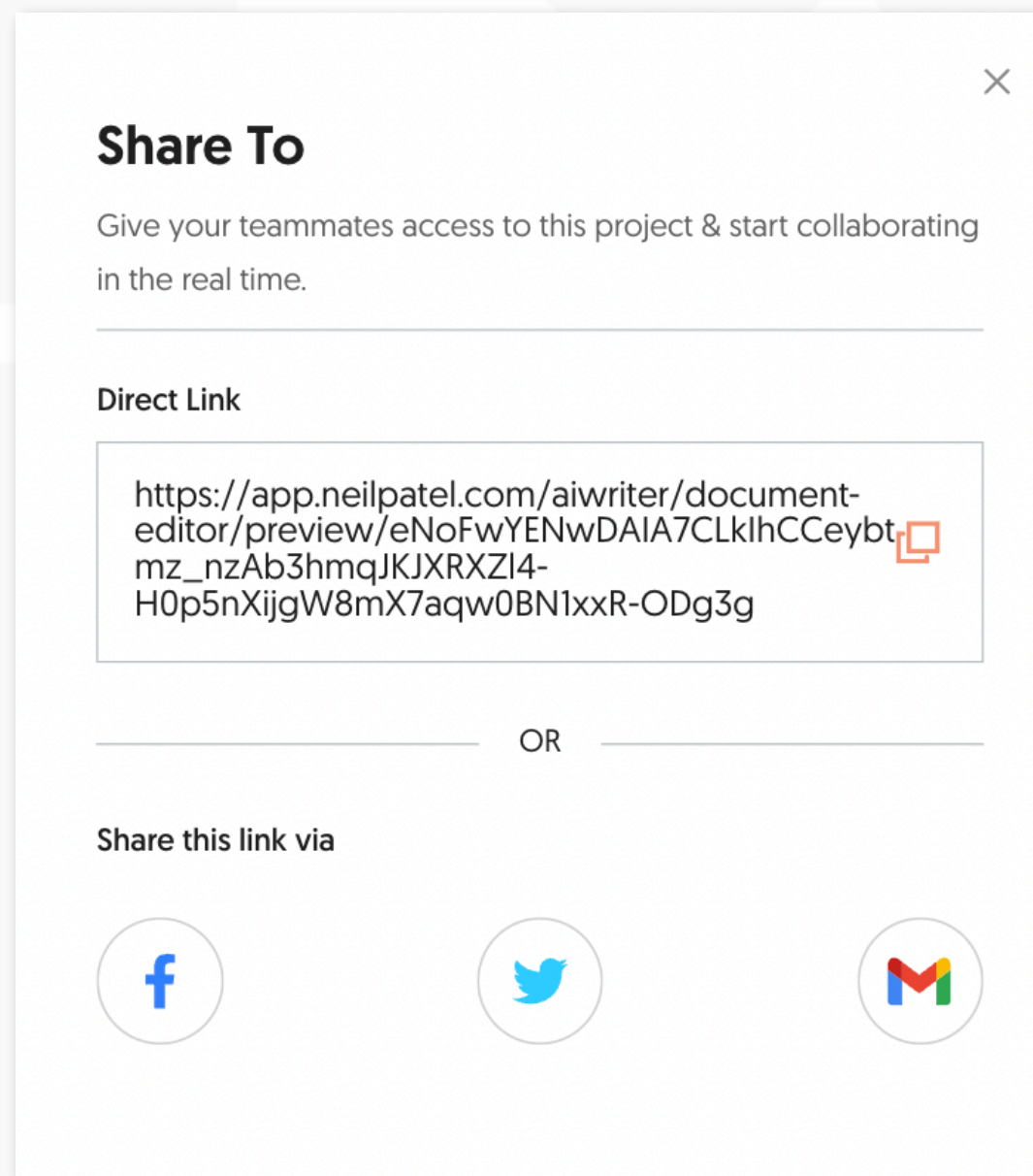
Influencer marketing can take many forms, from sponsored content on social media platforms to brand collaborations and ambassadorships. The key is to find influencers who align with your brand values and have a genuine interest in your products or services.

NEILPATEL

How to Create Content That Google Loves

STEP 7

Share with a team member by sending a link or exporting as a document.



NEILPATEL

AI Product Roadmap





“

NEIL PATEL

Content Marketing Has
Transitioned **From Single**
Channel Into Omnichannel

”

Back Office Infrastructure

- Topics + Outline (Writer)
- Outline Approval/Edit (Editor)
- Draft Approval (Editor)
- Upload, Prep
- SEO Optimize
- Promotional activities
- Repeat



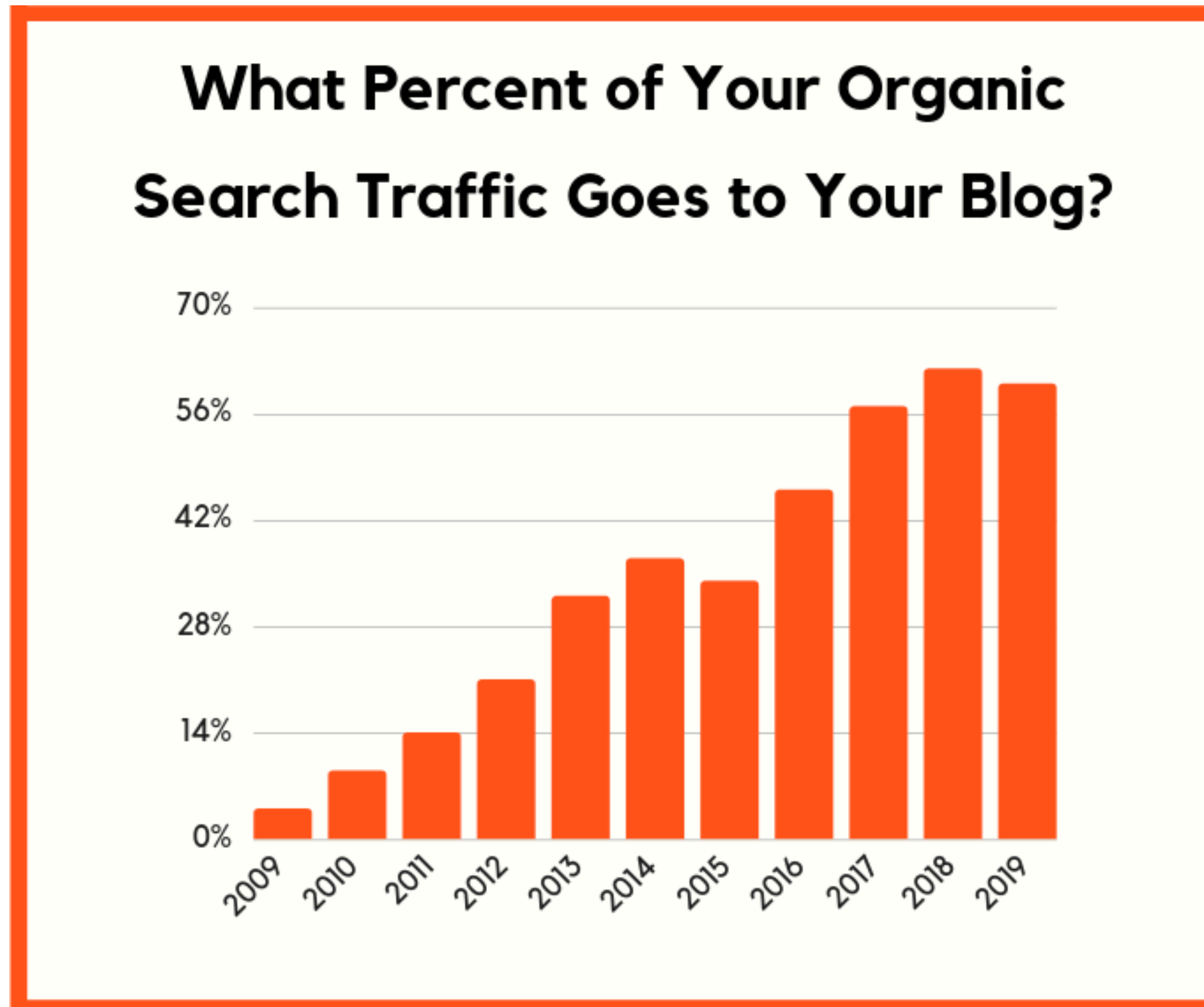
Content Production & Promotion Logistics

The image shows a Trello board interface for 'Neilpatel.com Content'. The board is organized into five columns representing different stages of the content production process:

- Topic + Notes (Writer):** Contains six cards with titles such as 'Cultivate These XX Traits to Become a Trusted Business Owner', 'How to Market an Online Course to Build Your Brand and Drive More Sales', 'XX Reasons to Teach an Online Course to Elevate Your Brand', 'Test article', 'How to Give Your Old Content a Facelift to Bring Rankings Back from the Dead', and 'XX Common SEO Problems Plaguing Almost All Ecommerce Companies'. Each card shows a list of assignees and a comment count.
- Outline Review (Editor):** Currently empty, with an 'Add a card' button.
- Draft (writer):** Contains one card: 'How to Write Meta Descriptions To Boost Your SEO (Test article)'. It has 2 comments and is assigned to 'MS'.
- Draft Review (Editor):** Contains five cards: '[RELAUNCH] Content Marketing Made Simple: A Step-by-Step Guide', 'How to Profitably Expand Your SEO Strategy Overseas', 'How to Find XX Simple, Effective SEO Hacks Inside Google Analytics', 'XX SEO Experiments to Test in 2020', and 'How to Out-Market Big Budget Competitors with these XX Free Marketing Tools'. Each card shows assignees and comment counts.
- Uploaded, Prepped and, Ready for Review:** Currently empty, with an 'Add a card' button.

The top navigation bar includes 'Boards', a search bar, and the Trello logo. The board header shows 'Neilpatel.com Content' with a star icon, 'Personal' status, 'Private' lock, and an 'Invite' button. On the right, there are buttons for 'Butler', 'Google Drive', and 'Show Menu'.

Blogs Generate 62% of Organic Traffic



How To Use The **AI Writer For Different Needs**



Elon Musk

Chief Executive Officer - Tesla



Brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, other times it will be behind. But brand is simply a collective impression some have about a product



How Are You Going to **Define** **Your Brand?**

- With that said... How are you going to produce your brand, story & messaging?
- The answer is simple: Just do the exercises we're giving you

Use The Insights In Your Marketing Touch Points:

- AI Focused Content
- Marketing Assets - About page, Home page, Keynotes, etc...
- Product Descriptions
- Videos/Webinars/Podcasts/White Papers
- Social media posts

Optimizing Your Existing Content

Use SEO-Friendly URL extensions

According to Matt Cutts, **first 3-5 words** in a URL are given more weight

- ✗ <http://youraddress.com/1234000>
- ✓ <http://youraddress.com/abbreviated-key-phrase>

Perfectly Optimized Title

- ✓ Keep title tag **under 55 characters**
- ✓ Mention **target keyword** in the title



Use Visual Media

(images, pictures, videos, gifs)



Link to Authority Websites

Outbound links to related pages is a relevancy signal that helps **Google** figure out what your page's topic is about. It also shows Google that your page is a hub of **quality** info.



Drop Keywords in First 100 words

According to **Moz** your keyword should appear in the first **100 - 150** words of the article



Use Related Keywords

Google has technology called **LSI**, which is like a thesaurus, and they analyze the meanings of the different keywords on a page to determine a page's relevancy.



Optimize image file name and ALT tags

if you have original images, you need to optimize image file name and ALT tags



Improve Loading Speed

Improve loading speed through the use of CDN, premium hosting service, and compressing image file size



Optimize your Page for Social Sharing



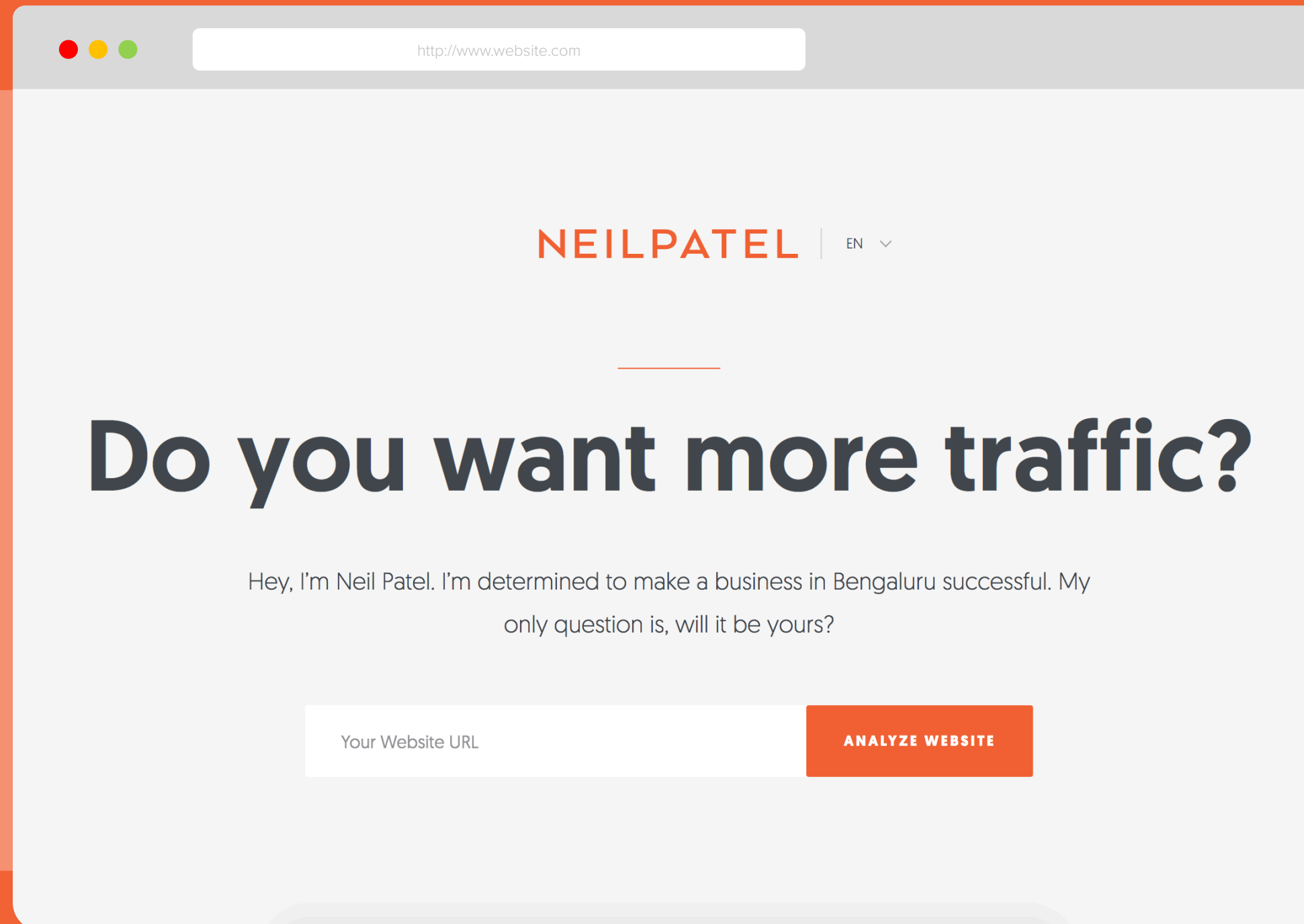
Have a High Word Count for Content



Use Responsive Code to Adapt to Different Mobile Devices



On-Page Optimization



Ensuring on-page SEO is maximized, including:

- ✓ Metadata
- ✓ Heading Tags
- ✓ Body Content
- ✓ Alt Tags
- ✓ Technical Code
- ✓ Internal Links
- ✓ External Links
- ✓ Schema Markup
- ✓ Mobile Viewability

On-site Conversion Optimization

- ✔ Titles - Optimizing titles to convert
- ✔ Bullets - Optimize through tweaking the copy
- ✔ Descriptions - Clearly articulate the products benefits
- ✔ Keywords - Use accurate keywords that are relevant to your products





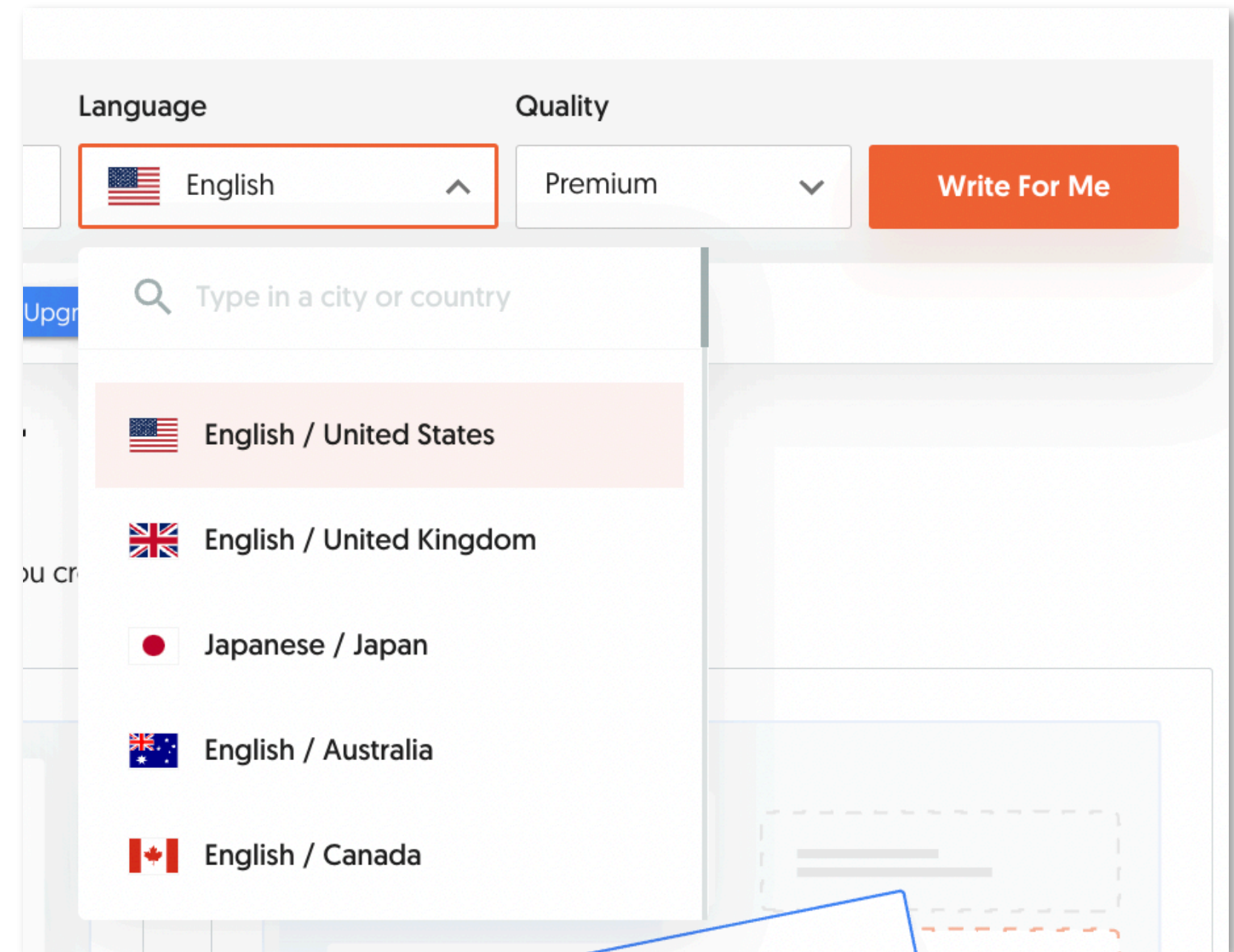
Content Writing Tips

- 1 Keep your paragraphs to 5 or 6 lines
- 2 Use the words “You” and “I” within your content to create the illusion of a conversation
- 3 Structure your content with an introduction, body, and conclusion
- 4 Use sub-headings in your body to make your content easier to skim



AI Writer Features

- **Languages Supported:** 63 languages
- **Title Enhancements:** More punchy, diverse, and click-worthy titles.
- **Improved Reading Flow:** More natural tone and varied structure for engaging content.
- **Enhanced Heading Suggestions:** SEO-rich headings for compelling, logical reading flow.
- **Longer-Form Content:** Creates content with 1.3k to 1.5k words, an increase from the previous 500-600 words.



E-E-A-T: Double EAT?!

- The evaluation of the additional "E" in E-E-A-T (Expertise, Authoritativeness, Experience, Trust) considers the following:
- Experience Factor: Does the content reflect first-hand experience, such as using a product, visiting a location, or conveying personal experiences? In certain contexts, value may be placed on content derived from direct, life experience on the topic.
- Trust as a Key Component: Trust plays a central role, and the level of expertise, authoritativeness, and experience all contribute to this trust factor.
- Assessing E-E-A-T for Page Quality Rating: Here's how you can gauge the E-E-A-T of a webpage:
 - Self-Representation: Look at what the website or content creators say about themselves, typically found on "About Us" pages.
 - Third-Party Opinions Consider what others, such as reviewers, are saying about the website or content creators.
 - On-Page Elements Examine what is visible on the page, including Main Content and sections like reviews and comments, for clear evidence of direct experience in the content.



E-E-A-T: Double EAT?!

| | |
|--------------------------|---|
| Experience | Extent to which the content creator has the necessary first-hand or life experience for the topic |
| Expertise | Extent to which the content creator has the necessary knowledge or skill for the topic |
| Authoritativeness | Extent to which the content creator or website is known as a go-to source for the topic |
| Trust | Extent to which the page is accurate, honest, safe, and reliable |

Author Bio vs Page

| | Personal Qualifications | |
|--------------------|---|--|
| Author Bio | Has a degree, certificate, license, or accreditation in their field | |
| Author Page | Has a degree, certificate, license, or accreditation in their field AND Has speaking engagements, awards, recognition, or active involvement in their field | |

Checklist

Keep changes small and manageable.

And updates to a product based on insights from previous improvements

Measuring them against predefined base metrics



Small Fixes

(i.e., don't try to solve everything at once)



Iterate

Document all iterations and the reasons behind each change



Repeat

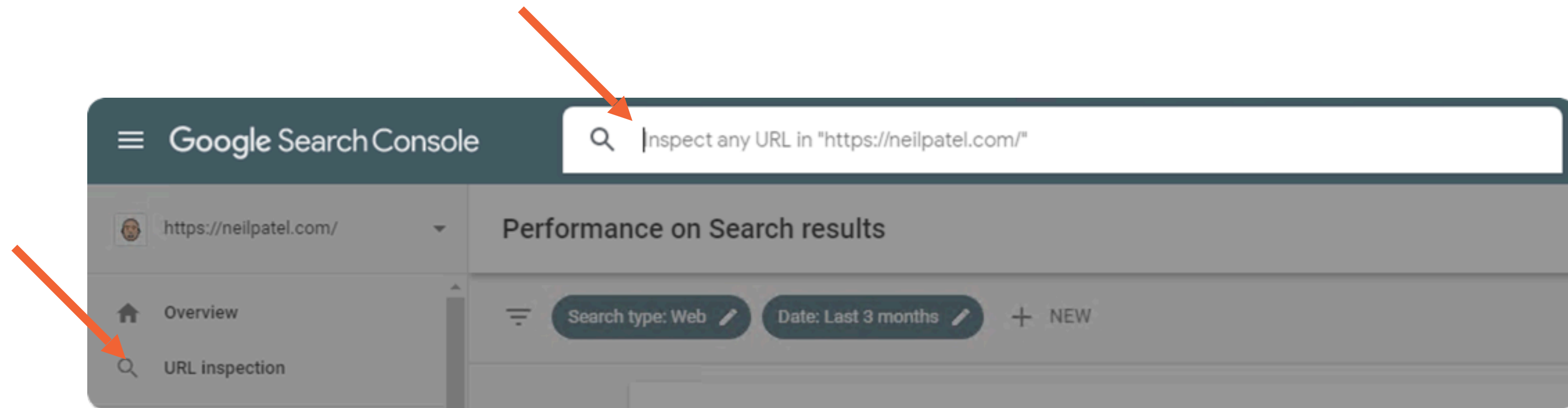
This approach applies to making minor, incremental changes



Review

Don't lose sight of your marketing strategy. Keep moving forward.

Ask Google To **Inspect The URL**



It can take anywhere from weeks to a month until Google crawls your new edits to this page, here's a workaround to ensure that Google quickly sees the changes you've done

Content Marketing is **Valuable**

- **Investopedia** - \$14 million in revenue.
- **Healthline** - \$100 million in revenue.
- **The Penny Hoarder** - \$36 million in revenue.
- **Nerd Wallet** - \$100 million in revenue.
- **Credit Karma** - \$1 billion in revenue.



Omnichannel Rubric

Increase sales YoY by 75%
(define 50% from Content Marketing)

Focus on Important Keywords

Overall Site Maintenance &
Organic Growth

International SEO

Site wide content strategy & refreshes

Google My Business Listings

Topical Clusters (Pillars & Cluster Pages)

Strategy for high-value locations

Link Building

Hreflang tag

Influencer Marketing

Podcast, Video & Infographics

Technical SEO

Measurement Framework & Advanced Performance Reporting

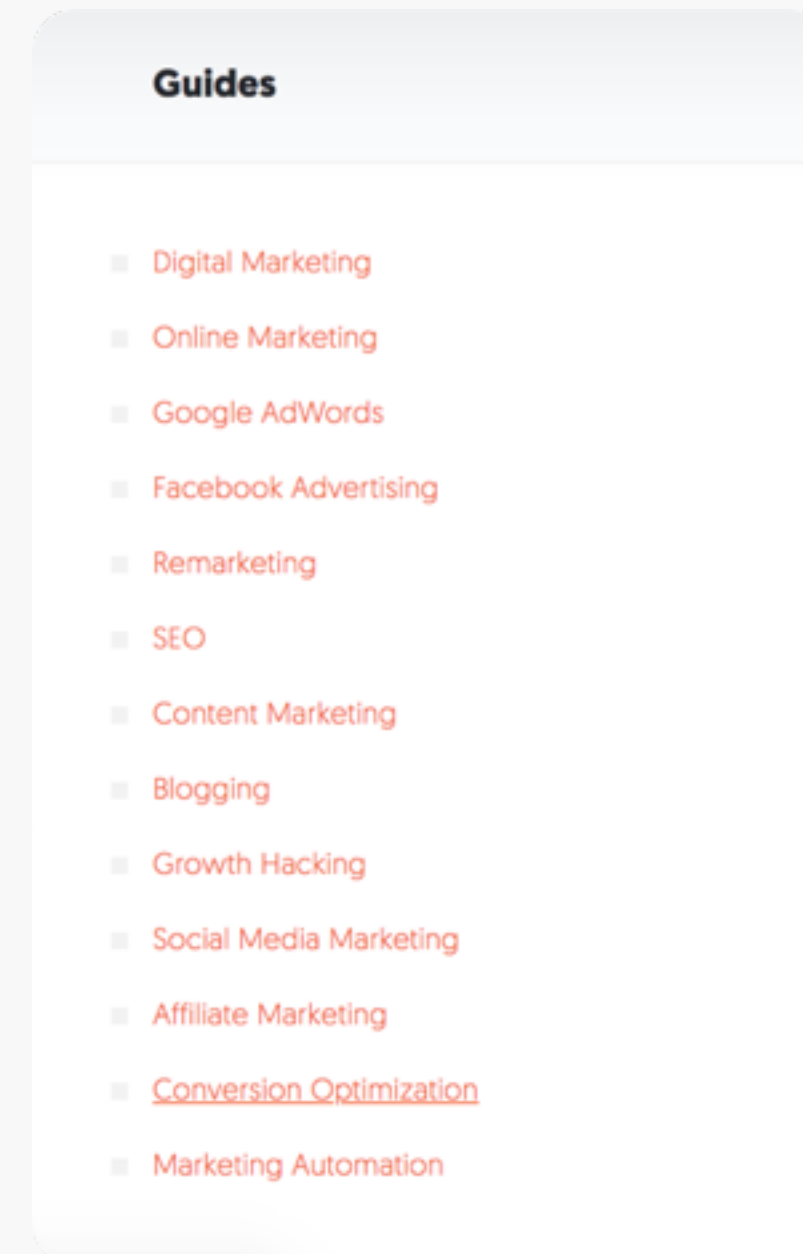
Social Media & Cross-Channel

Power of Content Marketing with SEO

| <input type="checkbox"/> | Default Channel Grouping | Acquisition | | | Behavior | | | Conve |
|--------------------------|--------------------------|---|---|---|--|--|--|------------------|
| | | Users [?] ↓ | New Users [?] | Sessions [?] | Bounce Rate [?] | Pages / Session [?] | Avg. Session Duration [?] | Ecomr Conve Rate |
| | | 8,279,452 % of Total: 100.00% (8,279,452) | 8,158,626 % of Total: 100.06% (8,153,945) | 10,505,243 % of Total: 100.00% (10,505,243) | 80.41% Avg for View: 80.41% (0.00%) | 1.93 Avg for View: 1.93 (0.00%) | 00:01:07 Avg for View: 00:01:07 (0.00%) | 0.1 |
| <input type="checkbox"/> | 1. Organic Search | 4,748,583 (56.13%) | 4,621,639 (56.65%) | 5,615,038 (53.45%) | 75.24% | 2.40 | 00:01:27 | 0 |
| <input type="checkbox"/> | 2. Social | 2,092,760 (24.74%) | 2,076,353 (25.45%) | 2,857,329 (27.20%) | 92.87% | 1.10 | 00:00:18 | 0 |
| <input type="checkbox"/> | 3. Direct | 1,126,605 (13.32%) | 1,119,011 (13.72%) | 1,361,628 (12.96%) | 78.48% | 2.01 | 00:01:19 | 0 |
| <input type="checkbox"/> | 4. Referral | 227,835 (2.69%) | 153,638 (1.88%) | 271,746 (2.59%) | 72.41% | 1.52 | 00:01:28 | 0 |
| <input type="checkbox"/> | 5. Email | 109,612 (1.30%) | 82,164 (1.01%) | 180,422 (1.72%) | 77.77% | 1.42 | 00:01:21 | 0 |
| <input type="checkbox"/> | 6. Paid Search | 98,074 (1.16%) | 81,538 (1.00%) | 118,989 (1.13%) | 66.93% | 1.51 | 00:01:14 | 0 |
| <input type="checkbox"/> | 7. (Other) | 45,777 (0.54%) | 14,977 (0.18%) | 87,429 (0.83%) | 82.95% | 1.29 | 00:01:05 | 0 |
| <input type="checkbox"/> | 8. Display | 9,978 (0.12%) | 9,306 (0.11%) | 12,662 (0.12%) | 88.34% | 1.14 | 00:00:26 | 0 |

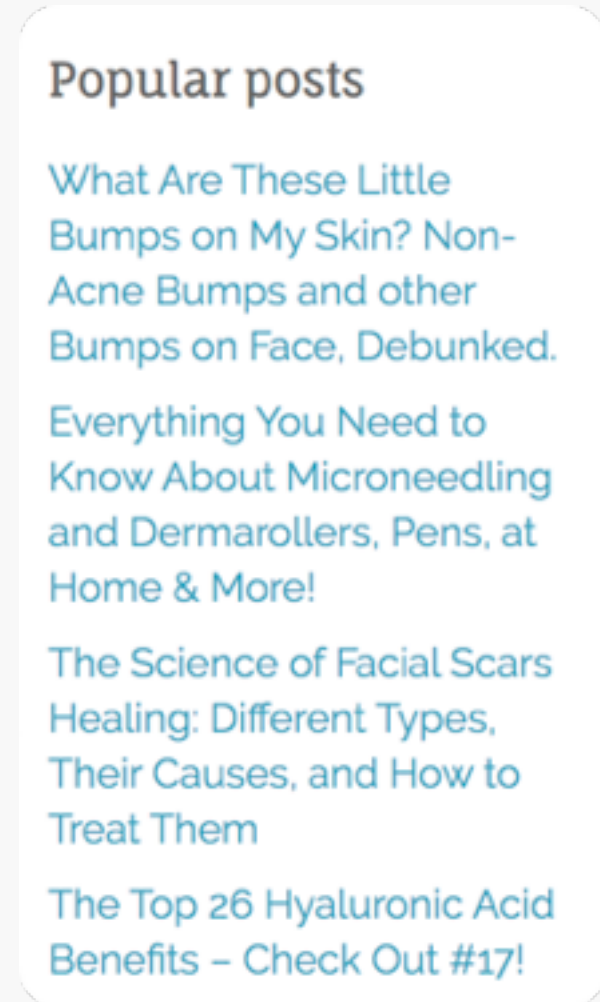
Sidebar Links

- Sidebars have been used to provide quick and easy access to popular pages for years
- Any time you add a link to your website, it should bring value to your visitor.
- You can do this by making sure the **Anchor Text** and **Placement** are as **Relevant** as possible.



Guides

- [Digital Marketing](#)
- [Online Marketing](#)
- [Google AdWords](#)
- [Facebook Advertising](#)
- [Remarketing](#)
- [SEO](#)
- [Content Marketing](#)
- [Blogging](#)
- [Growth Hacking](#)
- [Social Media Marketing](#)
- [Affiliate Marketing](#)
- [Conversion Optimization](#)
- [Marketing Automation](#)



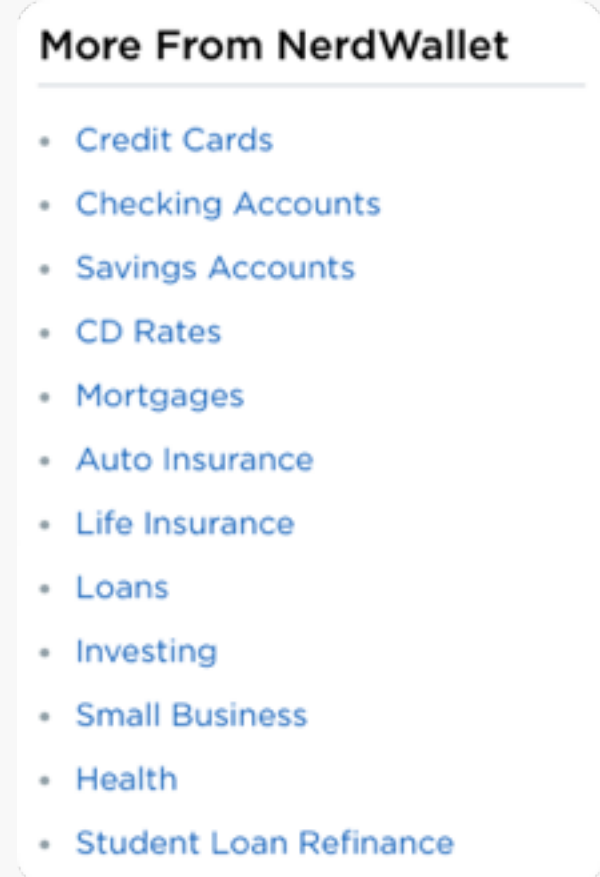
Popular posts

[What Are These Little Bumps on My Skin? Non-Acne Bumps and other Bumps on Face, Debunked.](#)

[Everything You Need to Know About Microneedling and Dermarollers, Pens, at Home & More!](#)

[The Science of Facial Scars Healing: Different Types, Their Causes, and How to Treat Them](#)

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I Had Two Choices



1st Option

Go Cheap As Possible And Try To Sell As Many As Possible... [It wouldn't incentivize me to REALLY stack the value...].



2nd Option

Requires A Little Higher Investment... [but, in exchange, I can devote more resources to guarantee your success].



Here's What You Need to Do Next

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The Real Question Is...

Is It Worth Gambling A Few Minutes Of Your Time To Check This Out, (If It Does Even HALF Of What I've Claimed Today On This Webinar It Will Pay For Itself!).



Friendly Warning

Special Offer: Price goes back up to normal year for AI Writer.

I don't know how much longer we will be offering this at \$0

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Three Types Of People

Those that make things happen, those that watch things happen and those that are wondering what just happened.





What You're Going To Get...

- AI Writer [invaluable]
- Assignment/Handout Vault [\$997 Value]
- Access to the Facebook Community [\$697 Value]
- Weekly Coaching Calls [\$497 Value]

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Thank you!

I look forward to
helping your grow your traffic!

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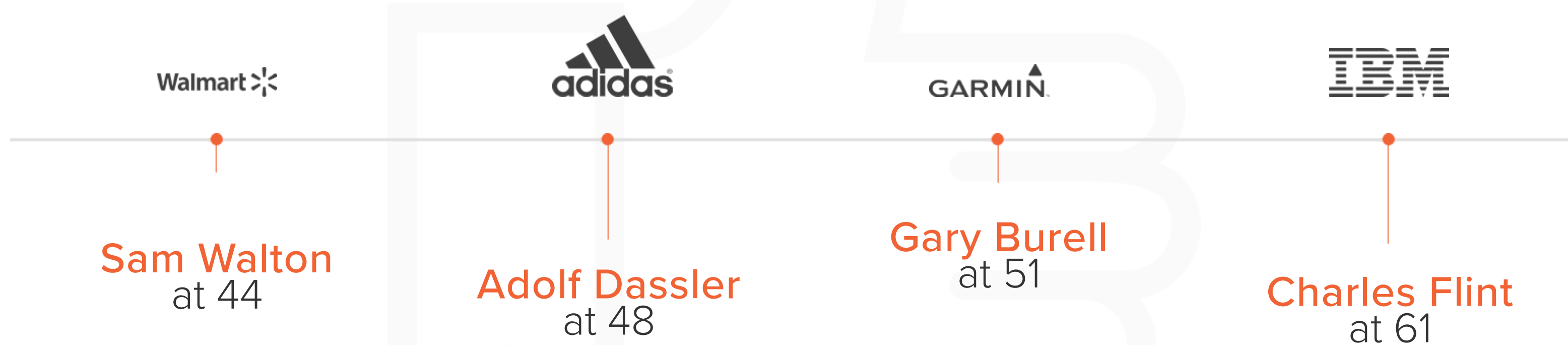
Time for **action!**



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Too Late **to Start?**



Success is a mindset not a limitation



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