10 Advanced SEO Techniques That'll Double Your Search Traffic

Here are 10 advanced SEO techniques that you can implement right away to increase your visitor numbers, search traffic, and conversion rate.

01. Audit Your Site Framework

Few simple steps you can use to conduct a site audit and discover opportunities for improving your search traffic:

Step #1: Go to QuickSprout. Plug your site URL in the search box and click the "Log in with Google" button.

Step #2: Analyze your site performance. Make note of potential errors and Fix those.
Use the following table as a template:

Error Type	Error Page	Solution
Title tag too long	http://mywebsite.com/inner-page	Need to reduce title below 70 character

02. Data Research Via End User Value

The objective is to get relevant data about your users interests. This is will help you to create even better content and drive more traffic.

There are several social media platforms that you can use. I personally like to use Quora.

Here are the basic steps:

Step #1: Go to Quora. On the homepage, type your primary keyword (e.g., blog traffic). Hit the "enter" button.

Step #2: Analyze the result with the most answers. Click the most interesting or relevant headline and read the answers from users.

Step #3: Extract ideas for your content.

Other sites you can use are-

1. [Ubersuggest](#)

2. Linkedin Groups

3. Forum Threads

4. Facebook Groups

Data Sources	Findings
Quora	
Ubersuggest	
Linkedin Group	
Forum Threads	
Forum Threads	

03. Create More Optimized Landing Pages

A well-designed landing page can improve your lead generation and sales. The more landing pages you create, the more gateways you open up for search traffic.

[Copyblogger Media](#) creates high-quality landing pages on popular topics. They go the extra mile with professional graphics and layout. Then they drive traffic, links, and authority to the page through press release and content marketing.

Landing pages can generate staggering income. But how to optimize your landing pages?

Use the following checklist to create an optimized landing page:

☑ Pick a long-tail keyword. For example: SEO copywriting.

☑ Use [Optimizepress](#) or another landing page creator for WordPress.

☑ Add fresh content to your landing page.

☑ Make landing page content useful.

☑ Make a good looking headline, hen the subtitle, the bullet points, and so on.

☑ [Design is King](#), so design your page nicely.

☑ Build links to your landing page.

04. Make Your Site Responsive and Mobile-Friendly

It's projected that in 2015, mobile shoppers will spend up to $25 billion. Mobile users are ardent shoppers, maybe because they can make purchases from anywhere. It's more difficult for desktop users. That's why 220 million retailers plan to invest in and learn about mobile advertising this year.

All these statistics are pointing to one thing: there is tremendous potential for increased search traffic in making your site mobile-friendly.

If you're looking for a step-by-step tutorial for making your site responsive to any mobile device or platform, see Building Your Mobile-Friendly Site.

05. Double Your Infographic Power

One of the simplest ways to double your search traffic is through infographics. Here's how:

i) Create your infographics: You can use visual.ly or other infographics tools. Better yet, go to Dribbble and find a professional infographic designer.

ii) Write fresh content based on your infographic: For example, if your infographic is titled "10 ways to make your site load faster".

iii)   Submit your infographics to the top 20 infographics directories.

Note: Focus on quality links over quantity of links to avoid a Google penalty. That way you'll improve your search traffic and sustain your rankings.

06. Implement Latent Semantic Indexing (LSI)

A few guidelines when you're targeting LSI keywords:

● Find LSI keywords that mean the same as the main keyword, but with different spelling and structure.

● Don't over-optimize for LSI keywords or else you could get penalized. Only use them where necessary and make sure your copy flows naturally.

● Write in a natural tone. Make sure that the LSI keywords don't override the main keywords that you want to rank. The LSI key phrases are only there to give additional meaning to your content and to help Google understand what topic you're writing about.

07. Spy and Target Competitor's Live Keywords

Here's how to pinpoint your competitor's live keywords:

Step #1: Go to SEMrush. Plug your competitor's site URL (e.g., boostblogtraffic.com) into the search box, set the country to U.S., then click the green "search" button.

Step #2: Analyze live keywords.
You can also use Backlinkwatch.com, to find competitor link sites and blogs.

Here is a live keyword that Boostblogtraffic.com is ranking for:

Competitor Keywords	Ranking page URL
blogs that make money	

08. Leverage Authoritative Social Platforms

You can leverage the power of authoritative platforms such as **Docstoc**, **Slideshare**, **Blogger**, **Quora**.

These sites give you the opportunity to improve your search rankings, as well as build a following, within a short period of time.

If you'd like to leverage Slideshare as a search traffic booster, here are the basic steps you should take:

Step #1: Find a trending topic- simply selecting a keyword and creating a top-notch slideshow presentation doesn't always generate enough buzz.

Instead, look for and use topics or discussion topics already trending on blogs.
Just as you do when looking for blog post ideas, you should identify what people are talking about right now.

Step #2: Make outlines- When you go through your selected article, pick out key points and create an outline for your presentation.

Step #3: Find supporting images- Slideshare presentations are all about using images to captivate and hold the viewer's attention. You can find free stock photos by searching Google for "free stock photos."

[Gratisography](#) is one place you can download free stock photos without copyright restrictions.

Step #4: Study successful Slideshare presentations- The best way to hack free search traffic and rankings is by learning from experts. Several presentations are featured on the Slideshare homepage. Study them carefully. Consider how you could improve them – using better images, for example, or incorporating statistics and data to back up facts, and so on.

Step #5: Create your Slideshare presentation- With all of the information you've gathered, create your presentation and try to make it better than others.

Share your presentation here for stronger authority:

- [scribd](#)
- [animoto](#)

09. Deep Linking to Internal Pages

Deep linking is the practice of using anchor text to link to other pages inside your blog. Before you start linking to your inner pages, you should first check to see how many inbound links go to your homepage as compared to your other pages.

Step #1: Go to Moz's OpenSiteExplorer. Plug your site URL into the search box, and click the "search" button.

Step #2: Click on "Top Pages" at the top left-hand side.

Step #3: Check the ratio of inbound links.

Here are a few other reasons why you should deep link to your internal pages:

i) Improve page authority.

ii) Make your internal pages indexable.

You could ping high authority search directories, such as:

- [Weblogs](#)
- [Newsgator](#)

Just go over to Ping-o-matic, input your blog URL, select all the directories, and click "send pings":

10. Refresh Your Archive Pages

Start by identifying the best performing archive pages and create better content, based on recent trends and development.Your search traffic will dramatically increase.

Do the following practice to refresh archive pages:

Step #1: Log in to Google Analytics. Click the "Behavior" tab on the left side.

Step #2: Click Site Content > All Pages and look for the best performing posts from three to six months ago.

To refresh your archive pages and double the search traffic to those pages, follow these steps:

i) Write a sharable headline:

ii) Back up facts with data and stats.

Conclusion:

SEO success is all about giving useful and relevant content to your target audience, in a way that's easily digestible for them.

So focus on [user intent](#), and use keywords not for manipulation, but for [positioning your content pages](#) that have been optimized for the user.