

The 4-Point SEO
Cheat Sheet for Stunning
Content Marketing

NEILPATEL

neilpatel.com

1. Google Hummingbird brought this important factor into focus, in its continued effort to take care of its users

- Google giving focus on content context, instead relying on the use of EXACT keywords on a page to judge its relevance.
- Craft conversational content that reads naturally. Instead of using the keywords exactly and repeatedly in your article, break down each word in the query to make it meaningful.
- Use tools like FAQFox, to find the exact questions that your audience is searching with. Then, answer them in your article.
- Use sprinkling LSI keywords (technical word for synonyms) in your content, it helps Google to understand your content theme.
- Also use long-tail keywords by using a variations of your target keyword to get favored by Google.

Now you need to know exact user demographic to understand their intent behind a search:

- Develop a clear profile of your customer. List their demographic data and major pain points.
- Understand the kind of keywords that your target demographic is typing inside Google (and their stage in your funnel). Then, target these keywords, providing relevant info.

You can also use Andrew Ruegger strategy to pull user demographic data from Google Keyword Planner.

- Enter your keyword and click on the 'Get ad group ideas' button.
- Now, you'll get a screen with some age, gender and device info.
- The data on all keywords is going to be present in the source code. You just need to capture it and get your clean dataset of demographic info.
- When you collect data for all of the keywords, you can get great insights.

2. Connect your content with a larger audience with keyword data

- Finding the EXACT phrases being used by your target audience to express their pain points, then incorporating them into your content, so that it resonates with your audience.
- By write in the language of your audience are using in search engines, you can generate engaging content and also can get higher search traffic.
- Also assess the type of content that's ranking for your target keyword right now.

- And, find the right balance between your resources, budget and desirable traffic. Follow these 4 steps for effective [keyword analysis here](#) to learn more.

3. Find your ideal content format for every piece and reflect on your content frequency

Find what's your ideal content format by following these ways:

1. Look at the existing pieces of content that rank for your target keyword. No matter it's an eCommerce or informational keywords, just find the exact reason behind the search.
2. Look at your historical analytics data. Find the data by entering your site into Buzzsumo and see what your audience like in your website.
 - If you're eager about exact numbers, log into Google Analytics and find out the characteristics of posts that have received maximum conversions.
 - You also need to consider your content marketing goals and available resources for choosing a format.

Next, you also need to decide the content frequency that's wanted by your target audience.

- If you're getting major audiences from search engines, then you can post smaller number of articles frequency.
- But, if you're a viral website relying on social media for your traffic (think BuzzFeed), then you'll need to pump out much more content.

4. Perform regular SEO audits and technical SEO optimization

- Once your content marketing efforts have gained momentum, you should regularly check your search console and GA reports.
- Find the keywords for which your content is getting ranked and discovered.
- Incorporate long-tail and LSI versions of these keywords in your content.
- Finally, take technical optimization into account by leveraging schema markup and fixing user experience issues on your website.