



NEILPATEL

HOW TO GET A **FLOOD OF ONLINE TRAFFIC**
WITHOUT SPENDING \$1 / DAY!

SEO Unlocked

MODULE 4 - LESSON 1

Content Marketing – Part 2



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Infographics



kissmetrics

- Great mix of images and data
- Very good for building links and shares across social channels
- Works well for ROI



\$28,200 > \$948,469.80

NOW THAT'S A FINGER-LICKING' DEAL



Hybrid

Use a good blend of content words, pictures and videos to tell the company story in the content [This can also include Slide Shares, Gifs, Infographics, Embedded 3rd party video, if needed] together these create an emotional connection that consumers are likely to remember as they move through the customer journey.

1. On-Site SEO Basics

Some of the most important elements for search engine optimization happen on your own website. You may hear a lot about link building (which we will get to in just a moment), but link building without good on-site search optimization isn't going to be as effective. Here are the bare minimum on-site optimization elements you should put on each of your website's main pages, including and especially the homepage.

The Golden Rule of On-Site Optimization

Before we get started, one thing you want to keep in mind when using any of the following SEO elements is not to overdo it. You might be tempted to shove a lot of keywords onto your pages, but that is not the goal. In fact, Google has unleashed an over-optimization penalty that targets websites that have too many keywords stuffed onto one page. So when it comes to keyword optimization, keep it simple – stick to up to five keywords or keyword phrases for each page on your website and optimize for those.

If you're not sure what keywords to use, try entering some preliminary ideas on [UberSuggest](#) to get suggestions. Or, if you really want to get into the keyword research process, check out the [Guide to Keyword Research – Part 1 and Part 2](#).

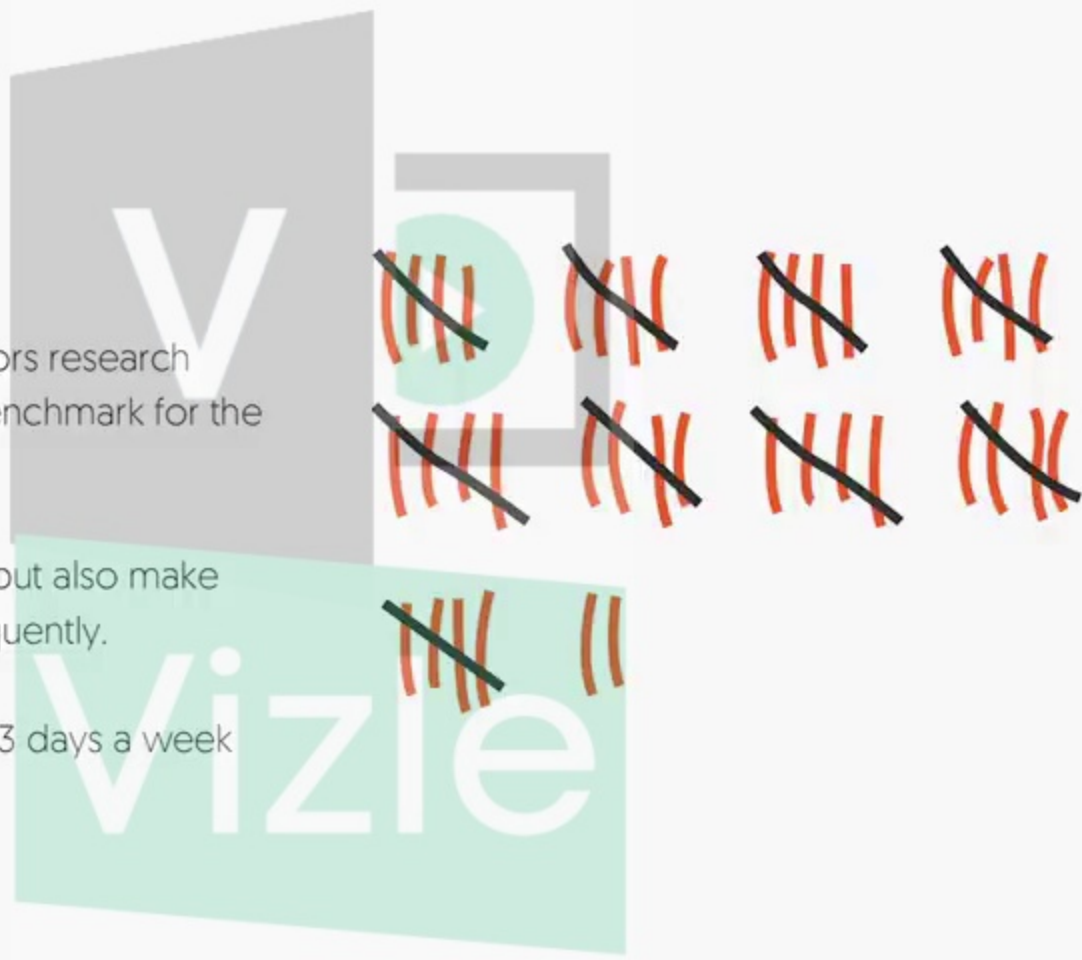


1. Word Count

Based on your competitors research you should have your benchmark for the content length.

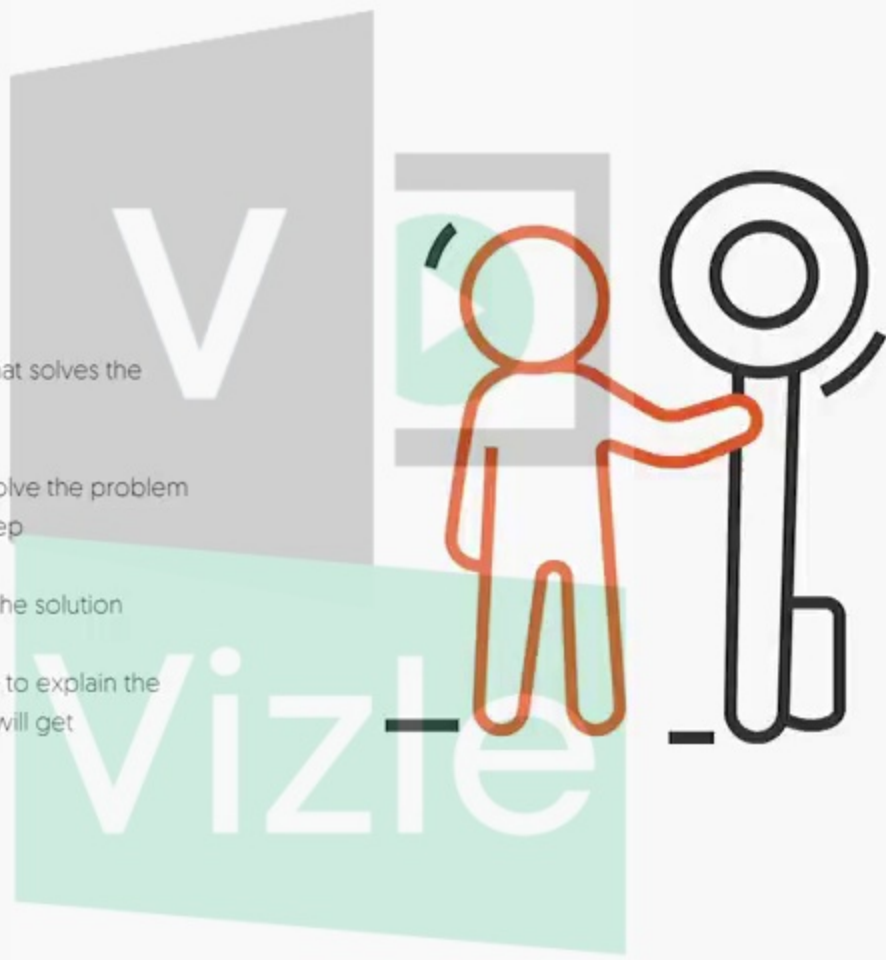
You need to aim higher but also make sure you write more frequently.

Example: 2500 words x 3 days a week



5. Solution

- What is the solution that solves the problem
- The solution should solve the problem simply and step by step
- Data should back up the solution
- Use a story if possible to explain the end feeling a reader will get





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