

# How To Use An SEO Content Strategy To Boost Your #1–3 Results

By 248%

*The importance of SEO is to make sure your content is readable to humans and robots alike. To master this, you need to make sure you are not only targeting the search engine, but also optimizing your content for your reader once they do find your site. Here's how to become an SEO rockstar.*

## First, the basics:

1. Focus on publishing compelling, quality content:
  - To make your work more unique try publishing more long-form content.
2. Use the keywords your audience is searching for:
  - Focus on keywords for each piece of content.
  - Target similar keywords in multiple pieces.
3. Offsite references, reviews, and social links play a role:
  - Inbound links are still important.
  - Target a logical sitemap with internal linking among pages.
4. Content freshness matters:
  - Keep your content up to date.

*List some posts that you could update to make sure your site is accurate today:*

- 
- 
- 
- 
- 
-

## What An SEO Content Strategy Is

Have a content strategy:

1. List your audience:
2. What is your business/niche?
3. List your overarching goals:

## Become An SEO expert

1. Find the best keywords for your posts.
2. Plan your keyword-targeted posts with an awesome blog schedule.
3. Optimize your social media for search engines.
4. Share your social messages more than once for maximum traffic.

### 1. Research And Target Keywords Relevant To Your Niche

	Average Monthly Searches	Competition	Difficulty
Product Keywords			
Niche Keywords			

List core topics you would like to be known for:

- 1.
- 2.
- 3.
- 4.
- 5.

Next, circle the top two topics that will bring the most opportunity to your business.

Put everything you have learned into action:

- ☐ Enter Your topics into Google’s keyword planner tool
- ☐ Select the best related keywords and start a list.
- ☐ Use SEMrush’s keyword research tool to understand if the keyword is predicted to grow in popularity.

Write down the best related keywords, their competition level and amount of people searching for that keyword.

Product Keywords					
	Keyword	Competition Level	Average Monthly Searches	Content Type	Other
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

Niche Keywords					
	Keyword	Competition Level	Average Monthly Searches	Content Type	Other
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

**Bonus:** Combine your data from Google's keyword planner and SEMrush with Moz's keyword difficulty tool. For us, when a keyword is in the low 50s for a difficulty percentage, we rank well.

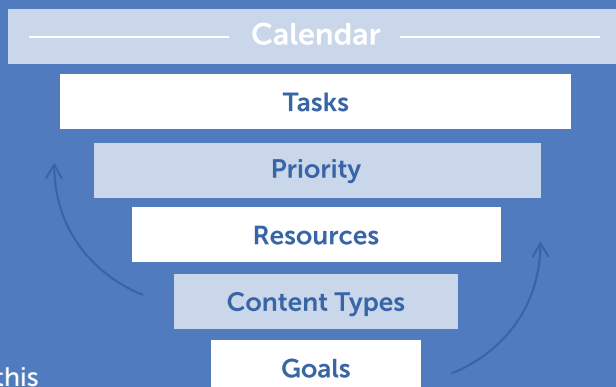
## 2. Plan To Execute Your SEO Content Strategy

*Start with your goals.*

At CoSchedule we have three marketing goals. Focusing on SEO helps us meet these goals.

1. Grow Traffic
2. Increase subscribers
3. Get more customers

For example, in July 2015 we reached our goal of having 40,000+ e-mail subscribers. By targeting SEO we we're able to accomplish this and set our sights on our next goal of 100,000+.



Write three marketing goals for your content:

- 1.
- 2.
- 3.

*Pro Tip: Think about the content types that work best for your audience—not just what you can do in-house with your current resources.*

Plan how you'll execute your project

List Project: \_\_\_\_\_

What resources can help your content come to life? (people, tools, budget, etc.)

- 
- 
- 
- 
- 
- 

Use a marketing calendar tool to schedule your content

TASKS

What needs to be done	Who is handling it
1. Ex. Submit post draft	1. Nathan
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

3. Create, Publish, And Share Your Optimized Content

Things you need to focus on to grow your #1-3 search results by 248%:

- 1. Focus on compelling, quality content
- 2. Write long-form content
- 3. Build internal links
- 4. Use the keyword in your content:  
*Page title, Meta description, Headline, Image name and Alt (mainly for organization.) At least a few time in the body copy (including in subheadlines)*

## Share your content

1. Help optimize your content to help share it with social media buttons and Click to Tweets
2. We also use the social queue in CoSchedule to help share content with followers. Sharing our content more than once has helped us get 3,150% more traffic.
3. Content promotion including email distribution is a huge driver of traffic
4. Reference other folks' and let them know through outreach marketing
5. Help your guest bloggers promote their content by providing helpful tips after their post publish.

## Example tip sheet that we send our guest bloggers:

- 1. Respond to all the comments on your post. Our audience asks great questions loves additional advice.*
- 2. Tweet about it! We have a few pre-populated tweets throughout your post that you can use to promote your content throughout the next several weeks. Guy Kawasaki tweets at least 4 times, 8 hours apart. We recommend a bit more throughout the following weeks to maintain interest. Share it on LinkedIn, too!*
- 3. Share it on your niche forums and community sites.*
- 4. Email your subscribers about it.*
- 5. And finally, wear some free swag on us for being awesome and contributing a great piece. Just send me your t-shirt sizes and provide a shipping address where I can send those to you.*

What advice can you give your guest bloggers when they write for you to help them focus on SEO?

- 1.
- 2.
- 3.
- 4.
- 5.

## Put it into practice:

1. What do you want your content to look like:

2. Start your outline

- 
- 
- 
- 
- 
- 

Write 25 headlines in our analyzer and write your top three here:

- A.
- B.
- C.

Write your intro, first 100 words, to draw in your reader:

*Provide free content in exchange for an email address. Write a call to action to make your readers convert.*

#### What Doesn't Work

- Choosing a key work after the post is written
- Using your keyword in your headline if it makes it unreadable for humans. People>Robots

**When you're ready to plan all of your content,  
give CoSchedule a try—it's your all-in-one marketing calendar.  
Try your 14-day free trial today!**

## Hear The Raves



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox."

— **Michael Hyatt**, *New York Times*  
Bestselling Author of *Platform:*  
*Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert*  
Bestselling Author of *YouTility:*  
*Why Smart Marketing Is About*  
*Help Not Hype*

# CoSchedule

*The social media editorial calendar for WordPress*

