



BECOME AN



SEO

ROCK ⚡ STAR

ACTIONABLE STRATEGIES, TACTICS & TOOLS





BECOME AN



SEO

ROCK STAR

ACTIONABLE STRATEGIES, TACTICS & TOOLS



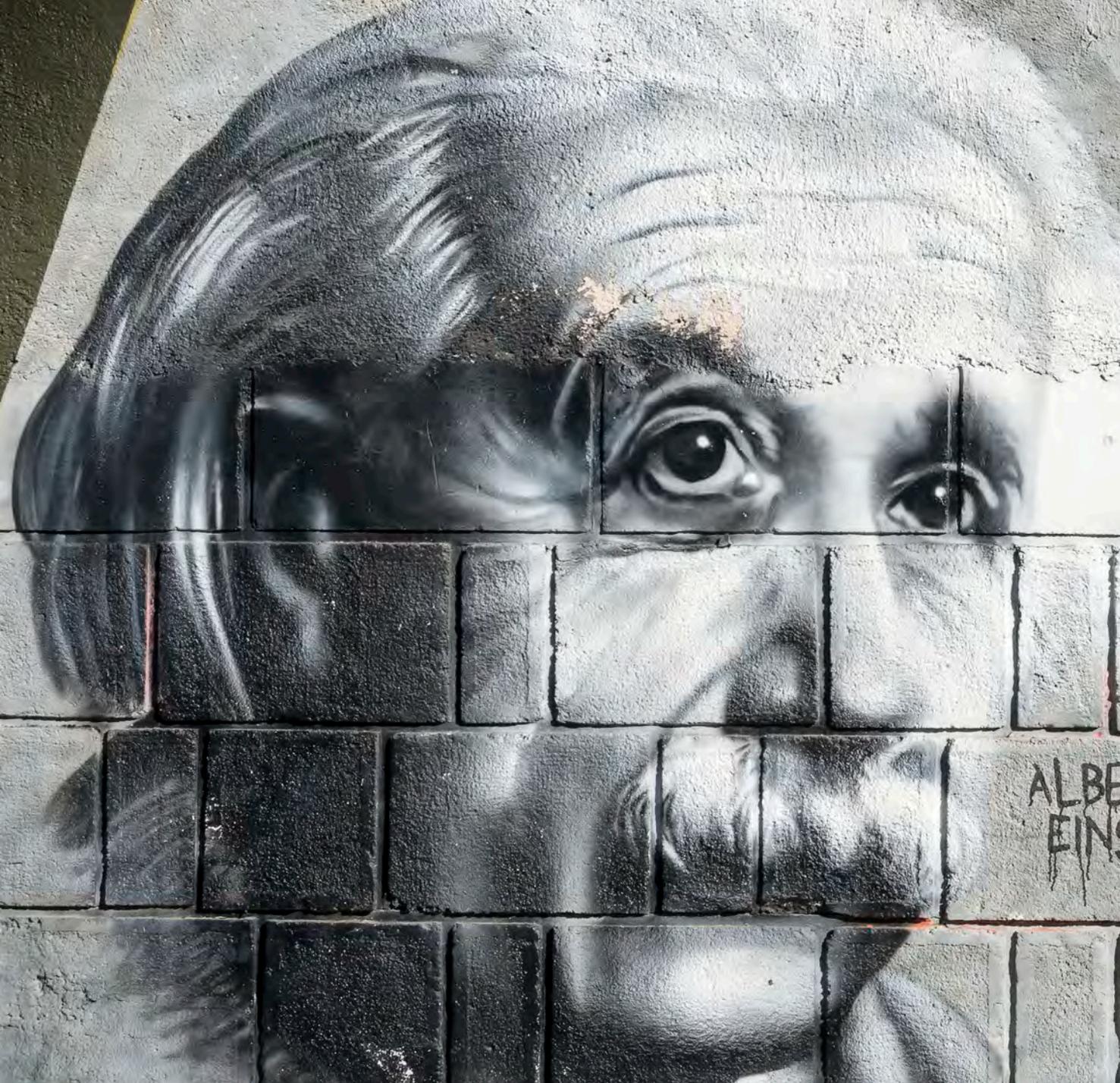
AGENDA:

WHAT'S HAPPENING IN SEARCH

YOUR SEARCHERS

YOUR WEBSITE

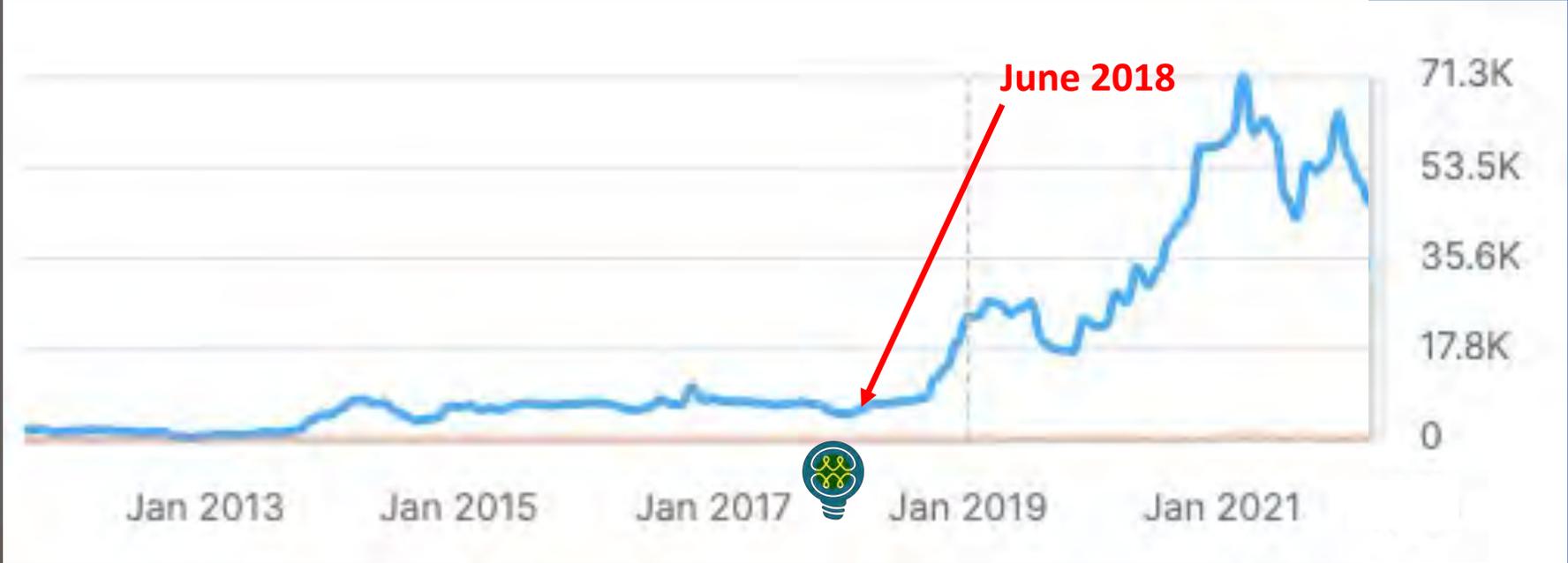
YOUR ONLINE AUTHORITY



"So many people today...seem to me like someone who has seen thousands of trees but has never seen a forest."

ALBERT
EINSTEIN

mindysresources.com



SEARCH ⚡ TODAY





Our mission is to organize the world's
information and make it universally
accessible and useful.

It starts with Google Search

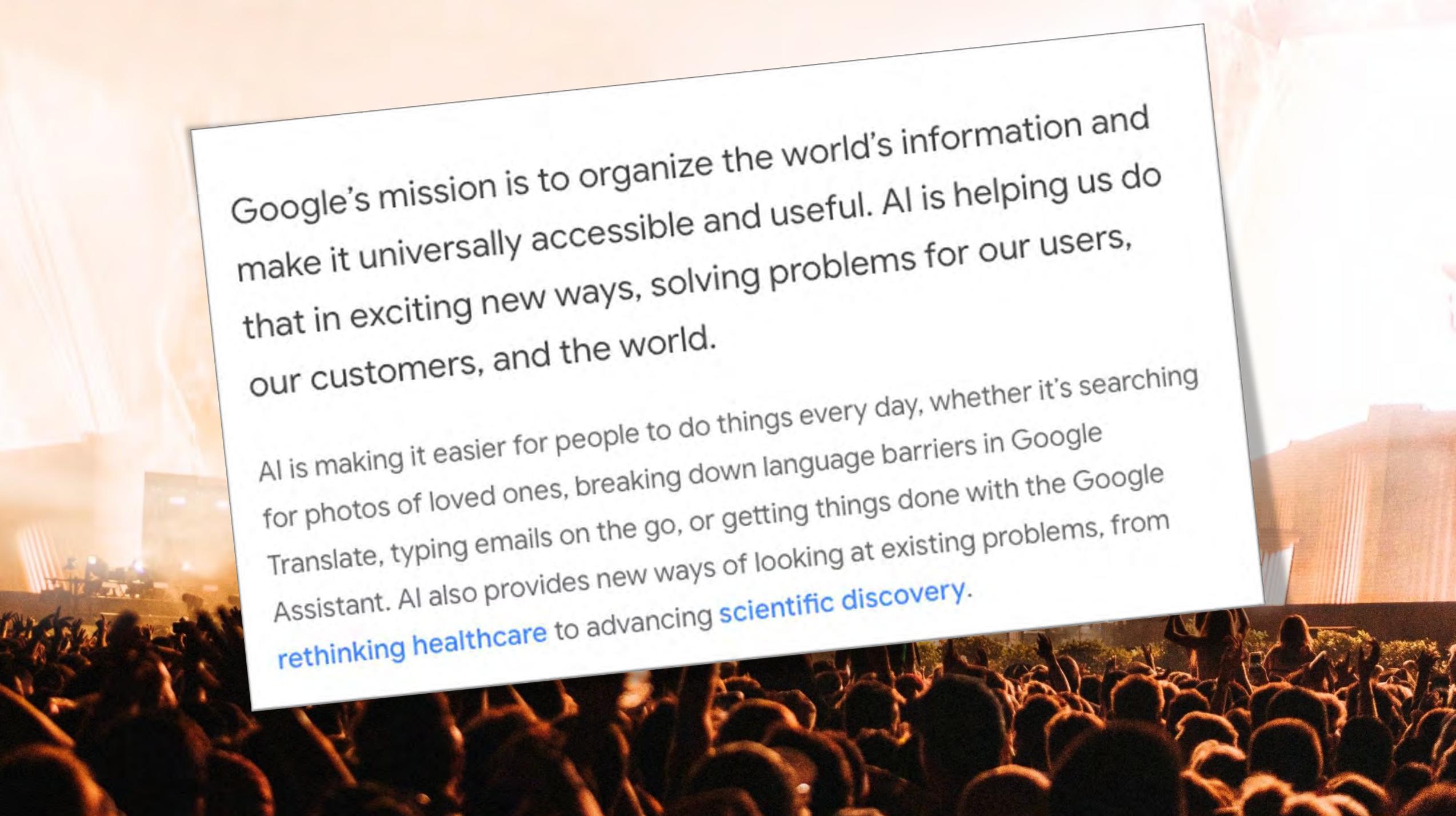


A close-up photograph of a person's hand holding a smartphone. The phone's screen is green and displays white text. The text is the announcement for ChatGPT. A finger is pointing at the text. The background is out of focus.

Introducing ChatGPT

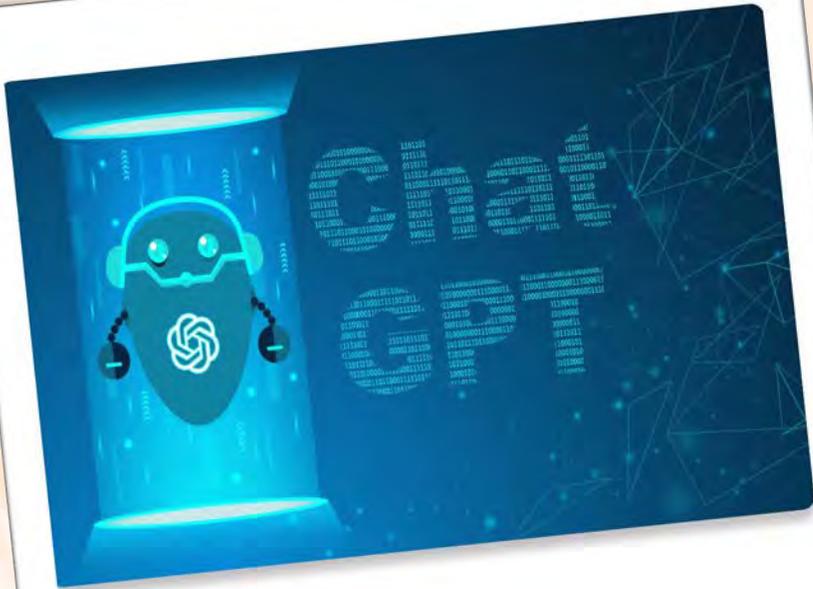
We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests.

[Read about ChatGPT Plus](#)

A large crowd of people is visible at the bottom of the image, suggesting a concert or public event. The background is a warm, golden-hued scene with buildings and lights, possibly at dusk or dawn. A white text box is overlaid on the image, containing the following text:

Google's mission is to organize the world's information and make it universally accessible and useful. AI is helping us do that in exciting new ways, solving problems for our users, our customers, and the world.

AI is making it easier for people to do things every day, whether it's searching for photos of loved ones, breaking down language barriers in Google Translate, typing emails on the go, or getting things done with the Google Assistant. AI also provides new ways of looking at existing problems, from **rethinking healthcare** to advancing **scientific discovery**.



Mindy Weinstein | SEO | 📧

What Is the Impact of ChatGPT on SEO & Content Marketing?

Short Answer

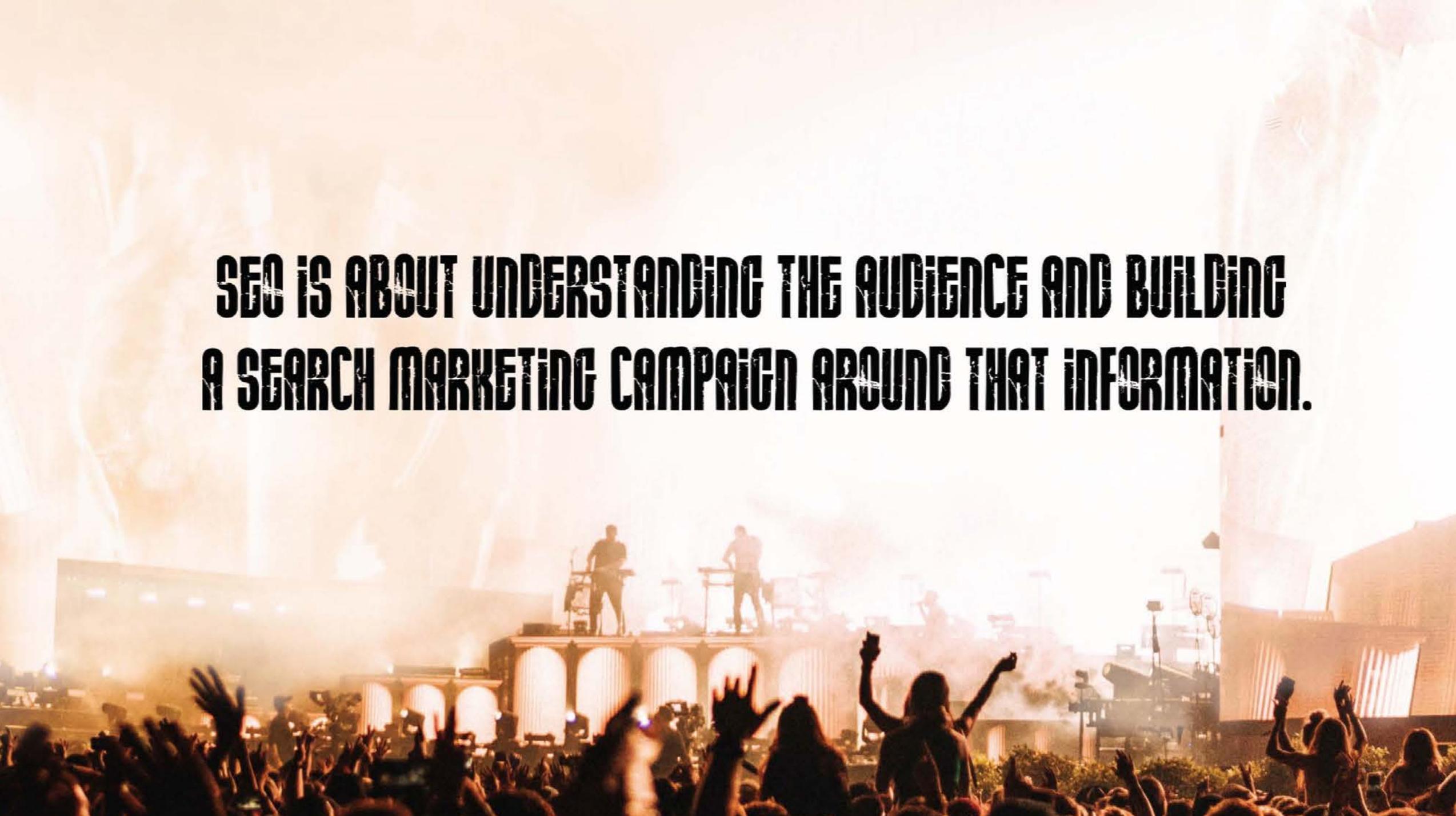
Before getting into the details about ChatGPT and artificial intelligence (AI), in general, let's get straight to the questions most people have related to search marketing.

How will ChatGPT impact SEO? ChatGPT will make it easier to complete mundane and routine tasks associated with search engine optimization (SEO), such as organizing topics and keywords, determining

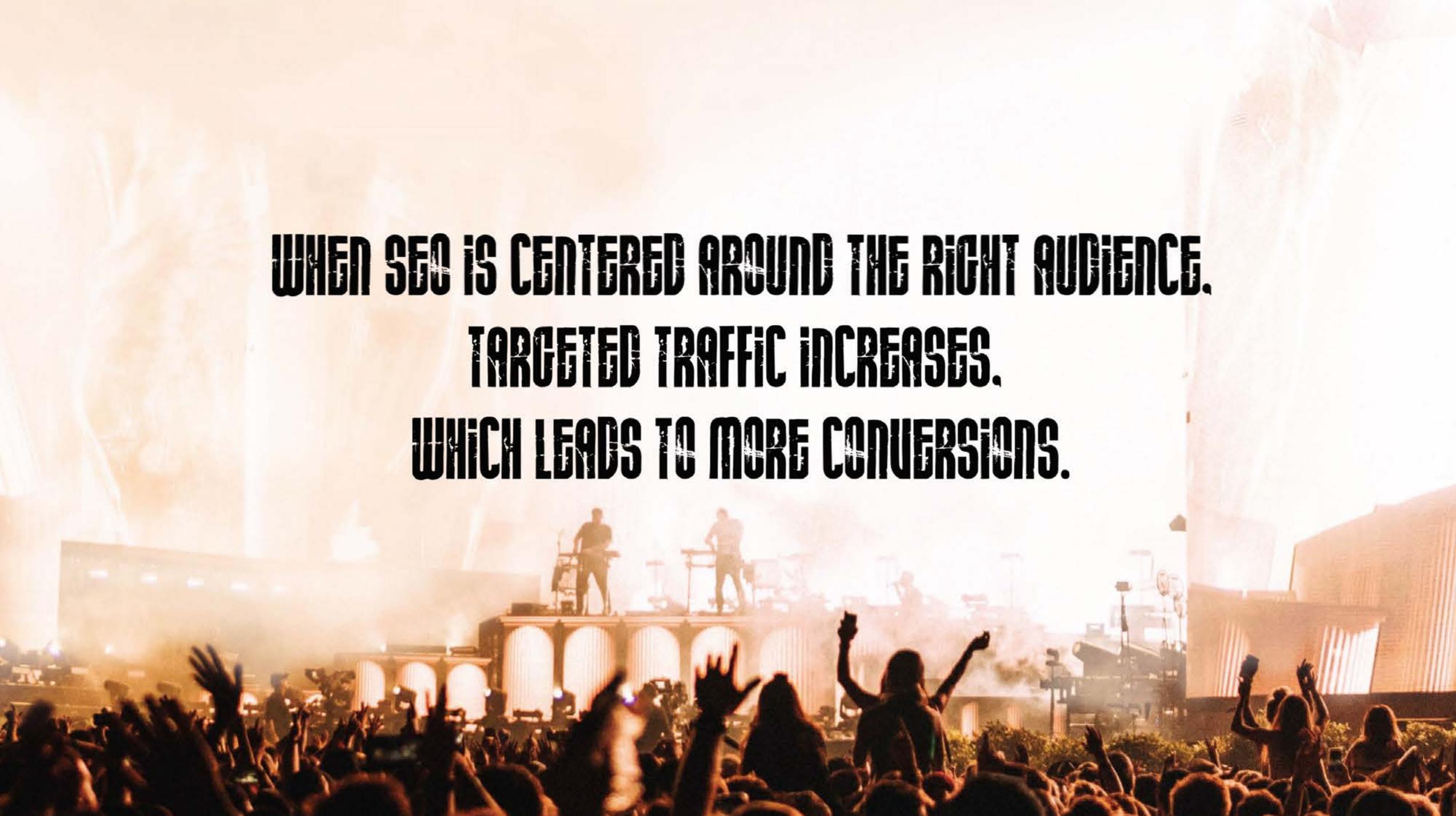
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YOUR ⚡ SEARCHERS



A vibrant concert scene at night. In the foreground, a large crowd of people is silhouetted against the bright stage lights, with many hands raised in the air. In the middle ground, a band is performing on a stage with a DJ booth. The background features modern buildings and a bright, hazy sky. The overall atmosphere is energetic and celebratory.

**SEO IS ABOUT UNDERSTANDING THE AUDIENCE AND BUILDING
A SEARCH MARKETING CAMPAIGN AROUND THAT INFORMATION.**

A vibrant concert scene at sunset. In the foreground, a large crowd of people is silhouetted against the bright, golden light of the setting sun, with many hands raised in the air. In the middle ground, a band is performing on a stage with a DJ booth. The background features modern buildings and a large, illuminated structure. The overall atmosphere is energetic and celebratory.

**WHEN SEO IS CENTERED AROUND THE RIGHT AUDIENCE,
TARGETED TRAFFIC INCREASES,
WHICH LEADS TO MORE CONVERSIONS.**

ANALYZE YOUR AUDIENCE

A vibrant concert scene at sunset. The sky is a deep orange and yellow, with bright light rays filtering through the haze. In the foreground, a large crowd of people is seen from behind, their arms raised in the air. In the middle ground, a DJ set is visible on a stage, with two people standing behind the equipment. The background features modern buildings with large windows, some of which are illuminated. The overall atmosphere is energetic and celebratory.

DEVELOP SEO PERSONAS

A vibrant concert scene at sunset. The sky is filled with warm, golden light and rays of sun. In the foreground, a large crowd of people is seen from behind, with many raising their hands in the air. In the middle ground, a DJ set is visible on a stage, with two people standing behind the equipment. The background features modern buildings and structures, all bathed in the warm glow of the setting sun.

YOUR SEARCHERS

Personas matter to SEO

- Words they use ← (keywords)
- Questions they ask ← ("people also ask")
- Websites they frequent ← (links)

YOUR SEARCHERS

Understand & analyze your audience

- Analyze competing brands
- Gather data from social platforms

YOUR SEARCHERS

Analyze competing brands

- Get insight into a brand's audience, which will help you identify content topics and target geographic areas
- In addition, you might come up with great link building ideas based on the interests

YOUR SEARCHERS

Quantcast

General Interests

General

INTERESTS	AFFINITY	SITES	AFFINITY	HELP
Education	2.5x	kirkusreviews.com	34.5x	Definitions
Society	2.1x	publishersweekly.com	31.5x	Calculations
Science	2.0x	bookrags.com	25.8x	Using This Report
Relationships	1.9x	wiseoldsayings.com	25.4x	
Arts & Entertainment	1.9x	bookriot.com	24.9x	

[VIEW DETAILS](#)

Goodreads Network goodreads.com United States

Demographics

Reports: Traffic, Demographics, Cross-Platform, Engagement, Shopping Interests, Media Interests, Business & Occupation, General Interests, Geographic, Political Interests

Category	Sub-category	Index
GENDER	Male	48
	Female	149
AGE	13-17	111
	18-24	115
	25-34	123
	35-44	95
	45-54	86
	55-64	76
	65+	75
HOUSEHOLD INCOME	\$0-50k	92
	\$50-100k	104
	\$100-150k	113
	\$150k+	116
EDUCATION LEVEL	No College	60
	College	113
	Grad School	188
ETHNICITY	Caucasian	105
	African American	73

CHILDREN IN HOUSEHOLD

Help

YOUR SEARCHERS

Gather data from social platforms

- There is a lot of consumer data available from social platforms, which can be used to develop personas and/or identify content topics.

YOUR SEARCHERS

Audiense

Full audience Compared to: Global - Any 9588 members Actions

Demographics Socioeconomics Influencers & brands Interests Media affinity **Content** Personality Buying mindset Online habits

Hot content Popular posts, hashtags, keywords and formats Last update: 16 days ago

Hot posts

Publications

Wired
[New Algorithms Could Reduce Racial Disparities in Health Care](#)
Researchers trying to improve health care with artificial intelligence usually subject their algorithms to a form of machine med school. Software learns from doctors by digesting thousands or millions of x-rays or other data labeled by expert humans until it can accurately flag suspect moles or lungs showing sig...

Tradingster
[COT Report: SILVER with COT Chart \(Futures Only\) - Tradingster](#)
Below is the Commitments of Traders (COT) report for SILVER - COMMODITY EXCHANGE INC. (futures only) with COT charts. This COT report for SILVER is as of 2021-02-09. COT reports are released each Friday (except for U.S. holidays) by the CFTC. Each COT report release includes data from the...

Popular hashtags

- #twittermarketing
- #tuesdayvibe
- #sustainablebusiness
- #socialmediamarketing
- #socialmedia
- #news
- #mufc
- #leadgeneration
- #irish
- #influencers

Popular keywords

content	👤	👤
time	tijd	thewaryseo
strategies	social	robinlord
richardfergie		

Most relevant media formats

64.62%	6.92%	4.62%
Links	Videos	Photos

YOUR SEARCHERS

Ways to collect data

- **Interviews:** Interview existing customers and pay careful attention to how they describe their problems. Those are keyword opportunities.

YOUR SEARCHERS

Ways to collect data

- **Internal Departments:** Depending on the size of your organization, other departments will have information to help you. For instance, the customer service and sales departments will know what people ask the most and what seems to interest them.

YOUR SEARCHERS

Ways to collect data

- **Surveys:** If you have an existing customer base, you can send out a survey asking questions to help you understand them better.

HubSpot **TOOLS**

Make My Persona

A Buyer Persona Generator from HubSpot

Copyright © 2018 HubSpot, Inc.

PERSONAS FOR SEO

Learn as much as you can about your target audience, as it will help your SEO efforts. It will be easier once you know a little about your ideal website visitors to choose the right keywords, optimize your content and even get links. For example, when you know someone's main concerns, you can get a better feel for what they might search. When you know your interests, you can determine what other websites they might frequent, which could turn into great link targets for you.

Most people think of personas for content and social media only. However, a great SEO campaign also defines personas in advance, which are representations of your ideal customers based on market research and actual data about your existing customer base.

TOOLS & TECHNIQUES TO USE

There are a variety of ways that you can gather information about your ideal website visitors, which will be used to define the personas.

- **Interviews:** Interview existing customers and pay careful attention to how they describe their problems. Those are keyword opportunities.
- **Internal Departments:** Depending on the size of your organization, other departments will have information to help you. For instance, the customer service and sales departments will know what people ask the most and what seems to interest them.

mindysresources.com

GET DEEP IN KEYWORD RESEARCH

A vibrant concert scene at sunset. The sky is a deep orange and yellow, with bright light rays filtering through the haze. In the foreground, a large crowd of people is seen from behind, many with their arms raised in the air. In the middle ground, a DJ set is visible on a stage, with two people standing behind the equipment. The background features modern buildings with large windows, some of which are illuminated from within. The overall atmosphere is energetic and celebratory.

YOUR SEARCHERS

Keyword research steps

1. Step One: Brainstorm your list (i.e. pad of paper or spreadsheet)
2. Step Two: Expand your list
3. Step Three: Validate search volume
4. Step Four: Identify search intent

YOUR SEARCHERS

Expand your list

- Look for related words and phrases
- Identify synonyms
- Consider semantic relationship of words

YOUR SEARCHERS

Keywords Everywhere

Keywords Everywhere

A browser addon that will get you FREE search volume, CPC & competition data for almost all the keyword research tools out there!

 Install For Chrome

 Install For Firefox

We add search volume, CPC & competition data to all your favourite websites

YOUR SEARCHERS

SEMRush

Keyword Analytics > Keyword Magic Tool

[Send feedback](#)

Keyword Magic Tool ^{NEW}

An easy-to-use keyword research tool that provides all the keywords you need to build your most profitable SEO or PPC campaign

 US ▼

Search

Keyword examples: [loans](#) [movies](#) [buy books](#)

YOUR SEARCHERS

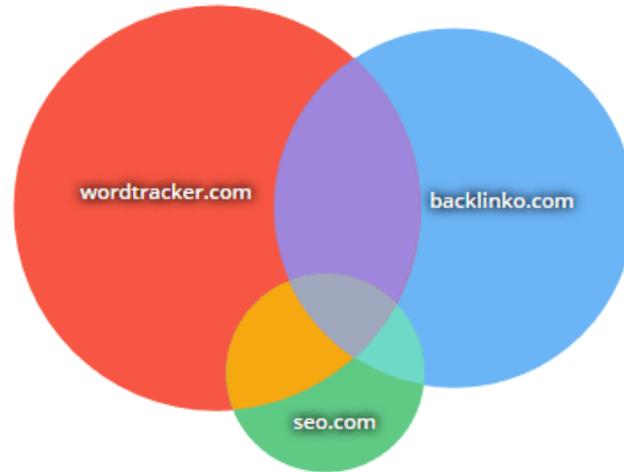
SpyFu

Shared Organic Keyword (Kombat)

[VIEW PAID KOMBAT >](#)[EXPORT](#)

vs

vs

[FIGHT](#)

Overall Market Research

KEYWORD UNIVERSE (8,469)
Keywords any domain ranks for

CORE STARTING KEYWORDS (13)
Keywords all three rank for

Recommendations for backlinko.com

WEAKNESS (17)
Keywords both competitors rank for, but not backlinko.com

EXCLUSIVE KEYWORDS (2,724)
Competitors don't yet rank, but backlinko.com does

YOUR SEARCHERS

Validate search volume

- Make sure people are using that word or phrase
- Don't focus on search volume alone
- Relevancy is the most critical aspect
- Know if it is a conversion word

YOUR SEARCHERS

Tools



YOUR SEARCHERS

Identify search intent

- Intent falls into two categories: Know and Buy
- Page architecture and “other words” matter with intent

YOUR SEARCHERS

Google

The image shows a screenshot of a Google search results page for the query "organic coffee". The search bar at the top contains the text "organic coffee" and a search icon. Below the search bar, there are navigation tabs for "All", "Shopping", "Maps", "News", "Images", "More", and "Search tools". The search results are displayed below, with a green line and a green circle highlighting the first result, and a purple line and a purple circle highlighting the second result. The background of the slide is a blurred image of a concert or festival with many people raising their hands.

Google organic coffee

All Shopping Maps News Images More Search tools

About 99,500,000 results (0.73 seconds)

Jim's Organic Coffee
<https://www.jimsorganiccoffee.com/>
Jim's Organic Coffee is a coffee roaster dedicated to providing the very finest certified organic coffees available. Learn more now.
Shop · Contact Us · Light / Medium Roast · Dark Roast

Organic vs. Conventional Coffee | Equal Exchange
equalexchange.coop/blog/organic-vs-conventional-coffee
Apr 25, 2014 - The benefit of organic coffee. ... It's the difference between conventional and organic coffee. Even if you already choose organic in the produce ...

Organic Coffee Company | Best Organic Coffee and Coffee Beans
www.organiccoffeecompany.com/
Fair trade, blended, flavored, and single origin products. Includes company news and tips for storage and brewing.
Testimonials · Free Recipe Book · 7 Fun Ways To Up Your Coffee ... · News

Best Organic coffee in Phoenix, AZ - Yelp
https://www.yelp.com/search?find_desc=organic+coffee&find_loc=Phoenix%2C...
Reviews on Organic coffee in Phoenix, AZ - A T Oasis Coffee & Tea Shop, Lux Central, Mama's Cold Brew, WhereUBean Coffee, Fair Trade Cafe, Urban Beans ...

Organic coffee - Wikipedia
https://en.wikipedia.org/wiki/Organic_coffee
Organic coffee is coffee produced without the aid of artificial chemical substances, such as certain additives or some pesticides and herbicides.

Organic Coffee: Grounds for Change Organic Certified Coffee
www.groundsforchange.com/learn/organic.php
Certified Organic Coffee means that the organic coffee is produced by farmers who emphasize the use of renewable resources and the conservation of soil and ...

A Guide to Locally Roasted Coffee Beans in Metro Phoenix | Phoenix ...
www.phoenixnewtimes.com/.../a-guide-to-locally-roasted-coffee-beans-in-metro-pho...
Jun 3, 2014 - Highland Coffee Roaster Although you can't go to the Highland Cafe (because it doesn't exist), buying single origin, fair trade, organic, and ...

"BUY" INTENT

"KNOW" INTENT

YOUR SEARCHERS

Google

Google safe weed removal

All Shopping Videos News Images More Search tools

About 5,100,000 results (0.40 seconds)

6 Homemade herbicides: Kill the weeds without killing the Earth ...
www.treehugger.com/lawn.../homemade-herbicide-kill-weeds-without-killing-earth.ht...
Jul 15, 2014 - The most environmentally friendly way to get rid of weeds is to pull them up, dig out the roots, let them dry in the sun, and then add them to a ...
9 edible garden weeds · 6 Edible ground cover plants ...

9 Homemade Organic Weed Killers - How to Kill Weeds Naturally
www.goodhousekeeping.com/home/gardening/advice/g777/homemade-weed-killers/
Mar 23, 2016 - Tackle these pesky garden invaders without harsh chemicals. These homemade organic weed killers are non toxic, natural, cheap and ...

How To Make Eco-Friendly Weed Killer | Home Guides | SF Gate
homeguides.sfgate.com › Garden › Pest Control
Eco-friendly weed killer is often more cost-effective than chemical sprays. Organic ... This weakens the plant and makes it vulnerable to the vinegar weed killer.

Vinegar Weed Killer: Grandma's Recipe For Fast Weed Control
www.garden-counselor-lawn-care.com/vinegar-weed-killer.html
Vinegar can kill weeds. How & where can you use it? Many recipes are questionable. See the results of a vinegar weed killer trial, with smart tips for safe use.

Hands Down the Best Way to Kill Weeds and It's Not Roundup
www.everydaycheapskate.com/.../hands-down-the-best-way-to-kill-weeds-and-its-not...
Jul 16, 2015 - In no time, the company gave its miracle weed killer the brand name is safe as water, I still wouldn't shell out the high price for the stuff. I kill ...
Got a Problem? Grab the WD-40 · Cheapskate Gardening Tips ...

How to Eliminate Weeds From Your Grass | The Family Handyman
www.familyhandyman.com › Outdoors › Landscaping
Kill any weeds with a nonselective herbicide (re-treat survivors after 10 days). The herbicide will break down within two weeks and the ground will be safe for ...

Organic Weed Control – How to Kill Weeds Without Harmful ...
northcoastgardening.com/2009/03/organic-weed-control-how-to-kill-weeds/
Mar 28, 2009 - Spraying organic herbicides for natural weed control So people could think that Roundup is safe because glyphosate is reasonably safe, but ...

"KNOW" INTENT



MARKET
MINDSHIFT

About 386,000,000 results (0.69 seconds)

Results for **Scottsdale, AZ 85254** · [Choose area](#) ⋮



The Spruce

<https://www.thespruce.com> › Decorating › Furniture ⋮

How to Buy a Good Couch

MOZ DA: 76/100 (+0%) Ref Dom: 151.32K Ref Links: 7.03M Spam Score: 1% [Show backlinks](#)

Search traffic (us): 2800/mo (website: 19.75M/mo) - Keywords (us): 69 (website: 1.61M)

Apr 21, 2022 — If your goal is to **buy** a good **sofa**, start by looking closely at the frame.

Cheaper **sofas** may have frames made from particleboard, plastic, or ...

[Is It a Couch or a Sofa?](#) · [Before You Buy](#) · [Considerations](#) · [Types](#)



People also ask ⋮

What you should know before buying sofa? ▾

How much should you pay for a couch? ▾

Is \$2000 expensive for a couch? ▾

Is it worth spending money on a sofa? ▾

Feedback



Apartment Therapy

<https://www.apartmenttherapy.com> › how-to-buy-sofa... ⋮



Find long-tail keywords for "buying a couch" ✕

SEO Difficulty 63/100 Brand Query No
Off-Page Difficulty 71/100 On-Page Difficulty 47/100

[How these metrics are calculated](#) [Detailed breakdown](#)

Latest ChatGPT YouTube Tutorials

- [Translation Prompts](#)
- [Excel Prompts](#)
- [Teacher Prompts](#)
- [Lawyer Prompts](#)
- [HR Prompts](#)
- [Finance Prompts](#)
- [Business Prompts](#)
- [Accounting Prompts](#)
- [Landing Pages](#)

Related Keywords ✕

Copy Export

★ KEYWORD	VOL	CPC	CMP	TREND
★ sectional couch	301,000	\$0.80	1	
★ ikea couch	135,000	\$0.06	1	
★ common mistakes when buying a sofa	390	\$0.04	0.16	
★ which type of sofa is best for living room	390	\$0.04	1	
★ how to check sofa quality	90	\$0.04	0.39	
★ how to choose a sofa that will last	70	\$0.43	1	
★ how to buy a couch online	30	\$1.73	1	

ADVANCED KEYWORD RESEARCH

Keyword research is much more involved than simply generating a list of words and phrases and validating the search volume. In terms of keyword research, not only should you know the volume of searches for each word, but also you should know the search intent behind those keywords.

Follow this roadmap for deeper, more meaningful, keyword research.

EXERCISE

1. Start the seed list

This first step is basic and likely not news to you. Begin the process with good old-fashioned brainstorming. No tools, just you, a notepad and a pen. Refer back to your persona research to incorporate the phrases used by your target audience. Use the following table to initiate your brainstorming. There are two columns: Keyword and Category. The Category section keeps your keywords organized, as your keyword targets should match the categories or themes of your website.

IDENTIFY THE JOURNEY

A vibrant concert scene at sunset. The sky is a deep orange and yellow, with bright light rays filtering through. In the foreground, a large crowd of people is seen from behind, with many arms raised in the air. In the middle ground, a band is performing on a stage with a DJ booth. The background features modern buildings and a large, curved structure on the right. The overall atmosphere is energetic and celebratory.

YOUR SEARCHERS

The buyer's journey & SEO

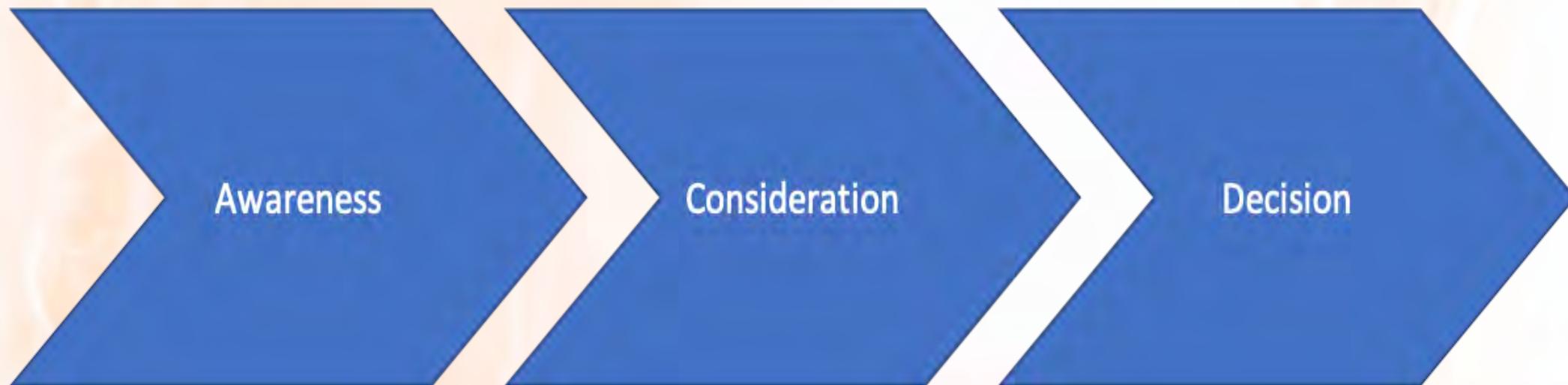
- The idea of the buyer's journey is a combination of knowing your target customer and tailoring all interactions with them to help them move forward in the purchase process.
- All potential customers go on a journey—whether you know that journey or not as a marketer.

YOUR SEARCHERS

Map keywords to the journey

- Make sure your website is optimized for keywords throughout the buyer's journey.
- Content should capture these moments.

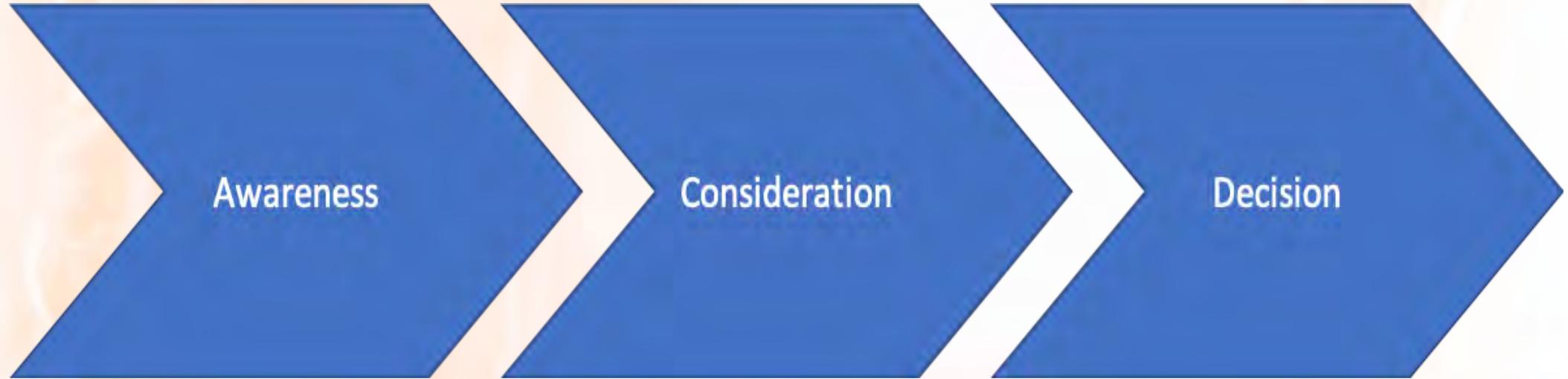
YOUR SEARCHERS



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@MINDYWEINSTEIN

YOUR SEARCHERS



“buying a couch”

“pet friendly couches”

“pet-friendly sectional”



Keyword Cluster	Keyword	Search Intent	Title	Meta Description
Types of Couches	Sectional couch	Informational	"A Guide to Sectional Couches"	Discover the different types of sectional couches available in the market and find the perfect one for your living room. Learn about their features and benefits.
	Reclining couch	Informational	"The Ultimate Reclining Couch Buying Guide"	Explore the world of reclining couches and make an informed decision. Find the best reclining couch that suits your style and provides exceptional comfort.
	Sleeper couch	Informational	"Choosing the Perfect Sleeper Couch"	Need an extra bed for guests? Learn about sleeper couches and find the ideal one that combines comfort and

YOUR SEARCHERS

PAGE

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BUYER'S JOURNEY FOR SEO

"The buyer's journey is the process buyers go through to become aware of, consider and evaluate, and decide to purchase a new product or service." (HubSpot.com).

The idea of the buyer journey is a combination of knowing your target customer and tailoring all interactions with them to help them move forward in the purchase process. All potential customers go on a journey—whether you know that journey or not as a marketer. Below are the basic stages of the journey. Checkout this article for more in-depth information: <https://blog.hubspot.com/sales/what-is-the-buyers-journey>.



YOUR ⚡ WEBSITE

★ ★ ★



YOUR WEBSITE

searchenginejournal.com/core-web-vitals/



FIX WHAT'S BROKEN

A vibrant concert scene at sunset. The sky is filled with warm, golden light and rays of sun. In the foreground, a large crowd of people is seen from behind, with many raising their hands in the air. In the middle ground, a stage is visible with several musicians performing. The background features modern buildings and structures, all bathed in the warm glow of the setting sun.

YOUR WEBSITE

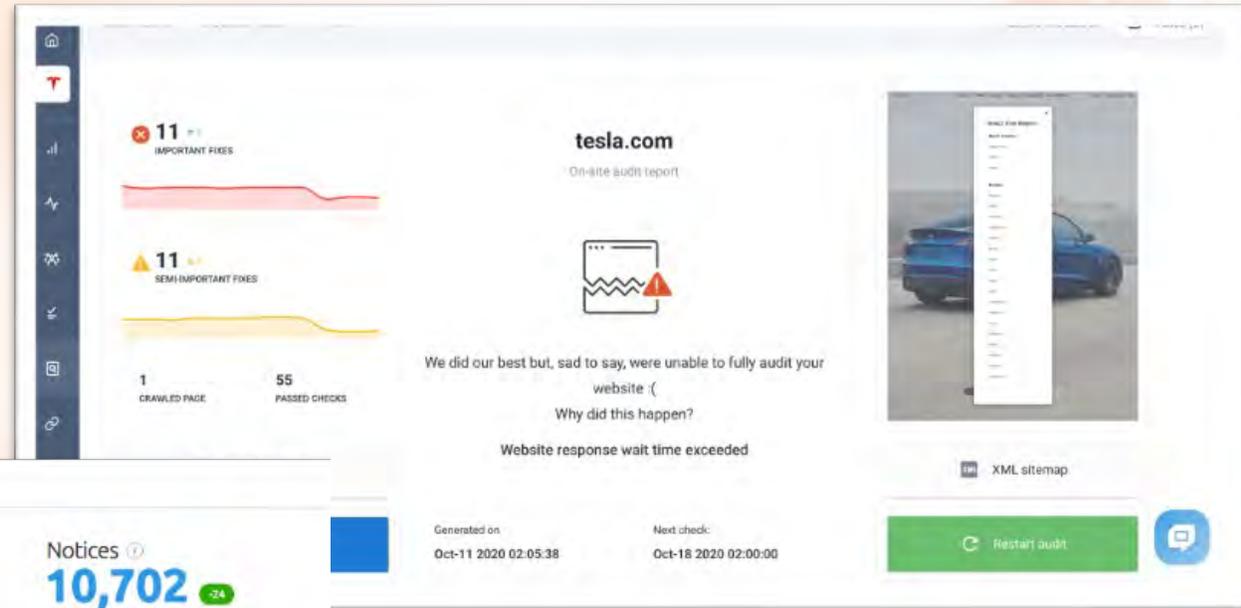
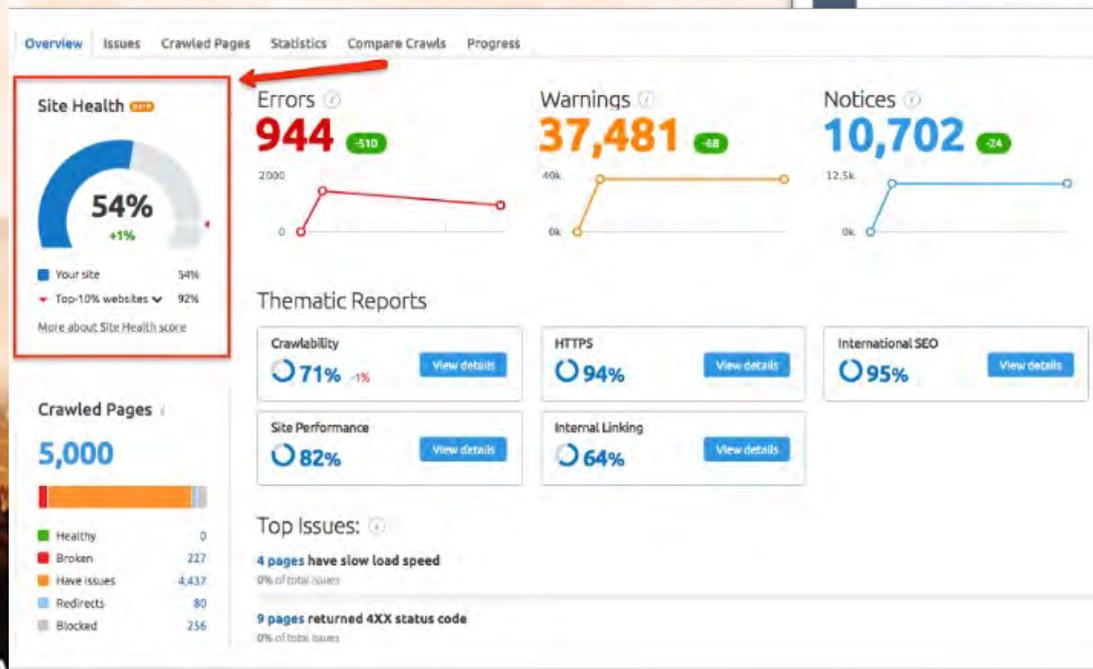
Do you have great content?

YOUR WEBSITE

Do you have great links?

YOUR WEBSITE

Automated Audits



YOUR WEBSITE

Robots.txt

- Every website needs one in the root directory
- Don't block files or directories you want indexed
- Include XML sitemap

Careful when you redesign!

YOUR WEBSITE

How do you check your robots.txt file?

YOUR WEBSITE

Google Search Console

Search Console [Use new Search Console](#) <https://www.marketmindshift.com/> [Help](#)

robots.txt Tester

Edit your robots.txt and check for errors. [Learn more.](#)

Latest version seen on 7/23/21, 11:46 PM OK (200) 289 Bytes [See live robots.txt](#)

```
1 User-agent: *
2 Disallow: /wp-admin/
3 Allow: /wp-admin/admin-ajax.php
4 Disallow: /digital-marketing-workbook-2018/
5 Disallow: /wp-content/uploads/
6 Disallow: /wp-content/uploads/2019/09/Mindy-Weinstein-Kijiji-Autos-Dealer-Talk.pdf
7 Sitemap: https://www.marketmindshift.com/sitemap_index.xml
```

0 Errors 0 Warnings [Submit](#)

```
User-agent: *
Allow: /v/business_account/trade_program/home
Disallow: /ajax/
Disallow: /filter/
Disallow: /filters/
Disallow: */filters/
Noindex: /filters/
Noindex: */filters/
Noindex: /*quick_view
Disallow: /hl_landing.php
Disallow: /imgview/
Disallow: /logodownload.php
Disallow: /popups/
Disallow: /shop/
Disallow: /v/account/
Disallow: /vmlt.php
Allow: /shop-the-look/$
Allow: /shop-the-look/slp/
Allow: /shop-the-look/dsp/
Allow: /shop-the-look/sl0
Allow: /shop-the-look/sl1/
Allow: /shop-the-look/sl2/
Disallow: /shop-the-look/
Disallow: /v/get_the_look/
Disallow: /v/product_review_page/
Disallow: /product_review_page/
Disallow: /session/secure/
Disallow: /asp/
Disallow: /ib/
Disallow: /param.xml
Disallow: /return_sales_items.php
Disallow: /session/public/board
Disallow: /Staples/
Disallow: /v/category/show
Disallow: /a/favorites/list/is_favorited
Disallow: /a/performance_timing/log
Disallow: /b/batch
Disallow: /gateway.php
Disallow: /pixel/!crd_prm!.gif
Disallow: /set_location.php
Disallow: /v/category/get_top_level_categories
```

YOUR WEBSITE

Canonical Link Element

- Should reference a URL that does not redirect and is indexed
- Contains the full path (absolute) URL
- Self canonical

```
<link rel="canonical"
```

```
href="http://www.example.com/product.php?item=foo123"/>
```

YOUR WEBSITE

How do you check canonicals?


```
37 <meta name="msvalidate.01" content="86E3B73C9EF212B8656533E76161B849" />
38 <!-- Meta Pixel Code -->
39 <script>
40 !function(f,b,e,v,n,t,s)
41 {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
42 n.callMethod.apply(n,arguments):n.queue.push(arguments)};
43 if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
44 n.queue=[];t=b.createElement(e);t.async=!0;
45 t.src=v;s=b.getElementsByTagName(e)[0];
46 s.parentNode.insertBefore(t,s)}(window, document,'script',
47 'https://connect.facebook.net/en_US/fbevents.js');
48 fbq('init', '481194312842823');
49 fbq('track', 'PageView');
50 </script>
51 <noscript></noscript>
54 <!-- End Meta Pixel Code -->
55
56 <meta name='robots' content='index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1' />
57
58 <!-- This site is optimized with the Yoast SEO Premium plugin v20.10 (Yoast SEO v20.10) - https://yoast.com/wordpress/p
59 <meta name="description" content="Market MindShift uses psychology and technology to grow your business's online p
60 <link rel="canonical" href="https://www.marketmindshift.com/" class="yoast-seo-meta-tag" />
61 <meta property="og:locale" content="en_US" class="yoast-seo-meta-tag" />
62 <meta property="og:type" content="website" class="yoast-seo-meta-tag" />
63 <meta property="og:title" content="Home" class="yoast-seo-meta-tag" />
64 <meta property="og:description" content="Market MindShift uses psychology and technology to grow your business's c
65 <meta property="og:url" content="https://www.marketmindshift.com/" class="yoast-seo-meta-tag" />
66 <meta property="og:site_name" content="Market MindShift" class="yoast-seo-meta-tag" />
67 <meta property="article:modified_time" content="2023-01-16T14:04:12+00:00" class="yoast-seo-meta-tag" />
68 <meta name="twitter:card" content="summary_large_image" class="yoast-seo-meta-tag" />
69 <script type="application/ld+json" class="yoast-schema-graph">{"@context":"https://schema.org", "@graph": [{"@type": "WebE
70 <!-- / Yoast SEO Premium plugin. -->
71
72
```

YOUR WEBSITE

Redirects

- Communicate to search engines that a web page has permanently moved to a new location
- 301 not 302
- Minimize the number of redirects

No redirect chains



YOUR WEBSITE

How do you check redirects?

YOUR WEBSITE

Redirect-checker.org

Check Your Redirects and Statuscode

301 vs 302, meta refresh & javascript redirects

please add http:// or https://

analyse

add http:// or https:// on your URL.

Redirect Checker Options:

You what to check your redirect with a specific user-agent. Just select the browser user-agent to test your redirect.

Set User-Agent:

Check your URL redirect for accuracy. Do you use search engine friendly redirections like to many redirects or do you loose link juice for seo by redirects using HTTP Statuscode 301 vs. 302. Check now!

Please insert URL to check redirection.

You what to check your redirect with a specific user-agent. Just select the browser user-agent to test your redirect.

Set User-Agent:

Result

CONGRATULATION. Everything seems to be fine.

<http://mindysresources.com/>

301 Moved Permanently

<https://www.marketmindshift.com/session-resources/>

200 OK

HTTP Headers

```
>>> http://mindysresources.com/
> -----
> 301 Moved Permanently
> -----
Status:      301 Moved Permanently
Code:        301
Date:        Mon, 10 Jul 2023 22:33:46 GMT
Content-Type: text/html; charset=utf-8
Content-Length: 85
Connection:  close
Location:    https://www.marketmindshift.com/session-resources/
Server:      ip-100-74-3-152.eu-west-2.compute.internal
X-Request-Id: f4b879ae-4a6a-4001-aac3-2e23c0f8e417
```

YOUR WEBSITE

Screaming Frog

The screenshot displays the Screaming Frog SEO Spider tool interface. The main window shows a list of 27 URLs with their corresponding content types and status codes. The filter is set to 'Redirection (3xx)'. The sidebar on the right provides an overview of the site structure, including response codes and URI details.

Address	Content	Status Code
1 http://amazon.com/	text/html	301
2 https://amazon.com/	text/html	301
3 http://www.shopbop.com/welcome	text/html; charset=iso-8859-1	301
4 https://www.souq.com/?ref=footer_souq	text/html; charset=UTF-8	301
5 http://www.imdb.com/	text/html; charset=iso-8859-1	301
6 http://www.bookdepository.com/	text/html; charset=iso-8859-1	301
7 http://www.amazon.com/b/?node=5160028011	text/html	301
8 https://www.amazon.com/443/gp/redirect.html/ref=amb_link_7/131-7180202-...	text/html; charset=UTF-8	301
9 https://www.amazon.com/treasuretruck/ref=nav_cs_treasuretruck/131-7180202-...	text/html	302
10 http://www.amazon.com/gp/redirect.html/ref=gw_m_b_ir?encoding=UTF8&locati...	text/html	301
11 https://www.amazon.com/treasuretruck/ref=nav_cs_treasuretruck/140-6597276-...	text/html	302
12 http://www.tenmarks.com/	text/html	301
13 https://www.amazon.com/gp/prime/ref=nav_tooltip_redirect/140-0317466-96...	text/html; charset=UTF-8	302
14 https://www.amazon.com/business/ref=footer_retail_b2b	text/html; charset=iso-8859-1	301
15 http://www.zappos.com/	text/html	301
16 http://sell.amazon.com/	text/html; charset=iso-8859-1	302
17 http://www.6pm.com/	text/html	301
18 https://www.amazon.com/gp/css/order-history?ref=nav_orders_first	text/html; charset=UTF-8	302
19 http://www.goodreads.com/	text/html; charset=utf-8	301
20 https://www.amazon.com/gp/css/order-history/ref=footer_yo	text/html; charset=UTF-8	302
21 https://www.amazon.com/gp/help/customer/contact-us/ref=amb_link_2/140-65...	text/html; charset=UTF-8	302
22 https://www.amazon.com/gp/help/customer/accessibility/140-0317466-9601056	text/html	302
23 https://www.amazon.com/gp/css/order-history/ref=nav_nav_orders_first/140-0...	text/html; charset=UTF-8	302
24 https://www.amazon.com/gp/prime/ref=nav_prime_ajax_err/131-7180202-75...	text/html; charset=UTF-8	302
25 http://www.createspace.com/	text/html; charset=iso-8859-1	302
26 https://www.amazon.com/clouddrive/ref=amb_link_2/131-7180202-7538602?...	text/html; charset=UTF-8	302
27 https://www.amazon.com/treasuretruck/ref=nav_cs_treasuretruck/140-0317466-...	text/html	302

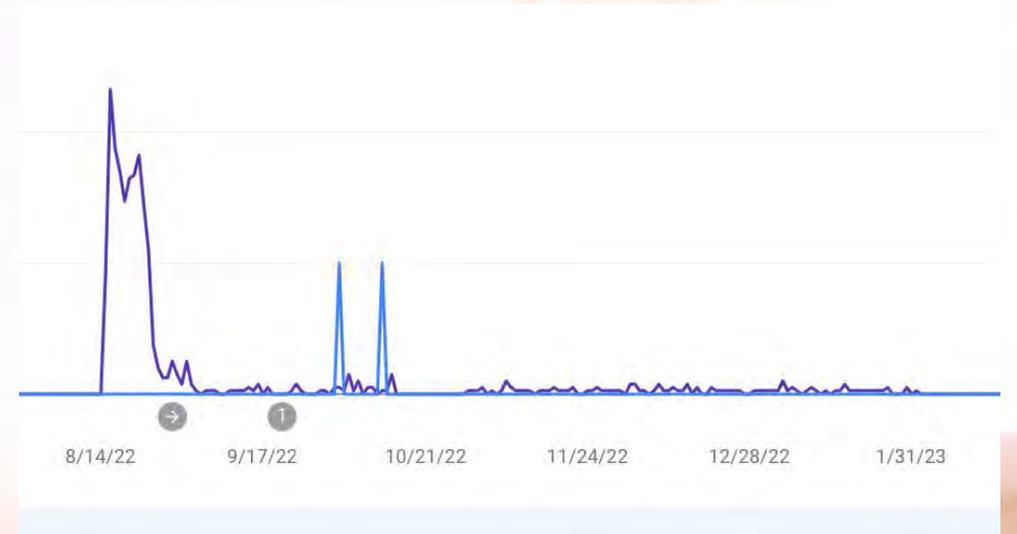
Filter Total: 70

Overview: All (462) (100.00%), HTTP (9) (1.95%), HTTPS (453) (98.05%), Response Codes: All (499) (100.00%), Blocked by Robots.txt (14) (2.81%), No Response (0) (0.00%), Success (2xx) (413) (82.77%), Redirection (3xx) (70) (14.03%), Client Error (4xx) (21) (4.21%), Server Error (5xx) (0) (0.00%), URI: All (354) (100.00%), Non ASCII Characters (0) (0.00%), Underscores (302) (85.31%), Uppercase (263) (74.29%), Duplicate (0) (0.00%), Parameters (268) (75.71%), Over 115 Characters (199) (56.21%), Page Titles: All (284) (100.00%), Missing (0) (0.00%), Duplicate (123) (43.31%), Over 65 Characters (79) (27.82%), Below 30 Characters (65) (22.89%), Over 487 Pixels (115) (40.49%), Below 200 Pixels (18) (6.34%).

YOUR WEBSITE

Unhelpful content

- Doesn't provide useful information
- Has not been updated in years
- Is created for search engines not people



YOUR WEBSITE

Unhelpful content

- Audit your content
- ✓ Gather your pages using a crawler (i.e. Screaming Frog)
- ✓ Get page metrics
- ✓ Sort the sheet
- ✓ Make changes

Read: mindysresources.com

YOUR WEBSITE

How do you audit your content?

YOUR WEBSITE

Page speed

- Large, slow-to-load pages run the risk of being crawled only partially or skipped completely.
- Google recommends above the fold content load no slower than 1 second.

YOUR WEBSITE

Page speed

- Compress images
 - ✓ Compressor.io
 - ✓ Tinypng.com

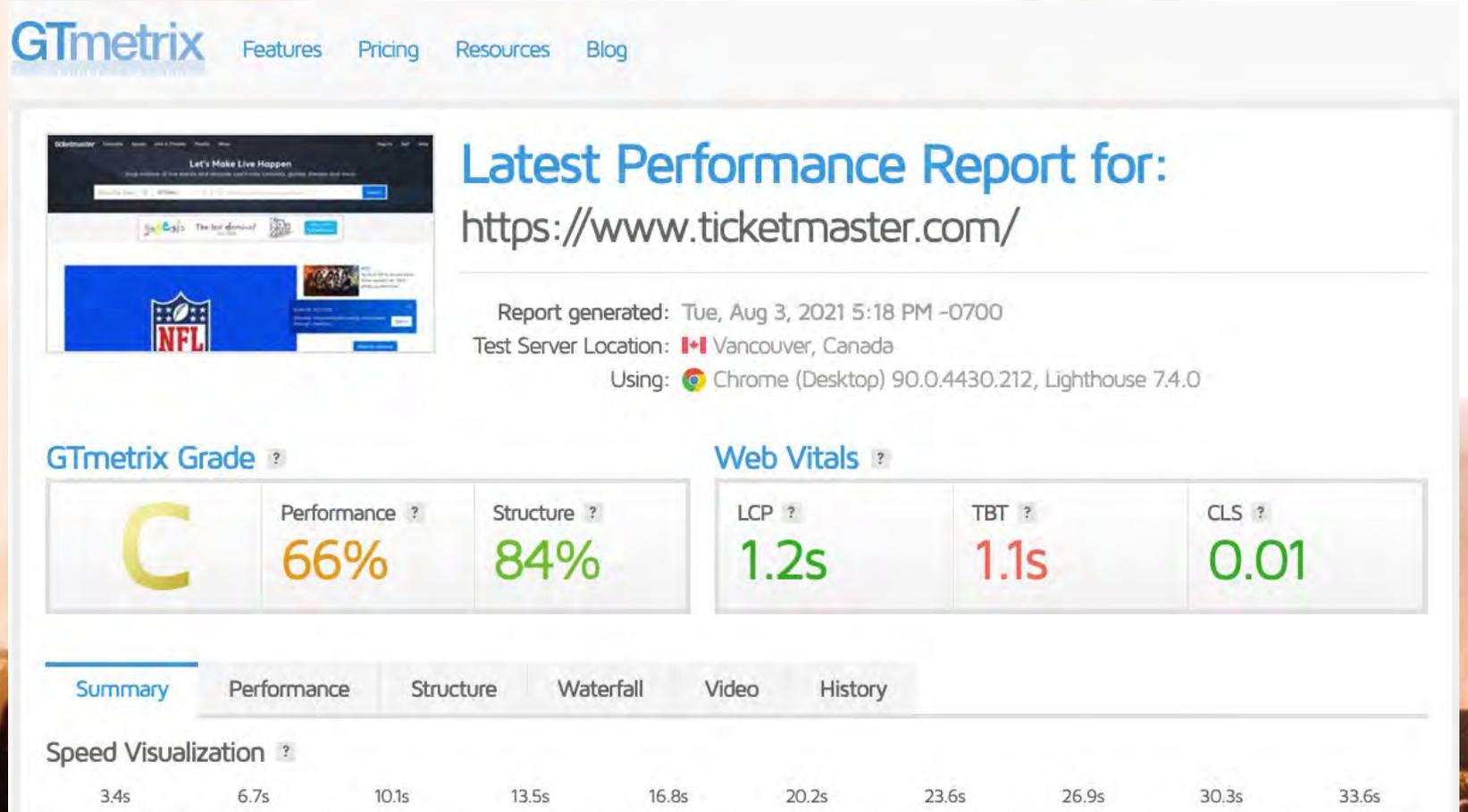


YOUR WEBSITE

How do you check page speed?

YOUR WEBSITE

GT Metrix



The screenshot shows the GTmetrix website interface. At the top, there is a navigation bar with the GTmetrix logo and links for Features, Pricing, Resources, and Blog. The main content area displays a 'Latest Performance Report for: https://www.ticketmaster.com/'. Below this, it specifies the report generation time as 'Tue, Aug 3, 2021 5:18 PM -0700', the test server location as 'Vancouver, Canada', and the browser used as 'Chrome (Desktop) 90.0.4430.212, Lighthouse 7.4.0'. The report is divided into two main sections: 'GTmetrix Grade' and 'Web Vitals'. The 'GTmetrix Grade' section shows a 'C' grade, with 'Performance' at 66% and 'Structure' at 84%. The 'Web Vitals' section shows 'LCP' at 1.2s, 'TBT' at 1.1s, and 'CLS' at 0.01. At the bottom, there is a 'Speed Visualization' section with a horizontal timeline showing time intervals from 3.4s to 33.6s. The 'Summary' tab is selected, and other tabs for Performance, Structure, Waterfall, Video, and History are visible.

GTmetrix Features Pricing Resources Blog

Latest Performance Report for:
<https://www.ticketmaster.com/>

Report generated: Tue, Aug 3, 2021 5:18 PM -0700
Test Server Location: Vancouver, Canada
Using: Chrome (Desktop) 90.0.4430.212, Lighthouse 7.4.0

GTmetrix Grade ?

C	Performance ? 66%	Structure ? 84%
----------	-----------------------------	---------------------------

Web Vitals ?

LCP ? 1.2s	TBT ? 1.1s	CLS ? 0.01
----------------------	----------------------	----------------------

Summary Performance Structure Waterfall Video History

Speed Visualization ?

3.4s 6.7s 10.1s 13.5s 16.8s 20.2s 23.6s 26.9s 30.3s 33.6s

YOUR WEBSITE

What about mobile first
indexing?



**MARKET
MINDSHIFT**

@MINDYWEINSTEIN

YOUR WEBSITE

Mobile first

- Mobile experience matters the most
- Rankings are impacted even on desktop
- Number of mobile users doesn't matter



YOUR WEBSITE

Google Mobile Friendly Test

The screenshot shows a Google search interface. At the top left is the Google logo. The search bar contains the text "mobile friendly test". To the right of the search bar are icons for voice search and a magnifying glass. Below the search bar, it displays "Volume: 6,600/mo | CPC: \$6.70 | Competition: 0.01 ☆". Below this are navigation tabs for "All", "News", "Images", "Videos", "Shopping", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 15,500,000 results (0.66 seconds)".

Below the search results is a section titled "Is your web page mobile friendly?". It contains a text input field with the URL "https://www.example.com/mypage" and a "RUN TEST" button. A "Feedback" link is located to the right of this section.

The search results list three items, each with a green checkmark icon:

- Mobile-Friendly Test - Google Search Console** ✓
<https://search.google.com/test/mobile-friendly> ▾
Test how easily a visitor can use your page on a mobile device. ... Designing your websites to be mobile friendly ensures that your pages perform well on all ...
You've visited this page 2 times. Last visit: 9/10/17
- PageSpeed Insights - Google Developers** ✓
<https://developers.google.com/speed/pagespeed/insights/> ▾
Web Performance. Learn more about web performance tools at Google. Give Feedback. Have comments or questions about PageSpeed Insights? Discuss on ...
You've visited this page many times. Last visit: 8/6/17
- Mobile-Friendly Test - Google Search Console** ✓
<https://search.google.com/search-console/mobile-friendly?id=MQzE7xyPsgPT...>
Is your web page mobile-friendly?.. Enter a URL to test... Not a valid URL. run test.. No loading issues.
view details. Tested on: May 10, 2017 at 11:58 ...

Screeamingfrog



MAJESTIC



SpyFu

Google

GTmetrix

Bing

YOUR WEBSITE

mindysresources.com

A Technical SEO Checklist for the Non-Technical Marketer

By [Mindy Weinstein](#) / September 10, 2018

1.1K **9.3K**
SHARES READS



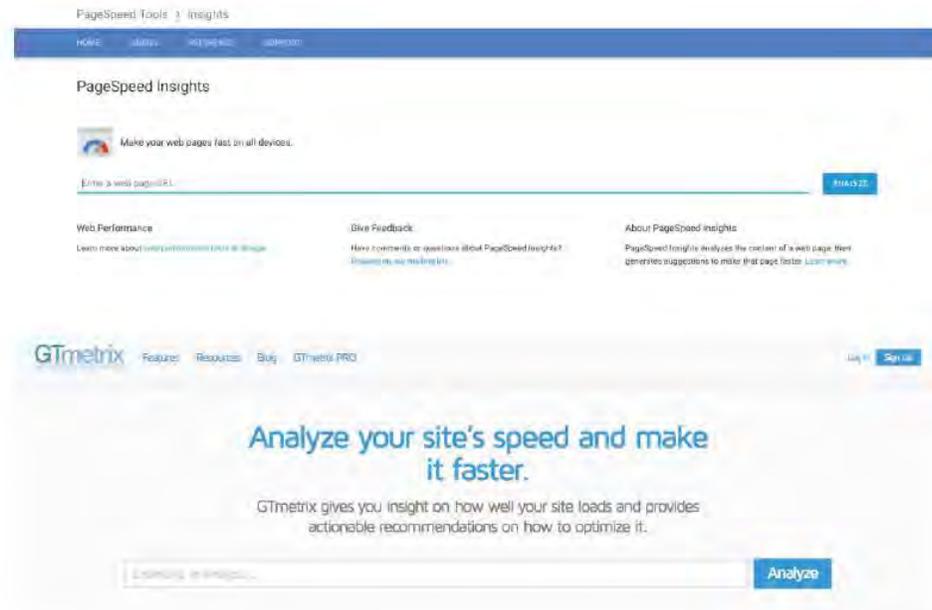
COMMON SEO ISSUES TO FIX

Good SEO depends on a solid website foundation, meaning you must address technical and on-page issues. Some of the most common problems encountered have to do with speed, un-optimized pages, broken links, and mobile friendliness. Below are instructions on how to check these items.

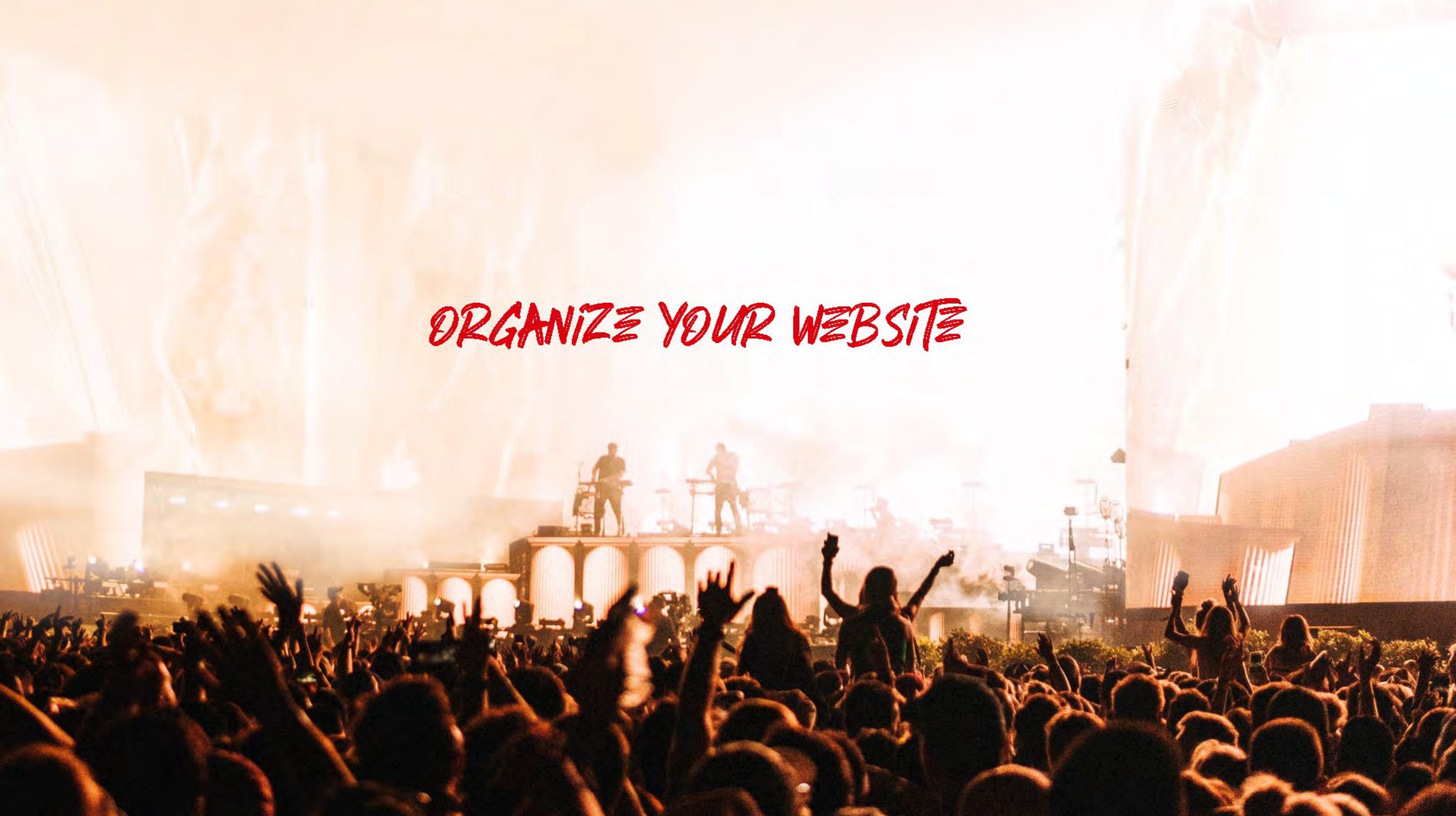
Page Speed

Speed is a factor in Google's ranking algorithm, which means the longer it takes your web pages to load, the more you are hurting yourself.

1. Use Google PageSpeed Insights (<https://developers.google.com/speed/pagespeed/insights/>) and/or GTMetrix.com (<https://gtmetrix.com/>)



ORGANIZE YOUR WEBSITE



YOUR WEBSITE

Organize into categories

- Think of your website as “My Documents” on your computer.
- Organize pages based on themes.
- Organization shows depth of content and subject matter expertise.

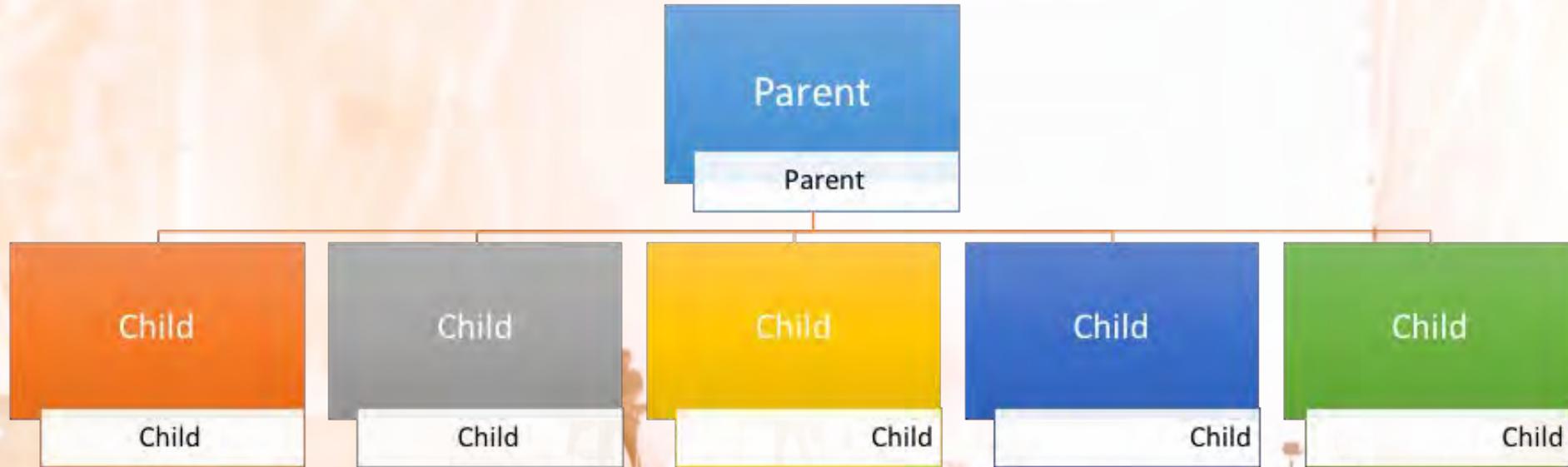
YOUR WEBSITE

Physical structure

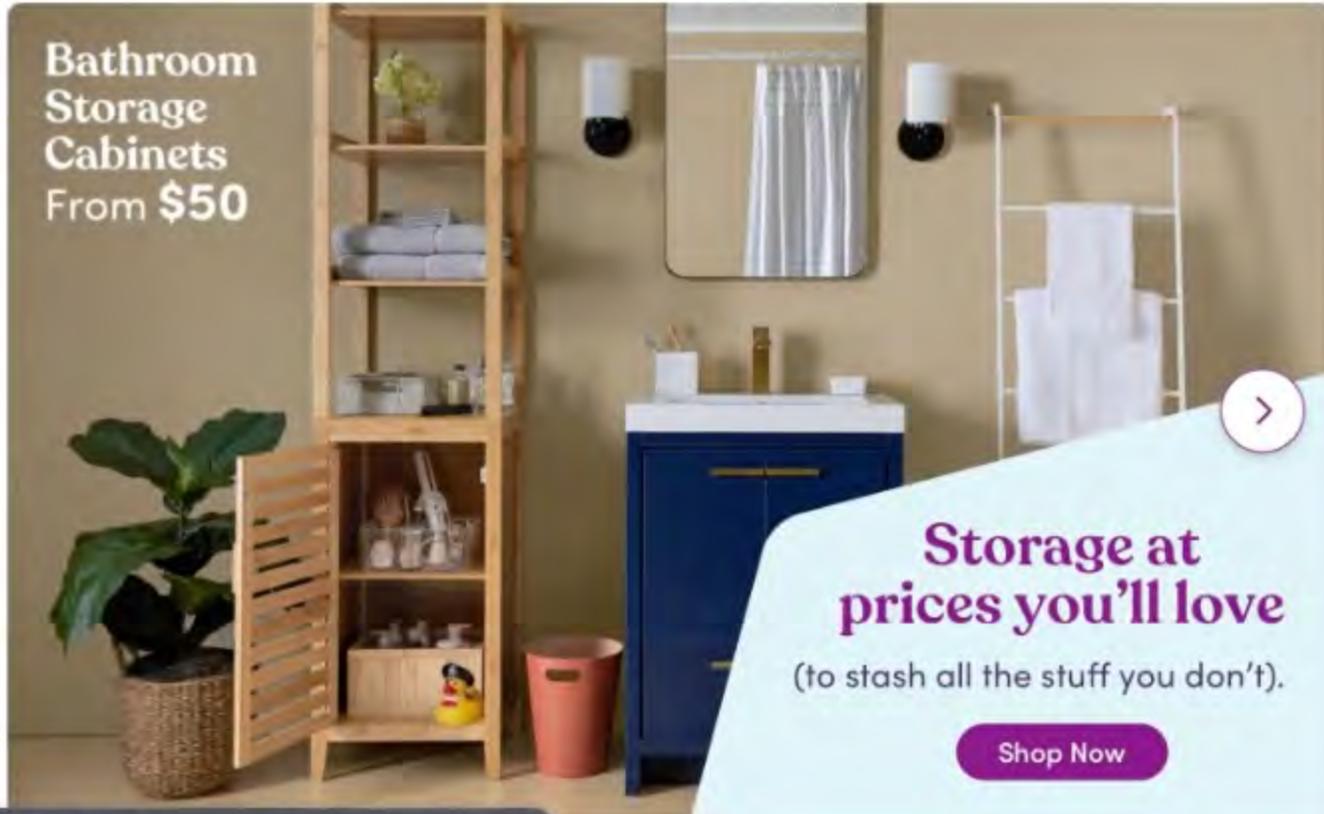
A physical hierarchy or taxonomy with parent/child relationship for each category and subcategory. It helps ensure pages are well connected, linked to, and enables them to be found by search engines, and visitors alike.

YOUR WEBSITE

Physical structure



Bathroom Storage Cabinets From \$50



Storage at prices you'll love
(to stash all the stuff you don't).

Shop Now

Beds from \$149



The Best Bath Mats for Every Budget



YOUR WEBSITE

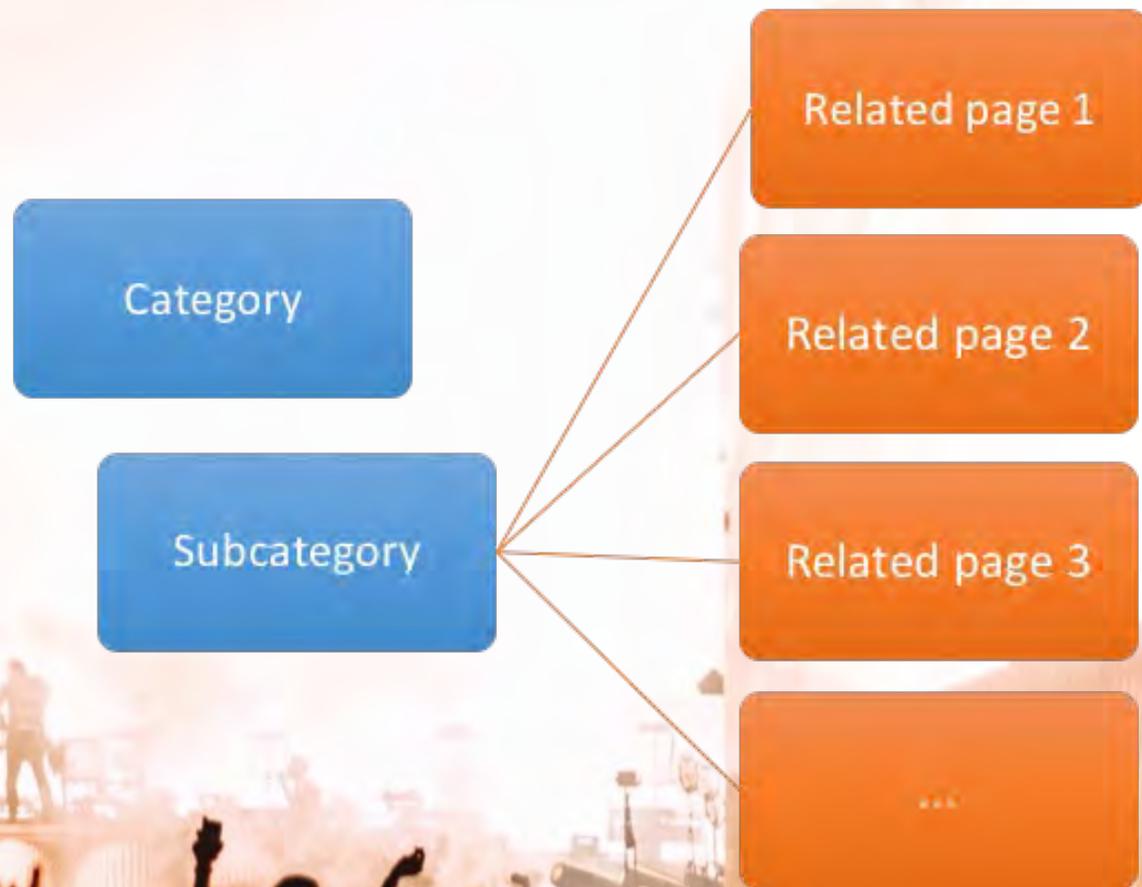
Virtual structure

Created through internal crosslinking among related content utilizing keyword rich anchor text. This internal “promotion” helps increase SEO performance for any new category/ subcategory page.

“If you tell search engines pretty clearly and directly, well this is my primary page, and from there you link to different categories and the categories link to different products, then it’s a lot easier for us to understand that if someone is looking for this category of product, this is that page that we should be showing in the search results.”
- John Mueller

YOUR WEBSITE

Virtual structure





No matter your approach, Wayfair's living room furniture catalog has exactly what you need. Whether you're trying to put pieces together in a fashionable combo, or buy an entire set at once that starts and completes the look, Wayfair has you covered. From several sofas, chairs or couches, these sets are the perfect centerpiece for any living room. Besides browsing our individual living room furniture category features pre-combined sets of furniture tailored in any way to fit the look you're looking for. Consider these tailored living room furniture sets.



No living room is complete without a sofa, and in the living room furniture catalog, browsing for your house's centerpiece is made more stylish. Choose from a varied selection of styles, materials, sizes, colors and more. The options are limitless and you'll find a couple that pique your fancy within the Wayfair living room furniture catalog.

The living room should be the most comfy part of any home, because if a home should be anything, it should be comfy, and where better to relax? Not only are our living room furniture options comfy, they're stylish, and come in any style that you need for your living room. Be it a stylish couch for your room, a sleeper futon that can easily be deployed into a bed, or even a nice stand for your TV, Wayfair has got your back at a price that's hard to beat. Check out our [Refresh your Living Room](#) page for more information and tips.

[Read Less](#)

Related Searches

All Things Living Room



The Space Makers

Looking for a change? These can help.

YOUR WEBSITE

Virtual structure

How do we add the links to the page?

- Content on page with anchor text links
- Dynamic widget to display links

YOUR WEBSITE

Create content categories

- Know your keywords
- Crawl your website
- Select your landing page
- Organize your pages
- Decide on physical or virtual structure

OPTIMIZE YOUR WEBSITE





On-Page Optimization

Improve What You Have



Make sure every page has a unique title



Use keywords in H1 tags



Add internal links



Focus on 2-3 primary keywords per page

YOUR WEBSITE

On-Page Optimization

Improve What You Have

- Make sure every page has a unique title
- Use keywords in H1 tags
- Add internal links
- Focus on 2-3 primary keywords per page and many secondary keywords

YOUR WEBSITE

On-Page SEO Guide

Download: [Searchenginejournal.com/on-page-seo/](https://searchenginejournal.com/on-page-seo/)



YOUR WEBSITE

Google Search Console

The screenshot shows the Google Search Console interface. The left sidebar has 'Performance' highlighted with a red box. The main content area shows a 'Performance' overview with four metrics: Total clicks, Total impressions, Average CTR, and Average position, each with a red box around its respective chart. Below this is a line chart showing performance trends from November 26 to February 4. At the bottom, a table is shown with 'QUERIES' selected, and the table headers 'Clicks', 'Impressions', 'CTR', and 'Position' are highlighted with a red box. The table contains three rows of data.

Queries	Clicks	Impressions	CTR	Position
[Redacted]	36,357	96,211	37.8%	1.5
[Redacted]	32,051	59,615	53.8%	1.1
[Redacted]	11,583	62,370	18.6%	2.7

YOUR WEBSITE

Create a blueprint

- Each keyword is different
- What is the intent?
- Know what the search engines are rewarding
- Review the top ranked pages
- Determine the normal behavior of the population
- Title, description, body content—how many words should you use?

YOUR WEBSITE

SEMRush

Dashboard > SEO Content Template [Send feedback](#)

SEO Content Template

Google Search targeting: [United States \(Desktop\)](#)

Create well-crafted SEO-friendly content

We analyze your rivals' content and give you ideas to write a winning optimized content.

Enter your target keywords [Create SEO Template](#)

Your recent SEO template

Target keywords: [how to cook green bean casserole](#) [green bean casserole](#) [Export to DOC](#) [View SEO template](#)

How it works

```
graph LR; A[Browser with 'cats' search] --> B[Search results for 'cats']; B --> C[Generated content ideas list];
```



Content Brief: Pet-Friendly Sofa

Topic: Tips and Recommendations for Choosing a Pet-Friendly Sofa

Header Outline:

Introduction

Importance of a Pet-Friendly Sofa

Top Features to Look for in a Pet-Friendly Sofa

- a. Durable and Scratch-Resistant Materials
- b. Stain-Resistant and Easy-to-Clean Fabrics
- c. Comfortable and Supportive Design
- d. Pet-Friendly Sofa Covers

Choosing the Right Size and Style

Budget Considerations

YOUR WEBSITE

Main content

- Google wants to know how words and concepts are related to each other.
- What words are closely related to other words (i.e. word embedding)?
- Related entities are important.
- Focus on structure, readability and context.

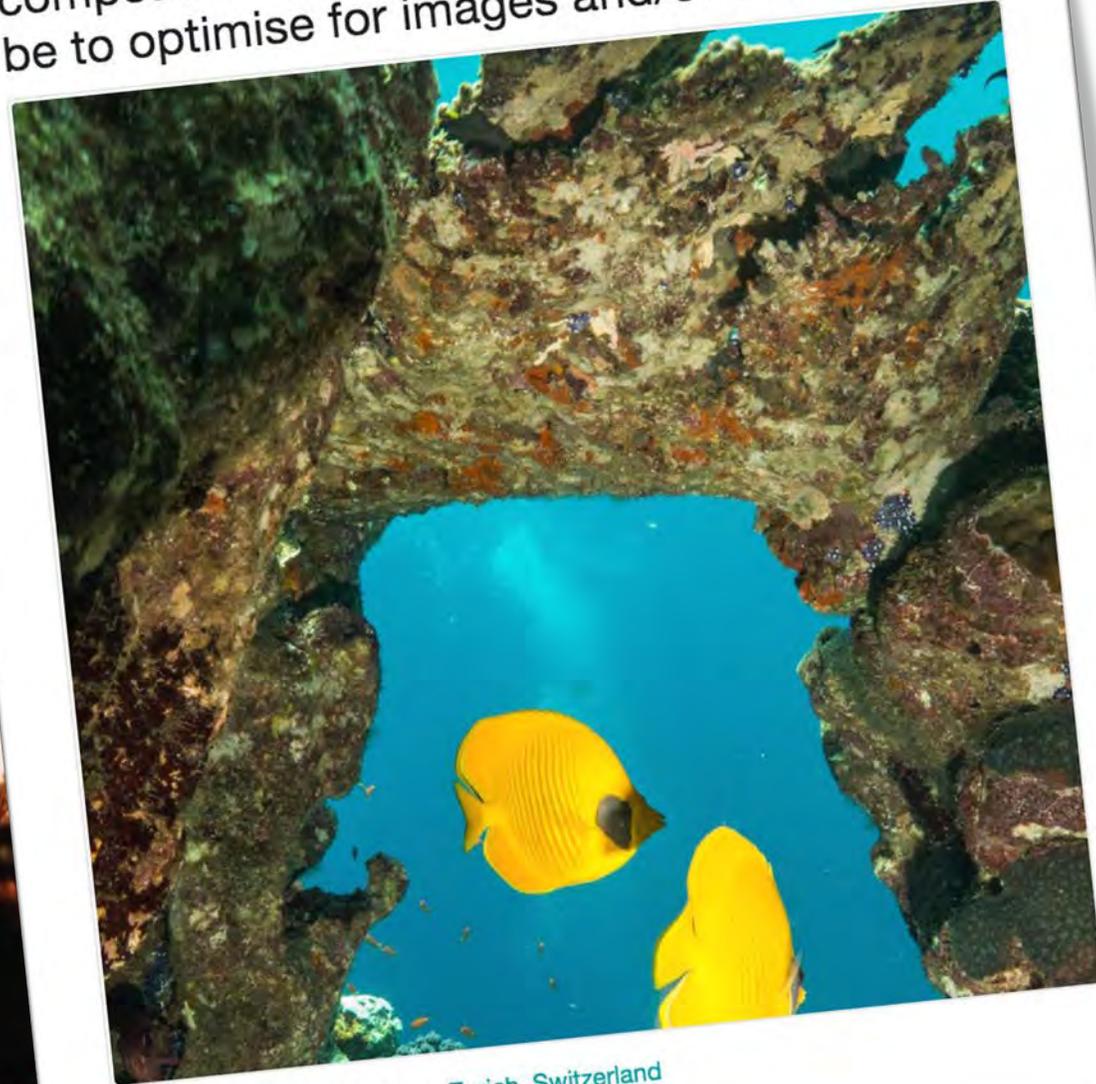
YOUR WEBSITE



Gary "鯨理" Illyes
@methode

Following

DYK if you can't figure out how to rank for a competitive query, sometimes the answer will be to optimise for images and/or video?



11:03 PM - 11 Mar 2017 from Zurich, Switzerland



MARKET
MINDSHIFT

@MINDYWEINSTEIN

YOUR WEBSITE

Video optimization

- Use video sitemaps (visit sitemaps.org)
- Use on-page markup (visit schema.org)
- Consider the audio

YOUR WEBSITE

Schema markup

- Helps search engines understand content meaning
- Improves search rankings
- Leads to rich snippets (sometimes)
- Schema.org

YOUR WEBSITE

Google Structured Markup Helper

Google Structured Data Markup Helper

Enter Page Tag Data View HTML

Structured Data Markup Helper

Website Email

This tool will help you add structured-data markup to a sample web page. [Learn more](#)

To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:

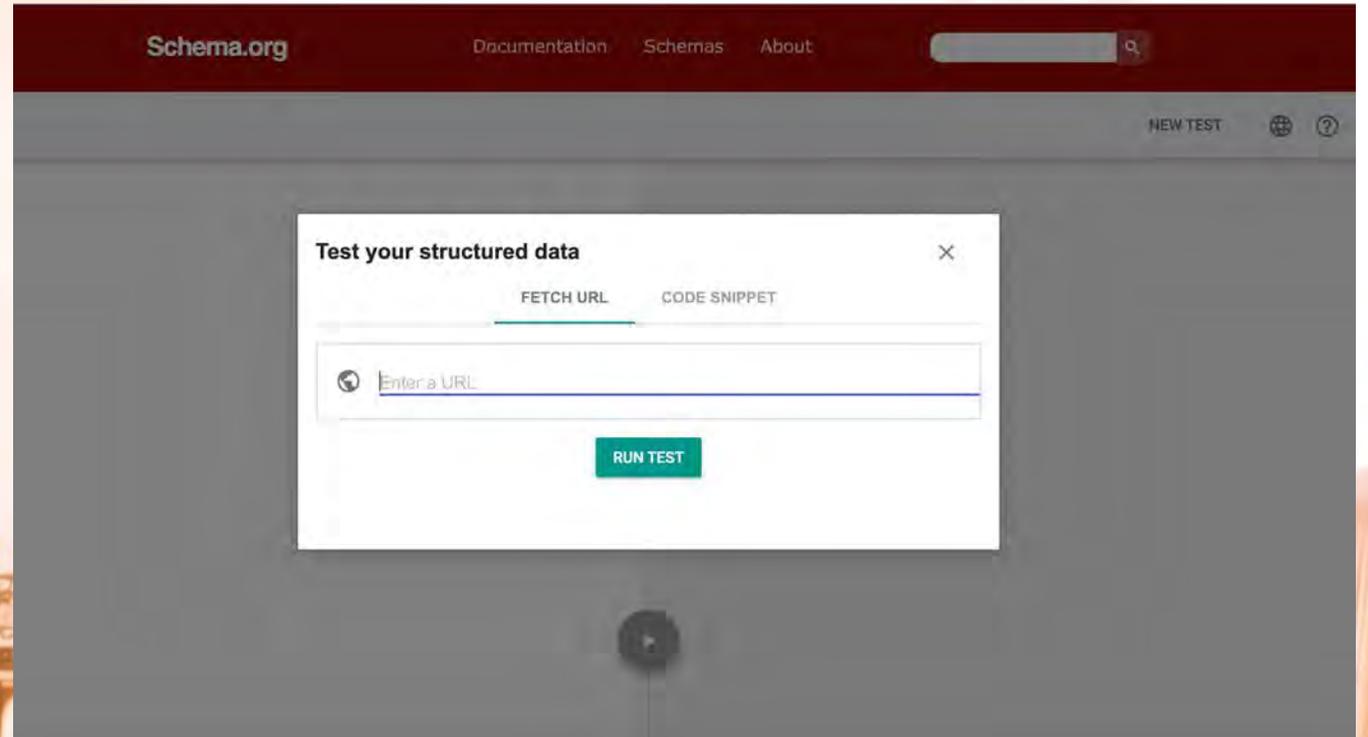
- Articles
- Book Reviews
- Datasets
- Events
- Job Postings
- Local Businesses
- Movies
- Products
- Question & Answer Page
- Restaurants
- Software Applications
- TV Episodes

URL HTML

url

YOUR WEBSITE

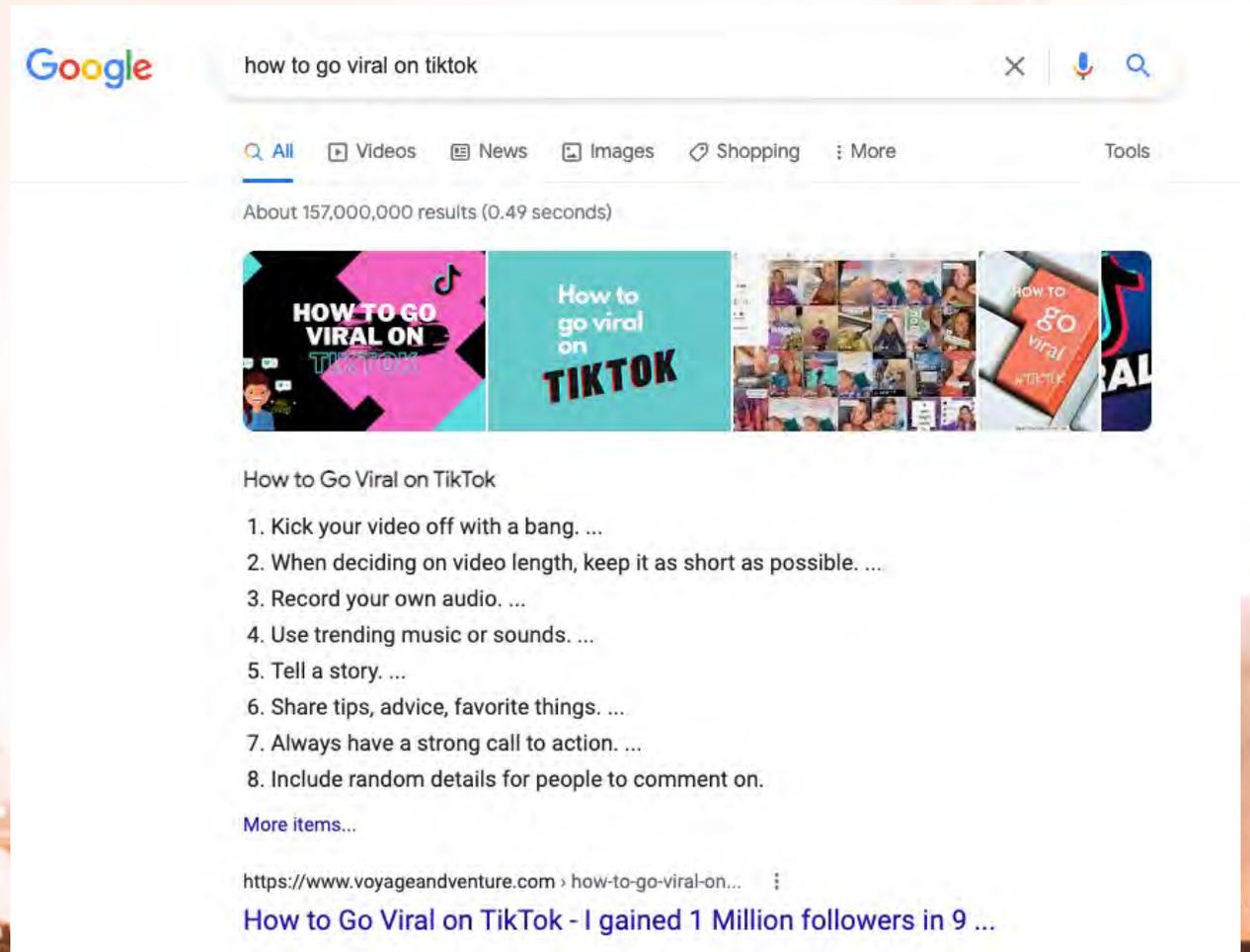
Schema.org Validator Tool



YOUR WEBSITE

Featured snippets

- Identify a frequently asked question
- Answer it simply and directly



Google

how to go viral on tiktok

All Videos News Images Shopping More Tools

About 157,000,000 results (0.49 seconds)

HOW TO GO VIRAL ON TIKTOK

How to go viral on TIKTOK

How to Go Viral on TikTok

1. Kick your video off with a bang. ...
2. When deciding on video length, keep it as short as possible. ...
3. Record your own audio. ...
4. Use trending music or sounds. ...
5. Tell a story. ...
6. Share tips, advice, favorite things. ...
7. Always have a strong call to action. ...
8. Include random details for people to comment on.

[More items...](#)

<https://www.voyageandventure.com> > how-to-go-viral-on...
How to Go Viral on TikTok - I gained 1 Million followers in 9 ...

YOUR WEBSITE

Featured snippets

- Check the SERP in incognito mode
- Determine if it's a paragraph or list
- Add the relevant schema to the page
- Keep your paragraphs short (<50 words) and lists short (sentences)
- Add the query within the answer when possible

Resource: research.hubspot.com/winning-googles-featured-snippet

CREATE ROCKSTAR CONTENT

A vibrant concert scene at sunset. The sky is a deep orange and red, with bright light rays filtering through the haze. In the foreground, a large crowd of people is seen from behind, many with their arms raised in the air. In the middle ground, a band is performing on a stage with a classical architectural style, featuring several arches. The silhouettes of the band members are visible against the bright background. The overall atmosphere is energetic and celebratory.

YOUR WEBSITE

Content drives everything

- Content is the crux of a good digital marketing campaign.
- You need optimized pages to attract the right traffic to your website.
- You also need interesting, entertaining and/or informative content to attract links.

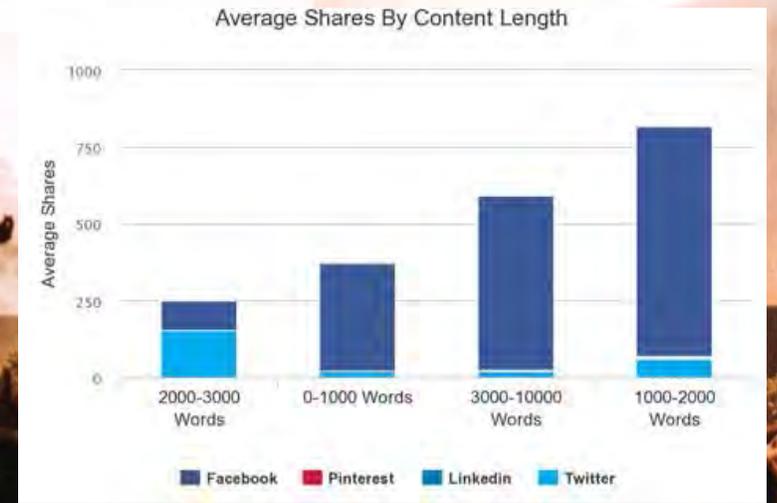
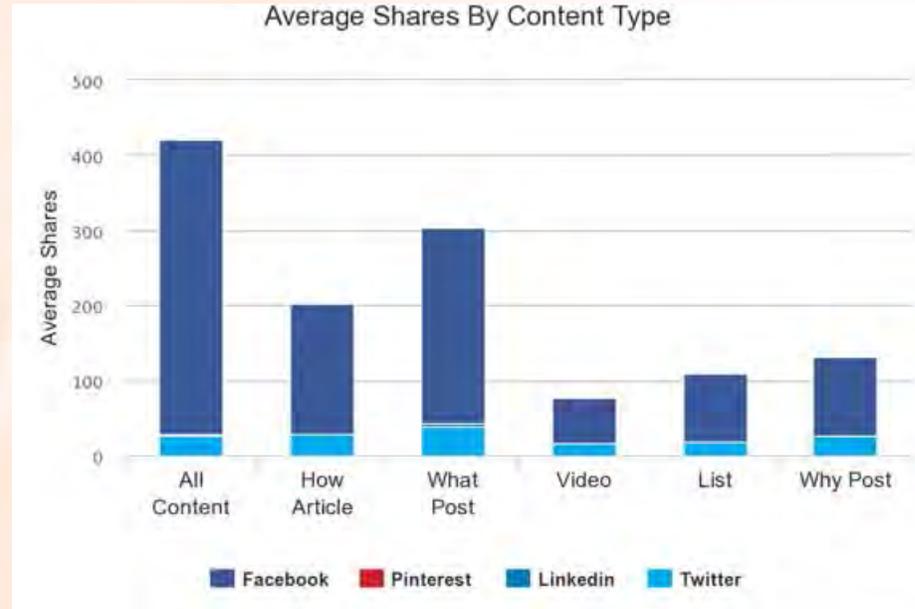
YOUR WEBSITE

Create a blueprint

- Each keyword is different
- What is the intent?
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- Review the top ranked pages
- Determine the normal behavior of the population
- Title, description, body content—how many words should you use?

YOUR WEBSITE

BuzzSumo



YOUR WEBSITE

Explanation of green stocks as part of socially responsible investing, top green industries

Page Specifications

Page	Type	Topic Focus (Intent Based)	Keyword Focus	Title Specs	Description Specs	Word Count	Density	Other Words
What are Green Investment Funds	Support Page - Environmental	Definition/Overview based	green investment, green investment funds	6 words, 1X	11 words, 1X	400	2	energy, investing
Environmental Investing Benefits	Support Page - Environmental	Top list of green mutual funds (is this allowed?)	green mutual funds	6 words, 1X	11 words, 1X	500	1	market, fund
Top 5 Things to Know About Environmental Investing	Support Page - Environmental	Things to know	environmental investing	5 words, 1X	10 words, 1X	550	1	investment, financial, sustainable
Environmental Investing Top Questions	Support Page - Environmental	Explanation of green stocks as part of socially responsible investing, top green	green stocks	5 words, 1X	17 words, 1X	500	2	stock, energy
Why is Socially Responsible Investing Important?	Support Page - Social	What to know (overview) and trends	socially responsible mutual funds, socially responsible investments	7 words, 1X	11 words, 1X	800	2	equity, fund
How Socially Responsible Investing Works	Support Page - Social	Explanation of sri investing	sri investing, sri mutual funds	6 words, 1X	14 words, 1X	400	2	responsible, investors, funds, sustainable
Millennials & Socially Conscious Investing	Support Page - Social	Millennials embracing socially conscious investing	socially responsible investment companies, socially conscious investing	6 words, 1X	12 words, 1X	800	2	investing, funds, investors
Socially Responsible Investing Top Questions	Support Page - Social	SRI basics with questions	socially responsible investment, social impact investing	6 words, 1X	11 words, 1X	650	2	financial, funds, environmental
What are Impact Investments?	Support Page - Impact	Definition/Overview based	impact investments, sustainable investing	6 words, 1X	11 words, 1X	700	3	social, investments, markets
Impact Investing Examples	Support Page - Impact	Examples of impact investing funds	impact investing funds	4 words, 1X	11 words, 1X	400	2	investments, social, environmental
Who is an Impact Investor?	Support Page - Impact	Impact investor overview (goals, desires, aspirations)	impact investor, impact investment firms	4 words, 1X	8 words, 1X	600	2	investment, capital, financial, companies
Impact Investing Top Questions	Support Page - Impact	Impact investing FAQ	impact investing definition	5 words, 1X	7 words, 1X	500	2	social, investors, investment, financial

Side-by-Side SEO Comparison Tool

Check All Links or Images on a Page

Analysis

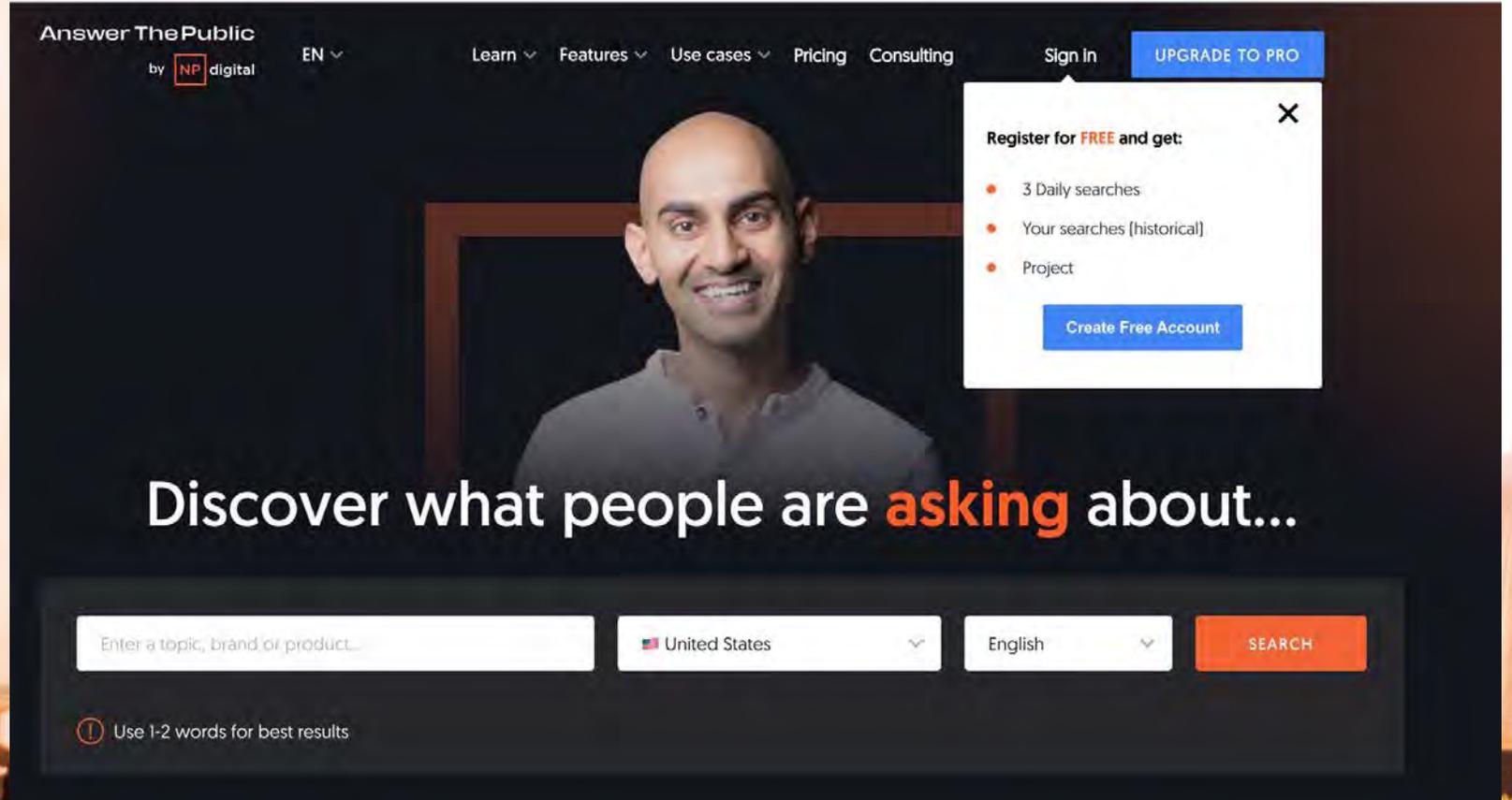
	Words On Page	Link Words	Unlinked Words	Internal Links On Page	Page Size
hotline.org/	528	205	323	7	27,825
hotline.org/donate/	482	27	455	3	12,538
g/donate	315	289	26	56	32,563
menagainstabuse.org/donate	672	228	444	13	65,382
nesticshelters.org/fundraisers/wish-lists	860	393	467	98	53,563

Elements

	Title
hotline.org/	Domestic Violence Support The National Domestic Violence Hotline
hotline.org/donate/	Donate - The Hotline
g/donate	Donate
menagainstabuse.org/donate	Donate Women Against Abuse
nesticshelters.org/fundraisers/wish-	Find & Donate to Nearby Domestic Violence Program

YOUR WEBSITE

Answer The Public



Answer The Public
by NP digital

EN ▾

Learn ▾ Features ▾ Use cases ▾ Pricing Consulting

Sign In **UPGRADE TO PRO**

Register for **FREE** and get:

- 3 Daily searches
- Your searches (historical)
- Project

Create Free Account

Discover what people are **asking** about...

Enter a topic, brand or product...

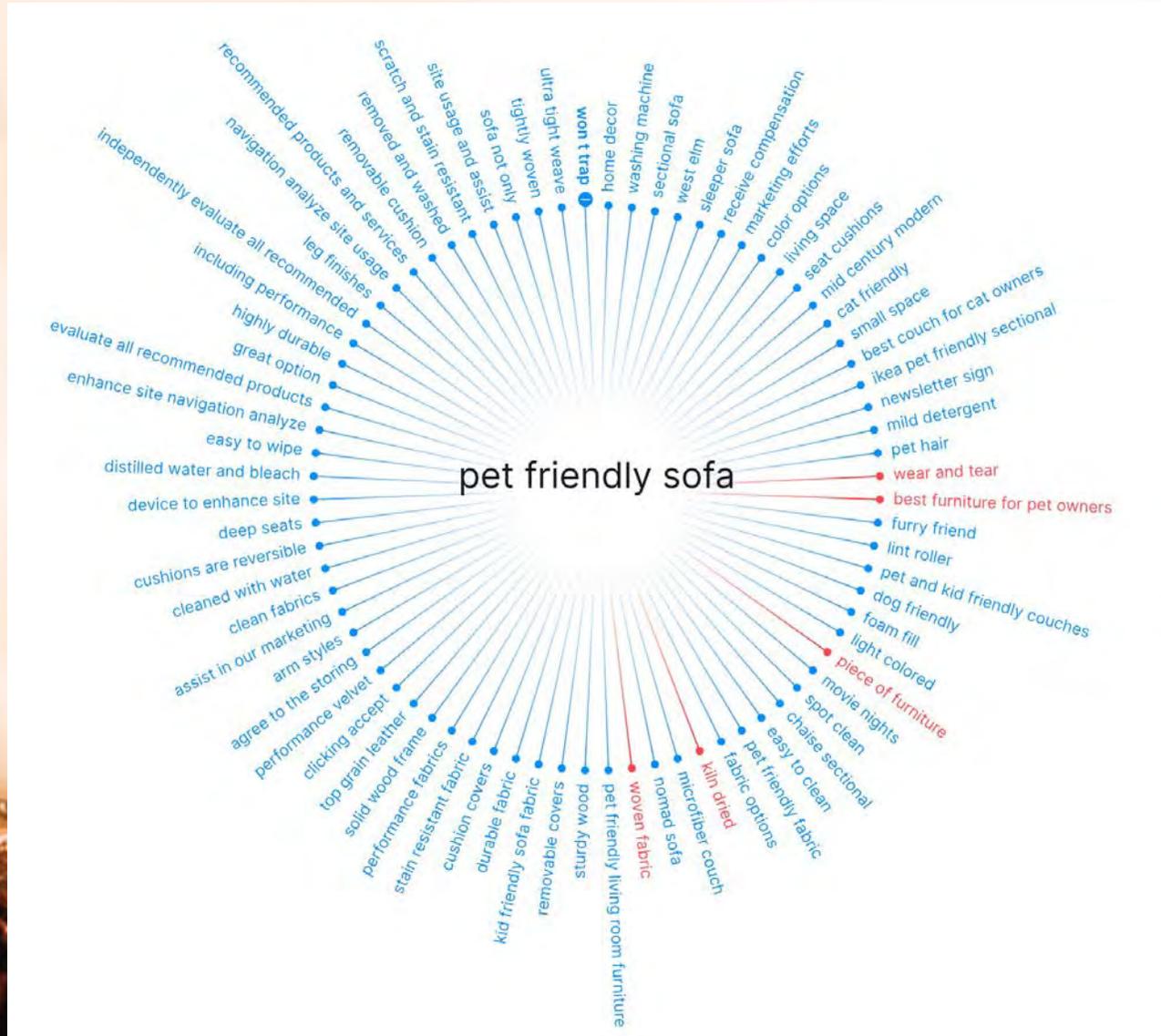
United States ▾ English ▾

SEARCH

ⓘ Use 1-2 words for best results

YOUR WEBSITE

SEMRush



YOUR WEBSITE

BuzzSumo



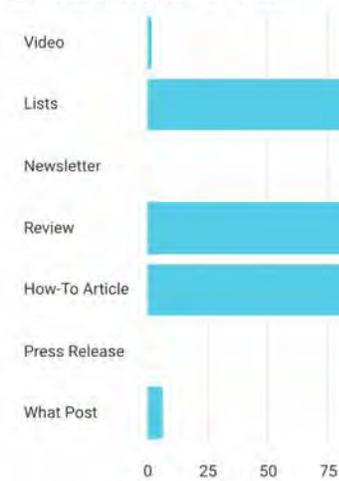
Format ⓘ
This audience prefers Reviews

[More Analysis](#) ↗

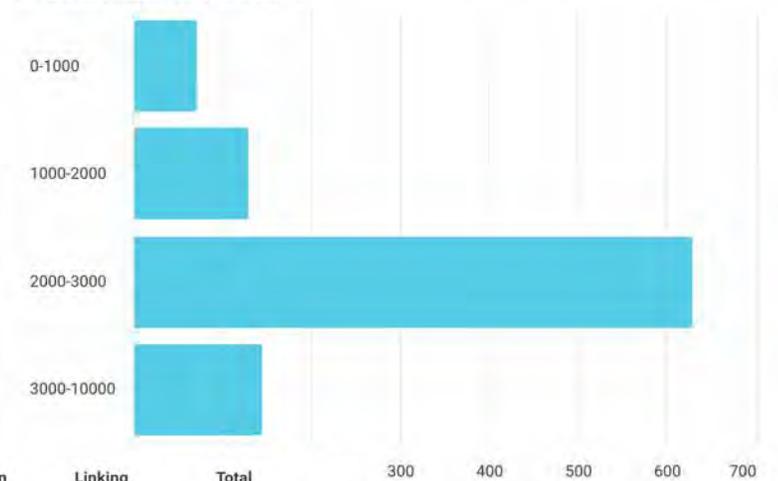
Word count ⓘ
This audience prefers a length of 2,000 - 3,000 words

[More Analysis](#) ↗

Based on B2B Publisher Content



Based on B2B Publisher Content



Article (5 of 9751)

Evergreen Score ⓘ

Linking Domains

Total Engagement

14 Best Sectional Sofas in 2023: Shop Cozy Sectionals Now
housebeautiful.com

14

29

1.3K

16 Best Sectional Sofas, According to AD Editors (2023)
architecturaldigest.com

13

6

626

17 Best Sectional Sofas 2023 For Style and Comfort
popsugar.com

12

5

2.5K

51 Sectional Sofas for Elegant and Functional Living Room Seating
home-designing.com

9

4

216

51 Sectional Sleeper Sofas to Maximize Your Space with Style
home-designing.com

9

3

206



YOUR WEBSITE

PAGE

64

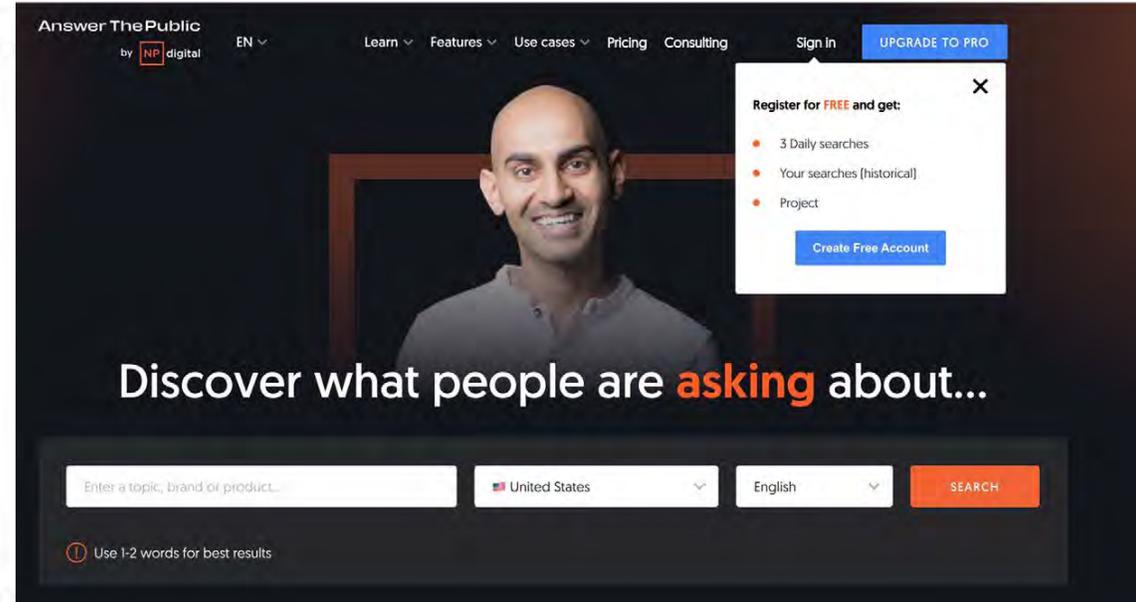
SEO CONTENT

Content is the crux of a good SEO campaign. You need optimized pages to attract the right traffic to your website. You also need interesting, entertaining and/or informative content to attract links. The following tools can help in identifying topics and questions associated with your keywords. Keep in mind, these are topics you can use on your blog, in articles, on YouTube and even as an approach to get into Google's Featured Snippets (read this article for more information: <https://research.hubspot.com/winning-googles-featured-snippet>).

TOOLS

AnswerThePublic.com

Below is an example of the information provided by this free tool.



The screenshot shows the AnswerThePublic.com website. At the top, there is a navigation bar with links for 'Learn', 'Features', 'Use cases', 'Pricing', and 'Consulting'. A 'Sign In' button and an 'UPGRADE TO PRO' button are also visible. A central banner features a smiling man and the text 'Discover what people are asking about...'. Below the banner is a search input field with a placeholder 'Enter a topic, brand or product...', a dropdown menu for 'United States', a dropdown menu for 'English', and a 'SEARCH' button. A small notification box in the top right corner offers a 'Create Free Account' button and lists benefits: '3 Daily searches', 'Your searches (historical)', and 'Project'. A footer note at the bottom left says 'Use 1-2 words for best results'.

YOUR ⚡ AUTHORITY



ATTRACT AWESOME LINKS

A vibrant concert scene at sunset. The sky is filled with warm, golden light and wispy clouds. In the foreground, a large crowd of people is seen from behind, with many arms raised in the air. In the middle ground, a band is performing on a stage with a DJ booth. The background features modern buildings and a large, illuminated structure on the right side.

YOUR AUTHORITY

Source:
Wordstream.com/link-building



YOUR AUTHORITY

Summary

Topics

Ref Domains

Backlinks

New

Lost

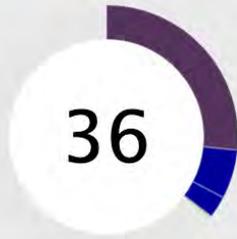
Anchor Text

Map

Pages



TRUST FLOW

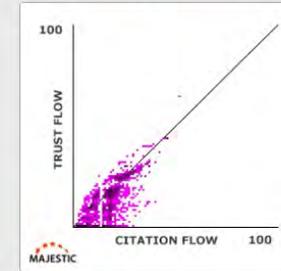


TOPICAL TRUST FLOW

- 34 Sports / Cycling
- 27 Health / Medicine
- 25 Health
- 20 Business / Employment

more ...

LINK PROFILE



... more

CITATION FLOW



EXTERNAL BACKLINKS

FRESH
171,550



HISTORIC
1,392,186

Incoming links from other websites, excludes supplemental

REFERRING DOMAINS

FRESH
650



HISTORIC
2,078

Unique domains linking to this site.
Breakdown

REFERRING IPS

FRESH
537



HISTORIC
1,406

Unique IPs hosting referring domains

REFERRING SUBNETS

FRESH
488



HISTORIC
1,191

Unique Class-C subnets

YOUR AUTHORITY



Gary "鯨理" Illyes ✓
@methode

DYK that after 18 years we're still using PageRank (and 100s of other signals) in ranking?

Wanna know how it works?
infolab.stanford.edu/~backrub/googl...
pic.twitter.com/3YJeNbXLml

11:16 AM - Feb 9, 2017

11 79 95



MARKET
MINDSHIFT

@MINDYWEINSTEIN

YOUR AUTHORITY

Easy links

- Unlinked mentions (SEMRush)
- Competitor links
- Local directories

YOUR AUTHORITY

Common link attractors

- Infographics
- Publications
- Coupons
- Contests
- Scholarships
- Reports/studies



YOUR AUTHORITY

Creative ideas

- Helpful tool
- Edgy or controversial content
- Pranks (i.e. April Fool's)



YOUR AUTHORITY

PAGE

72

LINK ATTRACTION

Instead of focusing on “building links” take the angle of attracting publicity online. The latter approach leads to higher authority links and gets you in front of the right audience.

EXERCISE

1. Provide expert content to another website.

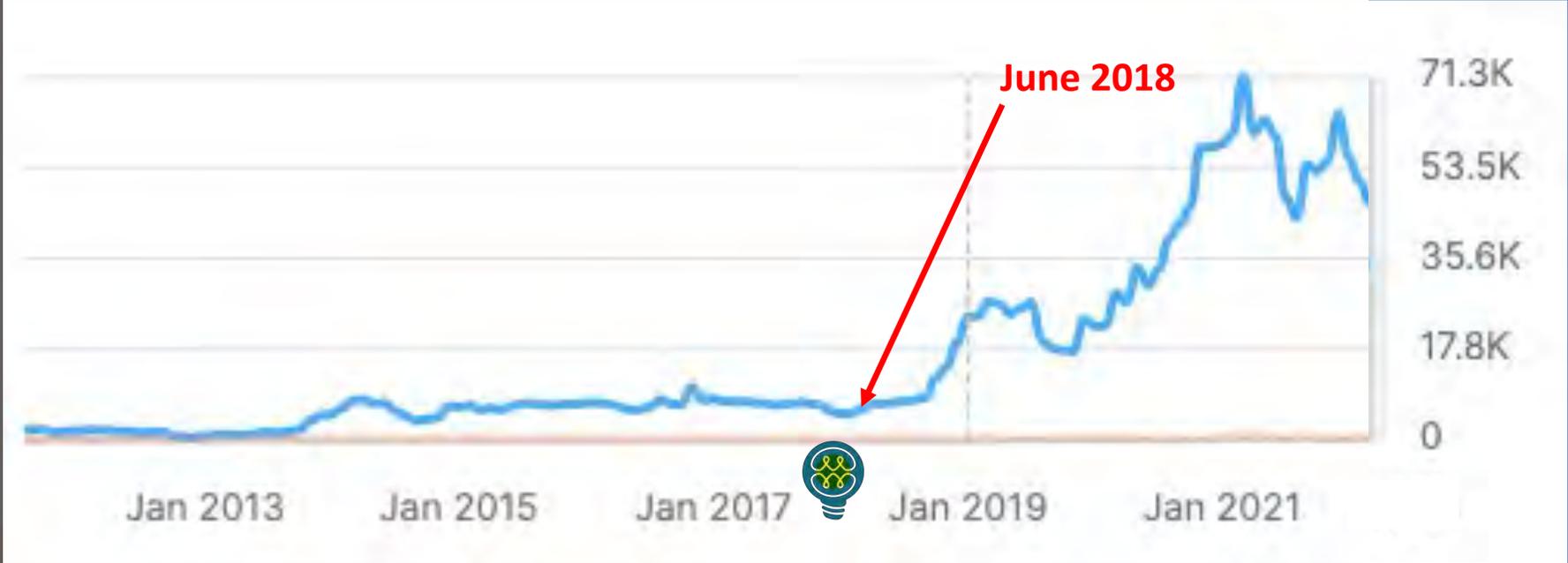
This tip does not imply you should use an article marketing website. It's the opposite. The goal is to locate relevant and quality websites that are aligned with your target market. Then, offer to provide an “expert” piece they can publish. The article must be unique and only published on that one website—it is imperative to avoid duplicate content.

Follow the steps below to locate publications that are worth targeting.

- Go to Google News and search for your keywords.
 - Write down the websites that appear.
- Conduct a Google Search using the queries “[keyword] association” or “[keyword] publications”
 - HINT: you can also notate which websites are already showing up high in search results for your keywords and see if there is an opportunity to contribute.

YOUR ⚡ LIST





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mindysresources.com

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@MINDYWEINSTEIN