Content Maximizing: How to Optimize Top Performing Content for Additional Keyword Opportunities

A step-by-step guide on how to identify, optimize and maximize the performance of your top content, landing pages and blog posts resulting in way more conversions, traffic, leads and sales.



1. Setup

- [ ] Connect Google Search Console to Google Analytics https://support.google.com/analytics/answer/1308621?hl=en
- [ ] Open Google Analytics
- [ ] Go to Acquisition > Search Console > Landing Pages
- [ ] Expand Google Analytics date range to capture enough data

2. Identify Top Performing Content

- [ ] Filter by your desired metric (Goal, Clicks, Impressions, Conversion Rate, etc)
- [ ] Review top landing pages on the left in blue links (filter as desired)
- [ ] Click the blue text link of a top performing landing page

3. Identify Additional Target Keyword Opportunities

- [ ] Review Average Position column. Look for keyword opportunities in positions 2-20 or more.

- [ ] Select, and save additional keyword opprtunties.

4. Update Content of Landing Page to Target Additional Keyword Opportunities

- [ ] Naturally add additional keyword opportunities in the page copy (new sections, headings, paragraphs, etc)
- [ ] Naturally add additional keyword opportunities to new image file names, alt tags, and captions.
- [ ] Update Title and Description tags with additional keywords opportuntities
- [ ] Update internal linking from other pages using additional keywords as anchor text
- [ ] Perform any other natural optimization updates, based on additional keywords.

5. Update Your Conversion Strategy

- [ ] Identify top conversion points from top performing landing pages
- [ ] Add heat sensor tracking to track eye movements and clicks (hotjar.com works great!)
- [ ] Add additional CTA points in post, sidebar, header, etc (content Upgrades, Links to Free Trials, Etc)
- [ ] Consider adding sticky headre with a CTA button
- [ ] COnsider Adding chat support to top performing landing page.
- [ ] Perform any additional conversion points to maximize the performance of the landing page

Repeat 3-6 months

Created By Marvin Russell - https://marvlus.ai