

# 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 opportunities.

#### 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 opportunities
- ☐ 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](http://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**