

# 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](https://hotjar.com) works great!)
- Add additional CTA points in post, sidebar, header, etc (content Upgrades, Links to Free Trials, Etc)
- Consider adding sticky header 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**

