

*Case Study:*

# Best Strategy To Rank Your Content On Google

SEOPressor Connect Presents:

# Case Study: Best Strategy To Rank Your Content On Google

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**There's no doubt all of us want our content to be ranked on Google. But the ultimate question is "How?".**

Now, let's think about it. What is the first thing that the users see when they're searching for something on Google?

That's right. It's the **headline**. Your headline actually determines if the users want to click on your website. If your headline is not attractive to them, they will visit your competitor's site because their headline makes more sense compared to yours.

Headline is very important as it is able to **deliver the message to the audiences** on what your content is about. If your headline is unable to relate to the content written, then your headline fails.

In order to be ranked, you have to firstly come out with a relevant headline. To create the best headline, you have to know all the little details that make your users tick. In this book, we will share some of the tips that we've been utilizing on our blog posts that are ranking on Google.

## What Are The Headlines That Bring Results?

We make sure to keep the audiences on mind every single time when we're creating headline. As content marketers, we always give our best to provide answers to the users and understand what exactly they're looking for. Here are some of the things that we've learned from our readers over the years:

### 1. Give Me A Sneak Peek

Numbered headlines tend to get better rankings than list formatted blog post because **most people prefer to scan through the key points of the articles**. For example, when readers see the number '5' at the beginning of the title, it tells them that they just have to scan through the 5 key points listed in the post in a short amount of time.

According to [a study done by Conductor](#), it has proven that the "number" headlines are the most preferred headline compared to normal and question headlines.

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The screenshot shows a Google search interface with the query 'how to create the best headline'. The search results are filtered by 'All'. The first result is '5 Easy Tricks to Write Catchy Headlines - Jeff Goins' from goinswriter.com, with a snippet about free downloads and creating blog posts. The second result is 'Headline Writing 101: How to Write Attention Grabbing Headli...' from quicksprout.com, with a snippet about the importance of headlines. The third result is 'How To Create Headlines That Get Clicks (Infographic) - KISS...' from kissmetrics.com, with a snippet about the best way to create a click-worthy headline. The fourth result is '19 Headline Writing Tips for Viral Blog Posts | WordStream' from wordstream.com, with a snippet about creating an eye-catching infographic. The fifth result is '10 Article Headline Examples That Got Us 10,000,000 Readers' from incomediary.com, with a snippet about creating engaging headlines. The numbers 5, 19, and 10 are circled in red in the original image.

Google

how to create the best headline

All Images Videos News Shopping More Search tools

About 67,700,000 results (0.38 seconds)

**5** Easy Tricks to Write Catchy Headlines - Jeff Goins  
goinswriter.com/catchy-headlines/ ▼  
Free Download: Want to see exactly how I create blog posts that grab ..... As a headline writer, I have difficulties making out the best headline for a certain article.

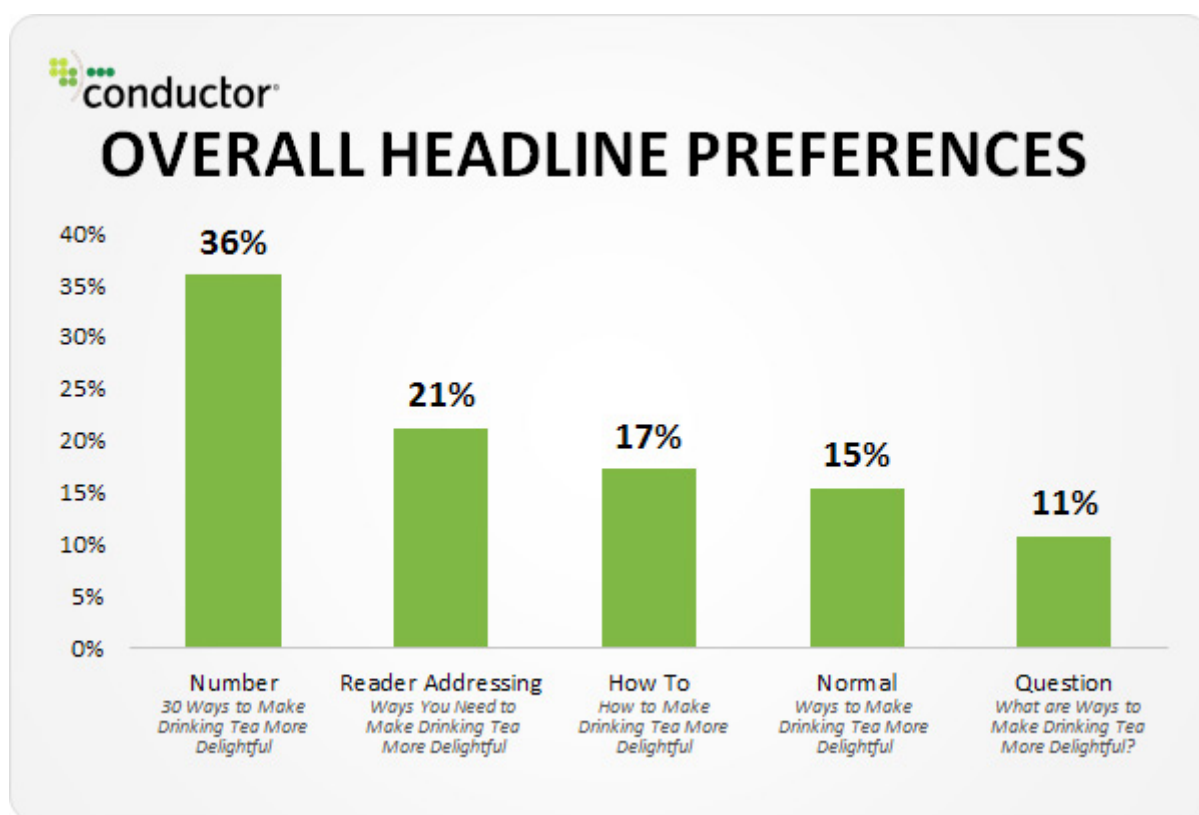
Headline Writing 101: How to Write Attention Grabbing Headli...  
https://www.quicksprout.com/the-definitive-guide-to-copywriting-chapte... ▼  
The greater majority of people who read your headline won't continue reading. ... They create an initial impression that either draws readers in or pushes them away. .... Out of these options, #8 seems to be the best because #'s 6 and 7 convey ...

How To Create Headlines That Get Clicks (Infographic) - KISS...  
https://blog.kissmetrics.com/creating-headlines-for-clicks/ ▼  
So what's the best way to create a click worthy headline? Depends on who you ask... The pros typically brainstorm a few dozen headlines and write them out in a ...

**19** Headline Writing Tips for Viral Blog Posts | WordStream  
www.wordstream.com/blog/ws/2014/07/17/headline-writing ▼  
Jul 17, 2014 - Ex. Create an Eye-Catching Infographic in Minutes ... While it's difficult to achieve, the best headline writing straddles the line between clarity ...

**10** Article Headline Examples That Got Us 10,000,000 Readers  
www.incomediary.com/10-article-headline-examples-that-got-10000000... ▼  
Creating engaging headlines is the most important part of copywriting. ... One of best ways to get new readers is to Identify and solve a problem with trigger ...

*Numbered headlines tend to rank higher on search engines.*



*Numbered headline is the most preferred headline type.*

Other than using numbers, adding some strong words can also affect the users' decision on whether to click your headlines or not.

## 2. Impress Me

Words have powerful impact on your readers. Those are the things that are unique enough to grab your reader's attention. When writing, it is better to **use emotional and power words for readers to remember your headline.**

*For example: Mistakes.*

When you have the word 'mistakes' in your headline, it immediately grabs the attention of the readers because they're afraid of making mistakes. It is one of the psychological tricks that when you provoke their fear, they will have more interests to read your article to prevent themselves from making the same mistakes.

Take one of our blog posts as an example. The headline is titled "10 SEO Mistakes Beginners Should Avoid". For beginners who just started to learn SEO reading this headline, they will immediately feel the curiosity to find out what are the mistakes so that they won't go to the wrong direction.

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*The amount of shares for your blog post can actually determine how good your content is.*

Other than the word 'mistakes', here's a list of [power words recommended by CoSchedule](#) that you can use to create impactful headlines:



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# 180+ Power Words

From Copywriter Karl Stepp

## FOR WRITING **EMOTIONAL HEADLINES**

free	focus	remarkable	confidential
sale	wanted	obsession	sizable
new	absolutely lowest	surging	wonderful
professional	interesting	revisited	delivered
guaranteed	challenge	unique	secrets
special	lifetime	bargain	scarce
tested	highest	hurry	alert famous
improved	expert	daring	strong
immediately	advice	pioneering	unusual
limited	the truth about	destiny	outstanding
simplistic	compare	unsurpassed	energy
powerful	colorful	genuine	instructive
big	affordable	informative	liberal
popular	ultimate	mainstream	rare
exclusive	willpower	complete	edge
valuable	attractive	last chance	superior
how to	easily	exploit	unparalleled
endorsed	approved	quality	fascinating
unlimited	competitive	gigantic	compromise
discount	full	love	odd
fundamentals	mammoth	lavishly	bottom line
under priced	innovative	reliable	zinger
suddenly	it's here	terrific	simplified
perspective	just arrived	breakthrough	tremendous
launching	sure fire	emerging	helpful
skill	soar	profitable	special offer
reduced	beautiful	sampler	technology
better	crammed	noted	selected
shrewd	growth	luxury	sturdy
enormous	promising	unconditional	wealth
spotlight	astonishing	timely	successful
useful	imagination	bonanza	opportunities
survival	greatest	security	last minute
largest	high tech	refundable	monumental
colossal	latest	quickly	startling
now	important	revolutionary	quick
unlock	urgent	miracle	easy
fortune	amazing	magic	direct
authentic	exciting	proven	simple
announcing	portfolio	reward	strange
huge gift	revealing	weird	value
introducing	sensational	surprise	insider
practical	excellent	delighted	download

@CoSchedule - CoSchedule.com



### 3. Show Me How And Guide Me

As you can see from the research done by Conductor, “how-to” headlines are also one of the preferences from the users.

Our audiences are constantly searching for something, especially when they're on the Internet. They have so many questions and all they're looking for is just an answer. Being content marketers, not only we want more traffic to our site, but we also want to be able to provide helpful information to the users.

In SEOPressor, our aim is to create a happy community. In order to achieve that, we have to be able to provide the answers that can satisfy the user's queries. Since most of the users are looking for solution, creating a “how-to” headline is the most effective way to reach our target audiences.

Not only that, “how-to” headlines are actionable because when you're writing a “how-to” headline, you're helping your audiences to do something. So you're not only telling them how, but you're showing them how as well.

Here's a blog post that we've written with a “how-to” headline, which has received positive feedback from our readers:


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*The amount of shares are still increasing until today, which tells us that readers do like this type of content.*


Readers tend to leave us comments when they like our content because the information provided are helpful to them.


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**10 Comments**   **SEOPressorBlog**    **SEOPressorBlog** ▾

 Recommend **1**    Share   Sort by Best ▾

 Join the discussion...

 **Tiffany Sun** · 6 months ago  
This is definitely a good way to make yourself visible on the internet. It's pretty hard to build a blog from scratch online, but I believe with reddit (just like any other social media sites) you can quickly gain some readers in the long run. Although, I also agree that the key to having the result you've always wanted is to stay true to yourself, write the things you wanted to write, and then everything will eventually flow in its place.  
1 ^ | ▾ · Reply · Share ▾

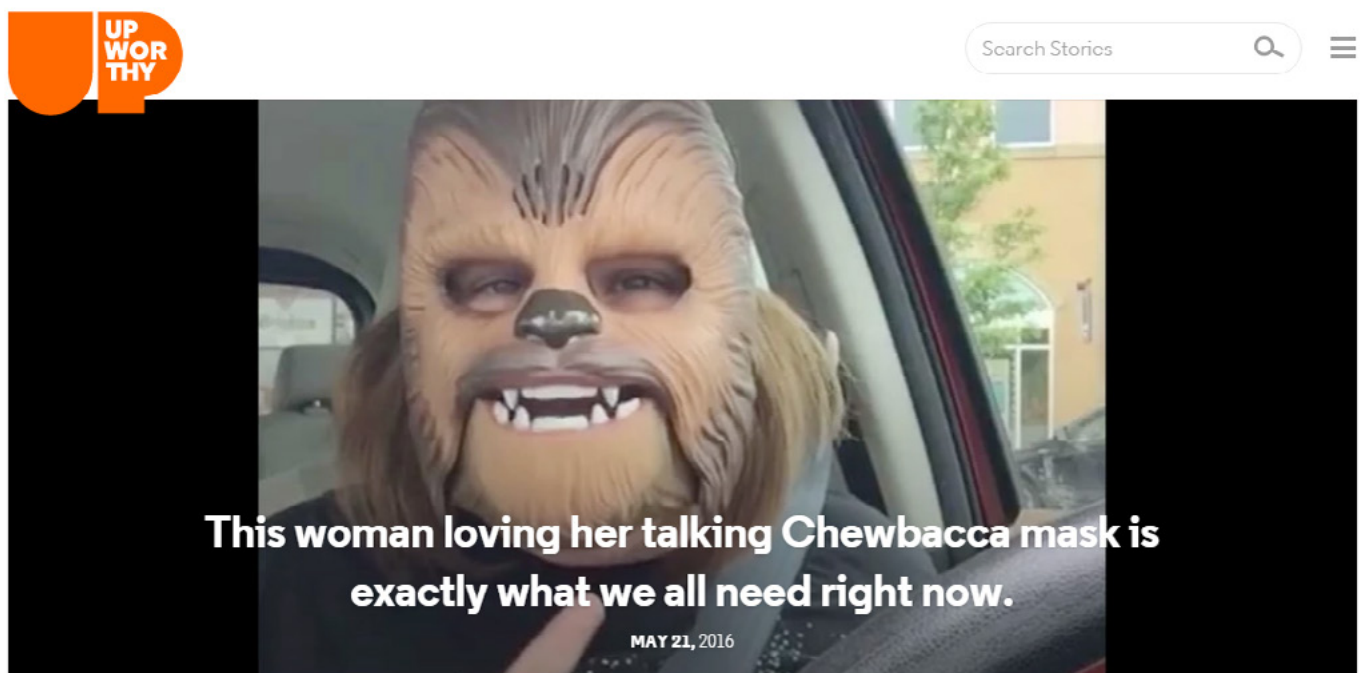
 **Ross Simmonds** · 6 months ago  
Great post Zhi - Really enjoyed this one.  
  
I've found that another great tactic for driving blog traffic is simply responding to folks who are asking questions in which you're able to deliver a valuable answer. For me, I've built up a handful of resources on content marketing ([www.rosssimmonds.com](http://www.rosssimmonds.com)) so when someone asks a question about Instagram, Product Hunt, etc.. I typically have a blog post somewhere in my back pocket that I can link back to. The key here is to not just share your link by itself - Instead, you want to answer the question with as much info as possible and then link back to your own content "For more information" - Deliver value first and then offer more!  
  
Awesome read - Loved the visuals.  
1 ^ | ▾ · Reply · Share ▾

 **Brandon Landis** · 7 months ago  
Love the imagery for this post, ha! I recently had a big win on Reddit and a self-help type post I wrote had about 400 of its 1,100 views in the first couple of days come straight from two relevant subreddits I posted it in!  
1 ^ | ▾ · Reply · Share ▾

When you're able to help the readers, they will also treat you as a friend and share some of the tips that they've found useful. "How-to" headlines are not only helpful to the readers, but it can also increase the interaction between your readers and you because both parties can exchange tips and ideas from time to time.

## 4. What Are The Headlines That Readers Love?

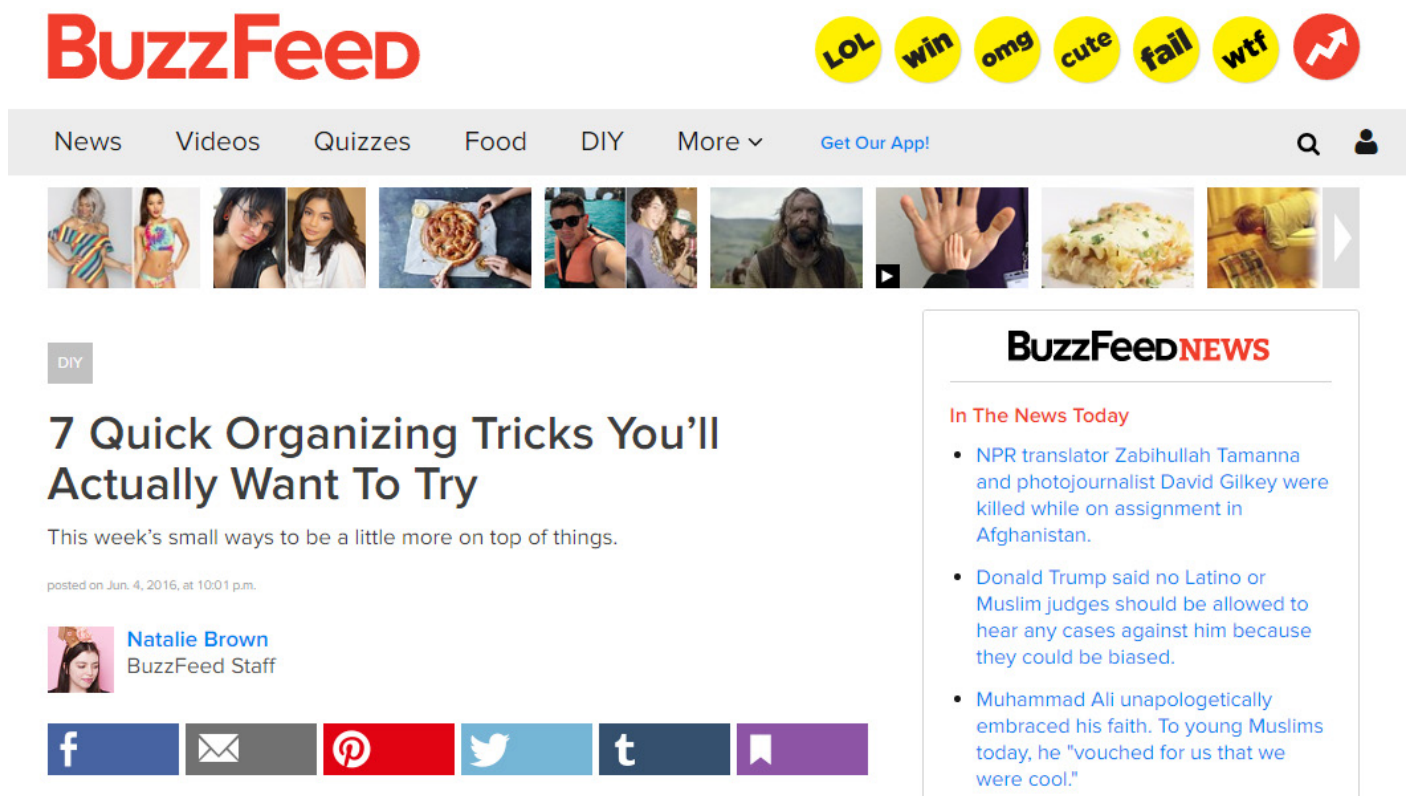
[Upworthy](#) and [Buzzfeed](#) have good examples of headlines that you can refer to. They often use emotional headlines to gain a huge number of shares and virality.



*Aren't you curious on why Upworthy said all of us need that Chewbacca mask?*



Headlines from Upworthy contain more emotions and it offer more explanation so that **readers know what to expect when they click into that article.**



*If you have a messy room, this headline is easily backed by the science of anticipation.*

Interestingly enough, their content is easily backed by the science of anticipation.

**Emotions play a huge role** in headlines as it provoke our curiosity to know more. We get the feeling of anticipation whenever we find something (like an article) that sparks our curiosity. When the headline of the article caught our eyes, we will

immediately start to anticipate the content of the article itself and wonder what we will find when we click on it.

Other than emotional headlines, trending topics usually get the most traffic because those are the latest news and everyone wants to be the first to know. If you're looking for more trending topics to write on your website, there are also other platforms that you can look into other than *Upworthy* and *Buzzfeed*.

## 5. Keep Up With The Trend

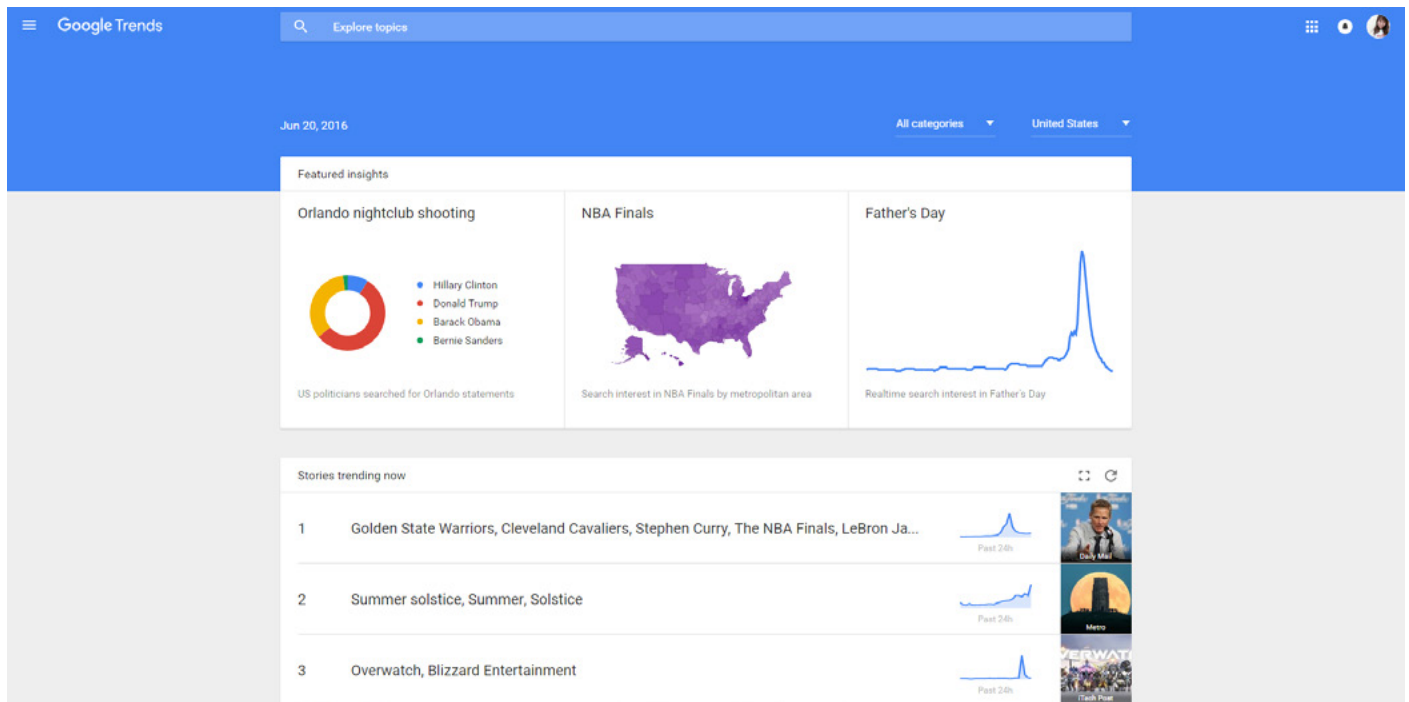
Of course, there are times when we have no idea on what topics to write. This is when you can use the free tool from Google, which is the [Google Trends](#).

In Google Trends, you'll be able to find out the current trending topics and see the subject that people are talking about. From here, you'll get some ideas on the topics that you can write about.

### Recommendation:

Other than Google Trends, you can also read on websites like [APNews](#), [Mashable](#), or [TheVerge](#) that publishes the latest trending news to know what's the hottest topic.

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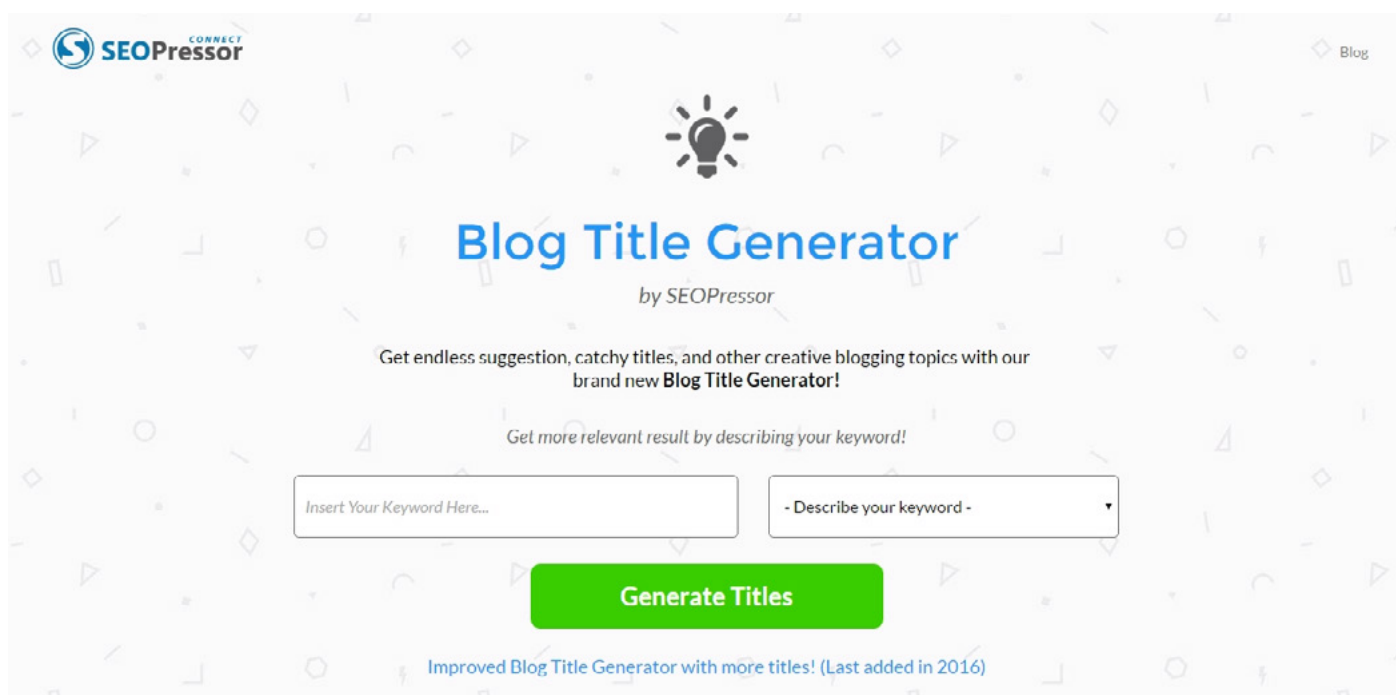
Learn what the world is talking about with Google Trend.

Now that you have all our tips on creating the best headline, let me show you how you can rank these headlines on Google.



## We Found That Headline Is Not The Only Thing...

As content marketers, we're constantly creating content for our websites to get ranked. At the same time, we also face the common struggles as every writer - *the writer's block*. This is why we have [Blog Title Generator](#) to generate the best possible blog titles.



The screenshot shows the SEOPressor Blog Title Generator interface. At the top left is the SEOPressor logo with the word 'CONNECT' above it. In the top right corner, there is a 'Blog' link. The background is light gray with a pattern of small, faint geometric shapes. In the center, there is a lightbulb icon. Below the icon, the text 'Blog Title Generator' is displayed in a large, bold, blue font, followed by 'by SEOPressor' in a smaller, italicized font. Below this, a message reads: 'Get endless suggestion, catchy titles, and other creative blogging topics with our brand new Blog Title Generator!'. Underneath, a prompt says 'Get more relevant result by describing your keyword!'. There are two input fields: a text box on the left with the placeholder 'Insert Your Keyword Here...' and a dropdown menu on the right with the placeholder '- Describe your keyword -'. Below these fields is a prominent green button with the text 'Generate Titles'. At the bottom, a blue link reads 'Improved Blog Title Generator with more titles! (Last added in 2016)'.

Is headline the only factor to getting your content ranked on Google?

We know that there are many other ways to create a great headline, but we also know that there are times when we just get stuck during the brainstorming session. So whenever you're not sure, just use our Blog Title Generator that can help to ease your frustrations.

Now that we've got the titles that can empower our business, what's next?

Well, the truth is that *Blog Title Generator* doesn't give us a guarantee that the titles generated will definitely get ranked (despite that our titles are all generated based on the best practices). **The only way for us to get them ranked is by optimizing both the title and its content.**

We all know that Google looks at various factors when ranking a website, and the headline is one of the biggest factors that Google considers. Other than that, on-page SEO also plays a huge role on getting your content optimized for ranking.

In the next section, we'll show you how exactly we optimized our headlines and on-page SEO to rank for any keywords that we want to be ranked.

## Case Study #1

### How To Get Your Business On Google Knowledge Graph

Back then when we just started content marketing on SEOPressor, we're really interested on Google Knowledge Graph. We wanted to write about Google Knowledge Graph, but had no idea what kind of headline to come out with because we weren't sure which type of headlines will attract more visitors. So we simply typed '*Google Knowledge Graph*' on Blog Title Generator.

Here are a few titles generated from Blog Title Generator:

#### HERE ARE SOME TOPICS YOU CAN WRITE ABOUT!

- 10 Things Nobody Told You About [Google Knowledge Graph](#).
- 15 Reliable Sources To Learn About [Google Knowledge Graph](#).
- 9 [Google Knowledge Graph](#) Mistakes You're Making Without Even Realizing It.
- Everything You Need To Know About [Google Knowledge Graph](#).
- Getting Your Business On [Google Knowledge Graph](#).



The title that we ended up with was "*Getting Your Business On Google Knowledge Graph*".

## What We Did:

Now that we've got our title, we do what we usually do - we squeeze everything we have into the blog post. However, this isn't always the best way to approach an optimized blog.

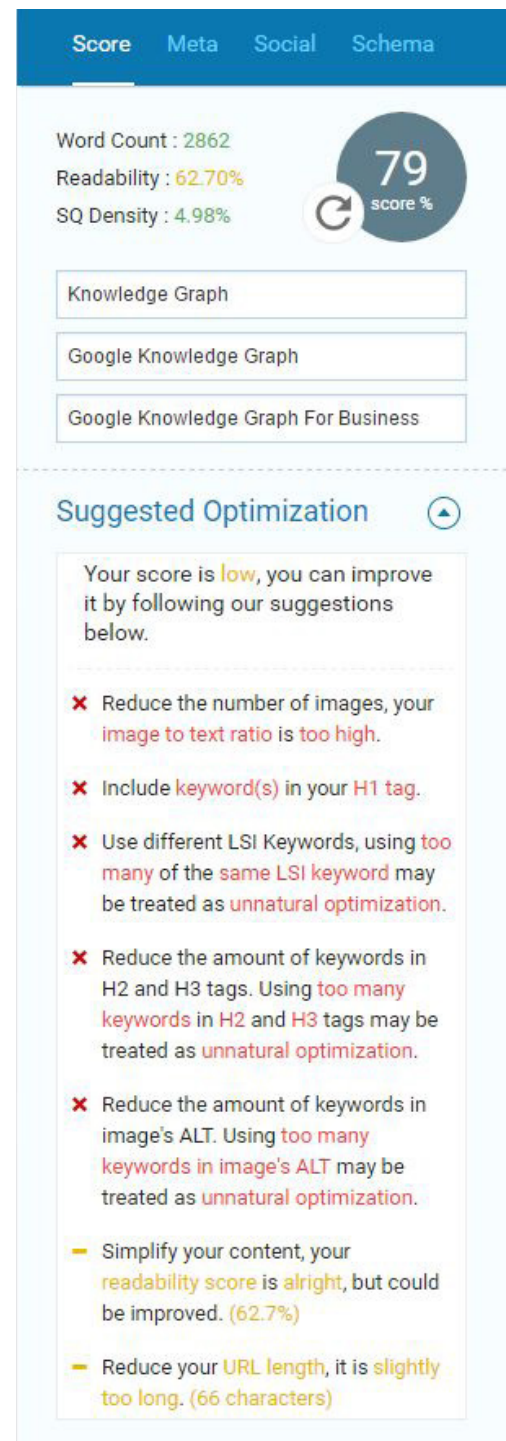
To make sure our blog post is on-page SEO optimized, we always use **SEOPressor Connect** to analyze our blog post once we've finished the writing. It is after all, the easiest way to tell if our blog post is SEO optimized or not compared to going through a huge list of checklist manually.

And as always, we don't usually score well at first. A quick glance at the suggested optimization, it seems that we've overlooked many optimization factors during our first write up.

Let's take a look at some of the suggested optimization:

- Include keyword(s) in your H1 tag.

This is one of the most easily overlooked factors. It is natural and common for a writer to stick with flashy and fluffy heading when writing a blog post. Honestly, this is a very bad practice as heading plays a very important role in retaining your reader's attention. If you include your keyword (target intent) in your heading, your readers will stay attracted to your post even when they're just skimming through.



The screenshot displays the SEOPressor dashboard with a blue header containing tabs for Score, Meta, Social, and Schema. The 'Score' tab is active, showing a word count of 2862, a readability score of 62.70%, and an SQ density of 4.98%. A large circular badge on the right indicates a score of 79. Below this, there are three input fields for Knowledge Graph, Google Knowledge Graph, and Google Knowledge Graph For Business. A section titled 'Suggested Optimization' with a refresh icon follows. It contains a message stating the score is low and provides a list of seven suggestions, each with a red 'X' icon. The suggestions are: 1) Reduce the number of images as the image to text ratio is too high; 2) Include keyword(s) in the H1 tag; 3) Use different LSI keywords as too many of the same LSI keyword may be treated as unnatural optimization; 4) Reduce the amount of keywords in H2 and H3 tags as too many keywords in these tags may be treated as unnatural optimization; 5) Reduce the amount of keywords in the image's ALT as too many keywords in the ALT may be treated as unnatural optimization; 6) Simplify content as the readability score is alright but could be improved (62.7%); 7) Reduce URL length as it is slightly too long (66 characters).

Score Meta Social Schema

Word Count : 2862  
Readability : 62.70%  
SQ Density : 4.98%

79 score %

Knowledge Graph

Google Knowledge Graph

Google Knowledge Graph For Business

Suggested Optimization ↻

Your score is **low**, you can improve it by following our suggestions below.

- ✗ Reduce the number of images, your **image to text ratio** is **too high**.
- ✗ Include **keyword(s)** in your **H1 tag**.
- ✗ Use different LSI Keywords, using **too many** of the **same LSI keyword** may be treated as **unnatural optimization**.
- ✗ Reduce the amount of keywords in H2 and H3 tags. Using **too many keywords** in H2 and H3 tags may be treated as **unnatural optimization**.
- ✗ Reduce the amount of keywords in image's ALT. Using **too many keywords** in image's ALT may be treated as **unnatural optimization**.
- Simplify your content, your **readability score** is **alright**, but could be improved. (62.7%)
- Reduce your **URL length**, it is **slightly too long**. (66 characters)

- Reduce the amount of keywords in image's ALT. Using too many keywords in image's ALT may be treated as unnatural optimization.

Another easily overlooked factor. We actually added our target keyword in every single image - even irrelevant ones! It is important to put only relevant ALT tag for the images. So as per SEOPressor's suggestion, we removed our keyword '*google knowledge graph*' from some of the images like meme and irrelevant graphs.

- Reduce the amount of keywords in H2 and H3 tags. Using too many keywords in H2 and H3 tags may be treated as unnatural optimization.

According to SEOPressor Connect, there were also **a few other things that we have to fix** in order to get a better SEO score. Although it is true that your content will get a higher chance to be ranked if you have included your targeted keywords in the content (H2 and H3), but too much of it is not healthy for your site.

The optimization suggestions from SEOPressor are trying to keep us at the safe side so that Google will find our content relevant to what the users are looking for.

## Results:

Now after optimizing the on-page SEO, we also further improved our title by adding "How-to" element to the title.

CONNECT

HomeFeaturesPricingTestimonialsBlog



# How To Get Your Business On Google Knowledge Graph

By Azfar on September 26, 2015

SEOPressor / Blog / [How To Get Your Business On Google Knowledge Graph](#)

SUBSCRIBE

36

15

210

11

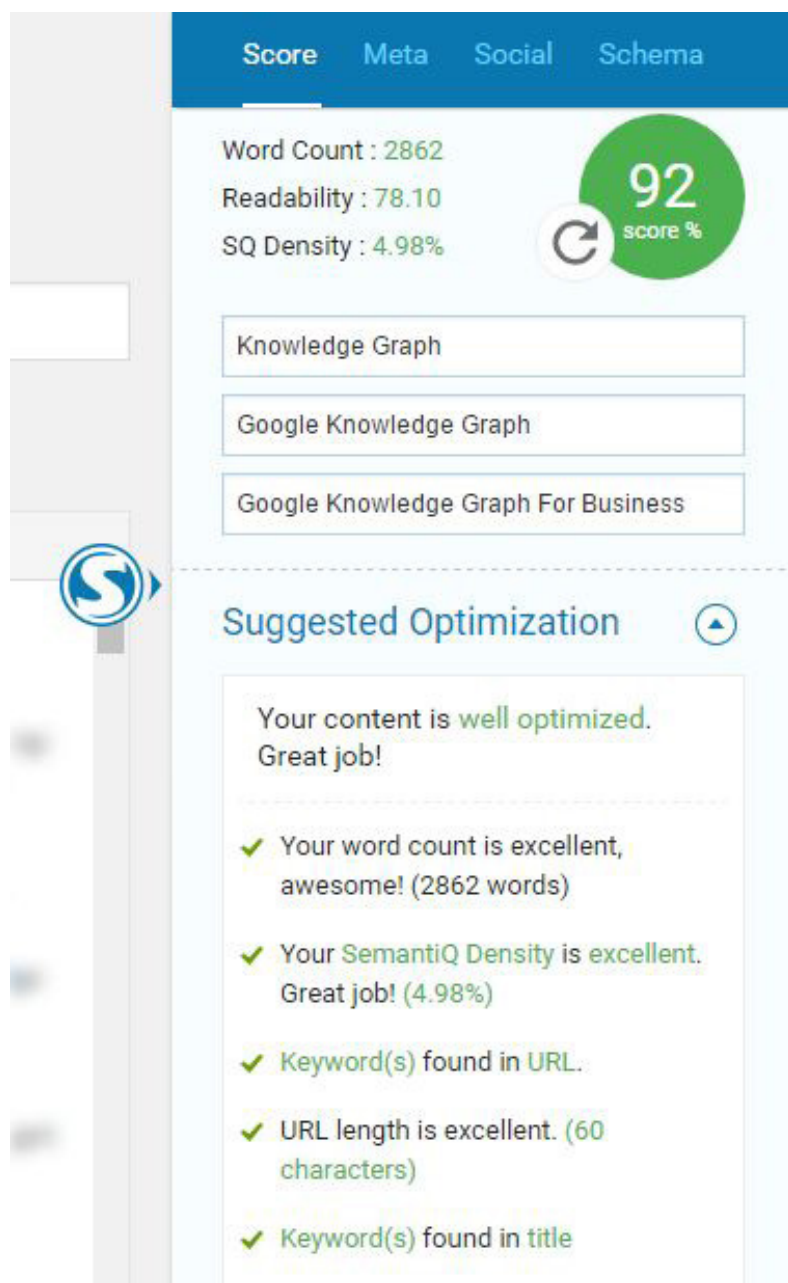
2

274  
SHARES



If you read my previous write up on Google's use of [Knowledge Graph](#) to help provide users with richer and more helpful information, then hopefully you're convinced that it's in your best interest to have your company's information available to Google's Knowledge Graph –

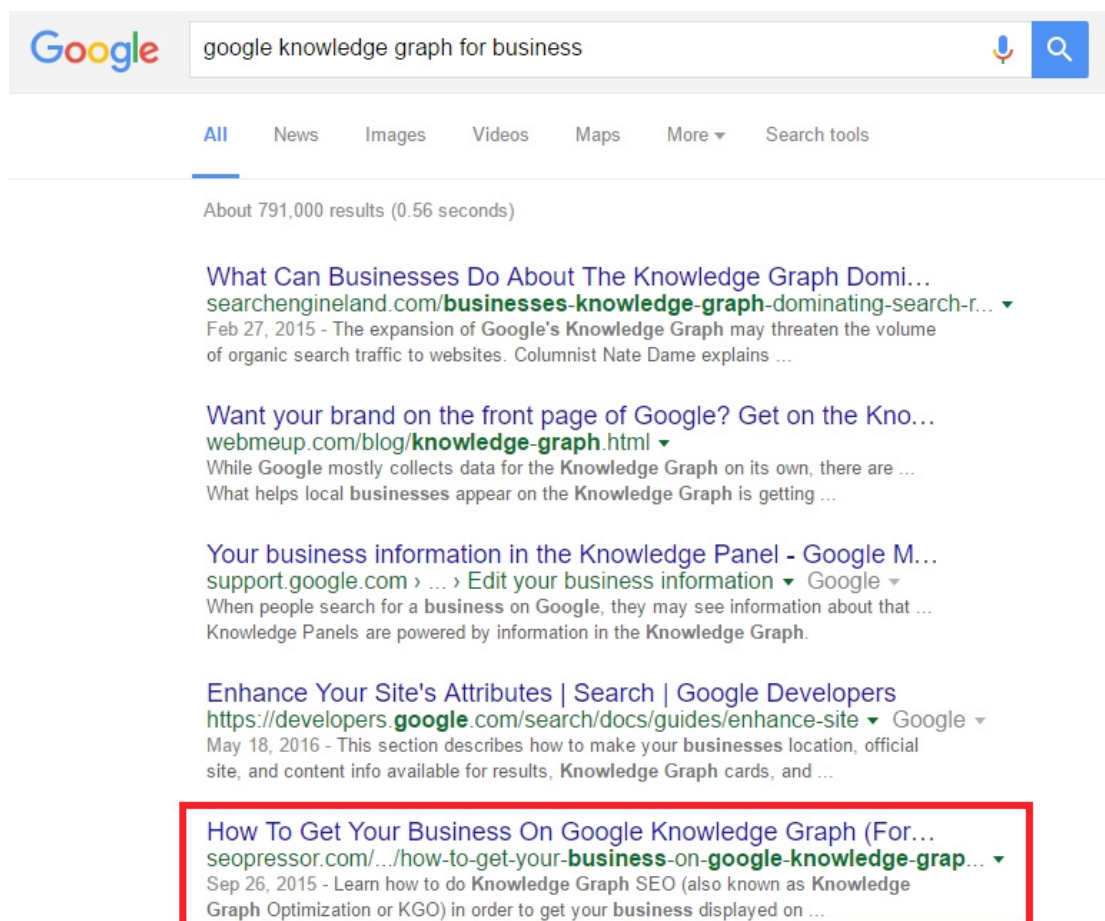
In case you wonder where does the score stand after our rounds of optimization, here's our final SEOPressor SEO score:





SEOPressor not only detected the on-page SEO that needed to be optimized, it also tells us what we have done correctly. By revising our content based on the suggested optimization, we have **improved our SEO score from 79% to 92%**, which definitely helps a lot in getting ranked.

After optimizing the headline and on-page SEO, we observed that the ranking of blog post slowly increase from 50+ to **now ranking 7th on Google** for the keyword *'google knowledge graph for business'*.



This has proven that not only creating an effective headline is important, but optimizing the on-page SEO is equally important as well.

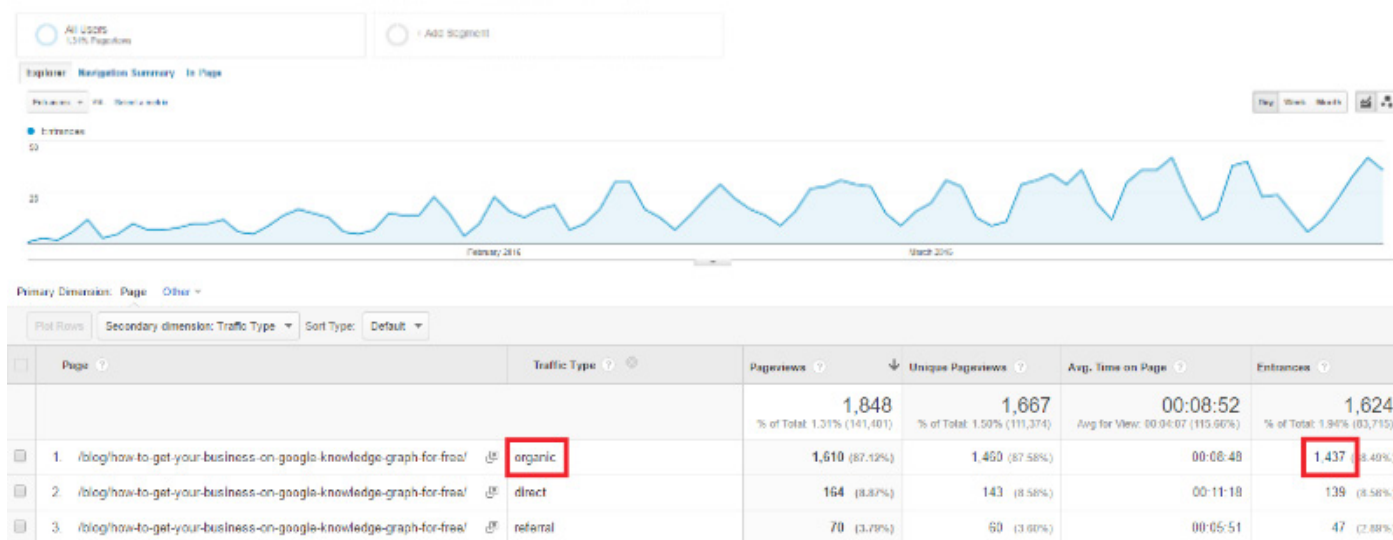
When your website is ranked on Google first page, your traffic will eventually increase. Users who search for the keyword '*google knowledge graph for business*' will notice our article and click on it.

The amount of traffic generated from the first page of Search Engine Results Pages (SERPs) is definitely higher compared to the second and third page. This is because most users are able to find what they're searching for on the first page. So there is no need to browse through the second or third page anymore.

This also explains why getting on the first page of Google is so important to every webmaster - you will be able to reach to your target audiences.

Here's a screenshot of the **traffic** for the blog post '*How To Get Your Business On Google Knowledge Graph*' from Google Analytics (Jan 2016 -March 2016).

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The blog post was published on September 26th 2015, but the traffic is still increasing even after months.

Remember, audiences will firstly look at your headline on Google Results Page before they decided to click on your site. This is why including your targeted keyword in the headline plays a huge factor for your source of traffic.

Now, let's take a look at the second blog post in this case study.

## Case Study #2

### 20 Beautiful Examples Of Mobile Friendly Websites In 2015

Back in 2015 when the mobile adoption rate started to increase, we planned to write about the latest trend - mobile-friendly. Unfortunately, we don't really know which area of mobile-friendly we wanted to focus on. So we typed the keyword 'mobile-friendly' on Blog Title Generator. Here's what we got:

#### HERE ARE SOME TOPICS YOU CAN WRITE ABOUT!

- Is [Mobile Friendly Websites](#) The Most Trending Thing Now?
- 7 Features Of [Mobile Friendly Websites](#) That Make Everyone Loves It.
- 10 Examples Of [Mobile Friendly Websites](#) in 2015.
- 15 Things We Love And Hate About [Mobile Friendly Websites](#).
- Everything You Need To Know About [Mobile Friendly Websites](#).

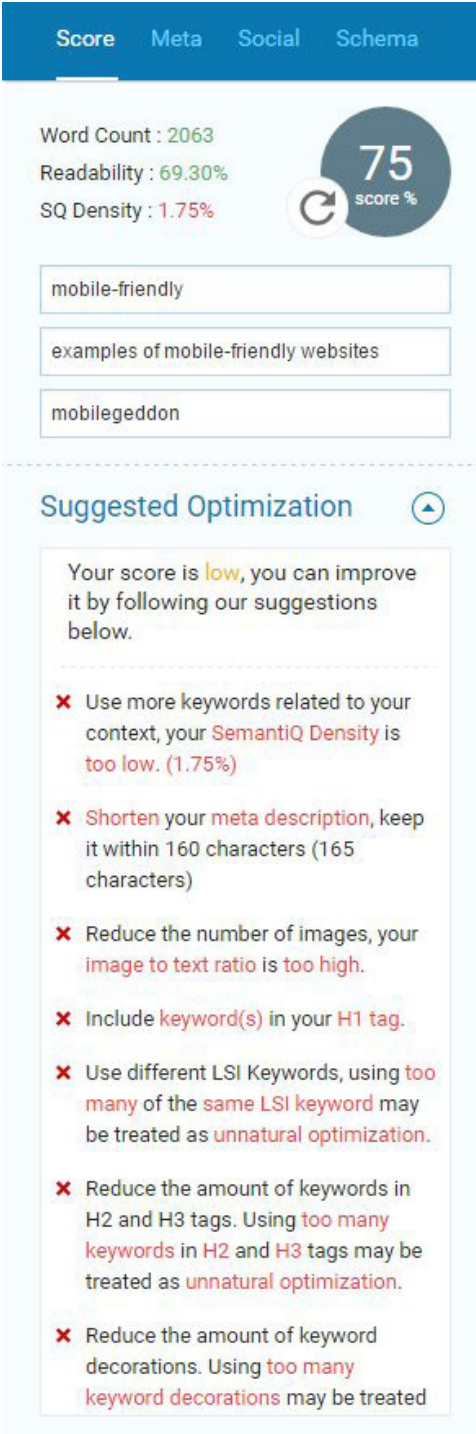


After analyzing the few titles generated, the title that we picked was "10 Examples Of Mobile Friendly Websites in 2015".

## What We Did:

As usual, we started writing our blog post after getting the title. Once the writing is done, we optimized our on-page SEO with SEOPressor Connect to make sure that our content is relevant to both Google and our readers.

On the right is the score and some of the optimization suggestions from SEOPressor to further improve our on-page SEO.



The screenshot displays the SEOPressor Connect optimization interface. At the top, there are tabs for 'Score', 'Meta', 'Social', and 'Schema'. The 'Score' tab is active, showing a 'Word Count' of 2063, 'Readability' of 69.30%, and 'SQ Density' of 1.75%. A large circular badge indicates a '75 score %'. Below this, there are three input fields containing the text 'mobile-friendly', 'examples of mobile-friendly websites', and 'mobilegeddon'. A dashed line separates this section from the 'Suggested Optimization' section, which features a list of seven recommendations, each preceded by a red 'X' icon. The suggestions include using more keywords, shortening the meta description, reducing the number of images, including keywords in the H1 tag, using different LSI keywords, reducing the amount of keywords in H2 and H3 tags, and reducing the amount of keyword decorations.

Score   Meta   Social   Schema

Word Count : 2063  
Readability : 69.30%  
SQ Density : 1.75%

75 score %

mobile-friendly

examples of mobile-friendly websites

mobilegeddon

Suggested Optimization

Your score is **low**, you can improve it by following our suggestions below.

- ✗ Use more keywords related to your context, your **SemantiQ Density** is too low. (1.75%)
- ✗ Shorten your **meta description**, keep it within 160 characters (165 characters)
- ✗ Reduce the number of images, your **image to text ratio** is too high.
- ✗ Include **keyword(s)** in your **H1 tag**.
- ✗ Use different LSI Keywords, using **too many** of the **same LSI keyword** may be treated as **unnatural optimization**.
- ✗ Reduce the amount of keywords in H2 and H3 tags. Using **too many keywords** in H2 and H3 tags may be treated as **unnatural optimization**.
- ✗ Reduce the amount of keyword decorations. Using **too many keyword decorations** may be treated

Let's take a look at some of the suggested optimization:

- **Shorten your meta description, keep it within 160 characters (165 characters).**

Meta description is supposed to be a short summary that describes our blog post when it appears on the Google Search Results. When the meta description is too long, our keyword '*mobile friendly websites*' will get cut off and it wouldn't show up on the results page. When that happens, users wouldn't be able to find our content. Therefore, SEOPressor suggested that it is best to keep the meta description within 160 characters.

- **Reduce the number of images, your image to text ratio is too high.**

Although studies have proven that readers process information through images better than words, we shouldn't have included too many images too. If we're only showing the examples of mobile friendly websites, users can't understand the message that we're trying to deliver except that we're just showing them the design of a good mobile friendly website. Not only they want to look at visuals, but they need some information on what the visuals are about. To balance things up, including one image per 350 words will be a better choice.

- **There are also some other things that we have to optimize in order to get a better SEO score.**

Keywords in the content and meta description are one of the factors that Google looks at when ranking a content. We have to always be alert on what we have included in the content, whether it is the keyword, word count, or images. Too little or too many of them will bring no good to our site.

## Results:

After optimizing our content following SEOPressor suggestions, we also added the power word, '*beautiful*' in the title to give some emotions so that it won't be just another blog post full of examples.

The screenshot shows the SEOPressor website header with navigation links: Home, Features, Pricing, Testimonials, and Blog. The main title of the article is "20 Beautiful Examples Of Mobile-Friendly Websites In 2015" by Zhi Yuan on October 5, 2015. Below the title is a social sharing bar with icons for Facebook (30), Twitter (10), Google+ (176), LinkedIn (16), and Pinterest (1), along with a "233 SHARES" counter. The article's featured image shows a hand holding a smartphone and a tablet, both displaying colorful, mobile-friendly website layouts. The text below the image discusses the importance of mobile optimization for website ranking, mentioning Google's recent mobilegeddon update.

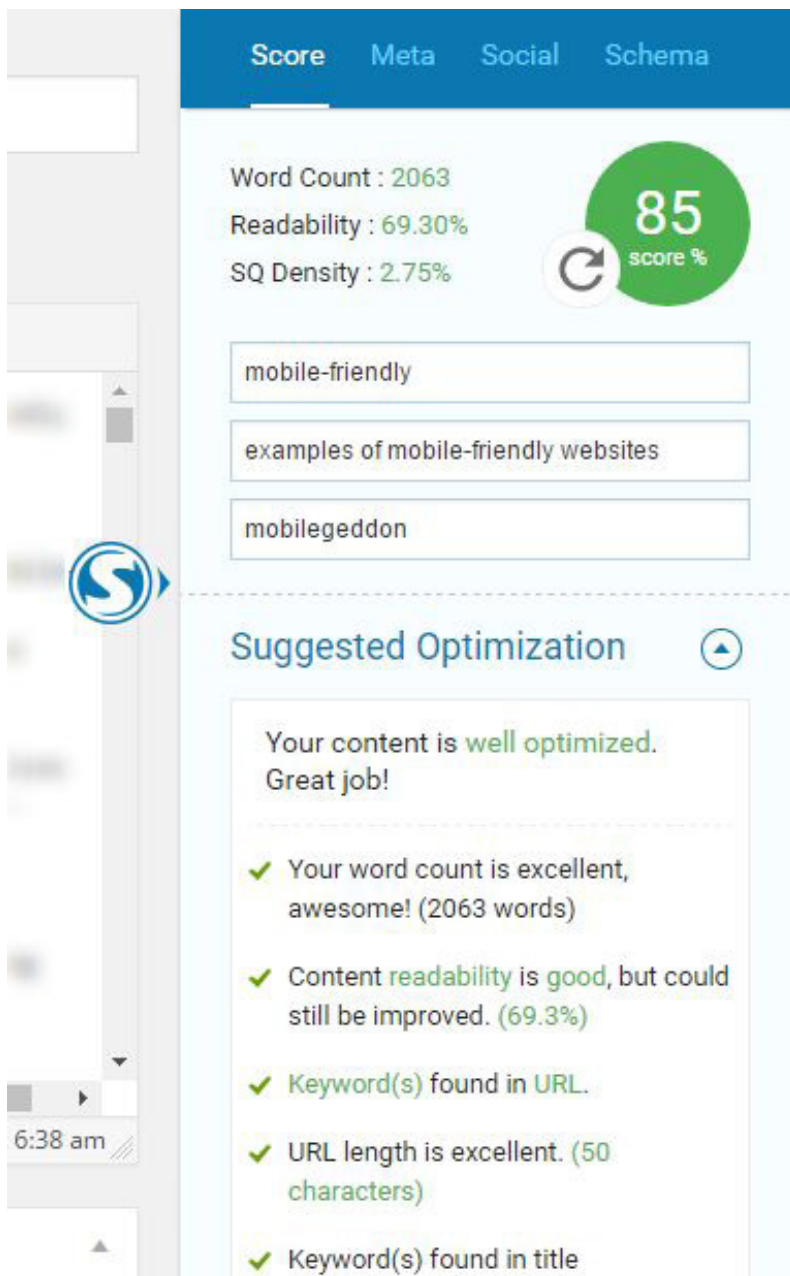
SEOPressor / Blog / 20 Beautiful Examples of Mobile-Friendly Websites in 2015

20 BEAUTIFUL EXAMPLES OF MOBILE-FRIENDLY WEBSITE

We've heard it so many times, optimize your website for mobile devices or risk losing out on a big chunk of mobile traffic. With [Google's recent mobilegeddon update](#), the effects are even more prominent as mobile search now takes mobile friendliness of a website as a ranking factor.



After optimizing both title and on-page SEO, here's the latest SEOPressor SEO score that we got:



Our SEO score has **improved from 75% to 85%** just by following the suggested optimization from SEOPressor Connect.

Even better, we found out that the results of this blog post is slightly different compared to the Google Knowledge Graph blog post. The title and on-page SEO that was revised based on **SEOPressor Connect not only get us ranked for one keyword, but multiple keywords!**

In case you're wondering how does the optimized blog post get ranked for multiple keywords, let's take a look at the screenshots below on our findings.

Not only we get to be **ranked 1st** for the keyword '*beautiful mobile friendly examples*', our featured image is also ranked on Google image search.

## Case Study: Best Strategy To Rank Your Content On Google


Google

beautiful mobile friendly website examples

All Images Videos News Shopping More Search tools

About 91,000,000 results (0.45 seconds)

Images for beautiful mobile friendly website examples [Report images](#)



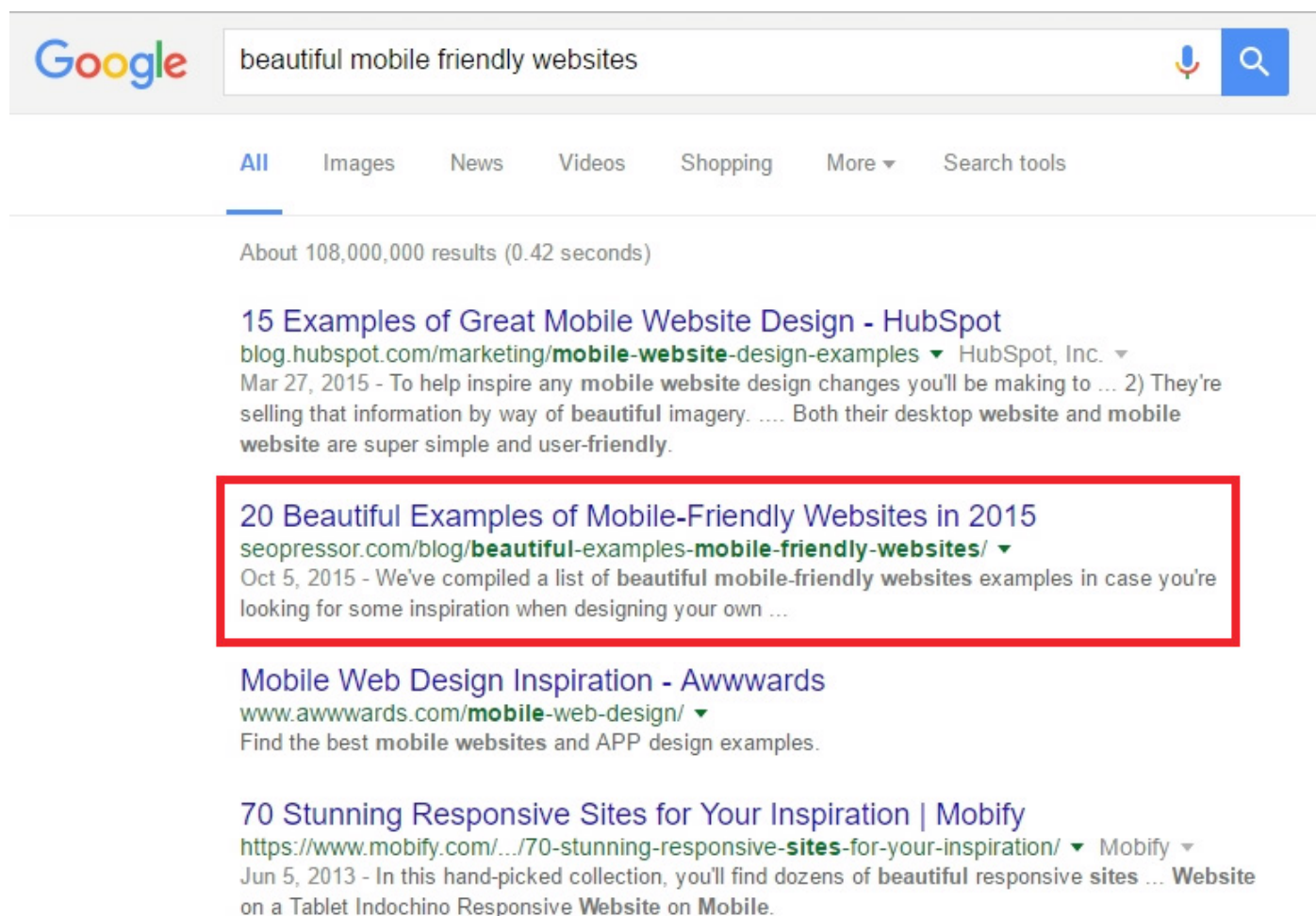
More images for beautiful mobile friendly website examples

**15 Examples of Great Mobile Website Design - HubSpot**  
[blog.hubspot.com/marketing/mobile-website-design-examples](http://blog.hubspot.com/marketing/mobile-website-design-examples) ▾ HubSpot, Inc. ▾  
Mar 27, 2015 - To help inspire any mobile website design changes you'll be making to ... 2) They're selling that information by way of beautiful imagery. .... Both their desktop website and mobile website are super simple and user-friendly.

**20 Beautiful Examples of Mobile-Friendly Websites in 2015**  
[seopressor.com/blog/beautiful-examples-mobile-friendly-websites/](http://seopressor.com/blog/beautiful-examples-mobile-friendly-websites/) ▾  
Oct 5, 2015 - We've compiled a list of beautiful mobile-friendly websites examples in case you're looking for some inspiration when designing your own ...

2 spots in the first fold of search results page.

## Case Study: Best Strategy To Rank Your Content On Google



We're also ranked 2nd for our secondary keyword '*beautiful mobile friendly websites*'.

## Case Study: Best Strategy To Rank Your Content On Google

Google

beautiful mobile friendly examples

All Images Videos News Shopping More Search tools

About 6,600,000 results (0.33 seconds)

Images for beautiful mobile friendly examples Report images

20 BEAUTIFUL EXAMPLES OF MOBILE-FRIENDLY WEBSITES

More images for beautiful mobile friendly examples

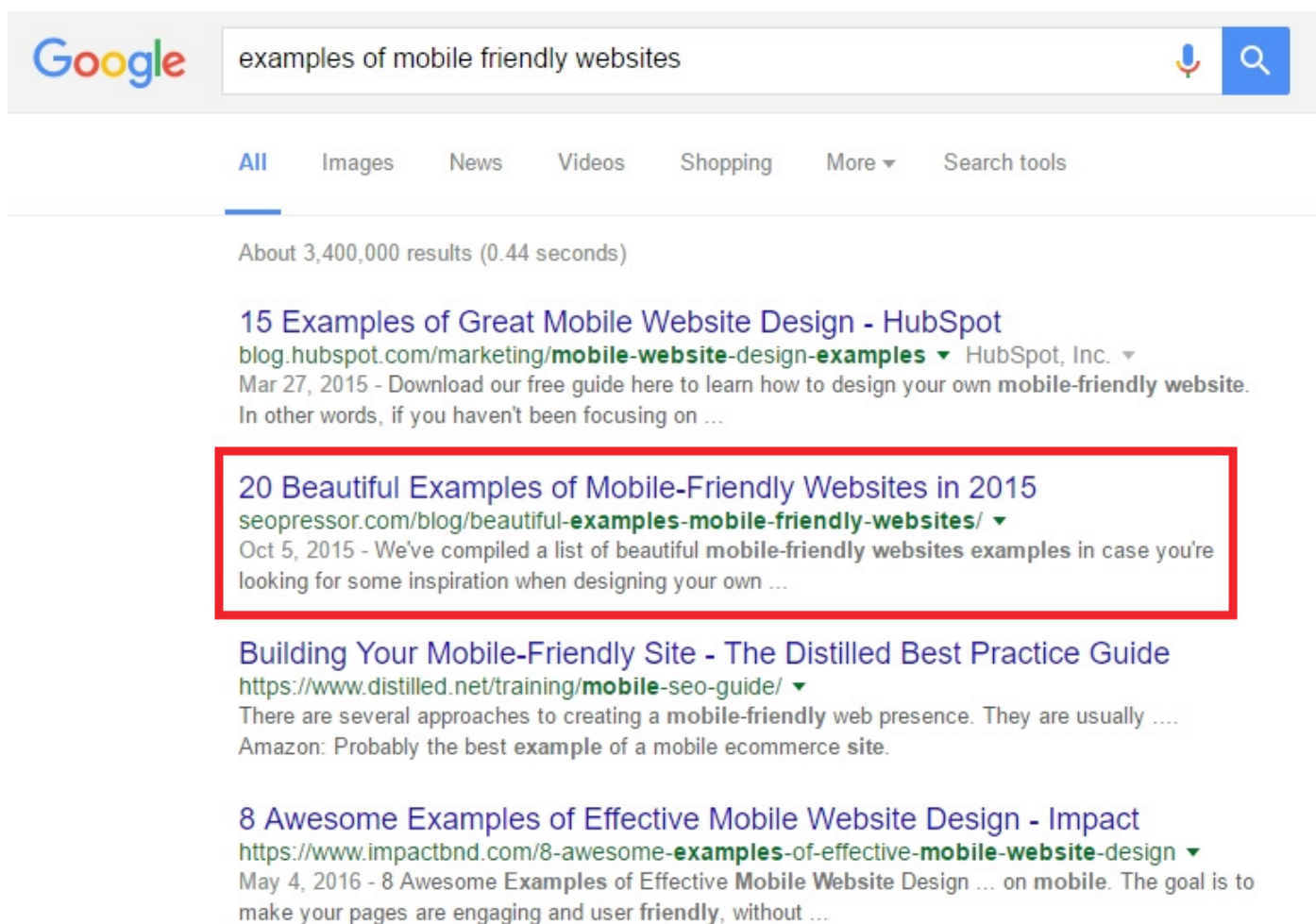
20 Beautiful Examples of Mobile-Friendly Websites in 2015  
seopressor.com/blog/**beautiful-examples-mobile-friendly-websites/** ▼  
Oct 5, 2015 - We've compiled a list of beautiful mobile-friendly websites examples in case you're looking for some inspiration when designing your own ...

15 Examples of Great Mobile Website Design - HubSpot  
blog.hubspot.com/.../**mobile-website-design-examples** ▼ HubSpot, Inc. ▼  
Mar 27, 2015 - To help inspire any mobile website design changes you'll be making to ... 2) They're selling that information by way of beautiful imagery. .... Both their desktop website and mobile website are super simple and user-friendly.

Then, we tried searching for another keyword '*beautiful mobile friendly website examples*'.



## Case Study: Best Strategy To Rank Your Content On Google



The screenshot shows a Google search interface with the query 'examples of mobile friendly websites' in the search bar. The results are filtered by 'All'. The first result is from HubSpot, dated Mar 27, 2015. The second result, which is highlighted with a red box, is from seopressor.com, dated Oct 5, 2015. The third result is from distilled.net, and the fourth is from impactbnd.com, dated May 4, 2016.

Google

examples of mobile friendly websites

All Images News Videos Shopping More Search tools

About 3,400,000 results (0.44 seconds)

**15 Examples of Great Mobile Website Design - HubSpot**  
blog.hubspot.com/marketing/mobile-website-design-examples ▾ HubSpot, Inc. ▾  
Mar 27, 2015 - Download our free guide here to learn how to design your own mobile-friendly website. In other words, if you haven't been focusing on ...

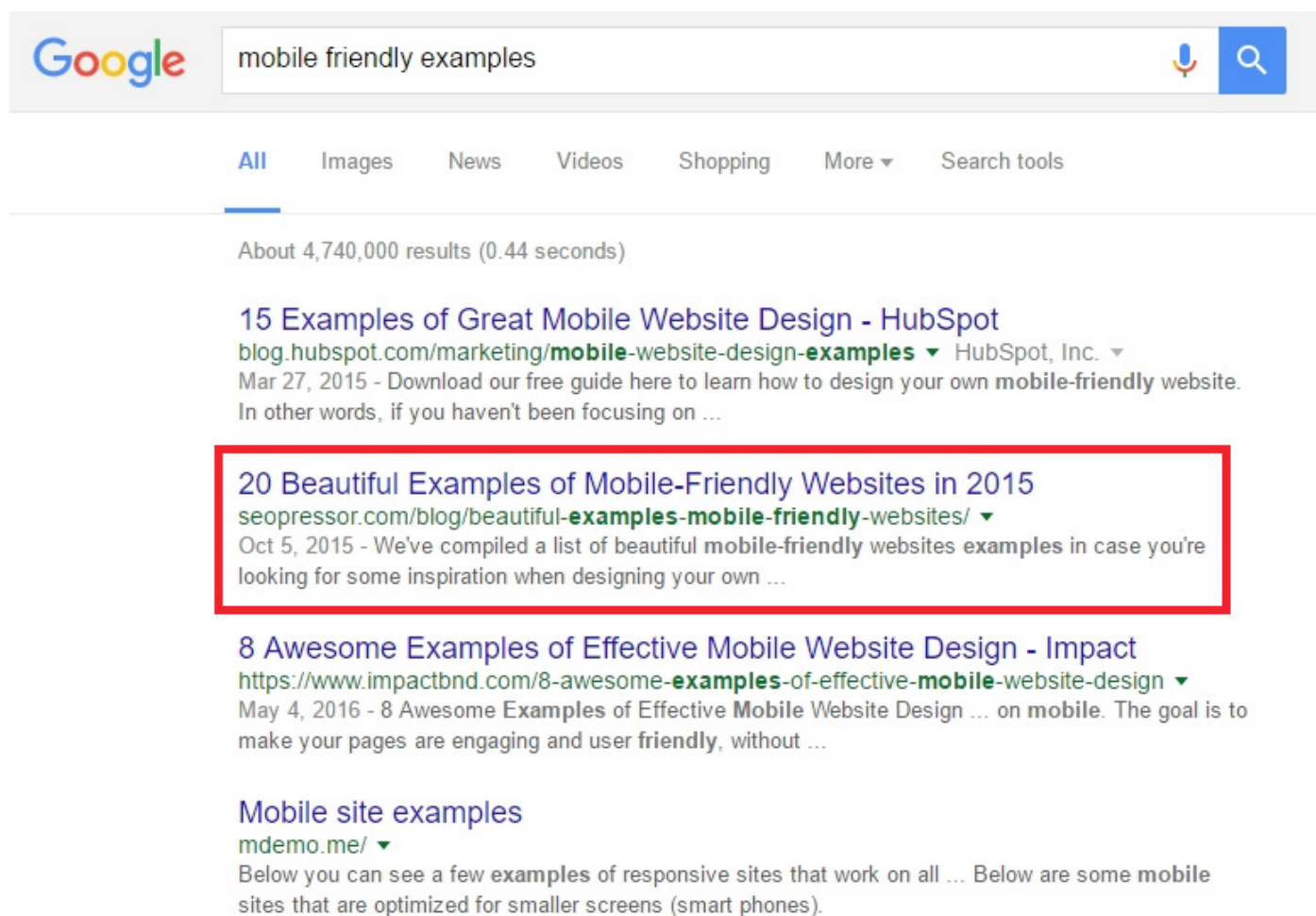
**20 Beautiful Examples of Mobile-Friendly Websites in 2015**  
seopressor.com/blog/beautiful-examples-mobile-friendly-websites/ ▾  
Oct 5, 2015 - We've compiled a list of beautiful mobile-friendly websites examples in case you're looking for some inspiration when designing your own ...

**Building Your Mobile-Friendly Site - The Distilled Best Practice Guide**  
https://www.distilled.net/training/mobile-seo-guide/ ▾  
There are several approaches to creating a mobile-friendly web presence. They are usually ....  
Amazon: Probably the best example of a mobile ecommerce site.

**8 Awesome Examples of Effective Mobile Website Design - Impact**  
https://www.impactbnd.com/8-awesome-examples-of-effective-mobile-website-design ▾  
May 4, 2016 - 8 Awesome Examples of Effective Mobile Website Design ... on mobile. The goal is to make your pages are engaging and user friendly, without ...

And another keyword, 'examples of mobile friendly websites'.

## Case Study: Best Strategy To Rank Your Content On Google



The screenshot shows a Google search interface with the query 'mobile friendly examples'. The search results are displayed under the 'All' tab. The first result is from HubSpot, titled '15 Examples of Great Mobile Website Design - HubSpot', dated Mar 27, 2015. The second result is from seopressor.com, titled '20 Beautiful Examples of Mobile-Friendly Websites in 2015', dated Oct 5, 2015, and is highlighted with a red rectangular box. The third result is from Impact, titled '8 Awesome Examples of Effective Mobile Website Design - Impact', dated May 4, 2016. Below these is a link for 'Mobile site examples' from mdemo.me, dated May 4, 2016.

Google

mobile friendly examples

All Images News Videos Shopping More Search tools

About 4,740,000 results (0.44 seconds)

**15 Examples of Great Mobile Website Design - HubSpot**  
blog.hubspot.com/marketing/mobile-website-design-examples ▾ HubSpot, Inc. ▾  
Mar 27, 2015 - Download our free guide here to learn how to design your own mobile-friendly website. In other words, if you haven't been focusing on ...

**20 Beautiful Examples of Mobile-Friendly Websites in 2015**  
seopressor.com/blog/beautiful-examples-mobile-friendly-websites/ ▾  
Oct 5, 2015 - We've compiled a list of beautiful mobile-friendly websites examples in case you're looking for some inspiration when designing your own ...

**8 Awesome Examples of Effective Mobile Website Design - Impact**  
https://www.impactbnd.com/8-awesome-examples-of-effective-mobile-website-design ▾  
May 4, 2016 - 8 Awesome Examples of Effective Mobile Website Design ... on mobile. The goal is to make your pages are engaging and user friendly, without ...

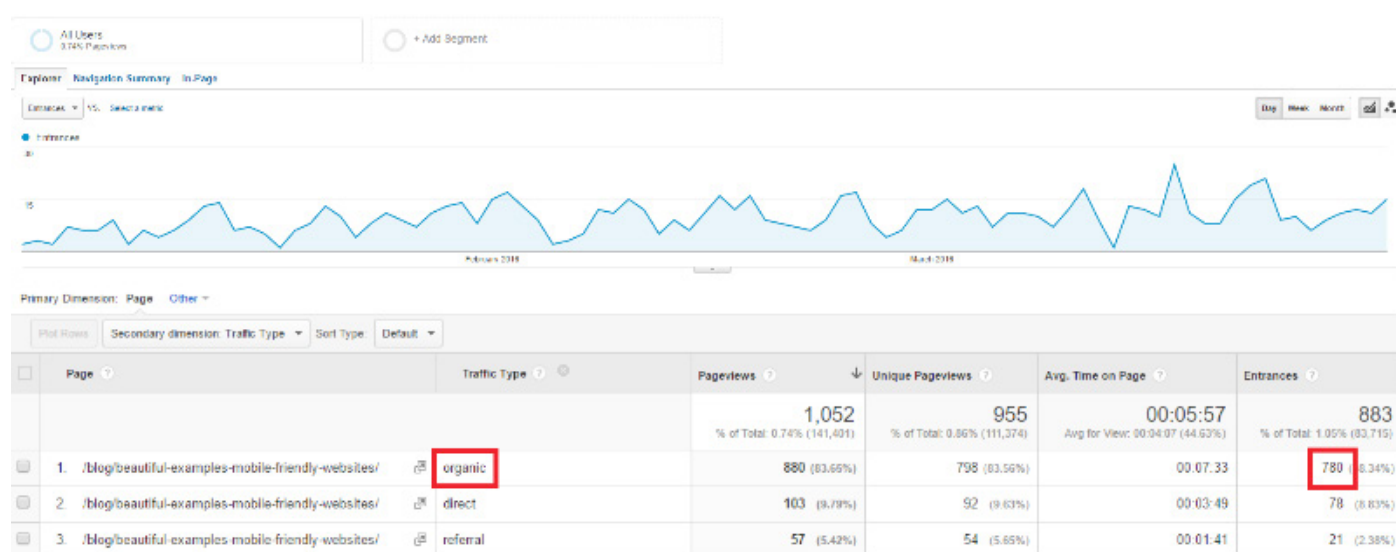
**Mobile site examples**  
mdemo.me/ ▾  
Below you can see a few examples of responsive sites that work on all ... Below are some mobile sites that are optimized for smaller screens (smart phones).

Other than the long-tailed keyword, we also tried with shorter keywords, '*mobile friendly examples*'.

## Case Study: Best Strategy To Rank Your Content On Google

As you can see, even with shorter keywords, we still managed to get ranked on the first page of Google Results Page with a 4th ranking.

Since the blog post has a pretty good rank on Google, what about the **traffic** then? Let us show you.



The blog post was published on October 5th 2015, and the traffic is still increasing from January to March 2016. The blog post itself has already gotten **organic traffic as much as 700+**, and it is still increasing.

The suggested optimization is really useful because it helps to optimize our on-page SEO. In this way, we stand a higher chance to be ranked on Google.



## Case Study #3

### How Psychology Of Color Affects Your Marketing And Branding

Apart from all the technical stuff related to SEO, we decided to approach content marketing in a different way this time.

We decided to go with how color affects a business marketing. We then typed the keyword '*color in marketing*' on Blog Title Generator. This is what we got:

#### HERE ARE SOME TOPICS YOU CAN WRITE ABOUT!

- 15 Psychological Facts Of **Color In Marketing** In Branding.
- How Will **Color In Marketing** Be In The Future.
- 7 Top Risks Of **Color In Marketing**.
- The Reason Why We Love **Color In Marketing**.
- 5 Precious Tips To Help You Get Better At **Color In Marketing**.



In the end, the title that we picked was "15 *Psychological Facts Of Color In Marketing In Branding*". But instead of "*Color In Marketing In Branding*", we changed it to "*Color In Marketing And Branding*" as it makes better sense.

## What We Did:

After getting our title from Blog Title Generator, we proceeded to the writing as usual. Without thinking too much on the optimization part, we kept writing about the information that we want to include in the blog post.

Then, we look at the suggested optimization to check how much we scored for the first write up.

The screenshot displays the SEOPressor Connect dashboard. At the top, there are tabs for 'Score', 'Meta', 'Social', and 'Schema'. The 'Score' tab is active, showing a word count of 2016, a readability score of 66.20%, and an SQ density of 3.11%. A large circular badge indicates a 71 score percentage. Below this, there are three input fields containing the text 'psychology of color', 'best marketing color', and 'branding'. A dashed line separates the top section from the 'Suggested Optimization' section. This section features a message: 'Your score is low, you can improve it by following our suggestions below.' followed by a list of seven optimization suggestions, each preceded by a red 'X' icon. The suggestions include shortening the meta description, reducing the number of images, including keywords in the H1 tag, using different LSI keywords, reducing the amount of keywords in H2 and H3 tags, adding keywords in the last 100 words, and reducing the length of the title. The last suggestion is preceded by a yellow minus sign icon.

Score Meta Social Schema

Word Count : 2016  
Readability : 66.20%  
SQ Density : 3.11%

71 score %

psychology of color

best marketing color

branding

Suggested Optimization

Your score is low, you can improve it by following our suggestions below.

- ✗ Shorten your meta description, keep it within 160 characters (170 characters)
- ✗ Reduce the number of images, your image to text ratio is too high.
- ✗ Include keyword(s) in your H1 tag.
- ✗ Use different LSI Keywords, using too many of the same LSI keyword may be treated as unnatural optimization.
- ✗ Reduce the amount of keywords in H2 and H3 tags. Using too many keywords in H2 and H3 tags may be treated as unnatural optimization.
- ✗ Add your keyword(s) in the last 100 words.
- Reduce the length of your title, it is slightly too long. (59 characters)
- Keyword(s) found in image's ALT.

If you compare this blog post with the other 2 blog posts above, you'll notice a similarity in the blog posts. SEOPressor focuses on the targeted keyword in the blog posts because **keyword is the most important element in SEO**. By having keywords in your content, you'll be able to identify the user's intent and provide your users what they're looking for.

But let's explore more on the suggested optimization:

- **Use different LSI Keywords, using too many of the same LSI keyword may be treated as unnatural optimization.**

LSI keywords are the keywords related to our main keyword. We realized that we have included the same LSI keywords, "*the psychology of color*" for more than 10 times, which is very irrelevant in the content. Google will probably think that we're trying to stuff different keywords in our content to get ranked. Based on the suggested optimization, we removed the repeated LSI keywords and replace them with different LSI keywords.

- **Add your keyword(s) in the last 100 words.**

We have always included keyword in the first and last 100 words of our blog posts so that Google bots know what our content is about when they crawl through. But this time, we have forgotten about it because we were so into writing about this new topic. Following SEOPressor's suggestions, we quickly added our targeted keyword in the last 100 words.

- **Reduce the length of your title, it is slightly too long. (59 characters)**

Though this is not a big deal since the warning message is in yellow, but it is worth optimizing. When the length of our title is too long, Google will truncate it the same way they do to meta description. To prevent that, we follow the suggestions and cut the length of our title to be short and concise, but still carrying the core message to the readers.

Note:

Keep it mind that when you have too many keywords, you're taking the risk of getting penalized by Google. SEOPressor plays a referee in this part - it helps to *keep your content optimized* to be able to rank, but not too spammy that Google dislikes your content.

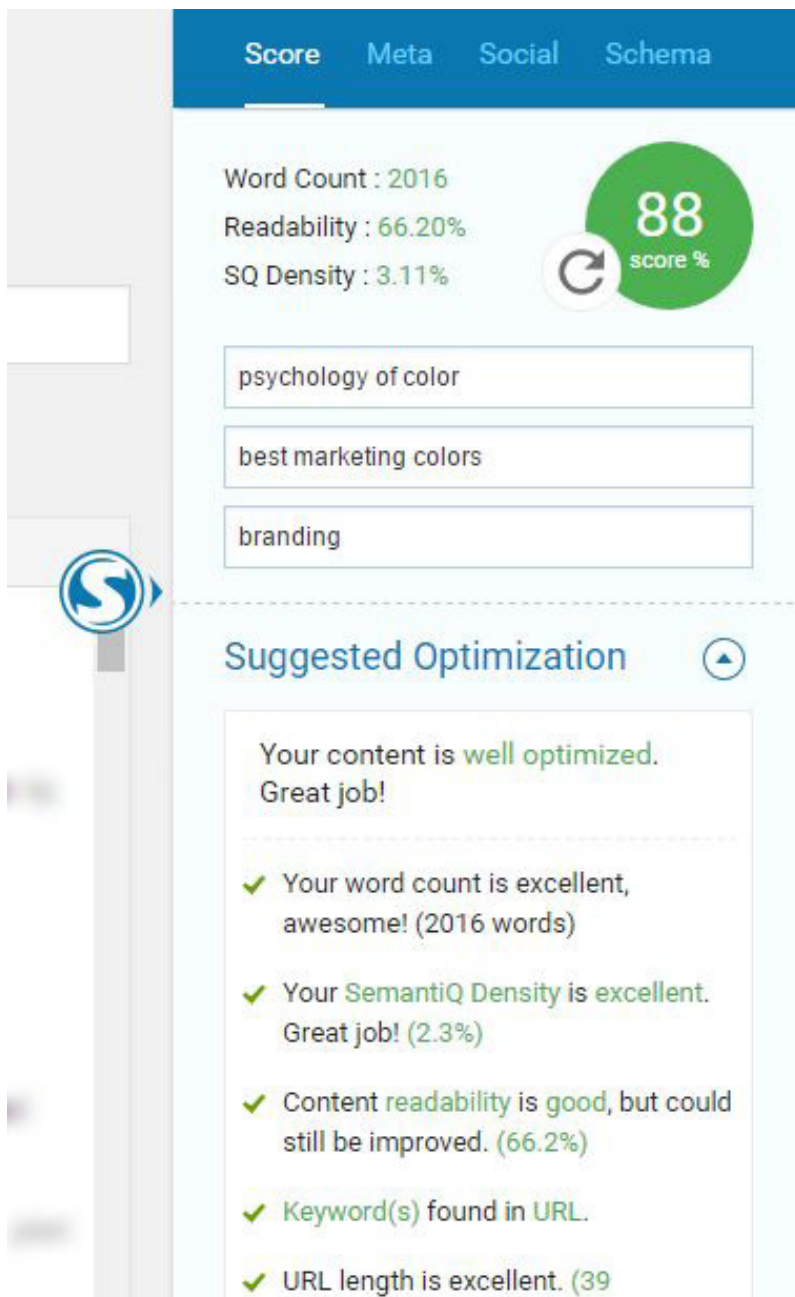
## Results:

So after making some changes on our blog post based on SEOPressor Connect suggested optimization, we also improved our title to a helpful one, which is *"How Psychology Of Color Affects Your Marketing And Branding"*.



The screenshot shows a blog post on the SEOPressor Connect website. The page has a dark blue header with the SEOPressor logo and navigation links: Home, Features, Pricing, Testimonials, and Blog. The main title of the post is "How Psychology Of Color Affects Your Marketing And Branding" by Ben, dated June 24, 2015. Below the title is a social sharing bar with icons for Facebook (15), Twitter (28), Google+ (22), LinkedIn (24), and Pinterest (100), totaling 189 shares. The featured image is a colorful illustration with the text "How Psychology of Color Affects Your Marketing and Branding" in yellow. The illustration includes a paint palette, a paintbrush, and several paint bottles. Below the image, the text reads: "One of the most important elements of your brand is its visual look. Your customers are going to identify you by your logo. Some logos become so strong that they don't even require the accompaniment of the company's name – take **Nike** for example."

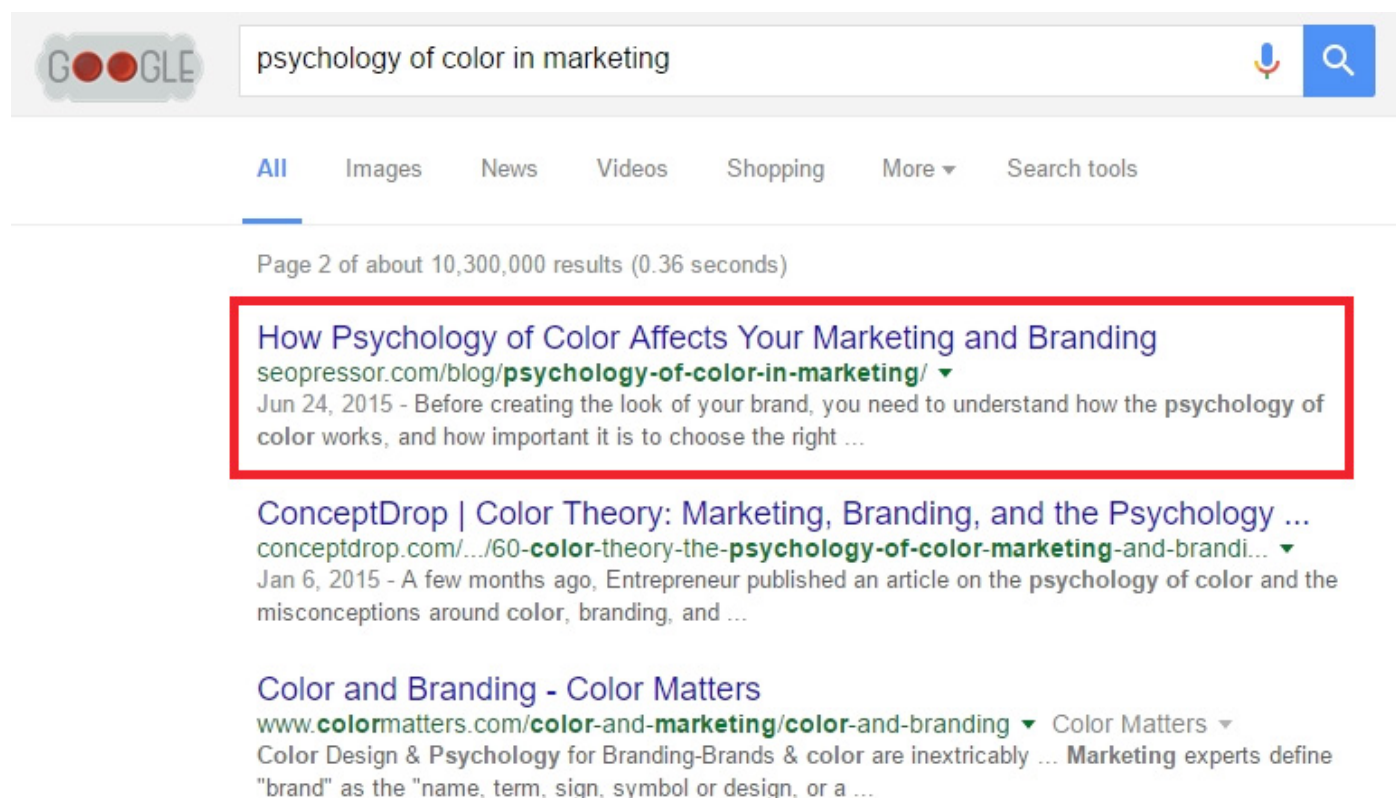
Not only we revised the headline to have SEO value, we also optimized the on-page SEO. This is the latest SEO score that we got:



We have **improved our SEO score from 71% to 88%** after revising the entire blog post by following SEOPressor Connect suggested optimization.

Now that our score has improved so much, what about the blog post ranking then?

Although the keyword '*psychology of color in marketing*' is quite competitive, we still managed to get into the top list of Google's second page, which is **ranked 11th**. Well, success doesn't happen overnight, so does our 11th rank. It took us a while to see our efforts paid off.

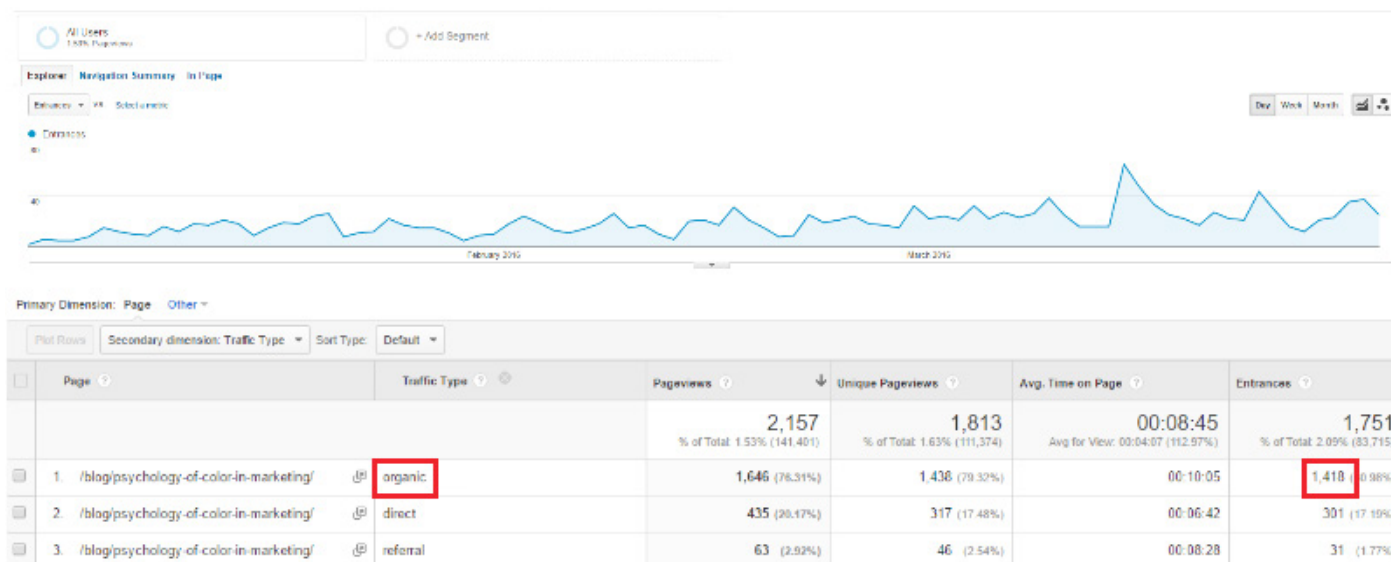




## Case Study: Best Strategy To Rank Your Content On Google

To compare this ranking with the other examples given above, it is obviously not as good as the others. But hey, it is still at the top of Google's Search Results, which isn't too bad.

If you don't believe it, you can **look at the amount of traffic** generated for this blog post that is ranked on the 2nd page of Google.



Surprisingly, the traffic generated by this blog post has higher entrances compared to the 2nd case study. This could also be due to the 11th rank, which appears on the top page of Google.

With this, it has once again proven that SEOPressor Connect not only provided valuable suggestions optimization that can be ranked on Google, but visitors like

the titles suggested by Blog Title Generator too (which explains the good amount of traffic generated).

## Factors On Getting Your Content Ranked On Google

Based on the case study that we did, we believe that you understand the importance of headline by now. But of course, headline is not the only factor that helps to get your content ranked on Google. You also have to optimize your on-page SEO for it to be relevant to the users and Google.

**Most of all, you have to keep track of your targeted keywords.** Always look for the search volume of that particular keyword before writing your content. If the search volume is high, it means that many users are looking for that topic. So if you are to write that topic, you'll stand a chance to be ranked on Google and get more traffic to your site.

Other than using the headlines generated by Blog Title Generator, our team also uses SEOPressor Connect when it comes to content optimization.



Most of the blog posts analyzed by SEOPressor Connect are ranked on the first page of Google. This has proven that the optimization that SEOPressor Connect suggested not only help us rank better, we have also received more traffic since then.

**SEOPressor Connect is designed thoughtfully to fulfill the users' needs.** Instead of having the users to find out what is lacking in their content manually, SEOPressor Connect automatically does that for you. Not only it analyzes your title, but your on-page SEO such as keyword density, meta description, and ALT tags too.

As you can see from the case study that we have done, writing effective headline

and having optimized on-page SEO is vital in order to get your content ranked on Google. If your content doesn't rank well when you're doing the optimization manually, you can choose to use a WordPress SEO plugin that will help to optimize your content better.

## Conclusion

**We hope that all the data we gathered have given you a better idea to create effective headlines and optimize your on-page SEO.** You see, the key factors to be ranked on Google is not only based on how good your content is, but also based on how optimized your content is.

Of course, you can optimize your content manually, but how much would you achieve before you have to edit the blog post over and over again? SEOPressor Connect helps to calculate your SEO score for every optimization so that you know what changes are good for your content.

Remember, headline is not the only important factor in getting your content ranked, but on-page SEO too. If you don't optimize your on-page SEO well, it will be hard to get your content ranked. If you ever need more ideas, you can visit [our blog](#) where we mostly talk about content marketing strategies to help your content rank on Google.

With this, we can say that [SEOPressor Connect](#) is the best WordPress SEO solution to getting your content ranked and attract more visitors to your website at the same time. Using SEOPressor Connect is not hard at all. In fact, it's just a few clicks away. As long as you have the content and keyword on your mind, you're ready to go!



Take A Tour