Case Study:

Best Strategy To **Rank Your Content** On Google

SEOPressor CONNECT

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.

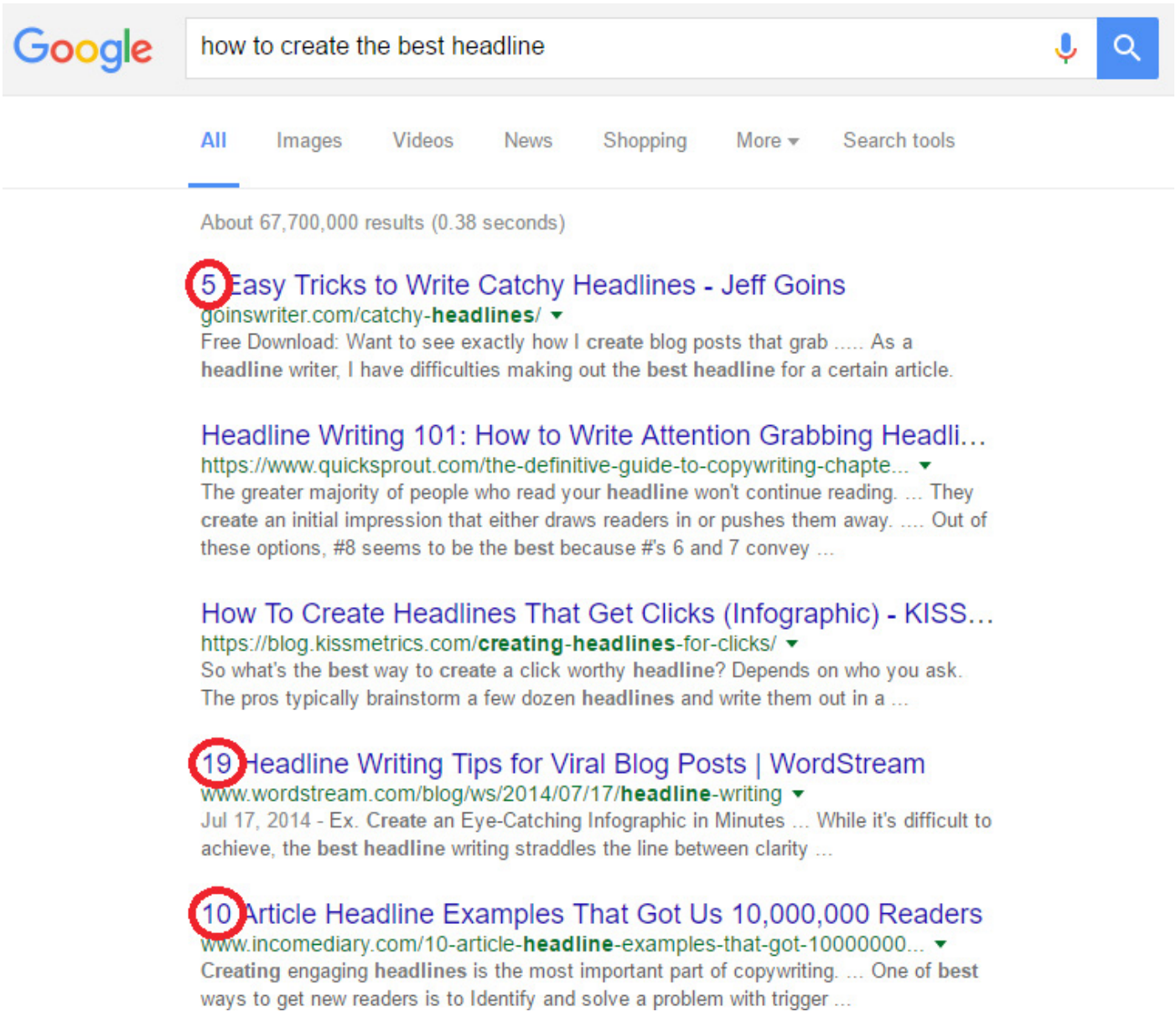
What Are The Headlines That Bring Results?

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:

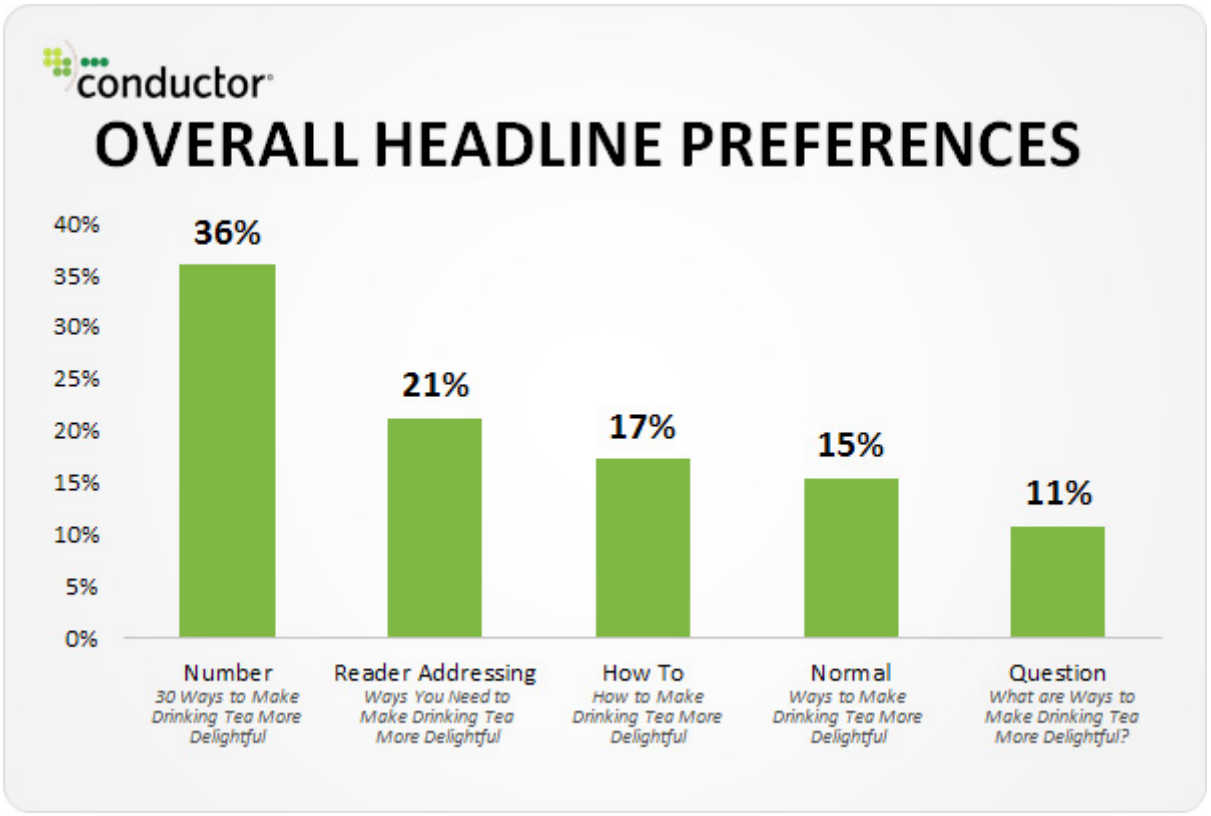
1. Give Me A Sneak Peek

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.



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.

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:

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

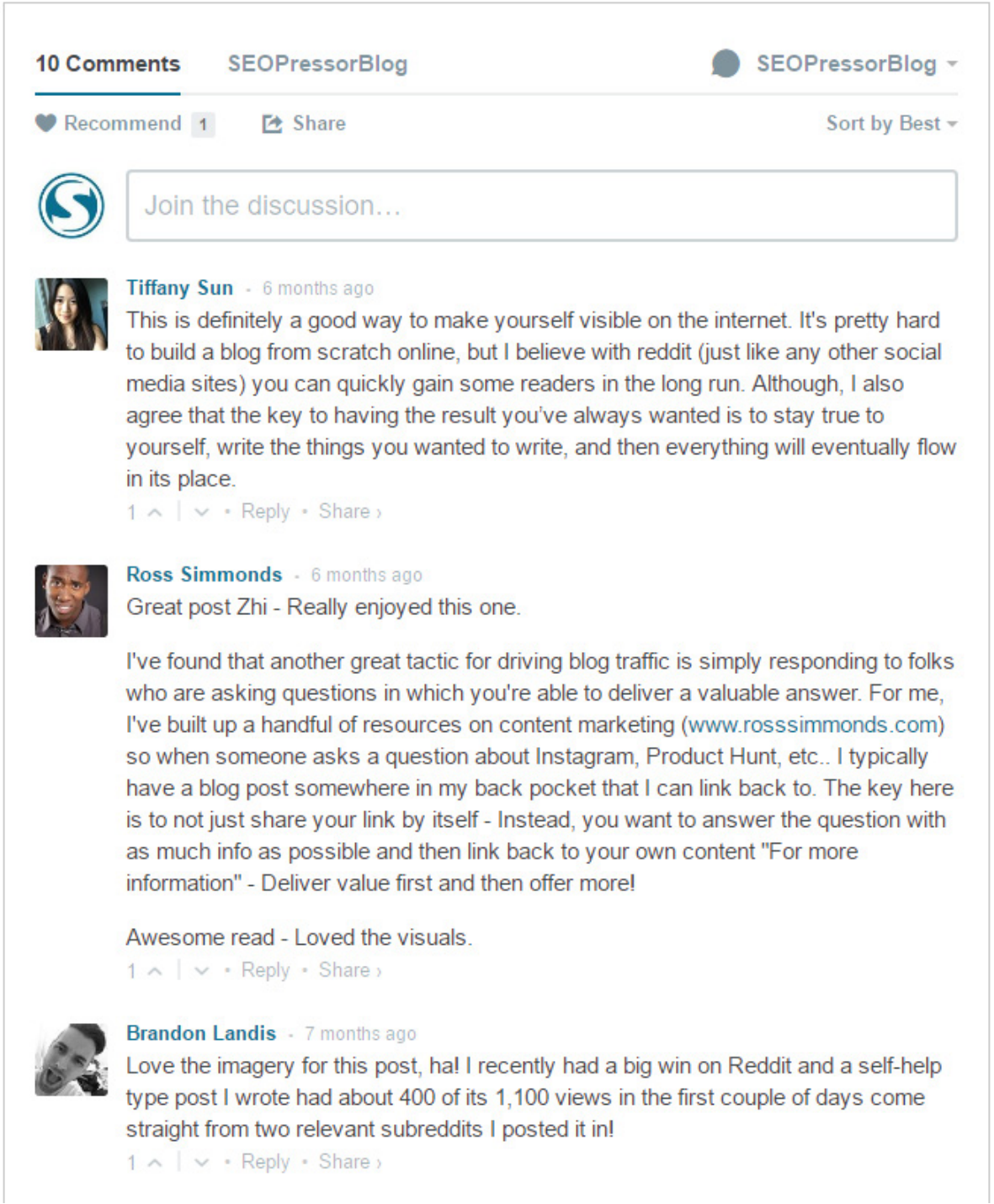
In SEOPressor, our aim is to create a happy community. In order to achieve that, we have to be able to provide the answers that can satisfy the user's queries. Since most of the users are looking for solution, creating a “how-to” headline is the most effective way to reach our target audiences.

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:

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.



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) 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

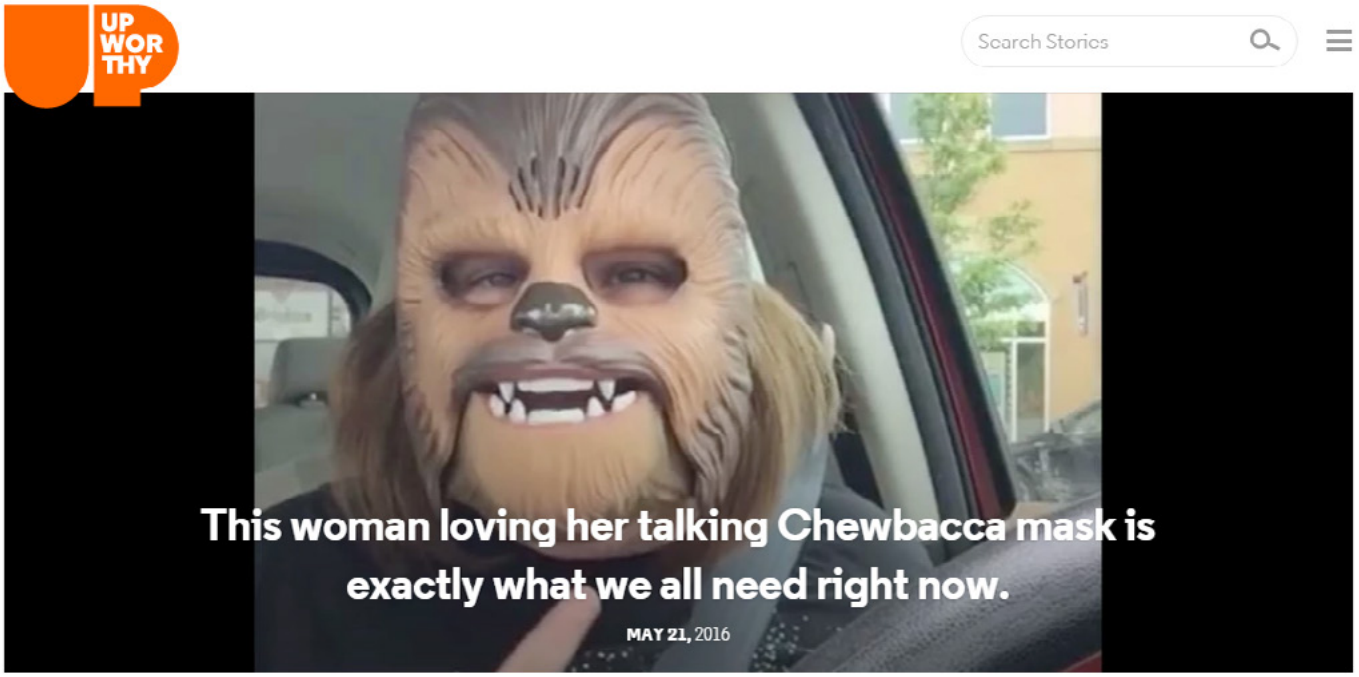
Love the imagery for this post, ha! I recently had a big win on Reddit and a self-help type post I wrote had about 400 of its 1,100 views in the first couple of days come straight from two relevant subreddits I posted it in!

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.

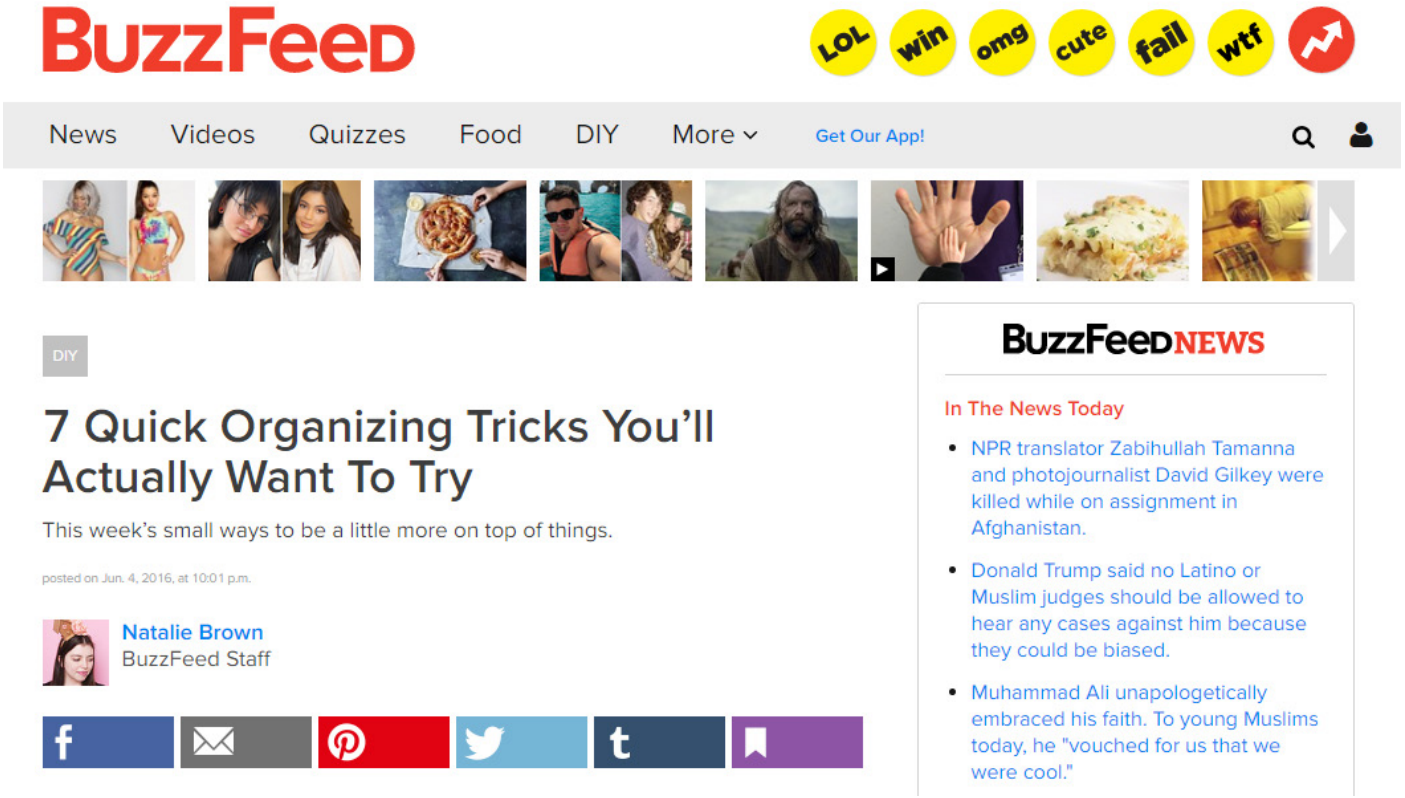
4. What Are The Headlines That Readers Love?

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 articl**e.



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*.

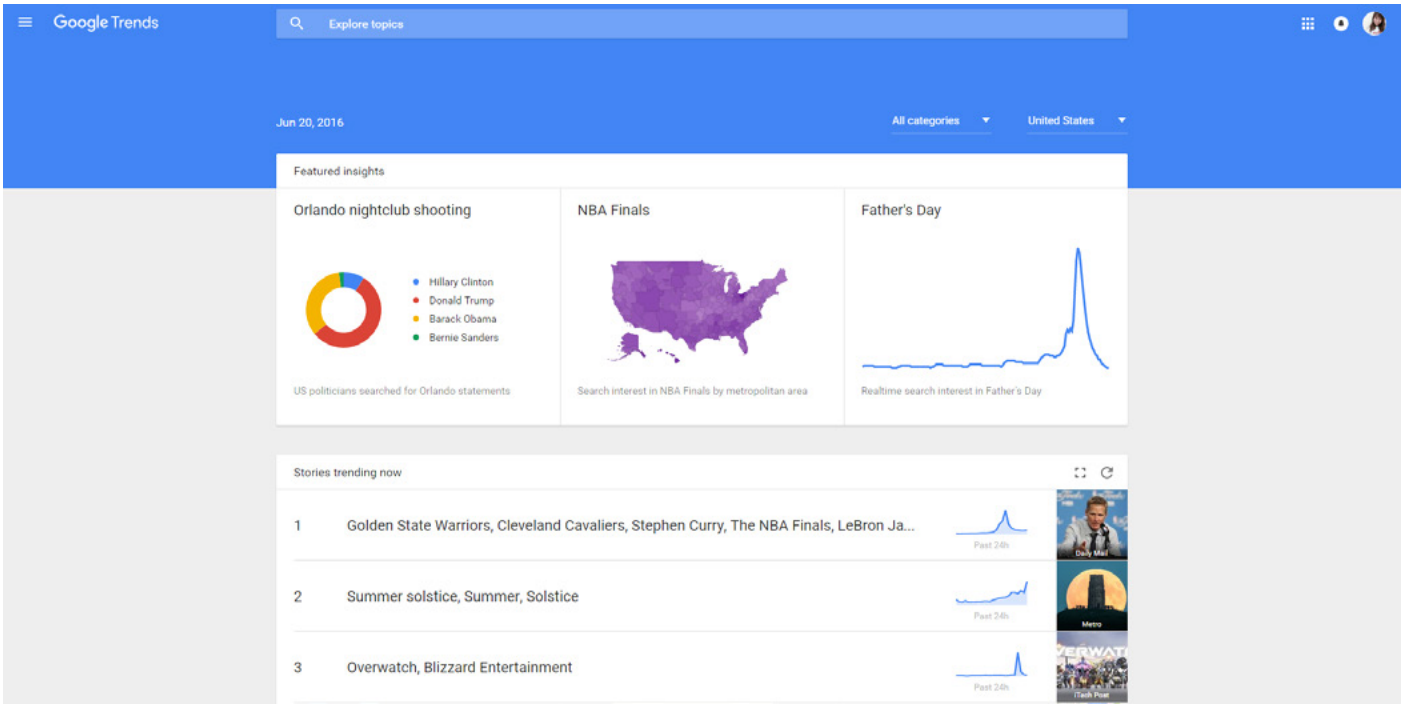
5. Keep Up With The Trend

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.

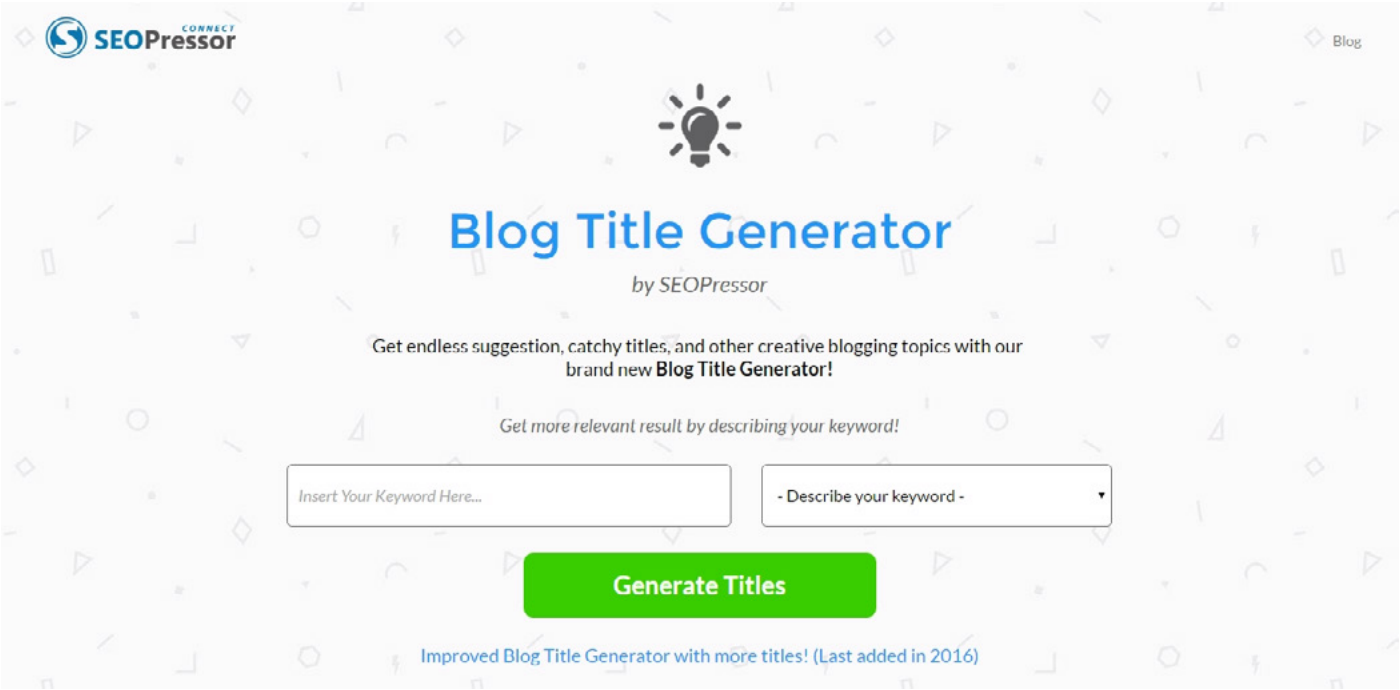


Learn what the world is talking about with Google Trend.

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.



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**:

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.

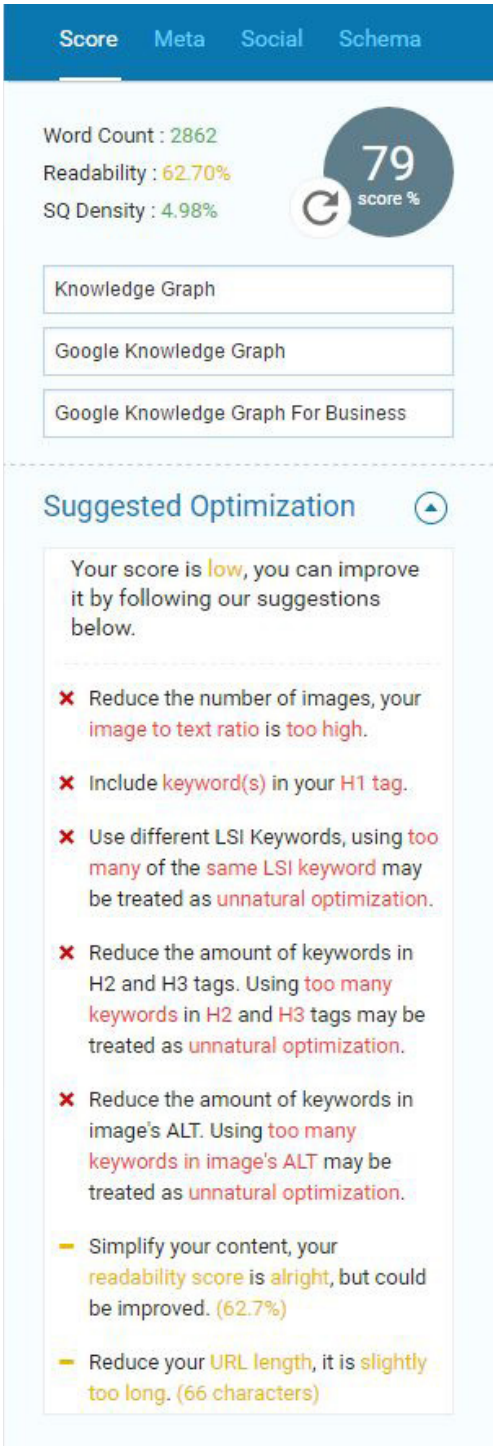
To make sure our blog post is on-page SEO optimized, we always use **SEOPressor Connect** to analyze our blog post once we've finished the writing. It is after all, the easiest way to tell if our blog post is SEO optimized or not compared to going through a huge list of checklist manually.

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.



- **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.**

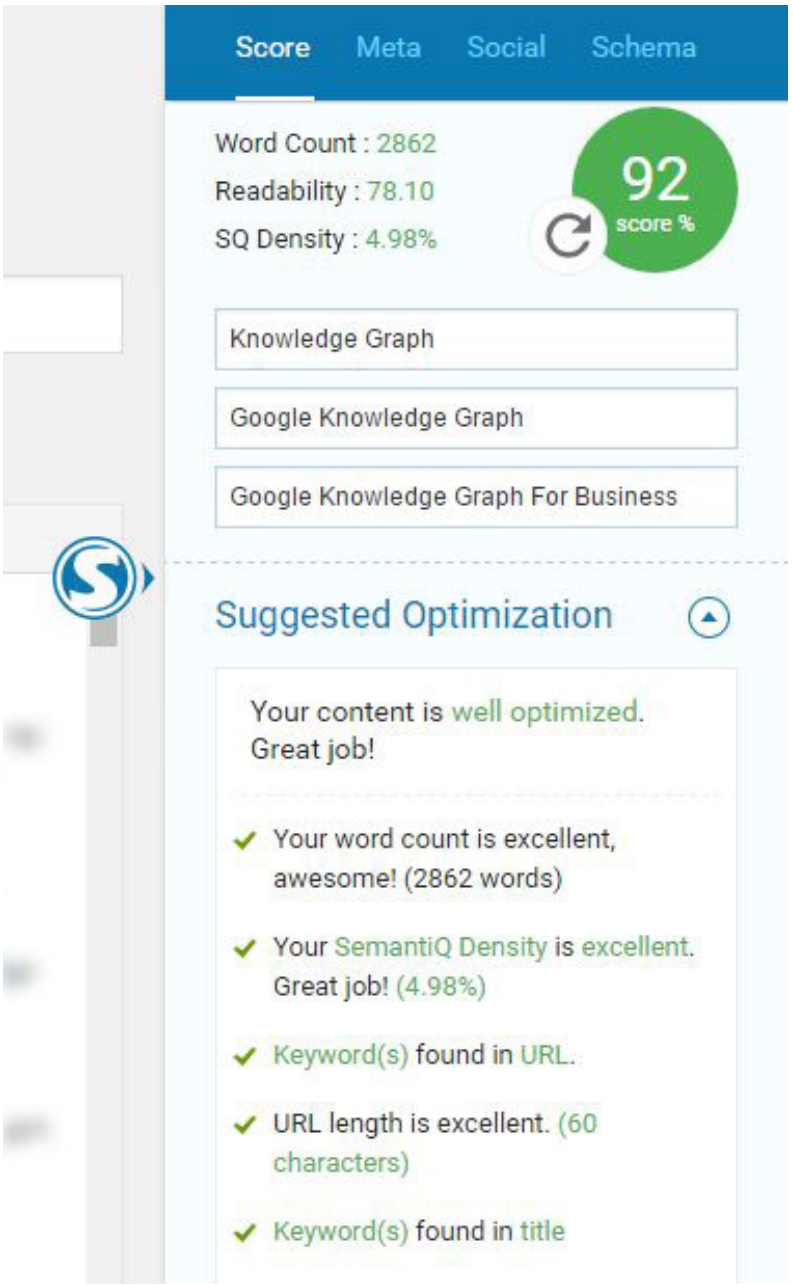
  According to SEOPressor Connect, there were also **a few other things that we have to fix** in order to get a better SEO score. Although it is true that your content will get a higher chance to be ranked if you have included your targeted keywords in the content (H2 and H3), but too much of it is not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

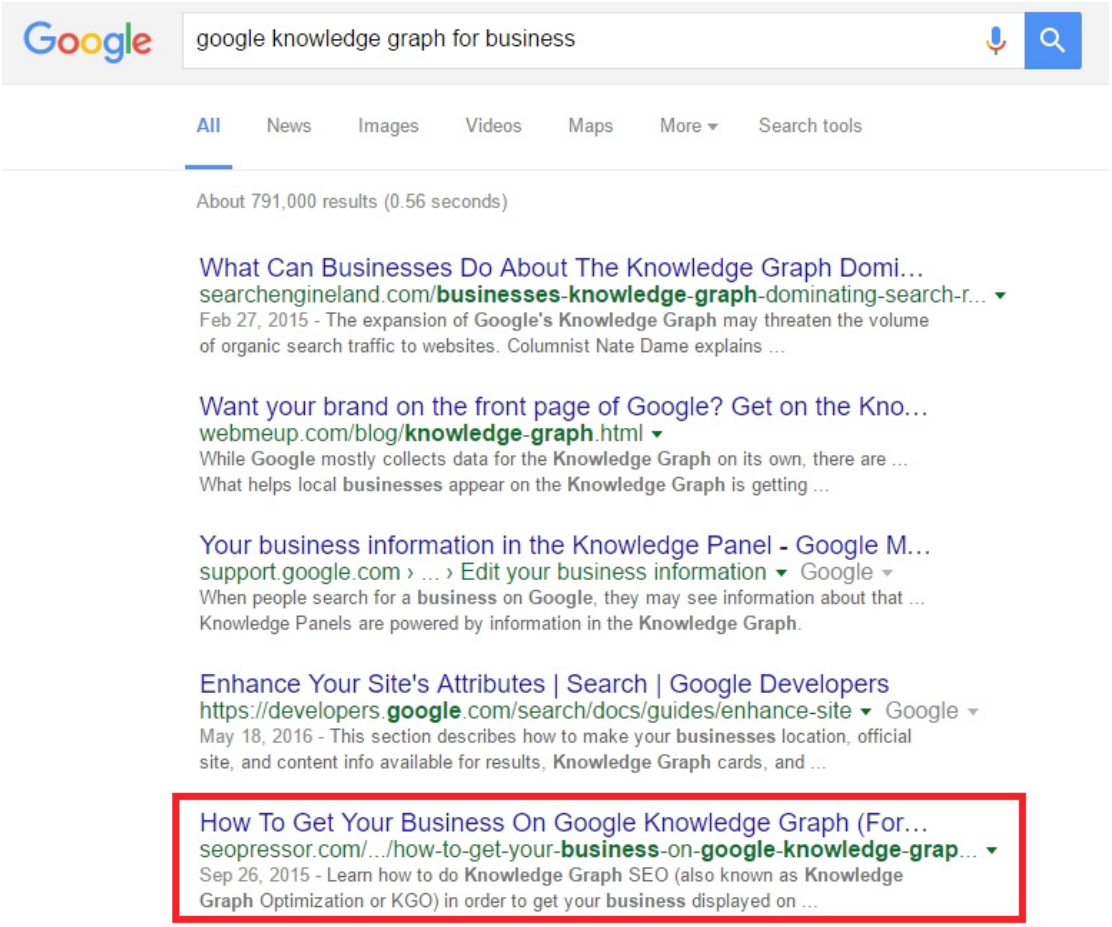
Now after optimizing the on-page SEO, we also further improved our title by adding “How-to” element to the title.

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'*.



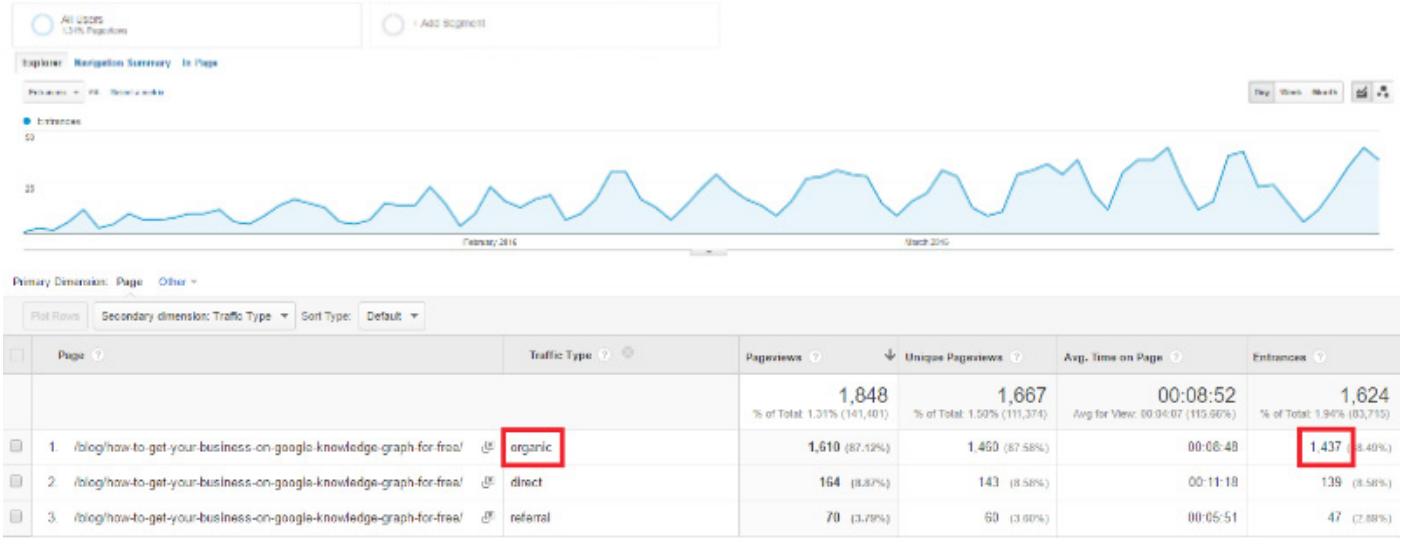
This has proven that not only creating an effective headline is important, but optimizing the on-page SEO is equally important as well.

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).



Page	Traffic Type	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
		1,848	1,667	00:08:52	1,624
1. /blog/how-to-get-your-business-on-google-knowledge-graph-for-free/	organic	1,610	1,460	00:08:48	1,437
2. /blog/how-to-get-your-business-on-google-knowledge-graph-for-free/	direct	164	143	00:11:18	139
3. /blog/how-to-get-your-business-on-google-knowledge-graph-for-free/	referral	70	60	00:05:51	47

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

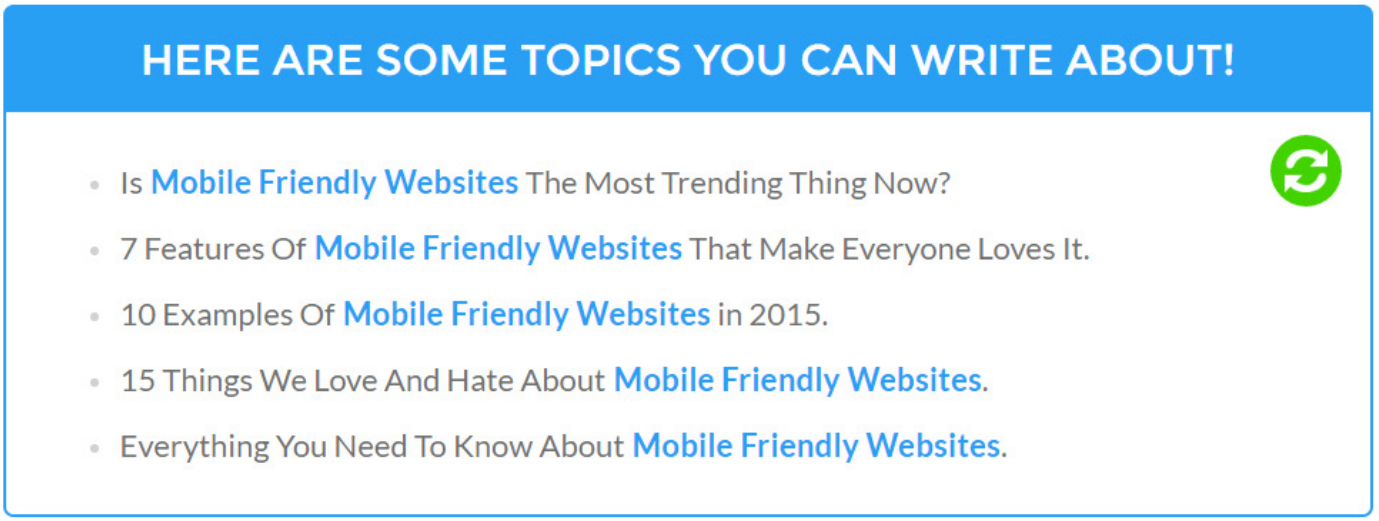
Remember, audiences will firstly look at your headline on Google Results Page before they decided to click on your site. This is why including your targeted keyword in the headline plays a huge factor for your source of traffic.

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:

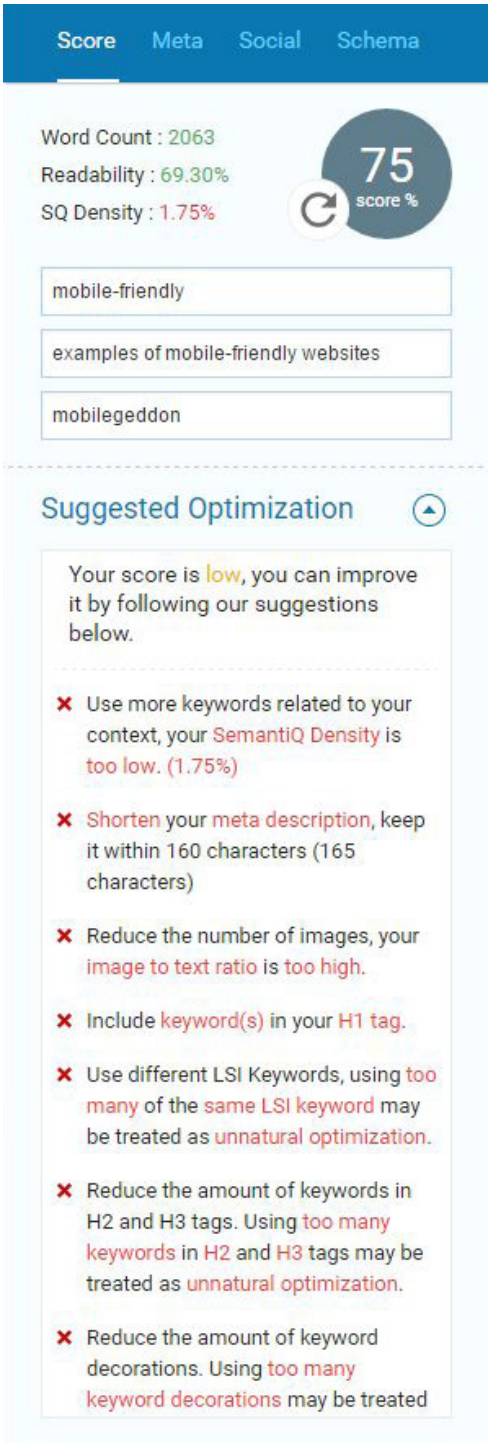


After analyzing the few titles generated, the title that we picked was "*10 Examples Of Mobile Friendly Websites in 2015*".

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.



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.**

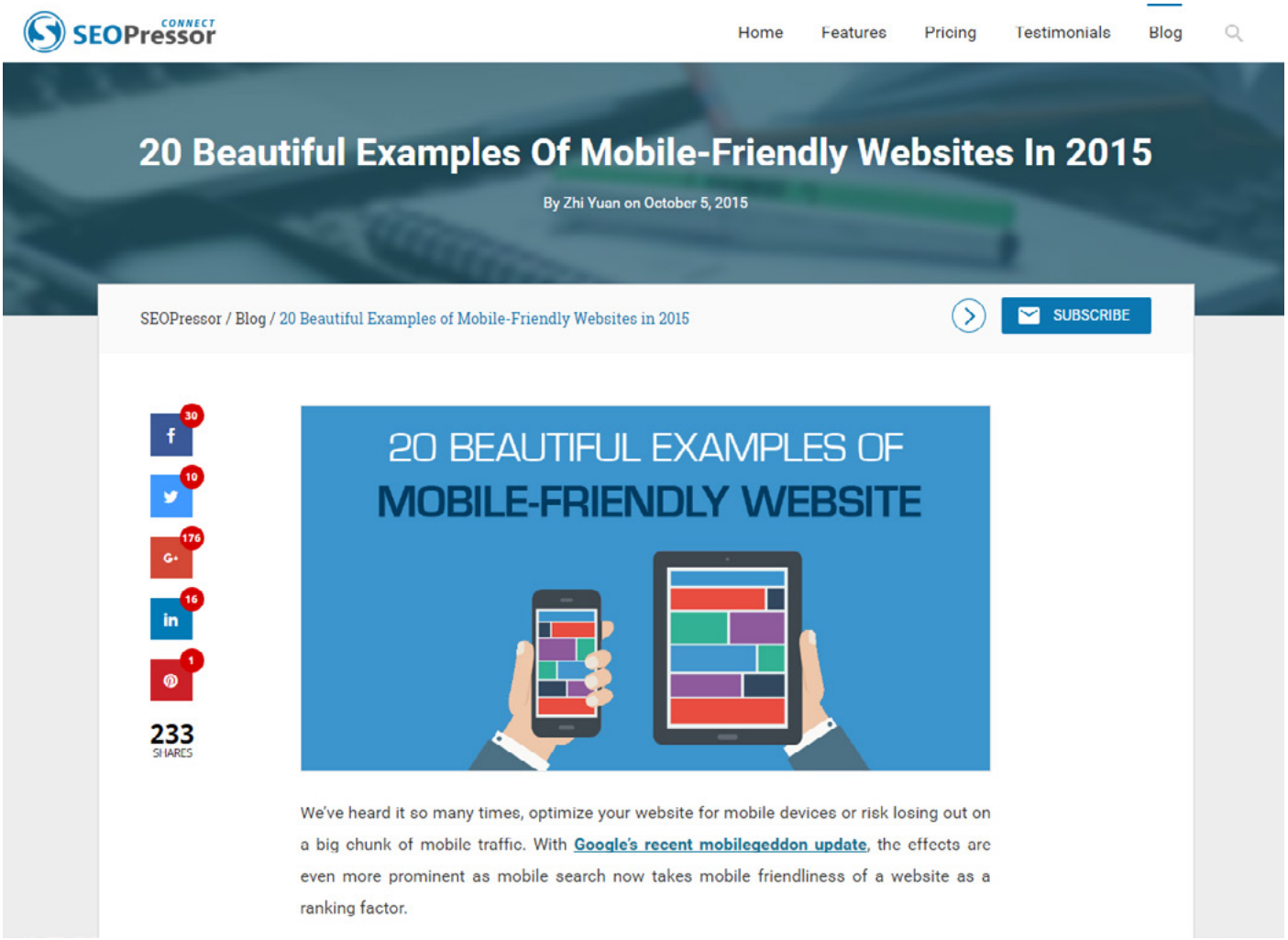
  Although studies have proven that readers process information through images better than words, we shouldn't have included too many images too. If we're only showing the examples of mobile friendly websites, users can't understand the message that we're trying to deliver except that we're just showing 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.**

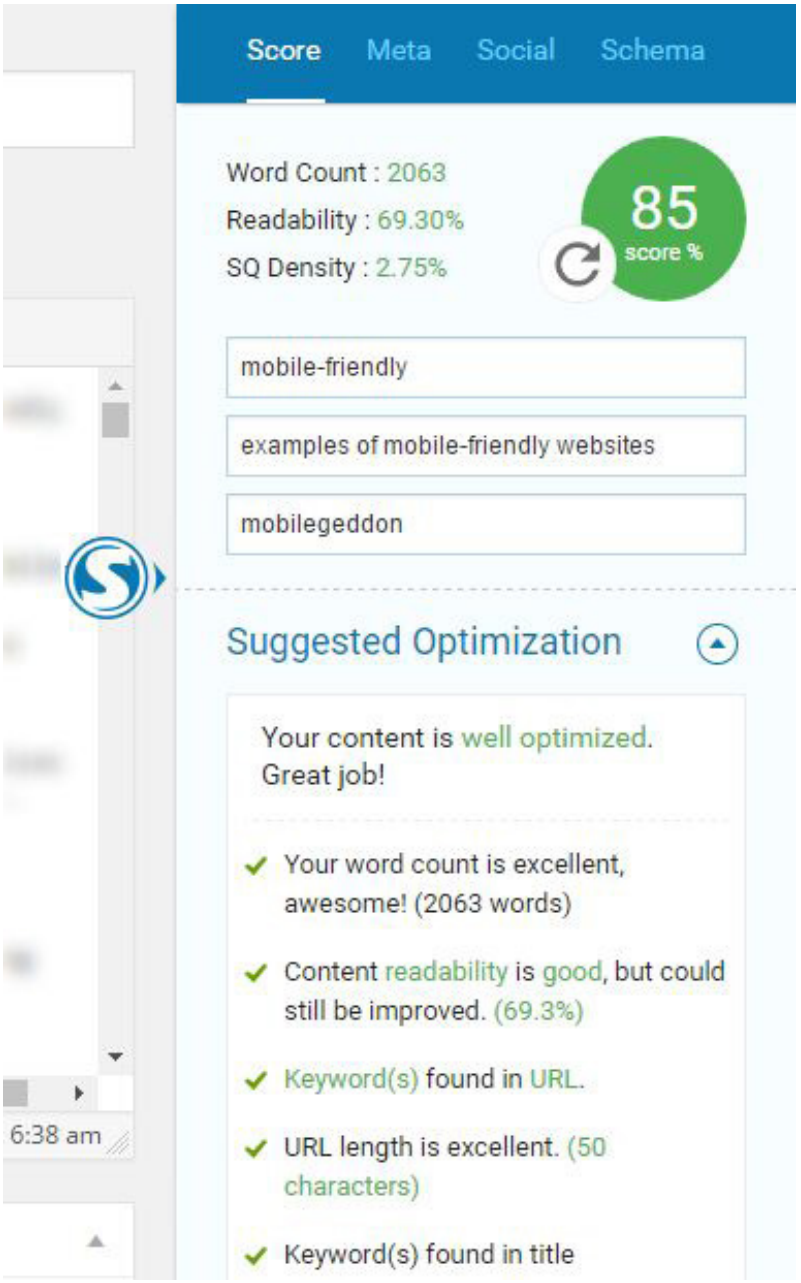
  Keywords in the content and meta description are one of the factors that Google looks at when ranking a content. We have to always be alert on what we have included in the content, whether it is the keyword, word count, or images. Too little or too many of them will bring no good to our site.

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.



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

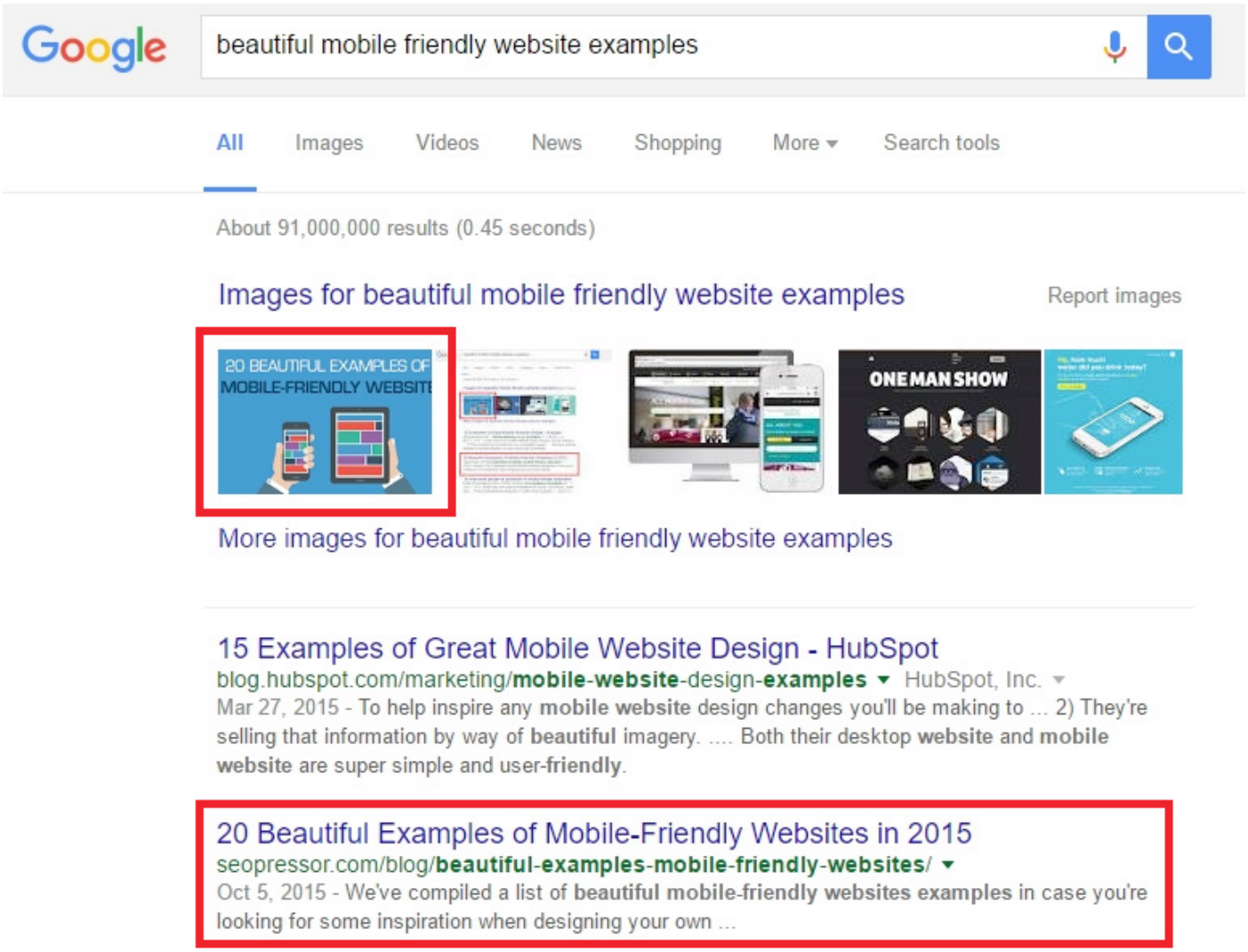


Our SEO score has **improved from 75% to 85%** just by following the suggested optimization from SEOPressor Connect.

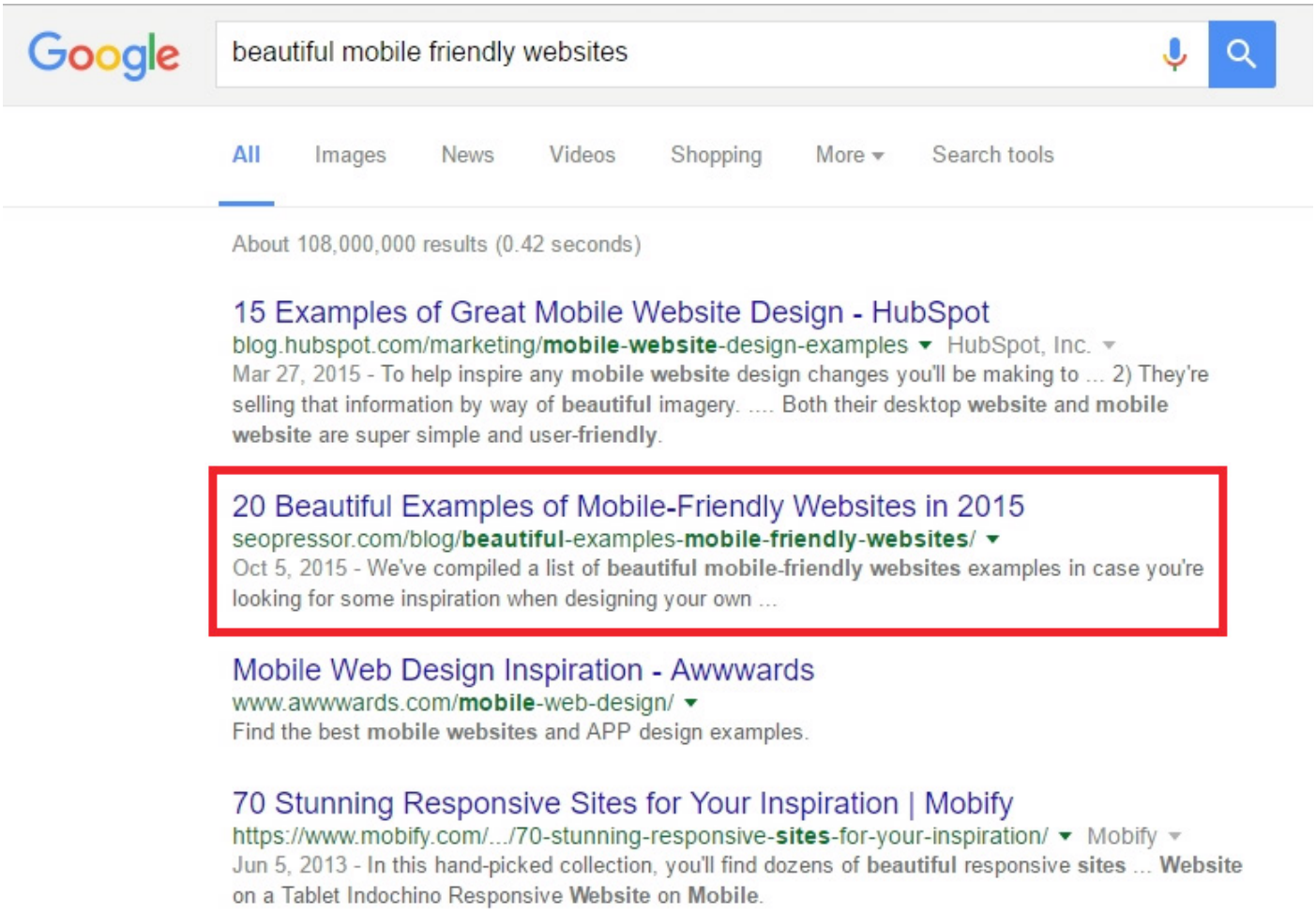
Even better, we found out that the results of this blog post is slightly different compared to the Google Knowledge Graph blog post. The title and on-page SEO that was revised based on **SEOPressor Connect not only get us ranked for one keyword, but multiple keywords**!

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.

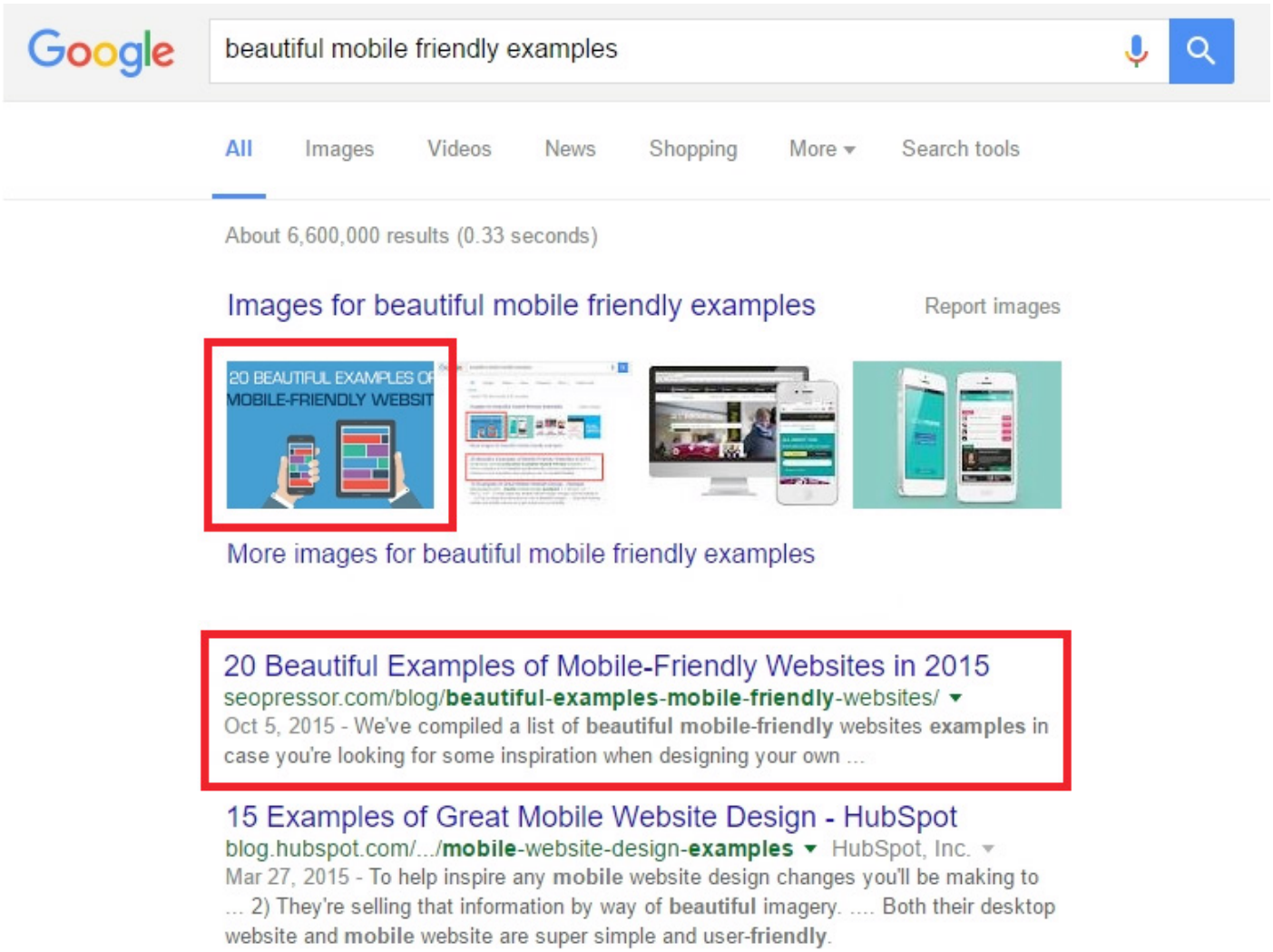
Not only we get to be **ranked 1st** for the keyword '*beautiful mobile friendly examples*', our featured image is also ranked on Google image search.



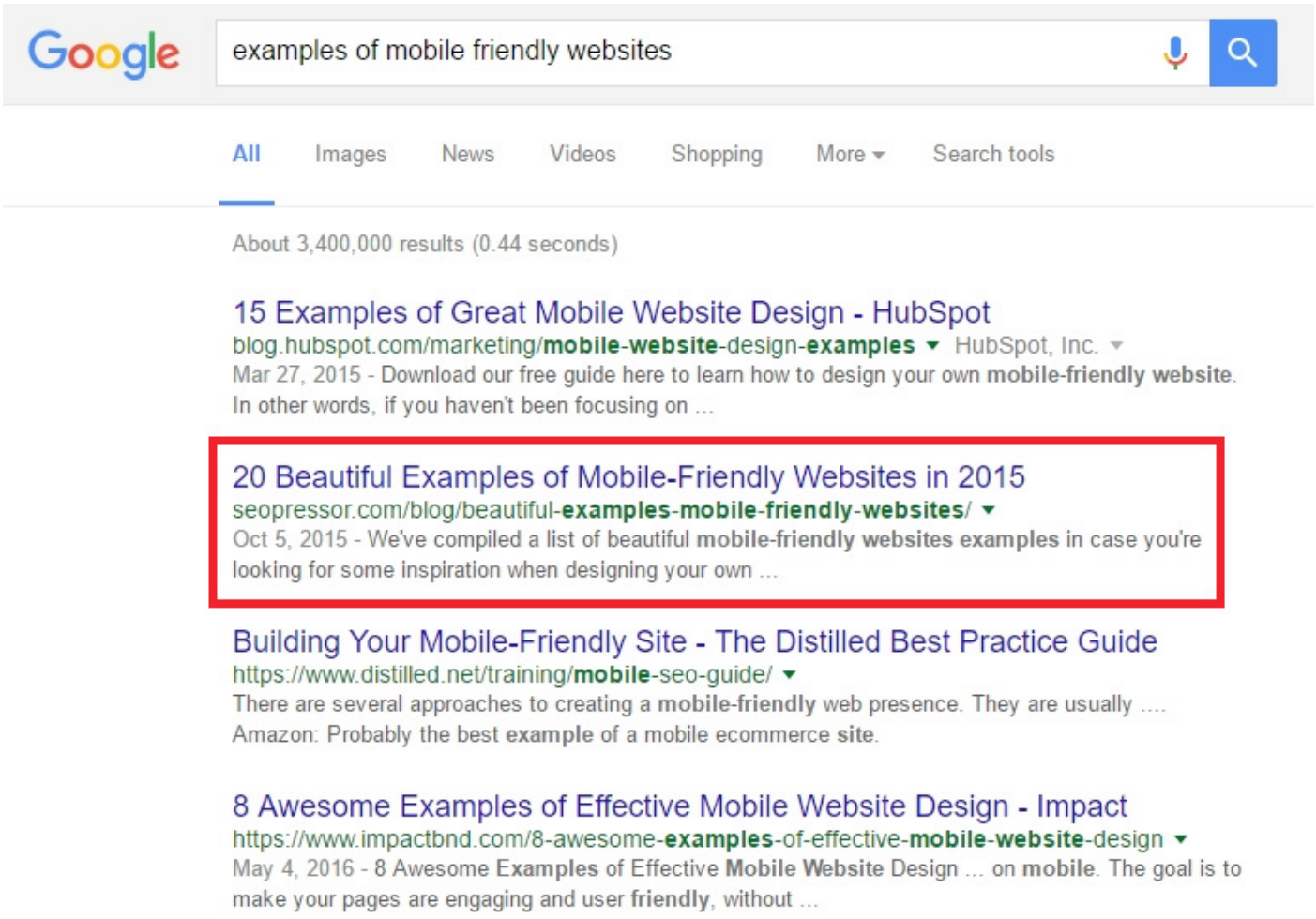
2 spots in the first fold of search results page.



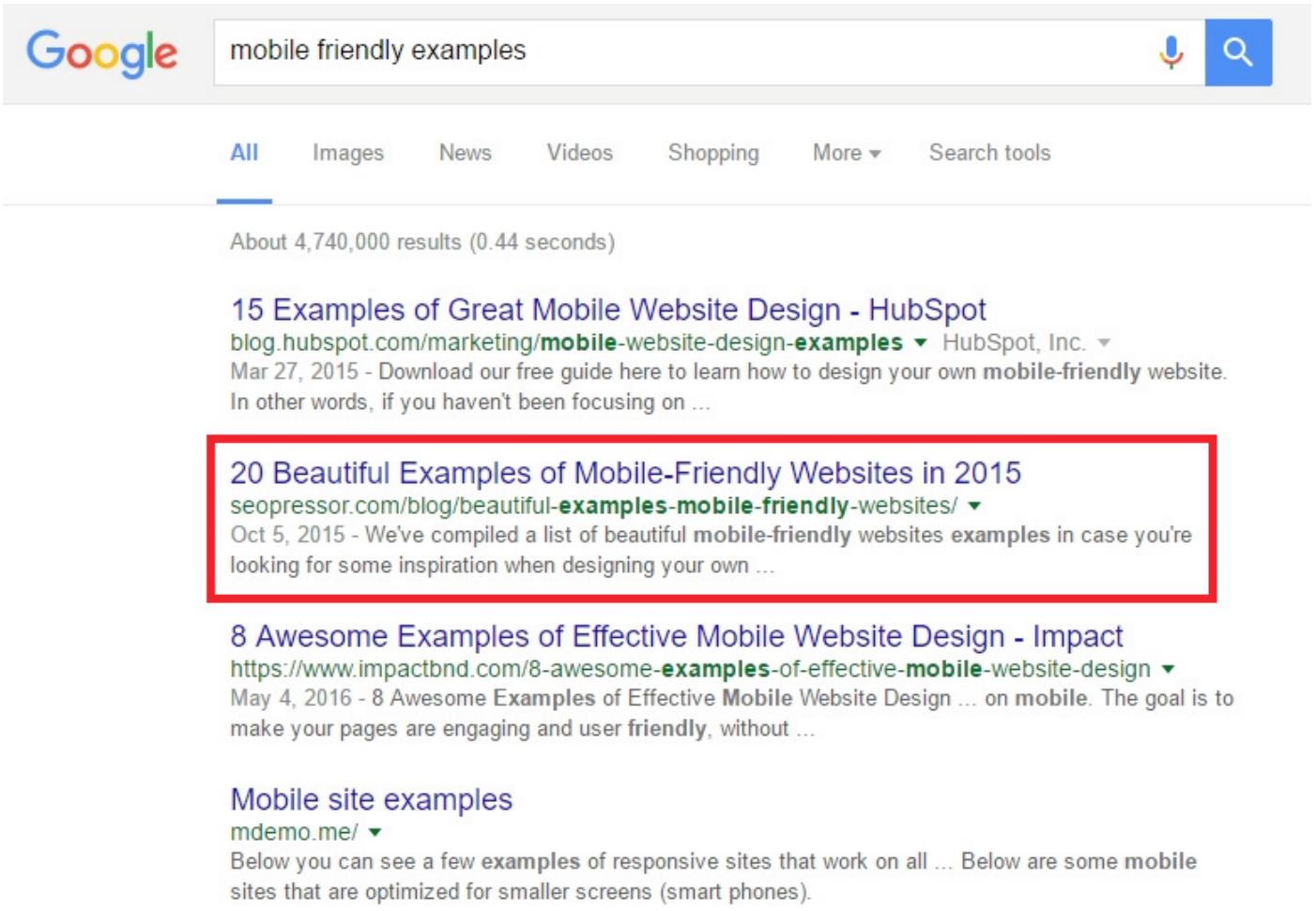
We're also ranked 2nd for our secondary keyword *'beautiful mobile friendly websites'*.



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



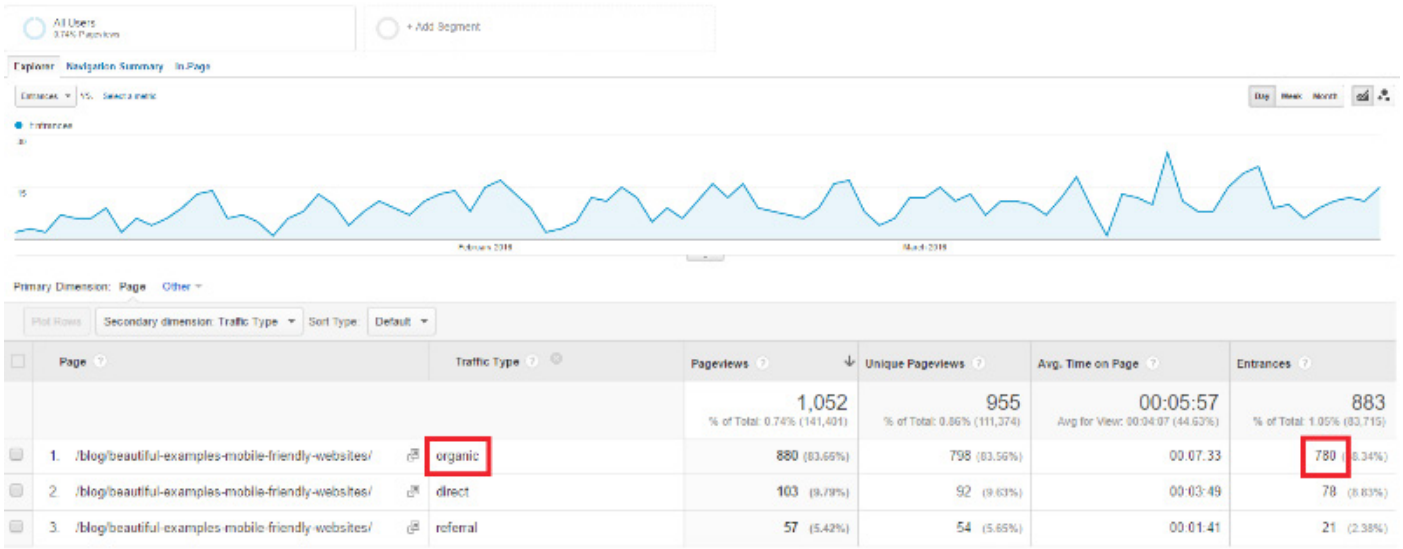
And another keyword, *'examples of mobile friendly websites'*.



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

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.



Page	Traffic Type	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
		1,052	955	00:05:57	883
1. /blog/beautiful-examples-mobile-friendly-websites/	organic	880	798	00:07:33	780
2. /blog/beautiful-examples-mobile-friendly-websites/	direct	103	92	00:03:49	78
3. /blog/beautiful-examples-mobile-friendly-websites/	referral	57	54	00:01:41	21

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.

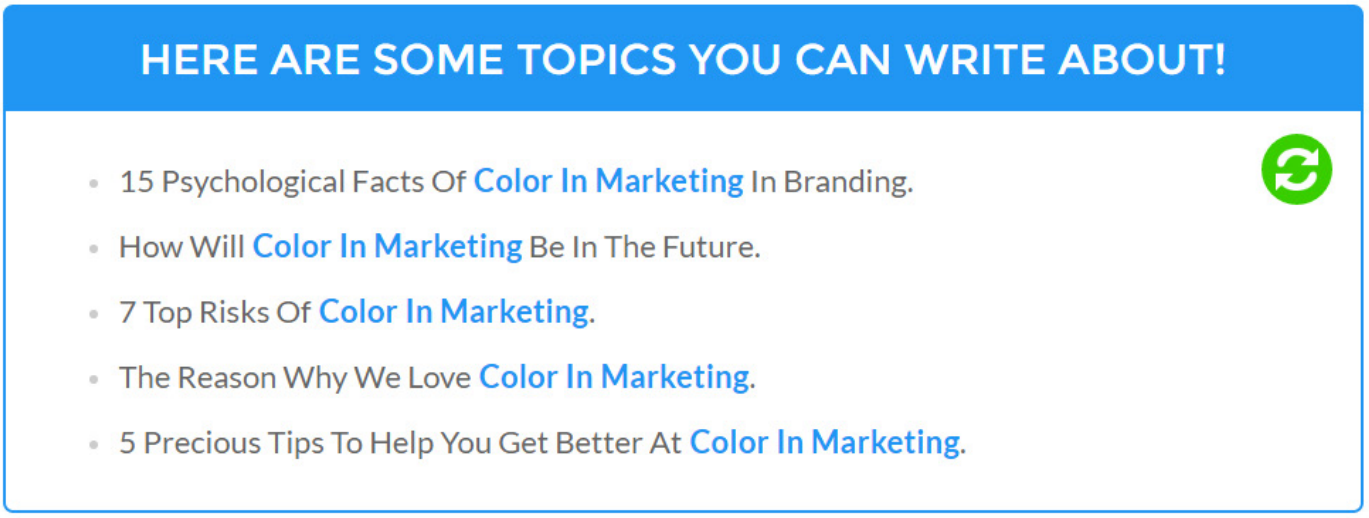
The suggested optimization is really useful because it helps to optimize our on-page SEO. In this way, we stand a higher chance to be ranked on Google.

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:

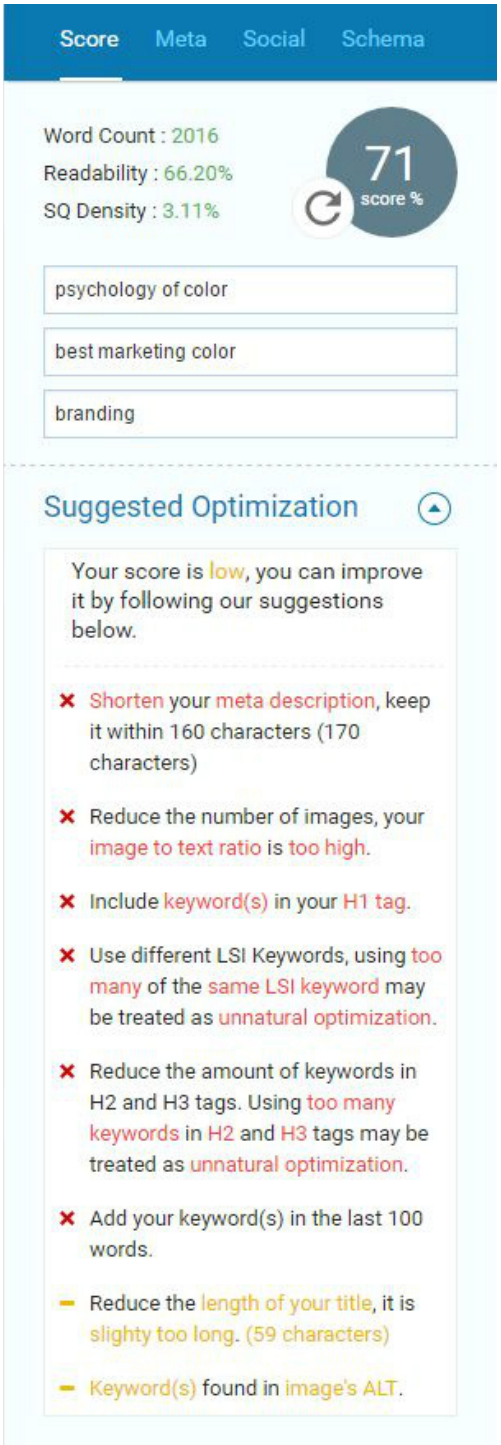


In the end, the title that we picked was "1*5 Psychological Facts Of Color In Marketing In Branding*". But instead of "*Color In Marketing In Branding*", we changed it to "*Color In Marketing And Branding*" as it makes better sense.

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.



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.

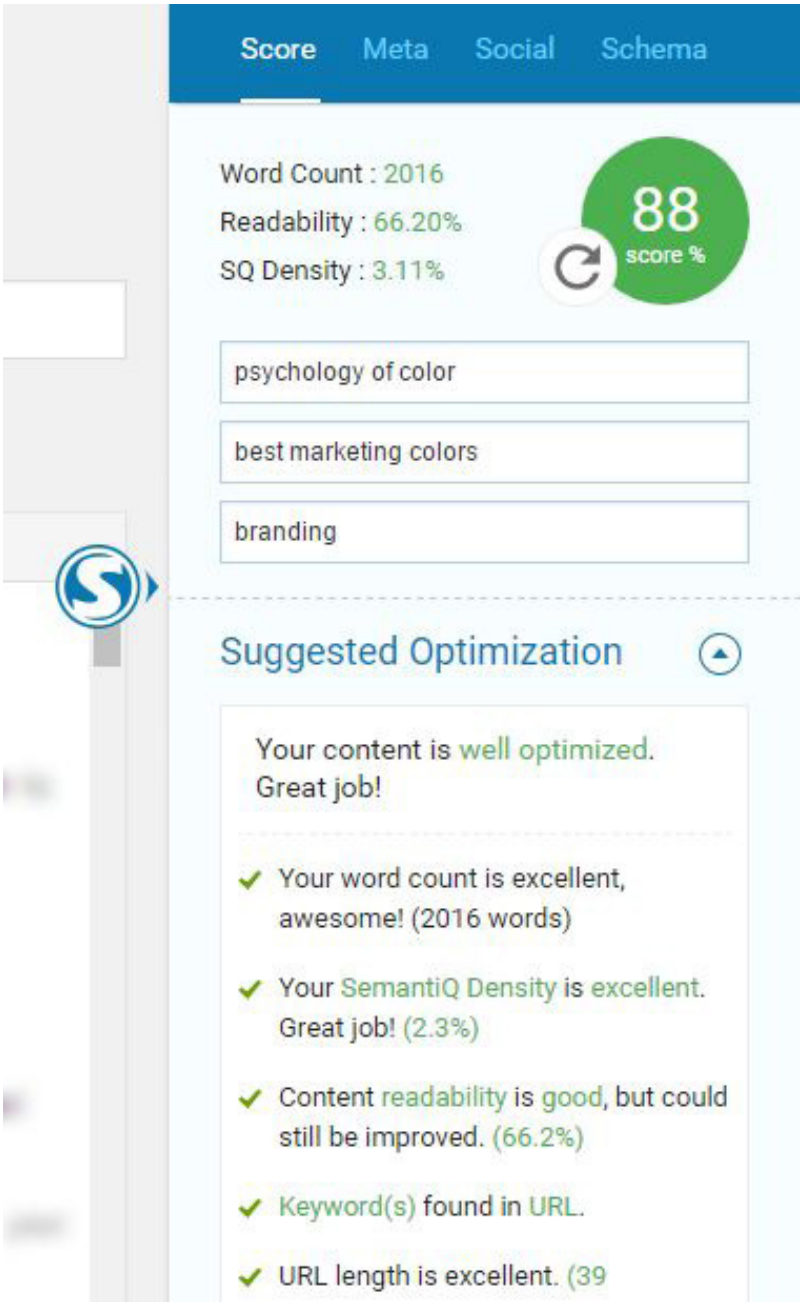
Note:

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*".

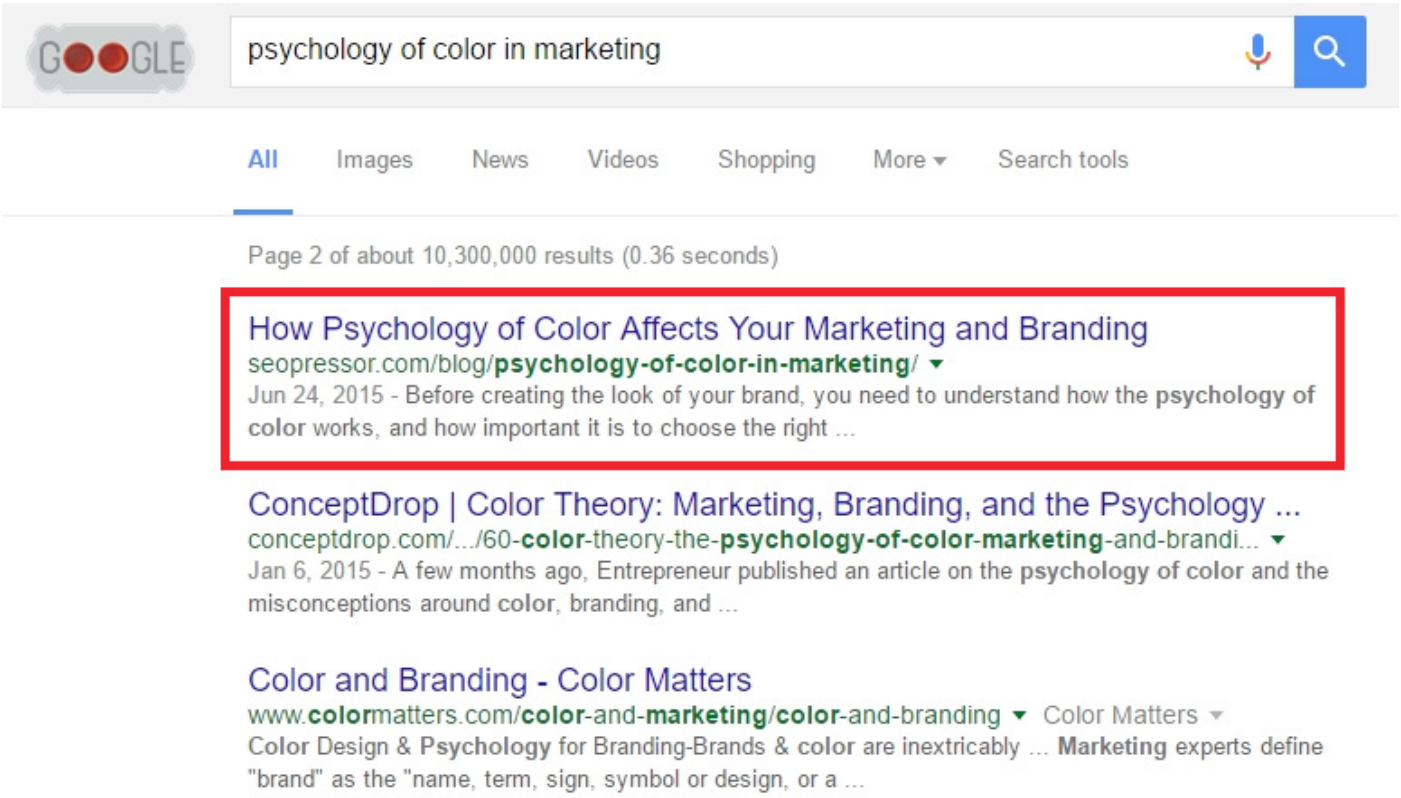
Not only we revised the headline to have SEO value, we also optimized the on-page SEO. This is the latest SEO score that we got:



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

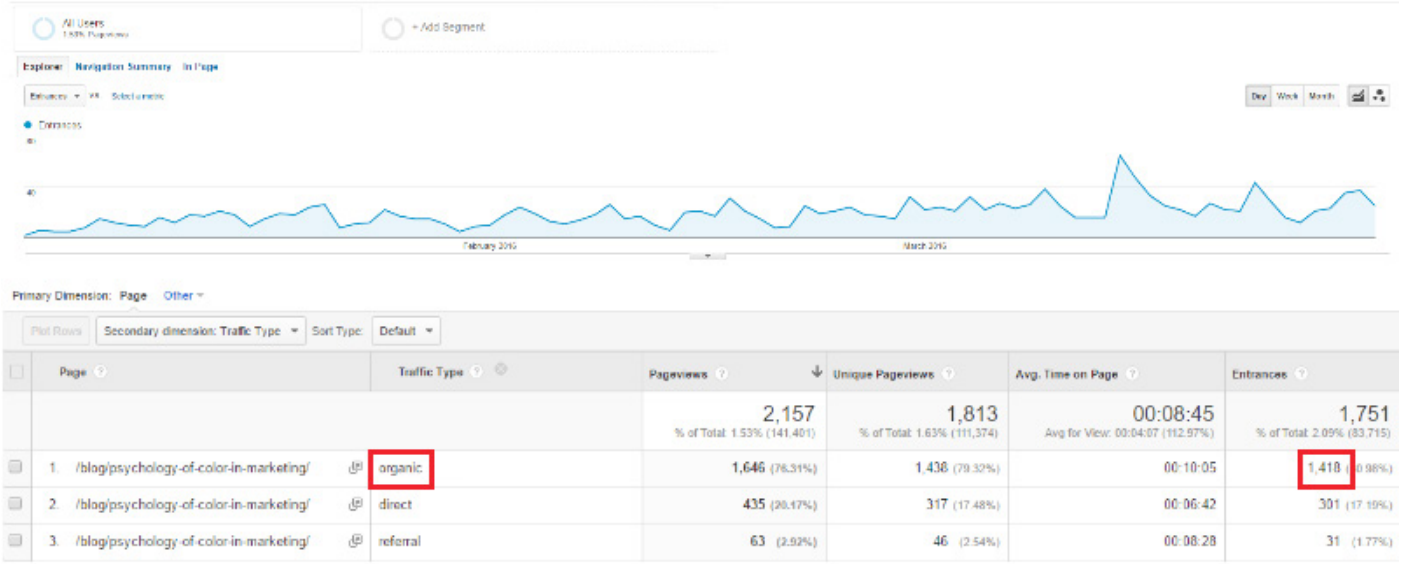
Now that our score has improved so much, what about the blog post ranking then?

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.



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.



	Page	Traffic Type	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
			2,157	1,813	00:08:45	1,751
1.	/blog/psychology-of-color-in-marketing/	organic	1,646	1,438	00:10:05	1,418
2.	/blog/psychology-of-color-in-marketing/	direct	435	317	00:06:42	301
3.	/blog/psychology-of-color-in-marketing/	referral	63	46	00:08:28	31

Surprisingly, the traffic generated by this blog post has higher entrances compared to the 2nd case study. This could also 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