

068 - Scale Traffic from Long Articles

Gert Mellak 0:00

What does it mean if Google ranks your site between pages three and five approximately? It means that your site is still one of the best page or your article is still one of the best pages Google can find on the internet for the respective search query, one of the 50 best probably out of probably hundreds of 1000s, or even millions of search results they could be shown. So your article isn't bad at all. However, your article might just not be what clients are looking for, what users are looking for. And very often, the reason is because users are looking for an article that just deals with their search topic they are looking for, and not an article that has a little bit of a subsection that possibly touches upon these articles term.

SEO Leverage Podcast Intro Music 0:50

Welcome to the SEO leverage podcast, where we talk about search, marketing, and conversions.

Gert Mellak 1:00

Welcome back to Seoleverage.com. Gert Mellak here. And this is Episode 68, where we are going to talk about how to scale traffic from long form articles. Whenever I audit a website, and quite a few websites every week, I find one thing that many of these have in common, it's the 80-20 rule, the Pareto principle that says 80% of your traffic are going to come from 20% of the pages. When we check out those pages in detail. Very often, we identify some long form content that seems to be ranking for literally 1000s of keywords at times. But those articles very often are stagnant. And many of those 1000s of keywords don't really rank on page one, so they don't do absolutely anything for their website's traffic. Now before I tell you what we think you could be doing about those, if this is the case for your site, let me just ask you to share this episode, or subscribe to this podcast on the platform, wherever you are Spotify, iTunes, Stitcher, wherever you listen to this podcast, subscribe, and make sure that you download the episodes. I try to share a lot of tips here that are based on my discussions and the strategic advice we give some clients of ours. So stay tuned and listen to these short episodes, they're going to help your site grow. And if at any stage, you would like to have a chat with me, just head over to Seoleverage.com and book a free consultt with me and we check out your site together. Now these stagnant sites we were talking about. These long form articles, they very often can't even grow any further. What we really suggest here to do is to analyze which keywords are ranking not on page one, not necessarily on page two, but those that are ranking on page three to page five of Google. What does it mean, if Google ranks your site between the pages three and five approximately? It means that your site is still one of the best page, your article is still one of the best pages Google can find on the internet for the respective search query, one of the 50 best probably out of probably hundreds of 1000s, or even millions of search results they could be shown. So your article isn't bad at all. However, your article might just not be what clients are looking for what users are looking for. And very often, the reason is because users are looking

for an article that just deals with their search topic they are looking for, and not an article that has a little bit of a subsection that possibly touches upon these articles this term. So very often, when you pick a term from page 3-4-5 of Google and create an entirely new article that's SEO optimized out of it, then you are going to get those rankings. And a little bit of a bonus tip here. Make sure that your long form article links internally to this new article you just created to tell Google, Look, there is a specific article on this topic, you're already ranking this long form one. So check it out. And probably four out of five cases, at least Google is going to switch and give this new shiny article a very quick page one ranking. Let me know in the comments of this podcast or by email at info@SEOLEVERAGE.COM. Whether you found this useful, and if there are any other things you would like to know from me, I'm happy to touch upon those on the podcast as well. You can find all podcasts including a written version about them on SEOLEVERAGE.COM/podcast and when you're there don't forget to download our free book from the book section. My name is Gert Mellak. Thank you for listening.