

114 - The Top-Down Focus

0:00

Imagine you've come to a page that's really long 5000 words article. Are you really going to scroll down to see if they answer your question somewhere down below. Or wouldn't it be easier to just swipe back and click on a different search result to see if you can find an answer quickly and easily there? And those are really two important words these days. Quick and easy. How quick can you give an answer to a user? How easy can you make it for them to find the answer or find what they're looking for on your page? If you have those things in mind, automatically, you're going to push the important stuff to the top.

0:44 (Intro Music)

Welcome to the SEOLEverage podcast, where we talk about search, marketing, and conversion.

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Welcome back to SEOLEverage.com, episode 114. And today, I would like to talk about the top down approach. And before I go a little bit deeper here, I want to make sure that you know that over at SEOLEverage.com/podcast, we have a summary of almost all episodes, I guess this is 114, where you're going to find the show notes and any resources that might be mentioning in this episode. When it comes to content, one of the most important questions I get asked is, How can I create content that actually ranks well on Google?

1:29

Now the answer isn't as straightforward as somebody might think there isn't a number of words, I could mention, there isn't a secret hack you could use that's always going to get you to the top, obviously, because otherwise everybody would be doing it. However, we see across pretty much 40 projects I think we work with, or at all times, certain tendencies, certain trends. And one of those is definitely this top down approach I want to discuss today. I need you to think about two elements here at the same time. On the one hand, I want you to think of a user come to your website with a particular question or search query they just typed in, so to have a certain expectation.

2:16

And also at the same time, think of Google who might also see this page, and is also going to process it, neither the user nor Google are going to open up this page and process somewhere in the middle or towards the end, both are going to start processing or reading or skimming this page from the top down to the bottom. It's like when you're in the supermarket. And they have those multi layer or multi level storage elements in there, they are going to put those items that they most want to sell at the height of your eyes, the same way as they're going to put sweets and toys at the height of children's eyes.

3:04

Because everybody starts pretty much from their top, scrolling down or looking down. And the same holds true for how webpage should be structured, the most important things should be on the top. And then you can gradually go deeper and explain things etc. But both users and search engines are going to expect to find the most important things at the top. And it just makes sense. Imagine you're browsing with your phone, you type in a search query, you're searching for an answer. Imagine you come to a page that's really long, 5000 words are the key or you're really going to scroll down to see if they answer your question somewhere down below.

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Or Wouldn't it be easier to just swipe back and click on a different search result to see if you can find an answer quickly and easily there. And those are really two important words these days quick and easy. How quick? Can you give an answer to a user? How easy can you make it for them to find the answer or find what you're looking for on your page? If you have those things in mind, automatically, you're going to push the important stuff to the top. Sometimes, however, it's not going to be possible to give an entire explanation on the top. In those cases, what I tend to recommend our clients is to at least make sure that we indicate where the answer on the page is located.

4:35

Wikipedia has been doing a really good job here for 20 years. And a few years back SEO industry started to copy them just because it was the most user friendly way to handle this. And I'm talking about an on page table of contents. You know when you search something on Wikipedia, they give you a table of contents and if you are interested about the history of it specific concept or political party or whatever you might be interested in, you can just click on history and it scrolls you down. This is the same thing I very often recommend for articles in order to rank well on SEO as well.

5:14

They're not only going to rank better, because you now can directly jump to a specific URL indicating a particular section of the article. And Google might even rank this particular section, they are also going to rank better because the user experience signals are better. So Google is going to pick up better signals because they sent they know when people click on a search result, and have a feeling of whether they found what they were looking for, or not just because if somebody doesn't find what they're looking for, they're going to swipe back and click on something else. Again, information Google is going to register.

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So if you think about it from that way, that you say, let's try to make sure that we avoid that people have to swipe back and click on a different search result, what would we need to put in front at the beginning of the article, in order to make sure they stay, they stay for more, they stay engaged, they click through to whatever might be the next step, which would suggest, and this is what I call the top down approach, important stuff comes at the top. And then gradually, we can explore further imagine we give a broad answer on the top and then let people read more

information more in depth information, studies, links, references, examples, case studies, whatever it is, that important stuff, absolutely needs to go at the top. And if there's one thing I always recommend for writing content that actually has a chance to rank, it's always the top down approach.

6:51

If you think this is valuable things like these, we suggest in our consulting every single day, we have an entire software platform developed. That's pretty much a dashboard and a list of suggestions and results tracking. And in this dashboard, my team and myself go in there every single day, adding suggestions specifically tailor made for certain websites situation. And this enables our clients and their teams to always make sure that they focus on an 8020 approach in their SEO. If you want to know more about this, head over to SEOLEverage.com book-in a call with me reach out on the contact and we have a quick chat and see if this program would also be a good fit for you. My name is Gert Mellak. Thanks for listening to SEOLEverage.com