



SMART MARKETING
challenge

5 Steps to Get Your Content to Rank Higher on Google

5 DAY CHALLENGE

DAY 4

let's get smart
ABOUT MARKETING

Welcome to Day 4!

**As part of our 5-Day Challenge, I have an important question for you:
Are you really ready to step up your SEO game?**

If the answer is yes, this next step is going to be critical for you...

For effective SEO, you need more than just keywords in the body copy. You'll also use them in your headings, subheadings, and images. These elements will also break up your content and make it more readable.

Headings

Headings help search engines and readers make sense of your content.

When creating your headings and sub-headings, it's important to use the correct heading style. There is only one H1 header on your page – your main heading. After that, use H2 and H3 headers to break down the sections of your page.

This allows Google crawlers, and people, to easily navigate your page, scan your content, and figure out what it's about.

At a minimum, work your keyword phrase into the main title. Try to get it into subheadings also, but don't force it.

Optimize Your Images

Each blog post you write should have images – either photographs, charts, maps, infographics, or illustrations. Images break up text and make your content more readable and searchable.

Approximately 20% of all web searches take place on Google Images. People find images and then click on the link to see the rest of the page. You can add long-tail keywords to your image tags, titles, and descriptions to help people find your content.

When you upload an image, it will give you the option of naming the image or choosing a default name. You should always opt to name it yourself and include the keywords you're targeting. You can use hyphens to separate words but don't use underscores as Google can't read them.

How many images should you use? Every post should have one, but the more you use, the more it will benefit your SEO.

Welcome to Day 4!

Add Internal Links

Internal links are links that point to different pages within the same domain. In other words, they connect the pages of your website.

Without links, search engine crawlers can't make their way through your site – they'll stop indexing once they reach a dead end. People also use links to navigate through your site and explore related content.

Directing all, or most, of your internal links to one or two specific pages on your site also gives those pages authority, helping them to rank higher in Google.

TODAY'S ACTIONS:

Use the provided worksheet or your own notebook to complete today's action steps:

1. Add a link in your blog post to another page on your site. Choose an important page that you'd like to boost in rank and increase its authority. It could be a product page or your services page.
2. Optimize your title tags, meta description, and images with your long-tail keywords.

Day 4 Worksheet

1. Add a link in your blog post to another page on your site. Choose an important page that you'd like to boost in rank and increase its authority. It could be a product page or your services page.

Blog post

Page to link to

Link to add

Day 4 Worksheet

2. Optimize your title tags, meta description, and images with your long-tail keywords.

Title Tags

Meta Description

Images