SEO Intelligence Agency

14 "White Hat" Tips To Rank Authority Content
Fully Tested and Vetted
August 2016

TheINTRO

Hi there "Authority Content" lovers and fans of David Jenyns!

I, too, am a fan and that is the reason I am pulling these test results out of our vault to give to you for getting his book!

I broke it down into three areas:

1. The Article (your content)
2. The Website (where you put your content)
3. The SEO Tricks (SEO magic, take it or leave it ;-)

I will cover each area in an executive summary type of manner, then give you one of our full tests in the appendix that shows you how we (the SEO Intelligence Agency) came to these conclusions.

There are a couple ways to conduct SEO test. The two you hear the most of are "case studies" and "correlation studies" from other SEO industry insiders, but we are the only ones (that I know of) that conduct and publish "Single Variable" tests.

Which means, in a nutshell, we take one possibility and test it in a controlled and isolated environment to either bring back a YES (it helps) or NO (it doesn't help) type of conclusion. Because SEO has so many different variables, we feel this is really the only conclusive way to scientifically prove what is actually working and what is not.
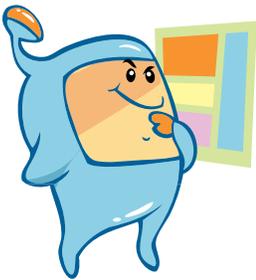
I hope you enjoy it.

cheers,
Dori Friend :-)

Hi

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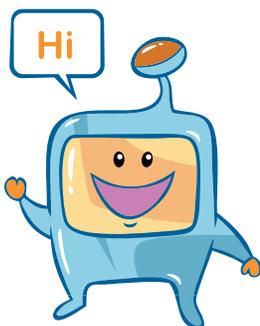
theCONTENT

Assuming this is an article/blog post.

Article Length: 1300 words is the sweet spot we found, but please don't let that pin you into a box. Google typically likes longer content so do what you need to do to get the job done for your readers!

Images: Most people will tell you to use original images, we even did many tests on how to make a stock image be unique in the eyes of Google.

Kyle, our Test Director said, "ya know, we might be putting the cart before the horse here, we need to test "stock images vs original images" and see which one Google prefers.

And, to ALL of our amazement, it was stock images. But please, spare us the cheesy ones you can get in Google images, go ahead and pay for some decent stuff that makes us want to read your content.

About the quantity of images: In an article of 1300-1800 I have "heard" that it is best to use 8-10 images (or videos) for best ranking, but have to be honest, we haven't tested that so please take it as what it is. Hearsay. At the end of the day you want your images to be eye candy for your readers so do not throw in images just to throw them in.

Title: Your title is the absolute most important on page factor. If you want to rank, your best bet is to place your keyword (or keyword phrase) IN your Title!

Most SEOs will tell you to place it in the beginning of the title, but we DID test this and the keyword at the end of the title won out. I think this may be a new tweak to Google's Algo because I was one of those that would have told you to put it in the FRONT of your Title!

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Also, we tested the number of times you can put it in the title, as I had "heard" that more than once would penalize me, but it doesn't. Two times is fine.

Keywords: Since we have started to talk about keywords in your title, let's now talk about other places you can put them. There are 10 places on a webpage you can put keywords, and 7 of those are in your Article so lets start there and then finish up the others when we get to the website section.

1) Title is the MOST IMPORTANT (as mentioned above)
2) H3 tag
3) In the body of content
4) H2 and then H4

When we tested this, pages that didn't even index into Google's results were "italic in content" and "bold in content."

LSI vs Keywords: Our test goes into detail on what LSI is and how we conducted this test, but the conclusion is, that the pages with more keywords won.

So our advice is, while everyone will tell you to put your keyword in once and then introduce LSI keywords into it we say, yes, write normally and not worry about LSI because it will get in naturally if you are writing good content but be SURE to get your keywords in that you want to rank for!

Also, use our tips about where to put them in the Website section.

Authority Citations: Other SEOs will tell you to LINK to authority sites in your article, and we absolutely agree, but guess what. A page with just the citation, meaning just writing the URL out without the actual hyperlink will out rank a page that doesn't have authority citations.

This may be more of an advanced tactic to sculpt your juice in your site so go ahead and make it a link if this doesn't make sense, but be sure to mention someone ELSE of authority (in whatever industry you are writing about) in your article, Google likes it.

theWEBSITE

Assuming this is your own website and probably a "page" or "blog post."

Keywords: Let's just get to that first as I gave you a couple of places to put your keywords in your article, mainly your Title!

Now I want you to make your Title of the page your H1 (header) of your page as well. If you are using WordPress, this will automatically happen so don't worry about it.

When Kyle had shown a room of SEO experts that his tests came back that the Title AND the Header (H1) should be the same, we were ALL (including me) were blown away because of the over-optimization penalties Google had been giving out at the time. And it could swing over to needing to be different at some point, but for right now, make them the same.

BlogRoll Butane: Now here is a GREAT SEO tip that I have used over and over again for the pages I really want to rank. I create a "blogroll" link from my homepage (where blogroll links naturally are on a blog) to the page I want to rank, using the Title (and header) of that page as the "anchor text" to the link.

And if you aren't using a blog, you can use a footer or menu link and actually, top menu links DO carry the most juice, so think about that as well when setting up your site.

URLs: Use SEO friendly URLs of course, and watch out for web building programs that put in extra categories in your URL. Unless the category name itself contains part of the keyword phrase you are trying to rank for, then get rid of it!

So in most cases, this is the structure you want.

domain.com/category/page-title <—no
domain.com/page-title <—yes

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Schema and Open Graph: I know, I know, you are like, what? lol These are two types of website protocols that Google LOVES because it really does help them better know what your site and page is about. Hire someone from Upwork.com to put them on your site as they are proven to be ranking factors that not many people use so YOU will have an advantage by using them!

Lean Code: And while you are at Upwork.com, hire someone to look at your code to make sure it is as lean as possible. It IS actually a ranking factor and lean code will out perform bloated code, (no matter how fast your page loads)

Social: I don't think there is anyone in the industry that has tested this like we have, and the bottom line as of today Aug, 2016, links and likes from Facebook and Twitter are NOT factors unless they are SHARED!

So, social SHARING is incredibly important!

Date Refresh: Another little insider tip. Go back to your page and make a little change, even a one word change and click update (if in Wordpress) so the date changes as well. This makes your content look fresh in your readers AND in Google's eyes. Do it! It works!

theSEOTRICKS

Ok, this is where I could go all Black-Hat on ya, but since David is a White Hat guy I will keep it clean and to the point. ;-)

Links are STILL THE Most Powerful and important ingredient in the SEO equation to rank on Google. How you get those links and remain within Google's Guidelines is under a lot of debate and interpretation.

I consider anything you "try and rank" would be what Google considers against their terms and conditions as it is YOU trying to "manipulate their search engine." I mean, DUH!

But I regress. ;-)

BUILD GREAT CONTENT is the **BEST** advice for the long haul. *(But yes for those of you who want to know more "opportunistic" tricks that would scare the pants off of David, then come see me. lol ;-)*

That's it for me today. I hope you enjoyed the read and got a lot out of it because believe me, those tests to GET that data took months of hard work. (Yes- months!)

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