

Basics of Search Engine Optimization & Content Creation in CRM

Lecture Title: Tutorial 1



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TUTORIAL 1

Back-Link Building:

The **Skyscraper Technique**, coined by Brian Dean of Backlinko, is a link-building strategy that involves finding content in your niche that has attracted a significant number of links, creating better content on the same topic, and then reaching out to websites that have linked to the original content to suggest linking to your superior version instead. This method is based on the idea that content creators are always looking to link to the best resources available, so improving upon existing popular content can earn you those links.



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Back-Link Building - Skyscraper Examples:

Ahrefs conducted an in-depth analysis of the Skyscraper Technique by creating an exceptional piece of content on a topic that had already proven popular — "Google's 200 Ranking Factors."

After publishing their more detailed and up-to-date version, Ahrefs contacted sites that had linked to similar but inferior articles.

The Ahrefs guide received a significant boost in organic traffic and earned a substantial number of new backlinks, demonstrating the technique's effectiveness even in highly competitive niches.



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Back-Link Building - Skyscraper Examples:

Health Ambition, a health and wellness site, applied the Skyscraper Technique to increase its organic traffic.

They spotted an opportunity in a popular but outdated post about "juicing for weight loss" on another site. By creating a more detailed, better-researched, and visually appealing article, they positioned themselves as the new go-to resource on the topic.

Their updated post garnered numerous backlinks from sites that had linked to the original article, leading to a marked increase in organic traffic.



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What Is a Squeeze Page?

A Squeeze Page (also known as a “landing page” or “lead page”) is a webpage designed specifically to collect email addresses from visitors.

The “squeeze” name stems from the fact that the page provides limited options, which can “squeeze” an email address out of potential subscribers.



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BACKLINKKO

**CREATE A
SQUEEZE PAGE
THAT CONVERTS
AT 21.7%**

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QUIZ



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QUIZ:

1. What is the importance of keyword research in SEO?
 - A) To increase website speed
 - B) To identify the words and phrases people use in search engines
 - C) To create a better website layout
 - D) To choose colours for your website



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What type of content aims to answer specific questions users might have?

- A) Promotional content
- B) Informational content
- C) Transactional content
- D) Navigational content



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- B) By providing insights into customer behaviour and preferences, allowing for more targeted content creation
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- A) Realtime
- B) Conversions
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- B) To entertain the CEO
- C) To engage and educate a target audience, ultimately driving profitable actions
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- B) Infographic
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- B) The authority of a domain name registrar
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- B) Pay Per Click
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- A) Instagram
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What function does the 'meta description' serve on a web page?

- A) It increases the page loading speed
- B) It serves as a brief summary of the page's content that appears under the page title in search engine results
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What does SERPs stand for?

- A) Server Encryption Relay Protocols
- B) Search Engine Results Pages
- C) Social Engagement Rating Points
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Which HTML tag is used to define the most important heading?

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- B) A strategy involving creating content that surpasses existing content in quality, then promoting it to earn backlinks
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