Basics of Search Engine Optimization & Content Creation in CRM

Lecture Title: Tutorial 1

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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They spotted an opportunity in a popular but outdated post about "juicing for weight loss" on another site.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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QUIZ

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QUIZ:

1. What is the importance of keyword research in SEO?

   A) To increase website speed

   B) To identify phrases people use in search engines

   C) To create a better website layout

   D) To choose better words 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) To make the website look better

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How can CRM data enhance SEO strategy?

A) By slowing down the website

B) By providing insights into customer behaviour

C) By writing content through AI

D) By creating backlinks for more targeted content creation

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What feature of Google Analytics helps understand which channels drive the most traffic?

A) Realtime

B) Conversions

C) Acquisition

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B) To increase profit at all costs

C) To engage and educate a target audience

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A) Blog post

B) Infographic

C) Case study

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B) By increasing site traffic through shares and visibility

C) By changing your site's colour scheme

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A) It involves optimising for natural language queries

B) It is irrelevant in today's SEO strategies

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B) Snapchat

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B) A marketing technique of creating consistent content

C) The practice of making all website with high quality content

D) Marketing content only through email newsletters

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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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B) A keyword that is longer than the URL

C) A specific longer keyword with high intent

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In GA4, what represents user interactions on a website?

A) Pixels

B) Events

C) Sessions

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B) Engagement rate

C) Google Analytics

D) Unique Visitors

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B) Infographics

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B) CTR

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A) Mobile traffic is more complicated than desktop

B) It makes no difference

C) Because Google uses mobile-first indexing

D) People use mobiles more than desktop

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