

10 WAYS TO
IMMEDIATELY
IMPROVE THE
EFFECTIVENESS OF
YOUR CONTENT

JAWFISH

INTRODUCTION

Content production isn't always the best choice for companies.

While you should have a strategy for creating content and targeting new keywords your customers search, it's possible that you can squeeze more value out of your current content.

After all, content optimization and promotion are just as important, if not more so, than content creation.

To help you get started, here are 10 straight-forward ideas you can use to improve the effectiveness of your content.

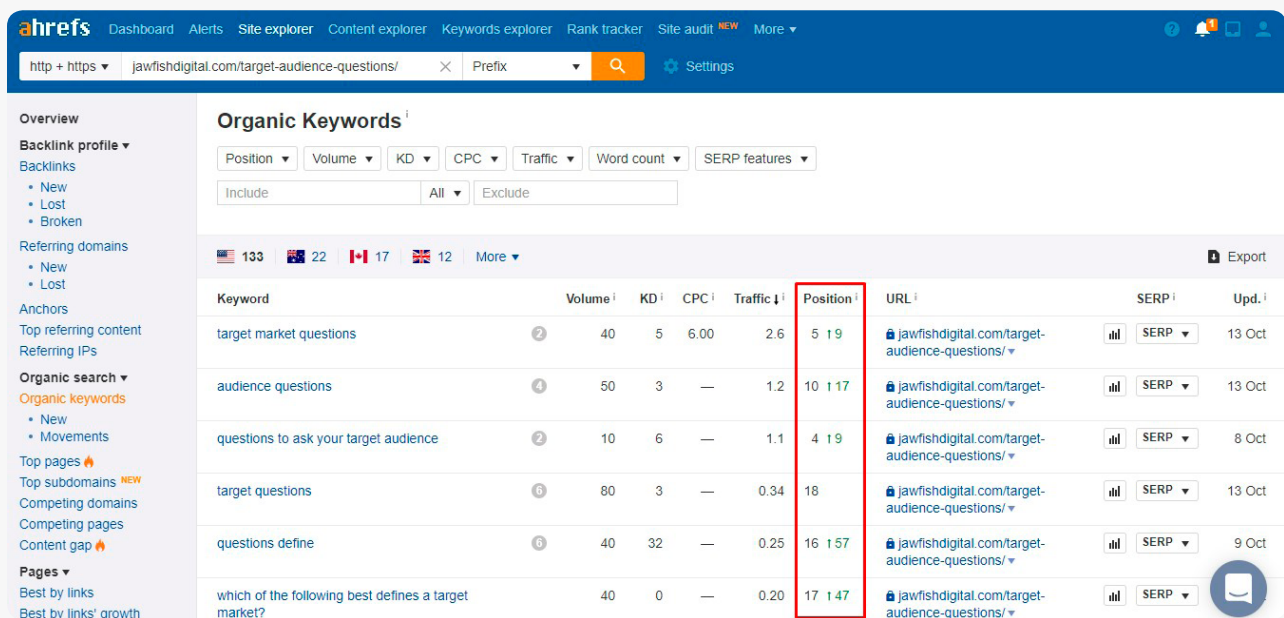
Read: *Rank higher in Google, attract more web traffic, and increase conversions:*

1. OPTIMIZE BLOG POSTS FOR THE KEYWORDS THEY ALREADY RANK FOR

While your blog posts may not rank in the top 10 for the target keyword, it's likely that they do rank for other related keywords that would be less difficult to rank on the first page of Google.

You can identify these opportunities using a tool like Ahrefs.

Simply copy the URL of a specific blog post and analyze the site in the Ahrefs Site Explorer:



The screenshot shows the Ahrefs Site Explorer interface for the URL 'http://jawfishdigital.com/target-audience-questions/'. The main section is titled 'Organic Keywords' and displays a table of keywords that the page ranks for. The table has columns for Keyword, Volume, KD, CPC, Traffic, Position, URL, SERP, and Upd. The 'Position' column is highlighted with a red box, showing values like 5, 10, 4, 18, 16, and 17. The 'URL' column shows the page URL for each keyword. The 'SERP' column shows a SERP icon and a dropdown menu. The 'Upd.' column shows the date of the last update.

Keyword	Volume	KD	CPC	Traffic	Position	URL	SERP	Upd.
target market questions	40	5	6.00	2.6	5 19	jawfishdigital.com/target-audience-questions/	SERP	13 Oct
audience questions	50	3	—	1.2	10 117	jawfishdigital.com/target-audience-questions/	SERP	13 Oct
questions to ask your target audience	10	6	—	1.1	4 19	jawfishdigital.com/target-audience-questions/	SERP	8 Oct
target questions	80	3	—	0.34	18	jawfishdigital.com/target-audience-questions/	SERP	13 Oct
questions define	40	32	—	0.25	16 157	jawfishdigital.com/target-audience-questions/	SERP	9 Oct
which of the following best defines a target market?	40	0	—	0.20	17 147	jawfishdigital.com/target-audience-questions/	SERP	

Using this tool, you can see all of the keywords a specific page or blog post ranks for (it's also helpful for looking at competitor content). You can also view the estimated monthly search volume for each keyword search, the keyword difficulty to rank for that term, and the rank position for that specific page.

If you find a keyword that has a high volume and low keyword difficulty, you can optimize that content around that keyword (by adding it strategically in the body text, headers, alt tags, etc.).

2. USE SHORTER URLs THAT INCLUDE THE TARGET KEYWORD

Websites that use a short URL with the keyword included tend to rank higher than websites that use a long URL.

Example:

Target keyword: "What is content marketing?"

con·tent mar·ket·ing

noun

a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

"social media is an integral part of content marketing"



Translations, word origin, and more definitions

[Feedback](#)

What is Content Marketing? - Content Marketing Institute

<https://contentmarketinginstitute.com/what-is-content-marketing/>

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

75 Content Marketing Examples · Getting Started · The 2017 Content Marketing ...

How to Explain Content Marketing to Anyone

<https://contentmarketinginstitute.com/2017/07/explain-content-marketing/>

Jul 30, 2017 - The concept of content marketing has been around for hundreds of years (see this example from 1672), and the discipline has gained ...

Content Marketing Made Simple: A Step-by-Step Guide - Neil Patel

<https://neilpatel.com/what-is-content-marketing/>

Content marketing is a strategic method of delivering highly valuable and relevant information to a specific audience based on their needs, pain points, and ...

What Is Content Marketing? - Forbes

<https://www.forbes.com/sites/joshsteimle/2014/09/19/what-is-content-marketing/>

Sep 19, 2014 - If you've heard about content marketing and aren't sure what it is and are a bit embarrassed to ask, this post is for you.

Notice how two of the top results have a short URL that includes their website name and the URL of the article that is exactly the target keyword (ex. www.website.com/target-keyword).

While URL length isn't the most important factor to SEO success, it's an easy change to make. Simply go back to your past blog posts, shorten the URL so that it only includes the target keyword, and add a 301 redirect for the old URL to the new one.

3. ADD INTERNAL LINKS

If you have a few blog posts that rank high in Google and bring in a decent amount of organic search traffic, you can further squeeze value out of these posts by adding internal links to your latest content that you want to rank. This will pass along some "link juice" and can help boost your other content.

You don't want to go overboard and link to every possible blog post on your website, but choose a few that you want to focus on and that are relevant to post you want to link from.

4. STOP USING STOCK IMAGES

One thing we try to avoid at Jawfish Digital when creating content for clients is using stock images. While adding images to a blog post can help break up content and make the post more easily digestible, stock images fail to add value.

Instead, you should strive for adding image/graphics that complement the content in your post. Infographics, charts, and screenshots are all great ways to incorporate visuals that add value.

For example, if you're discussing a topic on Facebook ads, you might screenshot some ad examples or the ad editor for setting up ads. If you mention a specific statistic, you might also show this information in a graph or chart.

You can, of course, develop your own custom graphics. But, you can also find many helpful images by doing a Google search for the topic you're writing on.

Many companies will be glad to have you feature one of their graphics in your blog post as long as you link back to their website. An easy way to do this is to add the word “Source” under the image and link back to the original page you found the image from.

5. OPTIMIZE YOUR PAGE TITLES & META DESCRIPTIONS

If you haven't already, it's a good idea to make sure you set the page title and meta descriptions for each of your blog posts. These are text areas that people see in a Google search when browsing through results:

25 Clever Content Marketing Examples with Amazing Results

<https://optinmonster.com/content-marketing-examples/> ▼

Jul 31, 2018 - Finally, here are some content marketing examples from the business world that are a little bit different. Coca-Cola. Coke used personalization to get everybody talking about their brand. Grant Thornton. Charmin. Burberry. Buzzstream. Lush. Social Media Marketing ... · Tried-and-True Content ... · Visual Content Marketing ...

Content Marketing Done Right: 8 Examples You Can Learn From ...

<https://marketingland.com/content-marketing-done-right-8-examples-can-learn-149088> ▼

Nov 5, 2015 - What makes content marketing truly great? Columnist Pratik Dholakiya shares some characteristics of successful campaigns so that you can ...

How to Explain Content Marketing to Anyone [Fresh Examples]

<https://contentmarketinginstitute.com/2018/09/explain-content-marketing-anyone/> ▼

Sep 4, 2018 - Here's an easy way to explain what content marketing is, along with some easy-to-understand real-life examples – Content Marketing Institute.

75 Examples To Spark Your Content Marketing Creativity

<https://contentmarketinginstitute.com/education/great-content-marketing-examples/> ▼

Want to get inspired, or get a better understanding of what killer content marketing looks like? We've compiled 75 of our favorite content efforts into our latest ...

8 Content Marketing Examples That Turn Heads and Spark Engagement

<https://www.lyfemarketing.com/blog/content-marketing-examples/> ▼

Jul 12, 2018 - 8 Content Marketing Examples That Turn Heads and Spark Engagement. Coca-Cola's “Share a Coke” We're going to start this list with one of the best content marketing examples from a big

Page titles should include your target keyword. It's also helpful to include the target keyword in the meta description.

Meta descriptions don't directly affect ranking but they can affect whether or not a person clicks your result (people searching through results can read your meta description and decide if they want to click). If you have an enticing meta description, this can improve your click-through-rate (which is a ranking factor).

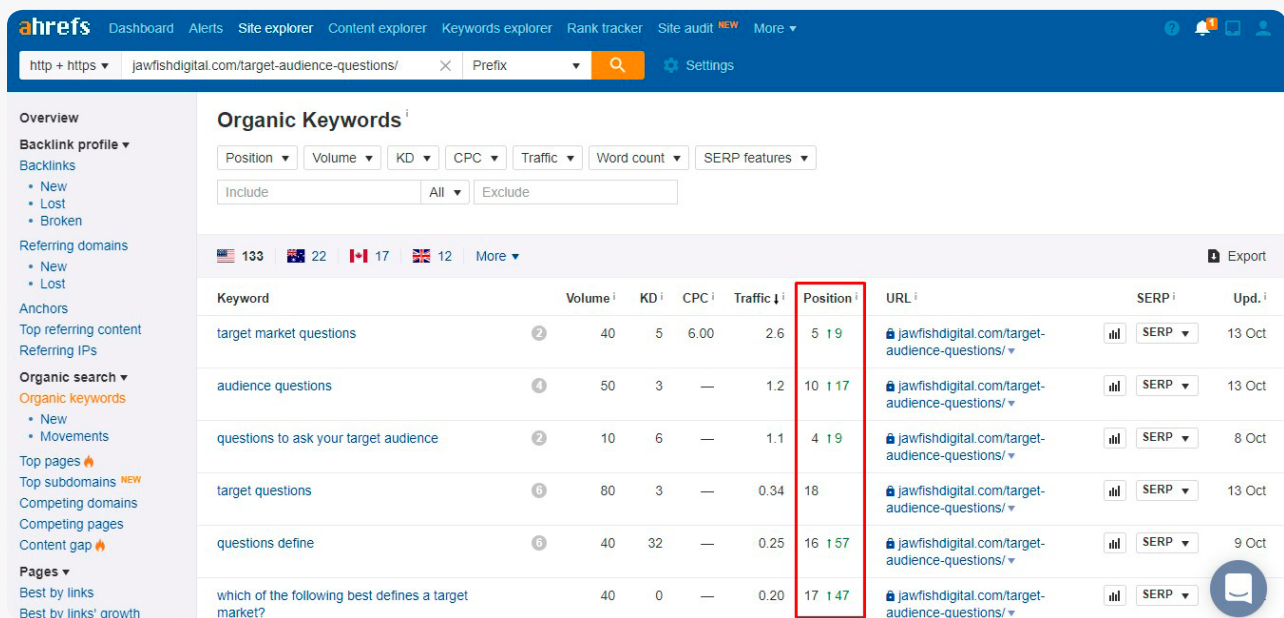
If you're on WordPress, you can easily set both areas using an SEO plugin like Yoast

The image shows the Yoast SEO snippet editor interface. At the top, there are three tabs: "Readability" (active), "Enter your focus key...", and "+ Add keyword". Below the tabs is a "Snippet preview" section with an eye icon and a help icon. The preview shows the title "101 Questions to Define Your Target Audience | Jawfish Digital" and the URL "https://jawfishdigital.com > target-audience-questions". The meta description is "Find 101 questions to ask yourself when trying to define your target audience and how to find the answers to those questions." Below the preview are icons for mobile and desktop views, and an "Edit snippet" button. The main editor area has three sections: "SEO title" with a value of "101 Questions to Define Your Target Audience | Jawfish Digital" and a "Insert snippet variable" button; "Slug" with a value of "target-audience-questions"; and "Meta description" with a value of "Find 101 questions to ask yourself when trying to define your target audience and how to find the answers to those questions." and a "Insert snippet variable" button. At the bottom is a "Close snippet editor" button.

6. OPTIMIZE SOCIAL SHARING FOR EACH BLOG POST

While we're on the topic of using Yoast SEO, you can also use the plugin to set what Facebook and Twitter use when someone shares your content.

For example, you can set the title, description, and featured images when someone shares a link to your blog post:



The screenshot shows the Ahrefs interface for the URL <http://jawfishdigital.com/target-audience-questions/>. The main section is titled "Organic Keywords" and displays a table of search terms. The "Position" column is highlighted with a red box, showing values like 5, 10, 4, 18, 16, and 17. The table includes columns for Keyword, Volume, KD, CPC, Traffic, Position, URL, SERP, and Update date.

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questions to ask your target audience	2	10	6	—	1.1	4 19	http://jawfishdigital.com/target-audience-questions/	8 Oct
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which of the following best defines a target market?		40	0	—	0.20	17 147	http://jawfishdigital.com/target-audience-questions/	

Setting this information will ensure that your content looks good on both Facebook and Twitter when someone shares your post.

7. REPROMOTE CONTENT TO YOUR EMAIL LIST

If it's been some time since you published a blog post, a good way to get the most out of it is to repromote the piece to your email subscribers. This is often most effective when combined with a content update.

However, even if you don't update a particular blog post, you can still share it with new subscribers who didn't see it the first time you sent an email to your list.

Going a step further with this idea, you might also consider creating an email drip campaign that sends your best content to new email subscribers over the course of a few days or weeks.

You could create a series of emails for specific posts or one roundup email that sends an email with a list of featured content.

8. COMBINE BLOG POSTS THAT DON'T PERFORM

If you've subscribed to the idea of pumping out as much content as possible, then it's likely you have a lot of low-value, short-form content on your site.

That approach may work if you're a giant news website like Inc.com or Entrepreneur, but for most companies, producing long-form, well-research content is the best approach to ranking in Google and attracting traffic.

With this in mind, take a look at some of your past content. If you have multiple posts on the same or a similar topic, you may consider combining them.

For example, let's say you have a post on time management tips, another on the definition of time management, and a third on time management software.

If none of these posts bring in much traffic, you could combine them to create an in-depth guide on time management, with each article being a subtopic. Then, you can repromote it as necessary.

This content piece will be much more valuable and more likely to receive social shares and/or backlinks, which can help rank for your target keyword.

9. CREATE LEAD MAGNETS OR CONTENT UPGRADES

If you receive a decent amount of traffic to one or more blog posts, it's time to make the most of it. Many companies fail to capitalize on the traffic they do receive. Of course, you want visitors to navigate to your product or services page, but it's likely they're just discovering you and aren't ready to learn about your company just yet.

This is where capturing visitor emails is so important. With a person's email, you can promote your content, add them to a drip campaign that educates them on your product or service, and/or reach out directly as part of your sales process.

One of the best ways to collect someone's email is by using a lead magnet or content upgrade. A lead magnet is a piece of content that someone signs up for in exchange for their email (like an eBook, whitepaper, set of templates, etc.):

DOWNLOAD YOUR FREE CONTENT STRATEGY TEMPLATE

With this free template, you'll be well on your way to creating your own Content Strategy.

Here's everything that comes with the template:

- SMART Goals template
- Defining Your Audience template
- Competitor Analysis template
- Content Calendar template
- Content Ideas template
- Persona Graphic PSD

All that for free. What are you waiting for? Enter your email already and it's yours!

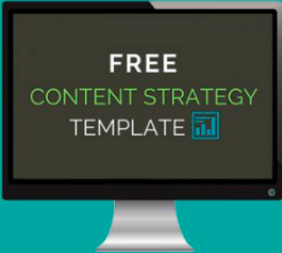
Be sure to check your Spam folder if you don't receive the template after a few minutes. If you have any problems, feel free to contact me here.

Just Send Me The Template Already!

First Name

Email

GET YOUR FREE TEMPLATE



10. DEVELOP A BACKLINK STRATEGY

If your content is great but you're still struggling to rank, it's likely that it needs more promotion. While creating amazing content is an important part of ranking in Google, it's not the only factor. You need to promote your content in order to attract backlinks (links to your site from other websites).

Great content will naturally attract backlinks in time, but it helps to have a link building process to make sure you're getting backlinks to your content. There are many ways to build backlinks, but probably the simplest and most used method of building backlinks is guest posting.

By posting on another reputable blog in your industry, you can typically secure one to two in-body links to your content.

While there is no specific number of links you should have, generally speaking, the more a specific page has, the higher chance it has to rank highly in Google (as long as they're quality, relevant links).

Develop a strategy for building backlinks to your content. You can fire a company to build backlinks for you, you can sometimes work with writers who build backlinks, or you can complete this process yourself.

Just make sure building backlinks are part of your content promotion process.

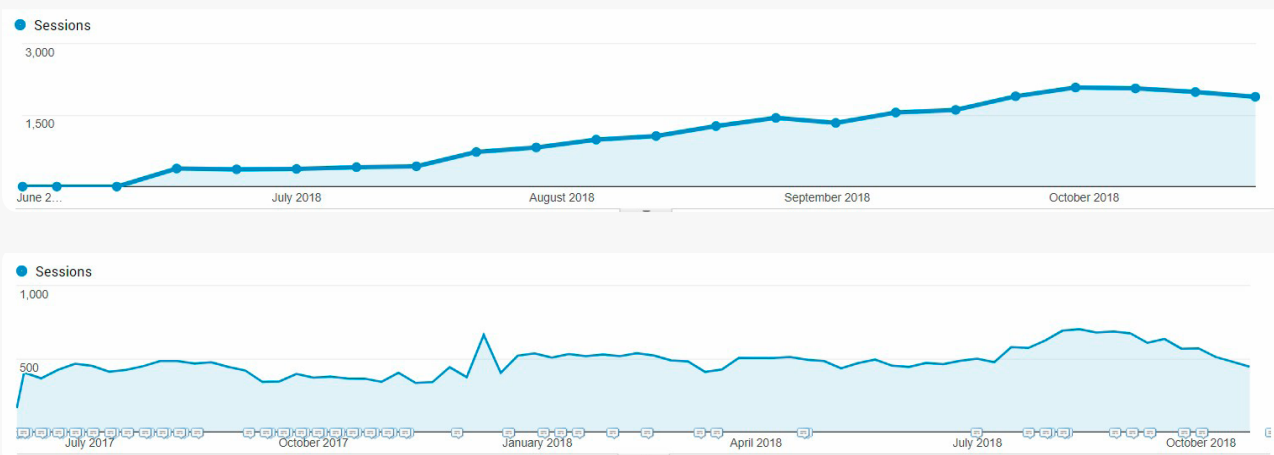
START CREATING AMAZING CONTENT

Well, there you have it! 10 ways you can improve the effectiveness of your content. This is by no means an exhaustive list, but by implementing these 10 ideas, you'll be well on your way to increasing traffic and conversions on your site.

However, if you're struggling to produce effective content, the kind that actual results in visits, sales, and high rankings in Google, we can help!

At Jawfish Digital, we've helped many companies with their content marketing strategy and have produced some amazing content along the way.

If you want content that ranks and brings in organic traffic month-over-month, just like this:



Get in touch with us by emailing info@jawfishdigital.com or [scheduling a call here](#). We'd be happy to discuss your goals and how we can help!

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