



MAGIC EDITS





<https://onemorecupof-coffee.com>

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HOW TO IMPROVE THE RANKINGS OF CONTENT STUCK ON PAGE 2

After 10 years of affiliate marketing and SEO, one of the most frustrating situations is having an article on page 2 of Google. You obviously did something right...after all, it's ranking for your target keyword! Yet somehow, it's just not as good as the articles on page 1.

It's super frustrating to be in that situation, especially since you probably worked really hard on it!

Unfortunately, there's no Google Help Line you can call to complain. There's no manager to speak to that will help you rank just a little bit higher.

It's time to take matters into your own hands.

But can you really do anything to boost the rank of post that isn't ranked already? Yes. There are many things you can do to get from spot #11, #12, and #13 and get your content not just to #10, #9, or #8, but there's a good chance it'll take a windy road to #3, then settle on #1 or #2.

How do I know?

I've done it.

I've actually been sitting on these techniques for about six months now, waiting to release them for

Black Friday. I've been testing this all year on my own sites, so that I actually had proof that it works.

A lot of what you see in the SEO Guru world is about what "should" work, or what makes sense. People are just repeating best practices, and not actually testing stuff out. SEO myths are constantly created, then debunked and forgotten.

Also, I have to be up front with you. These rank-boosting techniques I'm going to show you do not work ALL the time, for ALL keywords. They do work a good portion of the time though. They work well enough that I wondered whether I should actually share them.

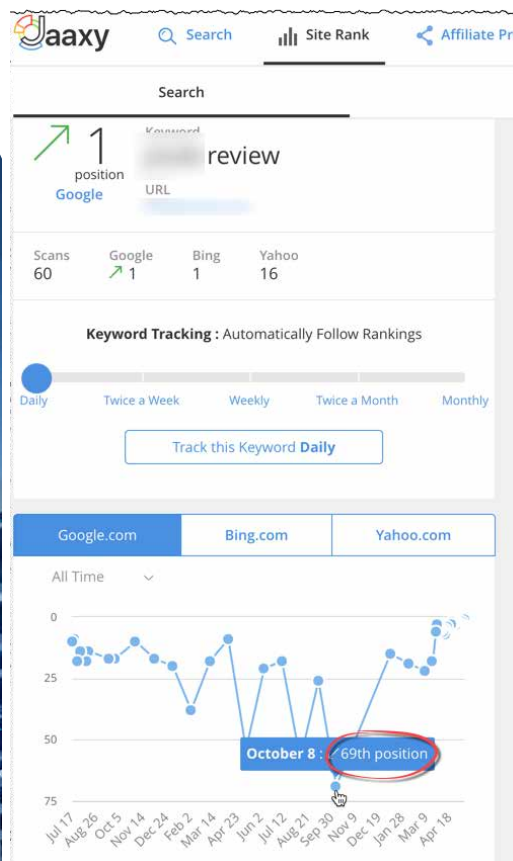
Even if these techniques don't improve your rankings by a lot, they are still good to do because the foundation of these SEO strategies is to actually improve the quality of the post. If you go back and edit your older content to improve the quality, that's still going to have a positive effect on your business.

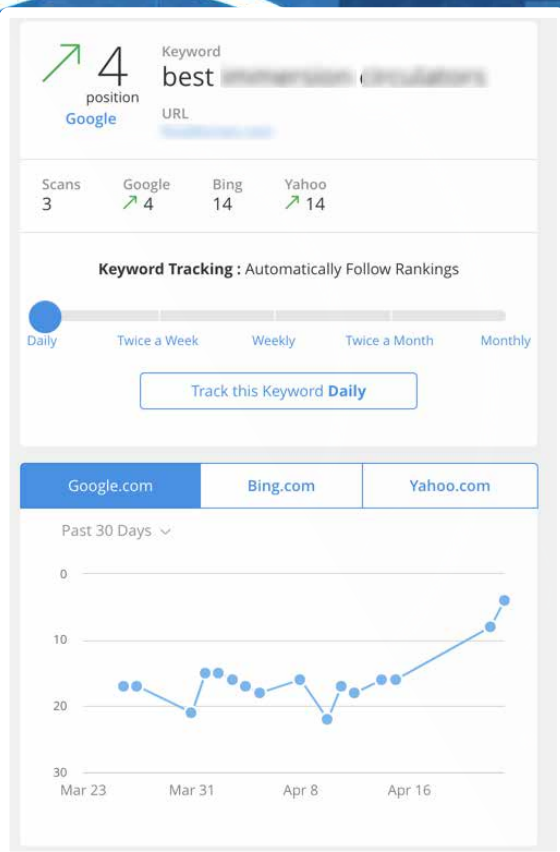
As you go back and edit your content, you'll find all kinds of errors like broken links, spelling mistakes, low-quality images, internal linking opportunities, and of course TONS more content ideas. Editing and updating your content is good for your SEO, good for your brand, good for readers, and good for your business.

PROOF

Let's start out with a bang. I really couldn't believe this happened, but this particular post is what really got me excited to share this stuff with you. I wrote this post back in 2015. It initially ranked on page 1 for a couple months, then tanked, and languished there for several years, even losing rank over time.

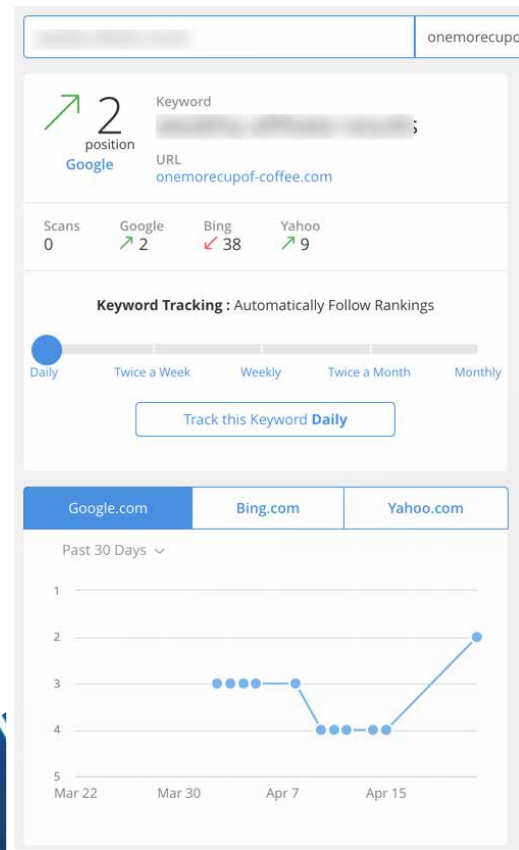
I made a few initial updates in September, got the rank back up to page 2, then did a full overhaul and landed in the #1 spot. What's even cooler is that this is a TWO WORD PHRASE. Imagine ranking for something like "iPhone Review"?!

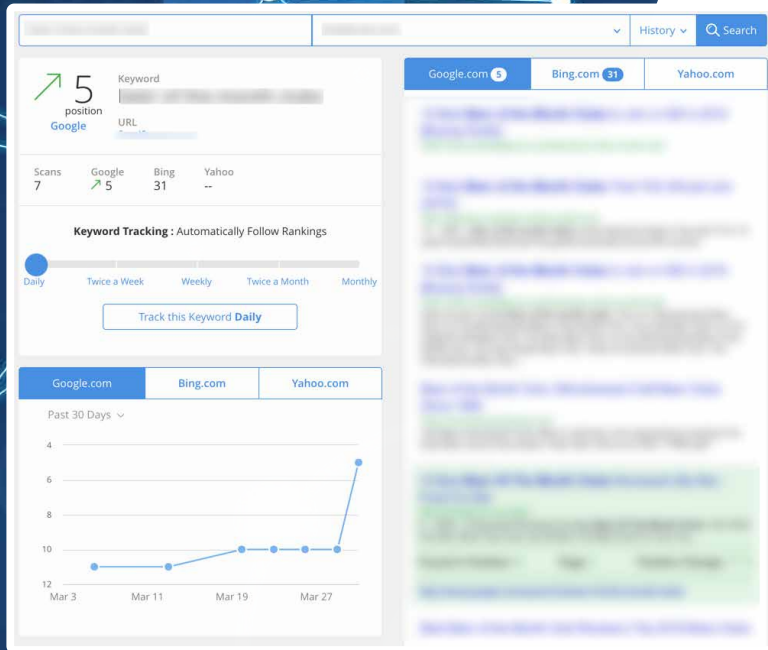




Here is a more typical rank boost story. This is a 3-word keyword phrase that was on page 2/3. It's a "best" style keyword, such as "best running shoes for winter" or "best SEO software 2019". After editing, it was a pretty fast run up to spot #4

I started tracking this keyword late, but I still wanted to include it here as proof that you can also improve the rank of a post on page one. Just a few minor edits made a difference between spot #3 and spot #1.

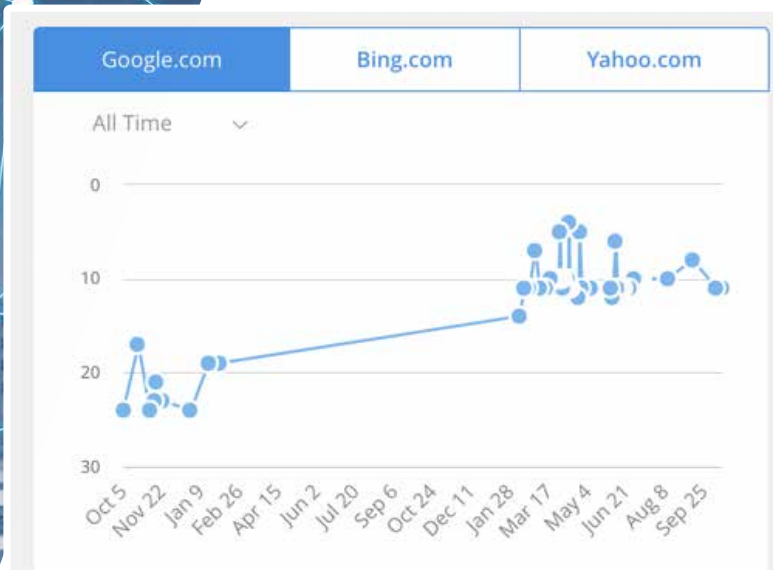


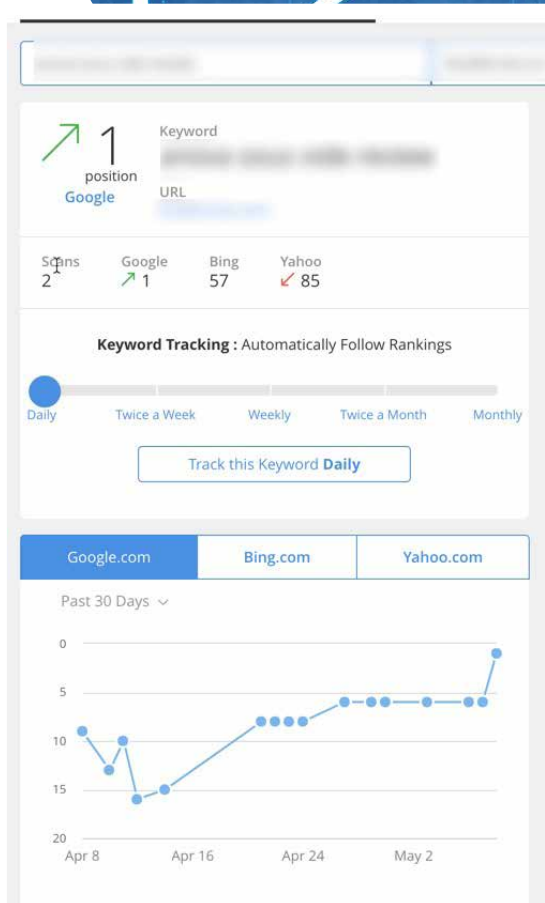


Here's another more typical example. This was a long tail keyword that was stuck on the top of page 2. I knew that if I could just get it to page 1, more people would see it, and it would improve. I was surprised to see that it shot up to spot #5 for a very competitive phrase!

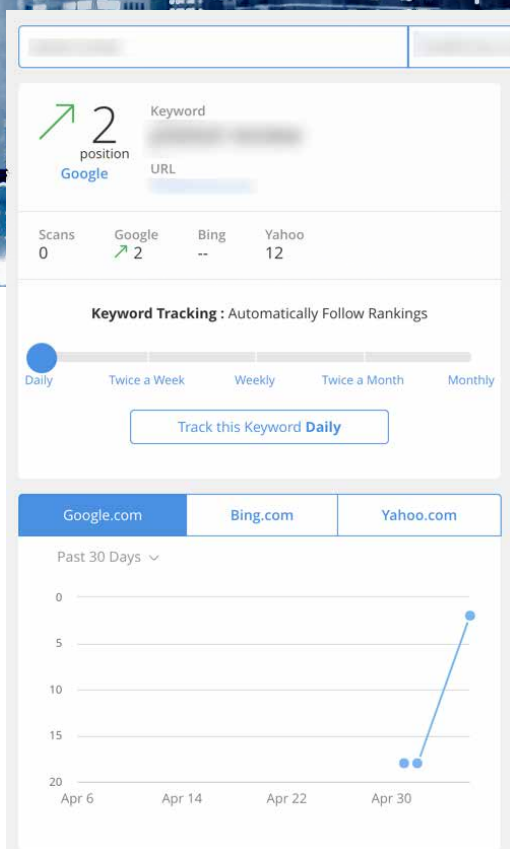
Full disclosure though, I guess my writing wasn't as good as I thought.

After bouncing between spots 4-8 for a while, its finally settled back to spot #11. SEO techniques only get you so far. Sometimes, links, content, social media, engagement, and other metrics can outweigh your on-page SEO.





This "review" style keyword took an interesting journey. It actually LOST rank after I updated the post, then increased rank, then settled, then shot up to #1. I assume that this was due to the fact that more people read the review, sent positive on-page signals like time on page and click through rate, so Google increased the rank.



Let's end with another impressive improvement. Like the first example, this was a post that never ranked well. What I didn't think about as I wrote the initial post, was that my title was completely unfocused.

It was something like, "My thoughts on the new iPhone X". Who knows why I wrote it that way. Maybe I was just trying mix things up.

Although I did many of the edits described below, the main thing I want to emphasize here is that I actually changed the title and focus keyword of the article. The new title was very clear. Something like "iPhoneX Review". With the new keyword & new title, I shot up to the #2 spot for that phrase!

MAGIC EDITS TO IMPROVE YOUR GOOGLE RANKINGS

1. OPTIMIZE YOUR URL

To optimize the URL of your article, you should just have your core keyword without any "stop words". These are words like "the", "and", "a", and other words which do not change the meaning of your phrase.

For example, a post titled "How To Build A Fence", could have the URL /how-build-fence/. You could even shorten it to just /build-fence/. Is one better than the other? No. It depends on the context of the article in my opinion. If you're doing a who 10,000 word writeup, covering all aspects of building a fence and you never plan to write a more in-depth article after this, then go for the shortest URL possible.

If you're just doing a quick tutorial, then I'd pick the longer one. There's no specific reason for this other than just organization as I see makes sense.

You should also remove any words which are unnecessary to understand the core meaning

of your article. For example, if your title is "Why Your Dog Doesn't Listen To You Most Of The Time", your URL could be /dog-doesnt-listen/. What if your URL is not optimized? Set up a redirect.

If your host allows for it, you can put the redirect in your .htaccess file, or they may have a different setup to allow you to add redirects at the host level.

For many of you, that might be too complicated or unavailable. That's fine. Plugins work just as well. I use a plugin called Redirection: <https://wordpress.org/plugins/redirection/>

To set up a redirect with this plugin, put in the "relative" URL (/this-is-my-old-url/) in the Source URL box, then the exact url (https://mywebsite.com/new-url) into the Target URL box. I select "Ignore Slash" to that both /this-is-my-old-url and /this-is-my-old-url/ redirect properly.

Redirections

Did you know Autoptimize includes on-the-fly image optimization (with support for WebP) and CDN via ShortPixel? Check out the [Autoptimize Image settings](#) to activate this option.

[Add New](#)

[Redirections](#) | [Groups](#) | [Log](#) | [404s](#) | [Import/Export](#) | [Options](#) | [Support](#)

Source URL The relative URL you want to redirect from IGNORE SLASH

Query Parameters Exact match all parameters in any order

Target URL The target URL you want to redirect, or auto-complete on post name or permalink.

Group Redirections [Add Redirect](#) [Close](#)

Bulk Actions [Apply](#) [All groups](#) [Filters](#) [Standard Display](#) [Search URL](#) 1 item

<input type="checkbox"/>	URL	Code	Hits	Last Access
<input type="checkbox"/>	/whats-the-best-magazine-for-homebrewers/ https://xbrewx.com/best-magazine-homebrewers/	301	39	October 21, 2019
<input type="checkbox"/>	URL	Code	Hits	Last Access

1 item



Immediately after doing this, go edit the URL of the article you just redirected. Go into either Posts or Pages (where the article is), then click the Edit button on the URL. This will look different from the Classic/Gutenberg version of WordPress, but it shouldn't be too hard to find. Make sure it matches exactly what you typed into the Redirection plugin!



After all this is done, it'll take a week or more for Google to re-index the new URL. After the new URL is ranked, I do a Search + Replace and replace all instances of the old URL with the new URL, so I don't have a ton of redirects on

my site (which could slow down page loading times), and I also avoid redirect chains (multiple redirections on a single link). This step is not necessary, but I do it.



2. KEYWORD NEAR FRONT OF TITLE

When you find a good keyword, sometimes the most natural post title that comes to mind first isn't the most optimized. If my keyword is "online loans for bad credit", the first phrase that come to mind might be:

Where To Find Cheap Online Loans For Bad Credit

However, you can see that the words "Where To Find Cheap" pushes our main keyword towards the back of the title. It might get cut off in SERP results, and also devalues the phrase for SEO. To optimize this title, we want the main meaning to be read and understood near the beginning of the title.

A better title could be:

Do Online Loans For Bad Credit Really Exist?

or

Why Online Loans For Bad Credit Could Get You Deeper In Debt

Now, our main keyword is near the front, and emphasized more. Remember, a title change like this could change the meaning of your article, so make sure to edit the content so it matches with people's expectations of what they are going to read.

A title change like the ones above would go hand in hand with the URL redirect as well.

3. KEYWORD IN MAIN IMAGE FILE NAME

This is likely just SEO superstition, but I like to do it anyway. I name the main image (top image) my

main keyword. I highly doubt this makes a huge impact on your rankings, if any at all, but it just adds more relevancy to the page overall.

If your keyword is "peach tree leaf curl", and post title is "Can Peach Tree Leaf Curl Fungus Be Cured?", then your image should be named peach-tree-leaf-curl.jpg

4. KEYWORD IN MAIN IMAGE TITLE

The image file name usually carries over to the WordPress image title automatically, but you can double check this. The title of the image is just the name of the image. Using the example above, it's fine to be left as "Peach Tree Leaf Curl"

5. DESCRIPTIVE ALT TEXT WITH KEYWORD

The alt text is more important than the title in my opinion. This is the descriptive sentence or phrase which search engines read to understand what the image is about. You can use this to demonstrate that you are using relevant pictures for your written content.

The alt text also can be read by text-to-speech readers for visually impaired internet users, so it's important to make these accurate!

In the past, people would just keyword stuff and write their main keyword in the alt text area. While this has worked in the past, and seems to still work today, I think eventually Google might consider this "over optimization", so personally, I stick with a descriptive phrase and only use the keyword when possible.

Again, with the example above, the picture below could be described as, "Closeup photo of leaf curl affecting a peach tree."



I usually stick with one sentence. I've seen some folks do short phrases, and others do 2-3 sentences. I don't know which one works best, but I know that not having an alt text for your photos will hurt you in the long term!

It's OK to change this on your current image without redoing anything else like the title or file name, but if your image file name is still stockphoto1234.jpg, you may want to start from scratch and redo your image SEO, at least for your title image.

Right click & download your photo, rename it, then re-upload it.

Doing this process for multiple images on the page might be tedious, especially if you are updating multiple posts. If you're redoing your image SEO site wide, I'd just change your Title and Alt text for all other images on your pages and not worry about the file names.

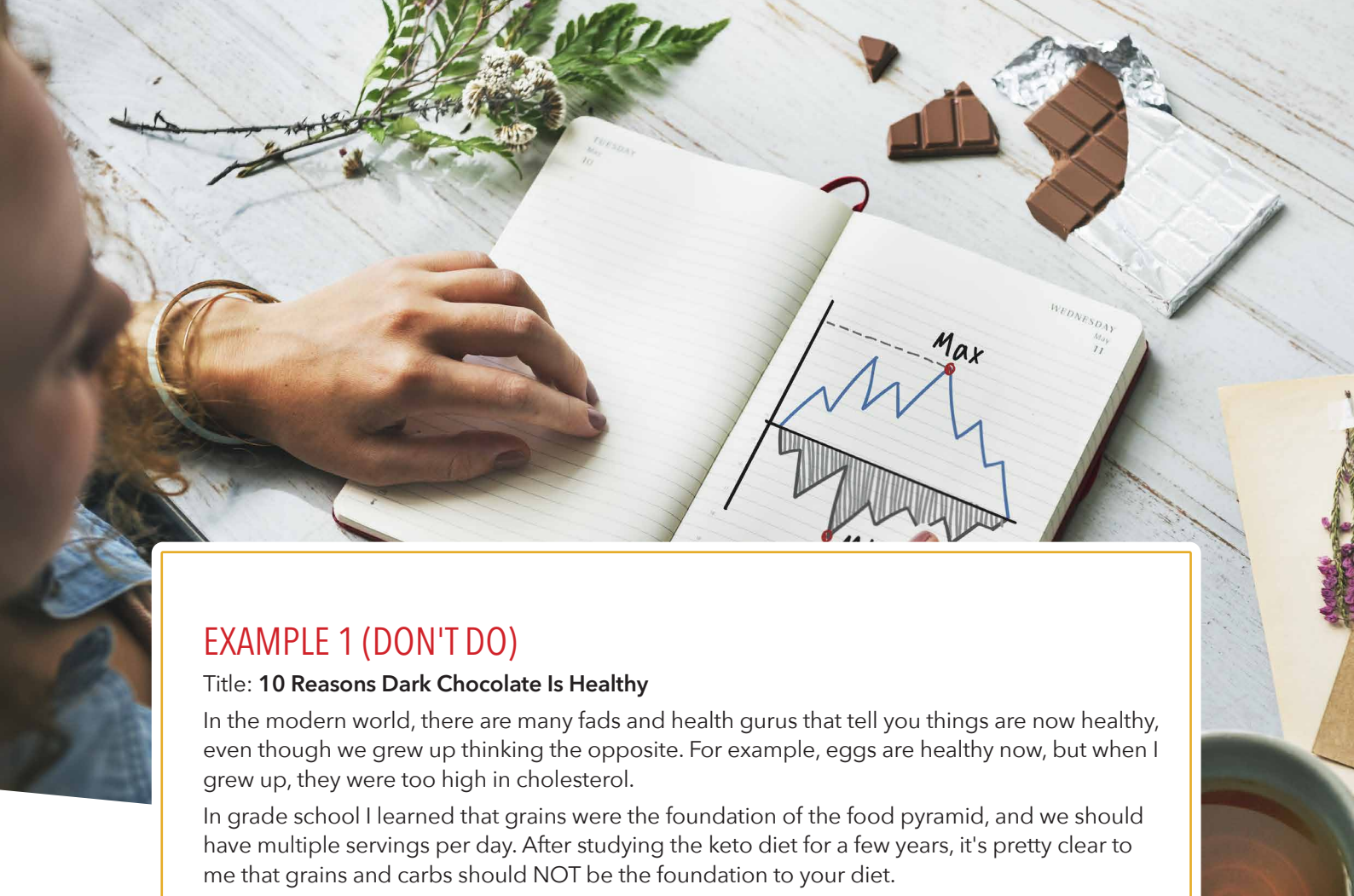


6. KEYWORD IN FIRST PARAGRAPH

There's always a difficult line between what's natural to write, and what's search engine optimized. Sometimes, when you want to write on a topic, you don't want to "give away" the exact nature of your article.

The title hooked you in, but you want to use your first couple paragraphs to build suspense and keep people there.

However, 250 words ramping up to your point not only can lose the readers attention, it can also make Google think your article isn't actually relevant to your title. If your article is about 10 reasons why dark chocolate is healthy, then why are you talking about red wine and the keto diet? You don't have to write like a five year old either. There's a way to balance out natural writing with search engine optimization.



EXAMPLE 1 (DON'T DO)

Title: **10 Reasons Dark Chocolate Is Healthy**

In the modern world, there are many fads and health gurus that tell you things are now healthy, even though we grew up thinking the opposite. For example, eggs are healthy now, but when I grew up, they were too high in cholesterol.

In grade school I learned that grains were the foundation of the food pyramid, and we should have multiple servings per day. After studying the keto diet for a few years, it's pretty clear to me that grains and carbs should NOT be the foundation to your diet.

So who are we to trust? What is actually healthy, and what isn't? Does anybody really know?

The good news everyone agrees on dark chocolate! There are many reasons dark chocolate is healthy for you, and I haven't found any evidence to the contrary. OK, well, I didn't look that hard, but sometimes you just have to trust your gut (and your tastebuds).

EXAMPLE 2 (DO DO)

Title: **10 Reasons Dark Chocolate Is Healthy**

In the modern world, there are many fads and health gurus that tell you things are now healthy, even though we grew up thinking the opposite. The good news is that nothing has changed in the world of chocolate. There are way more than ten reasons to eat chocolate, but here are ten reasons dark chocolate is healthy and you should eat a little bit each day.

You'll notice that I used "dark chocolate is healthy" instead of "is dark chocolate healthy". That's fine. Same basic meaning. Personally, I find it corny when people try to squeeze a keyword into an article and write something like, "I get asked all the time, 'Is dark chocolate healthy for you?'".

Really? There's that many people asking you for diet advice on the daily, and just happened to bring up dark chocolate? Seems a bit unbelievable, and cancels out some of the trust you were starting to build.

However, I see plenty of articles ranked with that tactic, so for SEO, it seems to work fine.

7. KEYWORD IN H2

Many people miss this opportunity to use the keyword in an h2 title. In fact, I ignored this "h tag" for many years. I always used h3 and h4. However, the h2 implies more emphasis and strength. It's usually a larger and bolder font.

I like to use it as a "refocus" point in my article. I have the title and the intro, but then I like to use my h2 to remind people what the article is about.

It's usually a very similar phrase to the title, but not exactly the same.

Title: Why Meat-Based Diets For Dogs Are Healthier Than Grain-Based Diets

H2: Top 5 Reasons To Feed Your Dog A Meat-Based Diet

Title: Beginner's Guide To Blowing Glass At Home

H2: Tools You Need To Start Blowing Glass At Home

Some of the phrase above don't exactly match, and that's OK. Matching is better, when you can, but writing like a real person and not a robot should take precedence over trying to squeeze some fake-sounding SEO into your articles.



8. TABLE OF CONTENTS WITH JUMP LINKS

Creating a manual table of contents is less time consuming than you think. I would only consider this if you have a longer article with many sections, or a "top 10 list" style article where someone may want to skip a section. Since you're going back to edit this article, presumably you're adding new content too, so you probably will end up with a TOC-worthy article.

There is really no evidence that this will actually help you rank better. I'm just adding this method here because it's something I do when I improve old posts. Nobody likes to skim articles for information they want, and TOCs help you laser in the info you need. (If you want to talk unsubstantiated guesses

and SEO myths, I think it's possible that the on-page links with keyword-related phrases could help you seem more relevant to search engines.)

If you don't know already, a "jump link" is a link on your page with takes you to another section of the page.

For example, in the image below, if you click the URL "Selling Used Stuff", it will take you to the category "Selling Used Stuff", and then there are 5-6 examples of how you can make \$50 fast selling used stuff.

to make \$50 quickly and relatively easily.

Your idea of what "quick" is will vary. Some of these tips can be done in a couple of hours and could get you the money you're looking for. Others might take a couple of weeks. It depends how quickly you need the money and what lengths you're prepared to go to for it.

Some of these tips will rely on hard work and talent, while others will be down to selling something you already own. You'll have to decide which work best for you depending on your specific situation, and how much you need the money.

How To Make \$50 Fast

CATEGORIES

- [Selling Used Stuff](#)
- [Providing a Service](#)
- [Online Ideas](#)
- [Other Ideas](#)

Selling Used Stuff



Someone might not want to sell their stuff, but are interested in online ideas for making \$50 fast, so they can skip to that section of the page.

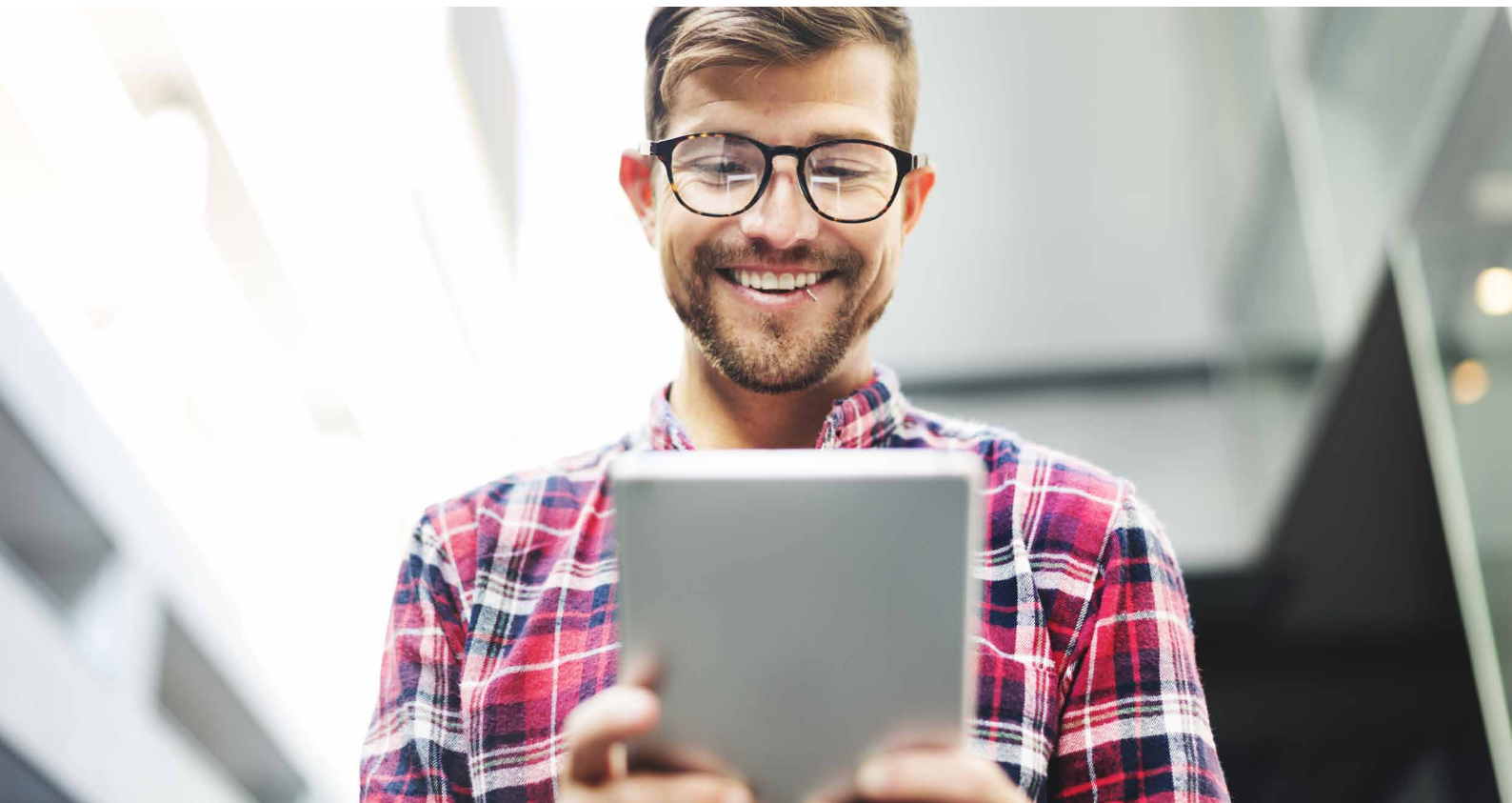
How do you make a jump link? Easy.

Step 1: Create a link as normal, except instead of a URL, you put #MYWORD. I always use a relevant phrase to the topics on the page. From the example above, the link "Selling Used Stuff" has the link #selling.

The other ones are #service, #online, and #other
Step 2: Go to the HTML editor ("Text" in Classic Editor, "HTML Block" in Gutenberg). Add the code `` at the location you want to skip to.

Done!

When someone clicks the URL, they'll jump to that point in the page.



9. KEYWORD IN H3 AND/OR H4

At this point, it may seem like we're keyword stuffing (over-optimization), but we aren't. Really, for the reader, we've only used the keyword in the title, first paragraph, and h2. We might have written 500 words of content already and only used our phrase three times!

Keyword in the h3 and/or h4 just adds further relevancy to the page as we dig deeper into the topic. It's a good way to remind the reader what we're talking about, and also to keep our minds writing about the same topic (it's easy to drift as we type and think in real time).

H3s and H4s are used for sub-topics of your h2.

- Title: **Do Crystals Really Generate Psychic Energy?**
- H2: **Science Says That Crystals Do Not Generate Psychic Energy**
- H3: **Three Provable Examples Of Crystals Not Generating Psychic Energy**
- H4: **Example 1**
- H4: **Example 2**
- H3: **Debunking Evidence From Crystal Enthusiasts**

Using this "cascading" structure of big to small titles helps organize your content for the reader, and also helps search engines determine what's more important text on the page.

10. VIDEO EMBED WITH RELEVANT PHRASE OR KEYWORD IN TITLE

Multimedia helps create a holistic experience for your reader, and video is an obvious thing to include in your content. Other examples of multimedia could be infographics, quizzes, and gifs.

You can embed videos from other people, or create your own videos. A link from your YouTube video also generates traffic and creates a relevant backlink to your article.



11. KEYWORD USED "A FEW" TIMES IN THE ARTICLE

When you're updating your article, do a quick ctrl+f and search for your keyword. You might find that you only wrote it in the first paragraph. Part of the philosophy of only "needing" your keyword in the title and first paragraph is that it should occur naturally through the article as well. There's no perfect amount of times, but "write naturally" is just meant to keep you from keyword stuffing.

If you don't see ANY instance of your keyword, and you have a 3,000 word article, then the content you wrote might not be as relevant as you originally thought.

Reread your content and edit it to make it more relevant to your topic. Add a couple sentences or reword things.

When you write from your mind, it's easy to get off track and end up talking about something completely different than what we started off discussing. Unless you actively edit each article you publish, you might not have noticed that you lost the plot somewhere along the line, and that might be why Google didn't rank you in the first place.

If you start an article specifically about how to smoke a turkey, but end up talking mostly about general meat-smoking procedures (as opposed to turkey, specifically), you may get lumped in with other general meat-smoking articles rather than dominating the turkey smoking ones.



12. RELEVANT INTERNAL/ EXTERNAL LINKING

When you edit your article, you can also look for opportunities to both internally and externally link to relevant articles.

When internally linking, it's easy to get used to only linking backwards. I mean linking from new articles to old articles. Remember that people are still reading your old articles though! They also want to know what new stuff you've written (as long as it's relevant).

Use this opportunity to link from old articles to newer articles. This also creates a stronger internally linked structure so Google can crawl all your pages efficiently.

As you do this, you can also look for opportunities to link to updated resources. Old external links may be broken, or the articles you linked to may be outdated. Since you are now more familiar with your niche, you may have more ideas of what to link out to, as well that would be interesting or helpful to read.

Remember to use relevant anchor text in both cases!

13. UPDATE THE PUBLISH DATE

I always update the publishing date after doing a major post overhaul. Some people install a plugin to display the "most recent update" date, and that could also be a solution which is more accurate. However, I've been updating the actual published date and have seen positive results so far.

FINAL THOUGHTS

2020 is a New Year. This December spend a couple of hours planning out your content for the next year, but also carve out some time to improve your old content. You'll be (happily) surprised at the results!

