



# SECRET 10

CREATE RELEVANCE  
AND HIGHER  
AUTHORITY

## Create Relevance and Higher Authority

In August 2018, Google began rolling out what is known as the Core Algorithm Update that focuses on content and relevance.

Now, the length and quality of your content holds little weight. What matters is whether or not site visitors find the content to be helpful and relevant.

Google's artificial intelligence looks at the content on your web page and how it matches users' intent or their goal for landing on your site.

When you think of developing content for your website in 2019, don't think simply about text copy, keyword density, and copy length. Instead, think about helpfulness and relevance.

### Here are some things to consider:

Is the content unique?

Is the content well written?

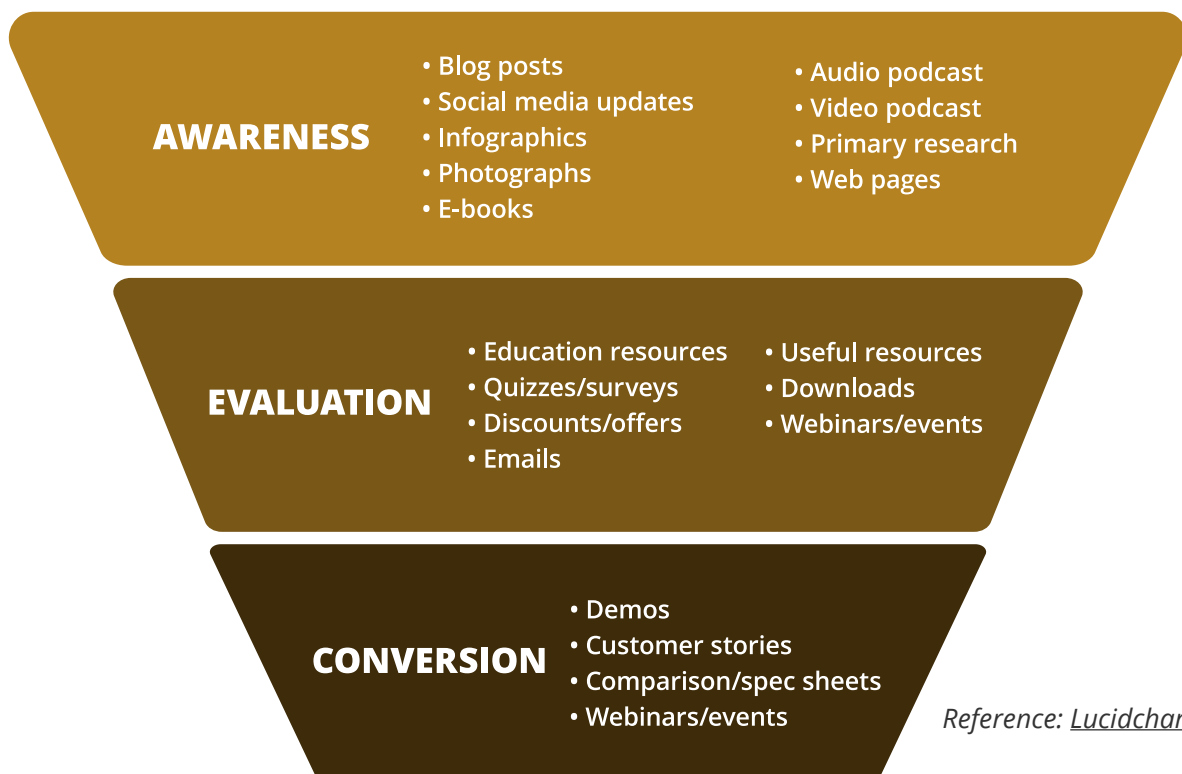
Is the content well researched?

## Less Is More

If you have to decide between quantity and quality, always opt for quality. It is important to identify the pages on your site with low-quality or thin content that you can combine or eliminate altogether from your site. You can eliminate worthless content by looking at Google Analytics and Google Search Console to identify pages with little or no traffic.

## Understanding Your Content Funnel






It goes without saying that not all customers are ready to buy — yet. We need to nurture with content as our customers move from awareness to evaluation and then to conversion. It is important that you build content that talks to each stage in the funnel so that you can capture interested visitors on their purchase journey.



## Focus on Key Pages

The 80/20 content principle states that 20% of all your content generates 80% of your sales or leads. You can identify these 20% of pages by looking for the top performing pages in Google Analytics and looking for the pages on your site that generate the most traffic. Of these pages, identify what you can do to make them more relevant.

### Ask yourself the following:

-  Can you take dense content and turn it into bullet point lists?
-  Can you add images, infographics, or videos to improve the usability?
-  Do the pages have calls to action?
-  Can you add more white space?
-  Can you bold or highlight key concepts so it's easy for visitors to skim the content?

Make sure that you capitalize on the content by having strong calls to action. You have the ability to direct visitors to take the action you want them to — if you do this correctly.



1. Identify the most important pages on your website and focus on improving the content relevancy and usefulness.
2. Find and compare your content to that of your top competitors.
3. Consolidate or eliminate thin or poor-quality content from your website.

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