

**wilderness**  
AGENCY

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# THE LAND GRAB FOR SEARCH ENGINE REAL ESTATE

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5 ways to make the  
most of SEO's mad  
rush to settle the  
new frontier





93%

**OF ONLINE  
EXPERIENCES BEGIN  
WITH A SEARCH  
ENGINE.**

Google owns 65-70% of the search engine market share

There's a limited amount of real estate that is actually seen and used on search engine results pages. 70 percent of users will go through page 1, but by page 2 results that drops to less than 30%. The message is clear, page 1 or not at all.

The companies today that are in a better position to strategically carve out their piece of this new frontier will be far ahead in the future to hold that market share. Essentially, those who adopt a successful SEO strategy now, will be the land barons of tomorrow.

They won't worry about new competitors or late adopters, because they will be profiting off of being so far ahead of the game, no one can catch up.

Set your game plan now to start using this land grab to place your claims on the key phrases most beneficial to your business. You want to be the one in control of the board when it starts to get too congested.

These five steps will give you a winning strategy to start catching up and carving out your piece of the wilderness for your industry.

## 1. The trick to SEO is: There is no trick to SEO.

**It's based on a lot of hard work and making sure you are adding value on your website with content that actually relates to what you have to offer.**

If someone tells you they are an SEO expert, they're already doing you a disservice. Yes, the rules are always changing, but in order to stay ahead, you don't have to just keep up with them, you need to play ahead by offering content that is relevant and valuable. Because after all, that's why the rules change anyway.

Google wants to provide their users with the absolute best content to match their search. That's how they win. How you win is by being the one to provide it.

## 2. Start with a strategy

**The first step you should take when working on your SEO campaign is identifying what you want your website to do for you.**

- Identify your goal. Do you want leads, brand awareness, conversions?
- Create a list of clear and defined goals for your site and assign a value.
- Ask yourself how might someone search for what you want them to do.
- Create a list of specific phrases that align with your goals.

The answers to these questions will give you a strong foundation for a winning keyword list. This list shouldn't be seen as a cheat sheet, but rather a guide to what kind of content you should be creating.

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**7/8** OF CLICKS COME FROM ORGANIC SEARCHES

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**75%**  
**OF USERS  
NEVER  
SCROLL  
PAST THE  
FIRST  
PAGE  
OF SEARCH  
RESULTS**

## Tips:

- Don't just focus on one- or two-word phrases. Think about how people actually search on Google. How do you search?
- 54.4% of all queries are four or more words. These are called long tail keywords.
- One-word keywords get more queries but fewer clicks.

Use a tool like Google's Keyword Planner to do some research into what keywords on your list might give you the most payoff for your efforts. Check the average monthly searches for your targeted phrases, and compare it to the competition you'll be up against going after those phrases.

**Note:** 20% of searches are new or haven't been completed in the past 6 months. Be sure to constantly research and update your organic keyword phrases to ensure you are targeting the most up to date and relevant keywords. Research shows 70% of queries have no exact match so including as many different variations of a keyword phrase throughout your content will help boost organic rankings.

Having specific keywords and keyword phrases to focus on within your website increases your brand awareness, qualified traffic and your revenue. 87% of all clicks are organic, so targeting the right organic phrases is the key to success.

## 3. Put yourself in your customers' shoes.

**Now that you have a keyword list to focus your efforts, start thinking about how you can use this information to guide your efforts and maximize your value for your customers.**

It used to be you could throw these words all over your site, cross your fingers and hope for the best. That's when the rules started changing, and for good reason.

Google doesn't want to serve up search results for a bunch of cheaters. How would you feel if you were searching for something and landed on a website not really about that thing at all? It's happened to most of us, and it's not a good feeling. Google doesn't want this to happen because people would stop using the Google search engine if it kept delivering bad results. But you shouldn't want this traffic anyway. Frustrated prospects are not likely to convert.



## Think about these questions:

What might someone using that search phrase be hoping to find when they search?

Do you offer that?

Will the information they find help them in the decision to buy what you do offer?

Use your answers to these questions to guide your content. Does this content belong on your site? Will it end in sales for your business?

## 4. Write search engine friendly content.

**Start by asking yourself if what you are writing is something you would want to read.**

Does it make sense? Is it in English? Does it look like SEO content (stuffed with so many keywords and variations of keywords that your reader loses track of what you're telling them)?

Your content should be written at a fifth-grade reading level, and it shouldn't require any extra effort to read it.

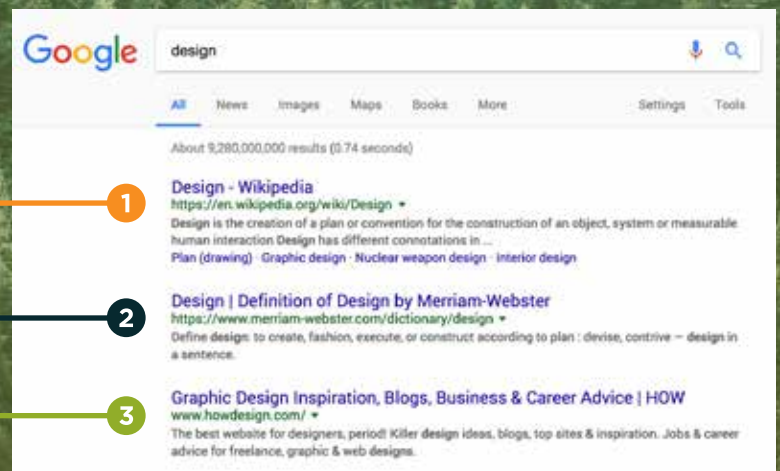
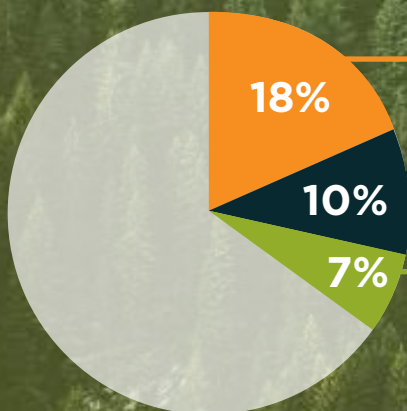
Use your keyword list to guide you, but don't let it change the way you talk about yourself and the value you offer. Your website should talk to your customers the same way you do in person.

## 5. Expand your reach to expand your real estate.

**The web is a big place, which is why your business needs a strong online presence beyond just your website.**

If you don't have one already, create a free Google My Business listing. This will get your up-to-date business information on Google Search and Google Maps so that customers can find and connect with you, no matter what device they're using. You need to set yourself up to be the definitive expert in your space, and you do that by having more than one thing point to you

## PERCENTAGE OF ORGANIC CLICKS PER POSITION



# SEARCH IS THE **#1 DRIVER** OF TRAFFIC TO CONTENT SITES BEATING SOCIAL MEDIA BY **MORE THAN 300%**

and say that you are. Expanding your business' visibility can help you reach more customers, but also build your reputation and legitimacy for your offerings. By having a presence on other sites, you also increase the likelihood that your brand will take up more real estate on a search results page, giving searchers more opportunities to click through to you. Also, take advantage of free social media sites and services that allow you to create a page or listing for your business.

These also will lead to more search results in your favor, and the more saturation you can get for your brand in the seconds it takes someone to make a decision on where to click, the higher the likelihood is it will be you.

## **NEED SOME DIRECTION DEFINING A STRATEGY THAT WILL RESULT IN SALES?**

**To stake your claim for real estate on search results pages, you'll need to put your best foot forward, and do it fast. To get the most out of your SEO efforts, you need to be thinking strategy, not shortcuts.**

Now is the time to edge your way in front of your customers if you want to stop your competitors from stealing attention away from you. Use your SEO strategy to focus your content on what both you and your customers hope to get out of your site. When you structure your website content to give people what they are really looking for while targeting search terms that result in sales for your business, everyone wins.

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