



EZOIC

Augmenting Content To Rank Higher For Existing Keywords

How does this work and why should I do it?

You create content, and if you're thinking dynamically about it as you create it, you probably are targeting various organic keywords along the way. One of the things that happens over time is that your site will likely rank for a number of "unintentional keywords" (i.e. keywords that are good, but you did not intentionally try to rank for).

Some of these keywords have a high volume of monthly searches. In fact, for many sites, if you add up all of these unintentional keywords, you could be talking about millions of potential visitors per month. Unfortunately, these types of keywords usually appear on the 2nd or 3rd page of search engine results; meaning you are getting -0.005% of the traffic.

Fortunately, if you understand what these keywords are, how you rank for them currently, and how difficult they will be to improve, you can easily begin acquiring this traffic very quickly.

How can I get started

Ezoic will provide you with a list of low difficulty keywords that you currently rank for with a monthly search volume of over 1,000 (some much more than this) that you you currently rank on page 2 or 3 of Google Search for.

You can then **use the rest of the guide below to begin augmenting the URL's** on the list to improve how you rank for them. Concerned how this might work? Don't worry, if you apply this strategy correctly there is ABSOLUTELY NO RISK of doing harm (see FAQ), but you must follow our guide correctly.

The Ezoic team will also provide you with a proprietary SEO calculator so that you can evaluate your estimated ROI potential for investing in this effort. Once you've augmented all of your content you can revisit your efforts in about 3-4 weeks to start using the calculator to measure the actual ROI you've achieved so far.

How to use the Ezoic SEO Calculator

The Ezoic SEO calculator is simply meant help you assign a value to the potential benefits of improving your keyword search position.

A	B	C	D	E	F	G
Keyword	Position	Previous Position	Search Volume	Keyword Diffici	CPC	Url
hollister st	27	11	1600	76.79	0.09	https://www.o
saks fifth o	30	29	880	79.83	0.32	https://www.o
foxwoods c	32	32	1000	86.01	2.59	https://www.o
sunglass ou	32	27	1000	73.67	0.81	https://www.o
luggage ou	32	33	720	77.37	0.75	https://www.o
casualmale	36	42	880	83.48	0.91	https://www.o
nashville tr	37	34	590	80.85	0	https://www.o
watch outl	30	29	590	71.32	1.09	https://www.o
bose usa	26	26	880	86.92	0.24	https://www.o
clinton cro	35	45	1300	69.24	0	https://www.o
nearest no	34	28	720	92.77	0	https://www.o
mall of geo	35	37	590	70.41	0.19	https://www.o
pottery bai	35	34	590	88.06	0.45	https://www.o
denton ma	25	26	1000	82.99	0	https://www.o
birminghar	35	32	1300	73.92	0	https://www.o
woodbury	35	38	720	82.6	4.6	https://www.o
philadelphi	14	12	590	84.51	2.23	https://www.o
crazy eight	36	22	590	81.4	0.06	https://www.o
foxwoods p	39	42	590	71.83	1.07	https://www.o
toys r us cc	24	22	1600	88.84	17.44	https://www.o
cabazon pr	32	32	1000	82.86	0	https://www.o
forever 21	33	32	1600	90.79	0.17	https://www.o
vf outlet cc	37	35	1000	74.16	0.93	https://www.o
			5351180			

Step 1: Go into your keyword opportunity spreadsheet and find the total monthly volume of search for all of the keywords on the list. You can do this by using autosum on the Search Volume column of your spreadsheet.

			Known Keyword Traffic
Keyword Volume	Current Rank	Future/New Rank	Current Share
5,351,180	15	5	27797.92345

Step 2: Enter this number into the Keyword Volume field of the SEO calculator. Ignore Current Rank and Future Rank fields. These are set a median values and will provide statistically accurate projections. These will only change if you want to measure actual ROI after you have finished the entire process.

			Known Keyword Traffic			
Current Rank	Current Share	EPMV	Future Share	Percent Increase	New Visitors	Increased Monthly Revenue
	27797.92345	7	326421.98	1174.267497	298624.0565	\$2,090.37

Step 3: Enter the avg. monthly EPMV of your website into EPMV field. Once this is complete, you should have accurate ROI projections for organic traffic increases and estimated revenue earnings.

			Known Keyword Traffic					
Keyword Volume	Current Rank	Future/New Rank	Current Share	EPMV	Future Share	Percent Increase	New Visitors	Increased Monthly Revenue
51,180	15	4	265.8661682	7	4145.58	1559.273234	3879.713832	\$27.16

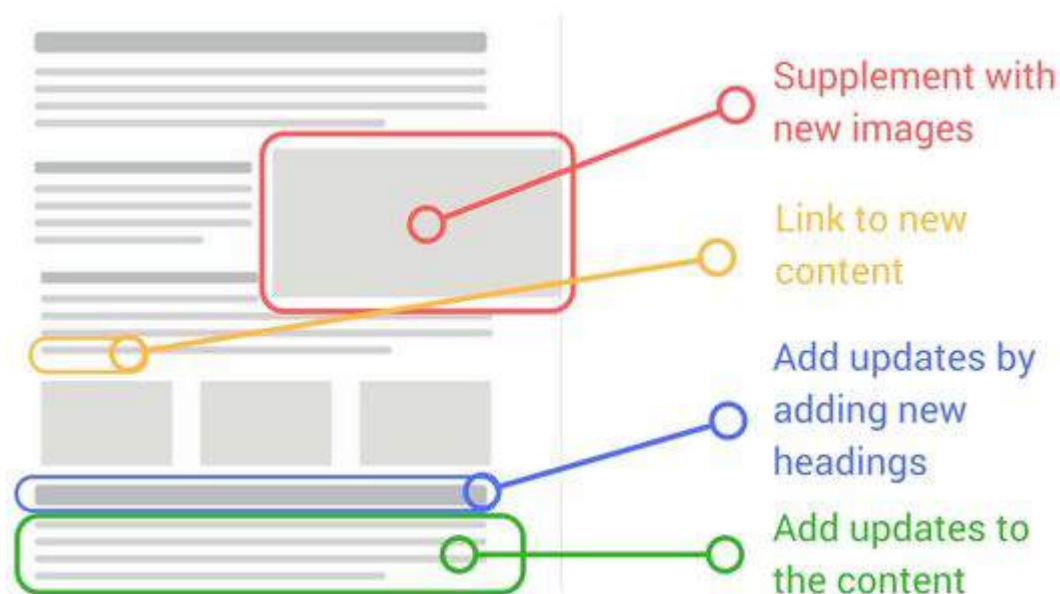
Step 4: To measure ROI Using the calculator after you've completed content augmentation, simply sort your spreadsheet by URL and then take the total monthly search volume for for each keyword and put it into the calculator, now filling in the current and future rank boxes (with previous rank going into the current box and your new ranking going into the future box). Then be sure to alter the EPMV field so that it reflects the pages EPMV (can get this in Ezoic) rather than the site. Then, you can evaluate the results.

How To Augment Your Content:

IMPORTANT: In this process you will not be removing or changing any fundamental parts about your URL's or their content. The purpose of this exercise is simply to add and augment the existing content so that it provides additional value to searchers for each particular keyword.

D	E	F	G	H	
Volume	Keyword Difficulty	CPC	Url	Traffic (%)	Traffic
27100	78.71	1.56	https://www.o	0.57	
27100	71.83	0.16	https://www.o	0.57	
18100	81.47	0.3	https://www.o	0.38	
246000	74.54	0.17	https://www.o	0.33	
49500	84.4	0.58	https://www.o	0.28	
90500	83.47	0.85	https://www.o	0.28	

Step1: In your spreadsheet, sort by URL. Discover what URL's may have multiple opportunities. Once you've selected a URL to start with, take note of all the keywords that you will need to include in augmenting this content.



Step 2: Go into your CMS and begin adding additional sections that speak to the subjects related to these additional keywords. This means adding sections that include:

- New H2 and H3 headings that include the new keywords
- New body text with the keywords
- Additional images with alt. image tags that include the keywords

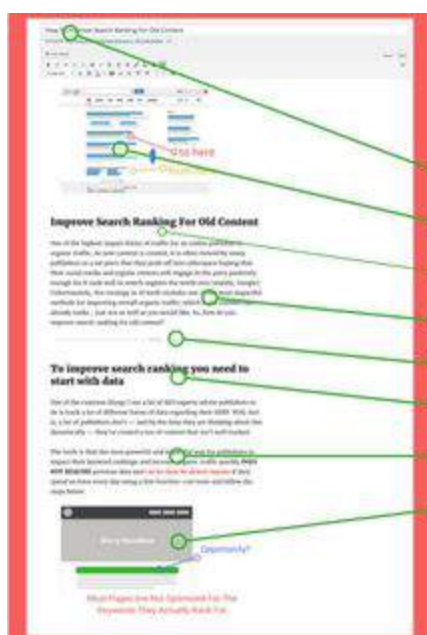
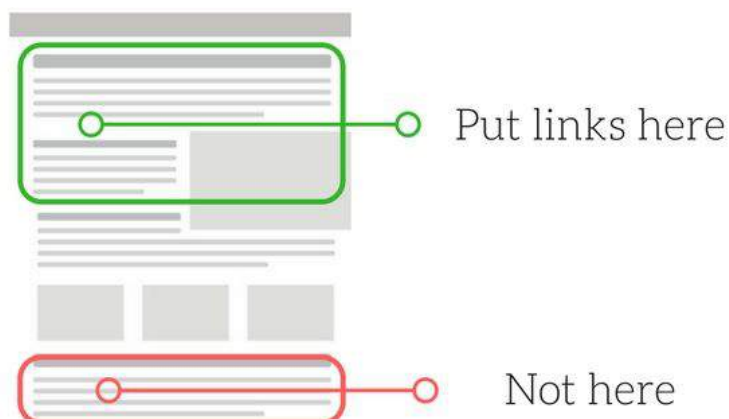
If you're using WordPress, you should go ahead and install the Yoast Plugin if you haven't already. You can use the Yoast tool to test each new keyword to see where additional opportunities may lie with this new content. (**WARNING:** If you use Yoast, realize that you will not be able to do every recommendation with every keyword)

We are not advocating keyword stuffing or anything of the like; however H2 titles, alt. images, and adding the keyword in the body content in general can offer real benefits when incorporated into helpful new content that speaks to the new keywords that potential; searchers will type into search boxes.

Step 3: Consider other fixes and link opportunities that may not have existed when the original content was published.

Usually, there are updates, details, or information that can be added to the content to make it better. Think about what you could add to this content that might improve its value to readers.

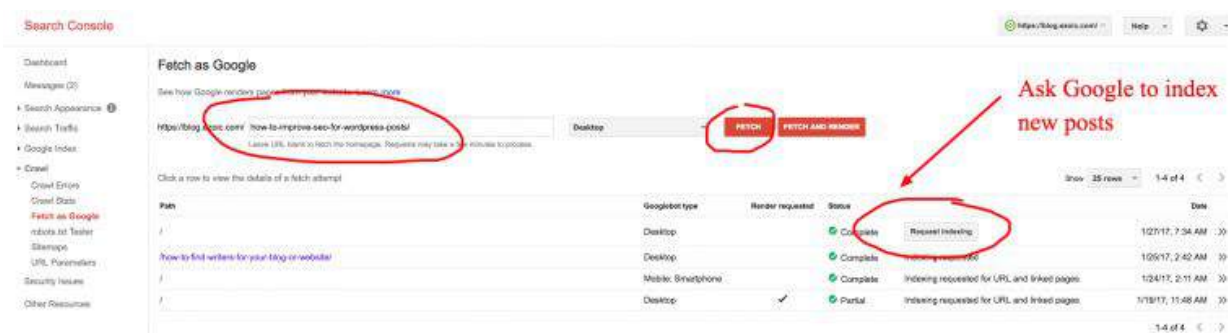
Another thing publishers often forget to do with older content is going back and linking to their new content (where relevant). Discover where in this content you could anchor links back to some of your newer content (this will increase CTR's). **Having these links at the top of the page is proven to get more clicks.** A lot of publishers only include them at the end.



Use a formula that draws eyes down the page

- Title
- Image (big and bright)
- H2 - repeat the title in a different way
- Short Teaser to content
- "Read More"
- H2 - build suspense
- Short intro to the subject matter
- Image (with instructions or data)
- H2 & more content
- Images between each section

Step 4: Use this as an opportunity to improve the quality of your entire post. Ensure it is engaging and optimized to reduce bounce rate and improve time on site by ensuring that you are using more than 1 image, leveraging quotes, and breaking up text with headers and shorter paragraphs.



Step 5: Launch your updated post and share it on your social media pages (so that it will get an activity boost). Also, go into Google Search Console and have the content crawled by Google.

Simply go into [Google Search Console](https://search.google.com/fetch-as-google), go to *Fetch as Google*, and then submit the link and click submit to index. Easy.

STEP 6: RINSE AND REPEAT FOR EVERY URL

Frequently asked questions:

Won't this potentially hurt my existing Search Rankings for the keywords I already rank for in this content?

No. If you follow the guide correctly, you'll notice that we are not changing or manipulating any existing content. We are adding value to the existing content for additional relevant keywords. This means that the content (even your existing keywords) will only benefit from this practice.

How long will this take?

Unfortunately, it depends. It is a labor intensive process. However, it is safe to say that it is far less labor intensive than creating NEW CONTENT!

That's why we've included the ROI calculator, so that you can evaluate the value of this process against your current ROI for creating new content. In most cases the ROI is greater for augmenting existing content than it is for creating new content.

Can I have someone do this for me?

Ezoic does not provide any services related to this practice outside of the data and strategy; however, we are happy to share this info with an employee, consultant, or agency of your choosing who may elect to do this work for you.

Our caution with this is to be wary of all *SEO or content agencies*. Most are not a good investment (and may not follow processes correctly). It's typically better to have a highly skilled blogger, writer, or researcher, to do this work for you over an SEO entity.

How long until this pays off?

After having the new content crawled by Search Console, you should begin seeing positive movement and traffic improvements in less than 3 weeks. The totality of the benefit is usually fully-realized in around 6 months.

You can read more about these processes here:

- [Learn about getting old content to rank higher](#)
- [Learn about writing engaging posts](#)