



Doing More With Less:
How to Grow Organic
Traffic with Limited
Resources

@matthewbarby





CHAOS



Aug 2018

Today

Google Search Algorithm August 1st Update Rolling Out Now - Core Broad Update

Aug 1, 2018 • 7:31 am | (226)

by [Barry Schwartz](#) | Filed Under [Google Search Algorithm Updates](#)



Google Algorithm Update On September 11th

Sep 12, 2018 • 7:59 am | (51)

by [Barry Schwartz](#) | Filed Under [Google Search Algorithm Updates](#)



Update: This is now con

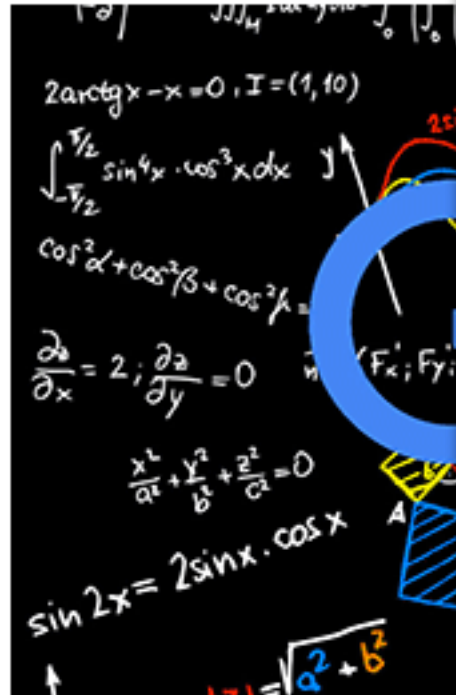
It looks like there is a bi morning. It is super earl community, this one mi

I was offline the past two days but when I came back, I saw a nice amount of chatter of a possible Google update starting around September 11th. Most, not all, of the tools are showing significant volatility and there is some chatter. The chatter is not too extreme

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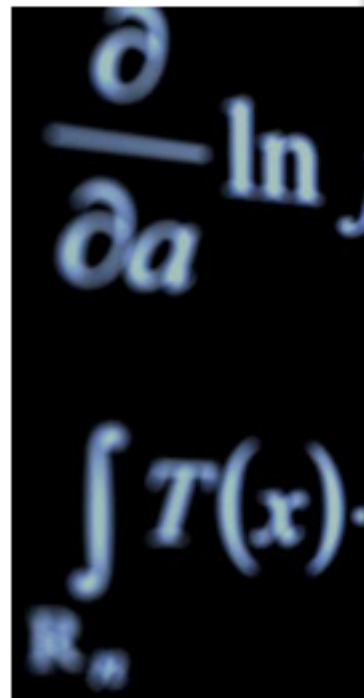
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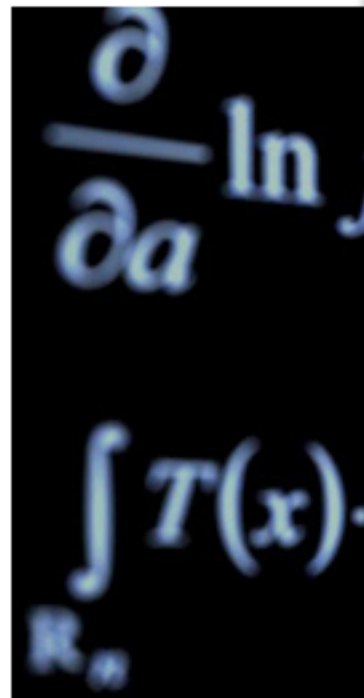
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Sep 28, 2018 • 7:54 am | (54)

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Update: Googl

A Google Search Algorithm Update Over December 15th Weekend

Dec 17, 2018 • 8:25 am | (58)

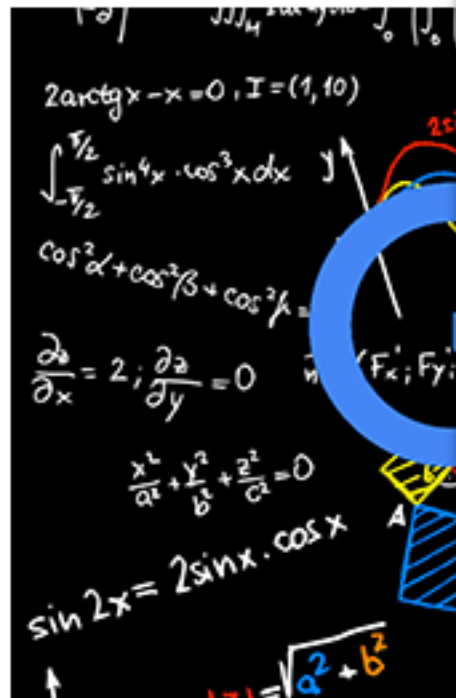
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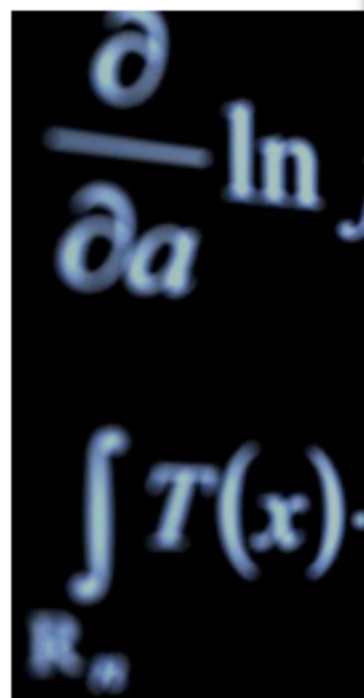
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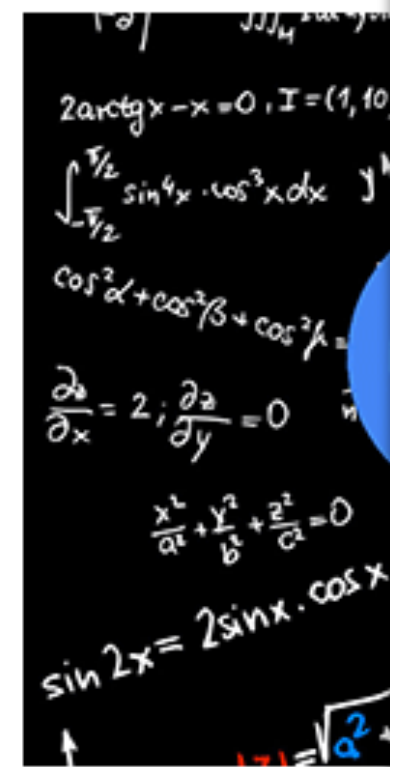
Sep 28, 2018 • 7:54 am | (54)
by [Barry Schwartz](#)



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A Google Update On December 17th

Dec 17, 2018 • 8:25 am | (54)
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Google Search Algorithm Update On January 9th?

Jan 10, 2019 • 8:42 am | (25)
by [Barry Schwartz](#) | Filed Under [Google Search Algorithm Updates](#)



The Google search results and rankings have been pretty unstable the past week or so. There are a lot of fluctuations happening from earlier this week and also as of yesterday. Both the automated tracking tools and the SEO communities are taking notice.

Google Search Algorithm August 1st Update Rolling Out Now - Core Broad Update

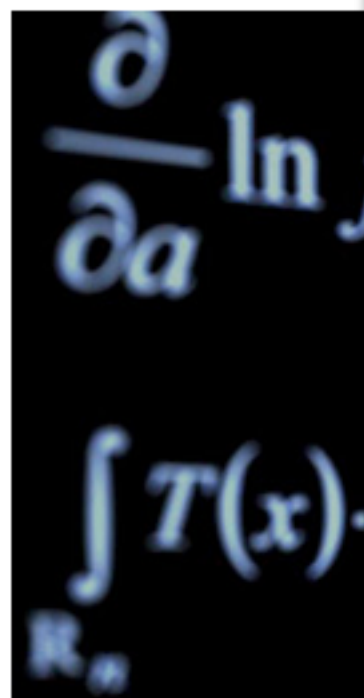
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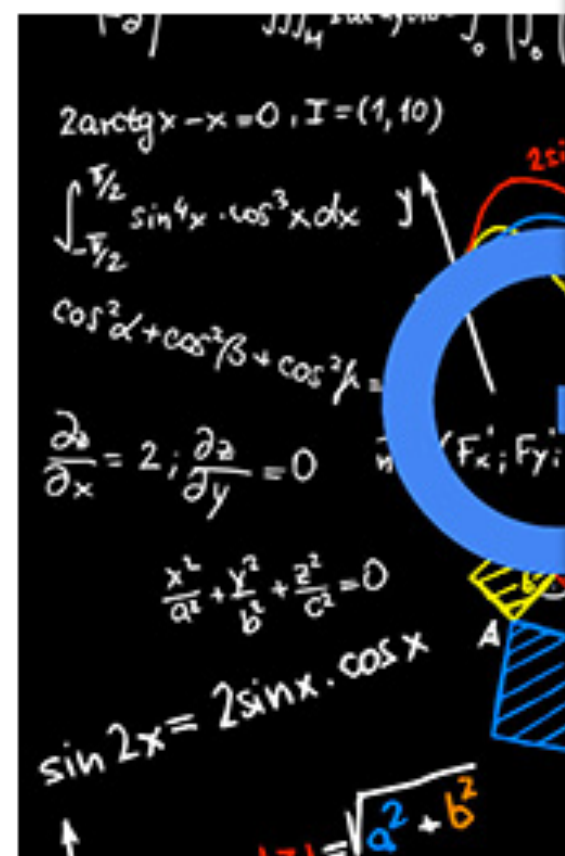
Sep 28, 2018 • 7:54 am | (154)
by [Barry Schwartz](#)



Update: Googl

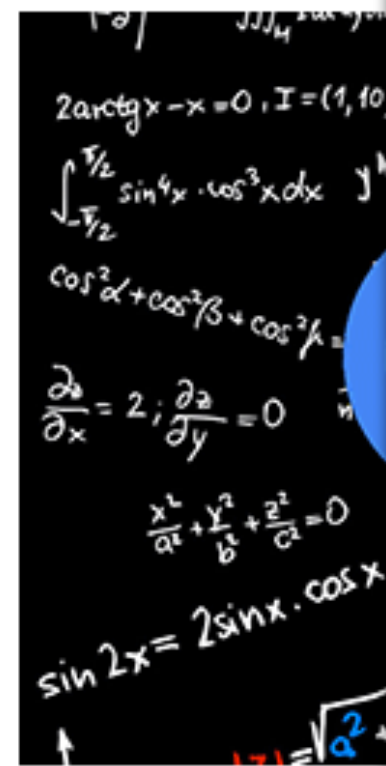
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Google Search Ranking Algorithm Update & Fluctuations Continue

Feb 13, 2019 • 8:38 am | (81)
by [Barry Schwartz](#) | Filed Under [Google Search Algorithm Updates](#)

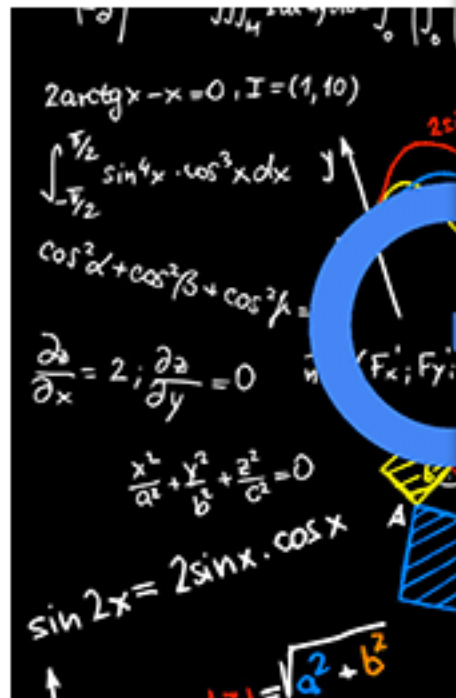


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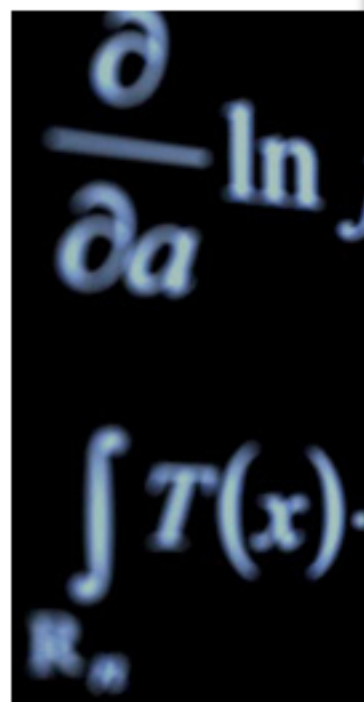
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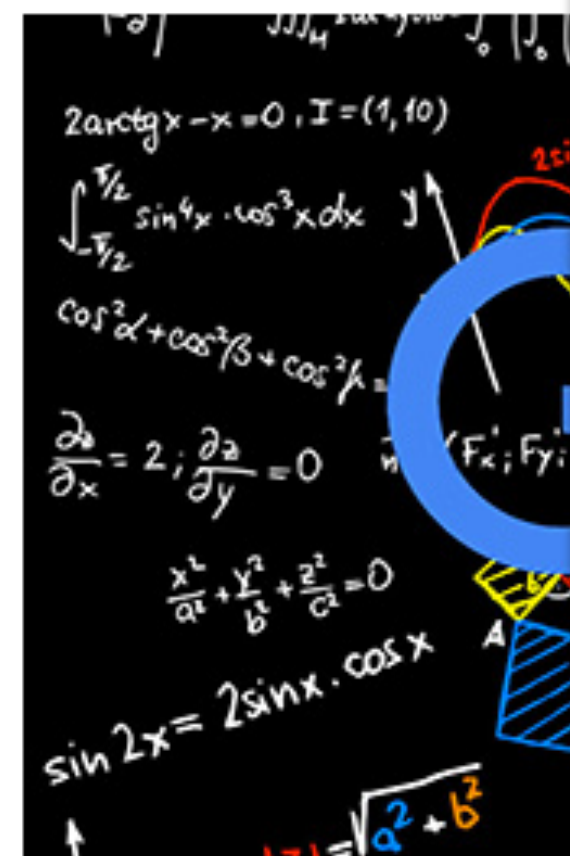
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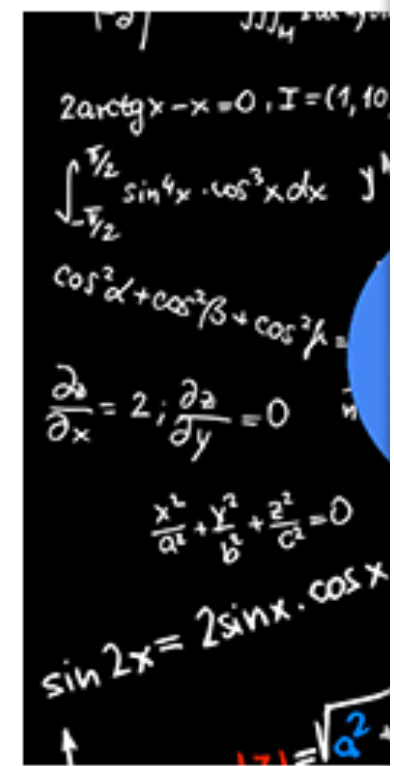
Google Search Algorithm Update On January 9th

Jan 10, 2019 • 8:42 am | (57)
by [Barry Schwartz](#) | Filed Under



A Google Search Algorithm Update On December 17th

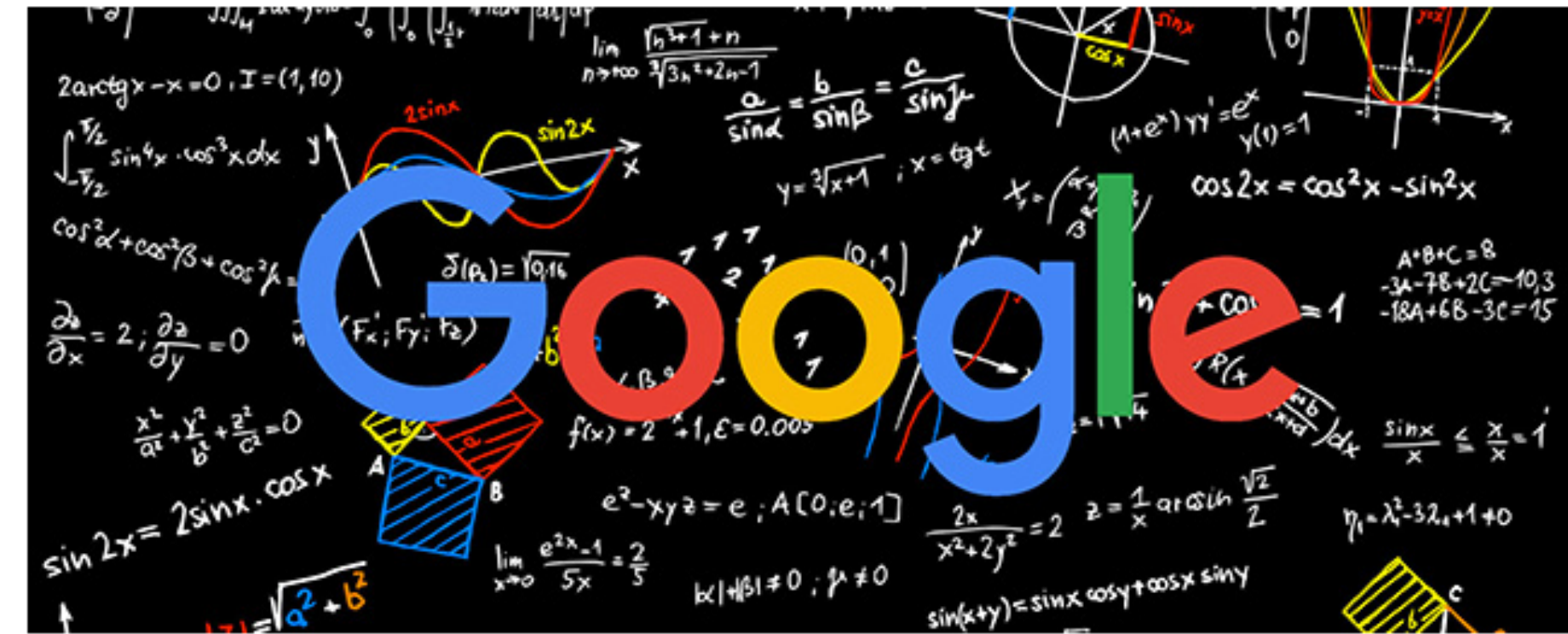
Dec 17, 2018 • 8:25 am | (54)
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March 1st Google Search Algorithm Ranking Update - Unconfirmed

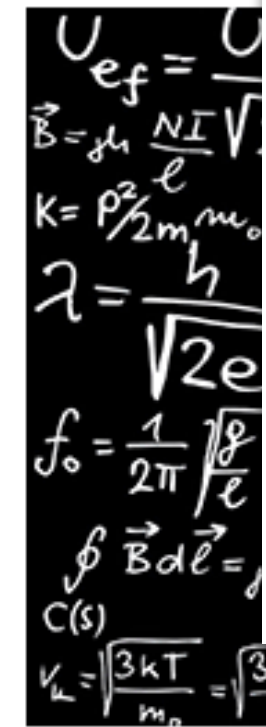
Mar 4, 2019 • 8:41 am | (57)
by [Barry Schwartz](#) | Filed Under [Google Search Algorithm Updates](#)



On Friday afternoon, March 1st, maybe going through Saturday, March 2nd, there may have been yet another [Google search ranking algorithm update](#). We had one on [February 27th](#) and [February 22nd](#) and now another unconfirmed one on March 2nd. They seem like tremors, maybe tweaks to previous updates. We have both chatter and trackers showing the updates.

Google Search Algorithm Update On February 13th

Feb 13, 2019 • 8:41 am | (57)
by [Barry Schwartz](#)



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Google Search Algorithm August 1st Update Rolling Out Now - Core Broad Update

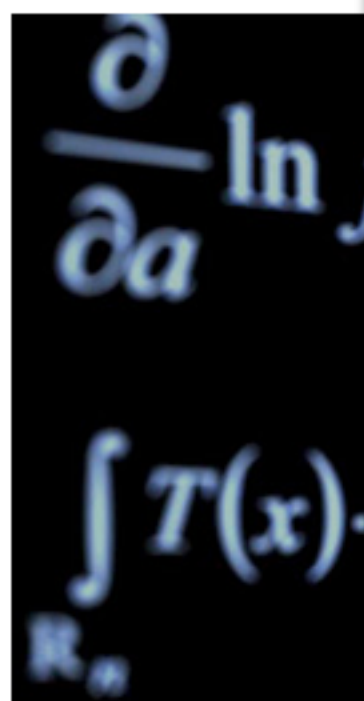
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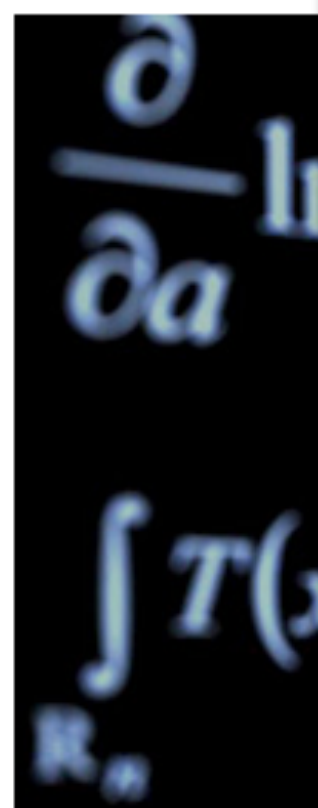
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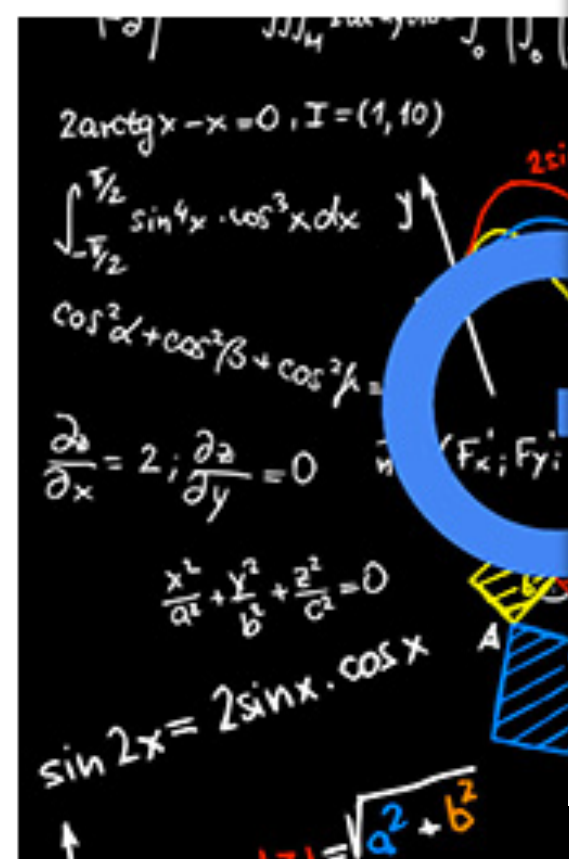
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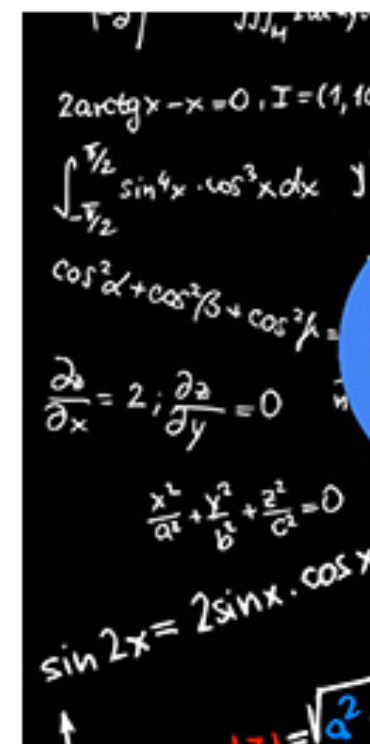


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Mar 4, 2019 • 8:41 am | (51)
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Was There A Google Search Algorithm Update Around May 22nd?

May 23, 2019 • 7:45 am | (88)
by [Barry Schwartz](#) | Filed Under [Google Search Algorithm Updates](#)



Over the past couple of days there has been limited chatter around ranking fluctuations and changes to the Google search ranking algorithm. I am honestly not seeing a huge spike in chatter but the tracking tools are almost all lighting up over the past day or two. So here is what I see around the rumors of a [Google search algorithm update](#) recently.

Google Search Algorithm August 1st Update Rolling Out Now - Core Broad Update

Aug 1, 2018 • 7:31 am | (226)
by [Barry Schwartz](#) | Filed Under [Google Search Algorithm Updates](#)

March 1st Google Search Algorithm Ranking Update - Unconfirmed

Mar 4, 2019 • 8:41 am | (57)
by [Barry Schwartz](#) | Filed Under [Google Search Algorithm Updates](#)

Google Algorithm Update On September 11th

Sep 12, 2018 • 7:00 am
by [Barry Schwartz](#)

Google June 2019 core update finished rolling out on June 8

It took five days for Google to roll out the June 2019 core update and about three-days for the diversity update.

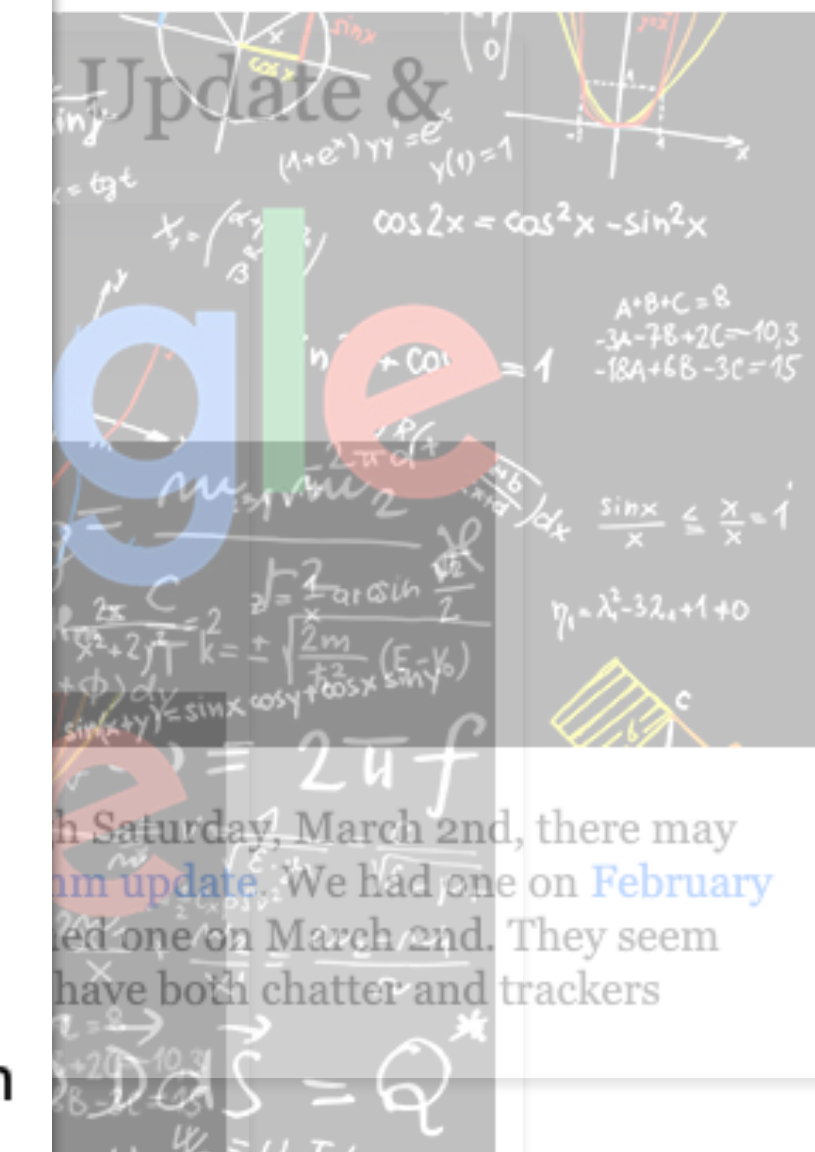
Barry Schwartz on June 11, 2019 at 10:54 am

Danny Sullivan from Google confirmed that the [June 2019 core update](#) that began rolling out on [June 3rd](#) finished rolling out on June 8th.

Five-day roll out. It took Google about five-days to fully roll out this Google core update, starting on Monday, June 3rd and finishing on Saturday, June 8th. It takes time for these updates to roll out because Google has many servers and data centers around the world, and it takes time for them all to get this update. Five-days for a roll out like this does not seem long. Previous updates have seemed to take weeks or longer.

Update: Google confirmed a small update this week. The Google search results and rankings have been pretty unstable the past week or so. There are a lot of fluctuations happening from earlier this week and also as of yesterday. Both the automated tracking tools and the SEO communities are taking notice.

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Update & Google
On Saturday, March 2nd, there may be an update. We had one on February 1st and one on March 1st. They seem to have both chatter and trackers.

Ranking algorithm
In the past couple days I think this is a super test or something. It

What's changed?

1

Intent Matching



manchester united



All News Images Maps Videos More Settings Tools

About 758,000,000 results (0.54 seconds)

Manchester United F.C.
6th in Premier League

MATCHES NEWS TABLE PLAYERS

Man United Perth Glory	Sat, 13/07 12:00	Man United Leeds United	Wed, 17/07 12:00
Man United Inter Milan	Sat, 20/07 12:30	Tottenham Man United	25/07 12:30
Kristiansund Man United	30/07 19:00	Man United Milan	03/08 17:30

All times are in United Kingdom Time Feedback

Matches, news and standings

Manchester United F.C.

Football club



Manchester United Football Club is a professional football club based in Old Trafford, Greater Manchester, England, that competes in the Premier League, the top flight of English football. [Wikipedia](#)

Manager: [Ole Gunnar Solskjær](#)

Arena/Stadium: [Old Trafford](#)

Location: [Manchester](#)

Owner: [Manchester United](#) (NYSE: MANU)

Did you know: Manchester United has the second-highest home attendance record (83,260) of English football clubs. [wikipedia.org](#)



Manchester United

on Google





sydney weather



[All](#) [News](#) [Maps](#) [Images](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 186,000,000 results (0.47 seconds)

Sydney NSW, Australia

Tuesday 02:00

Clear

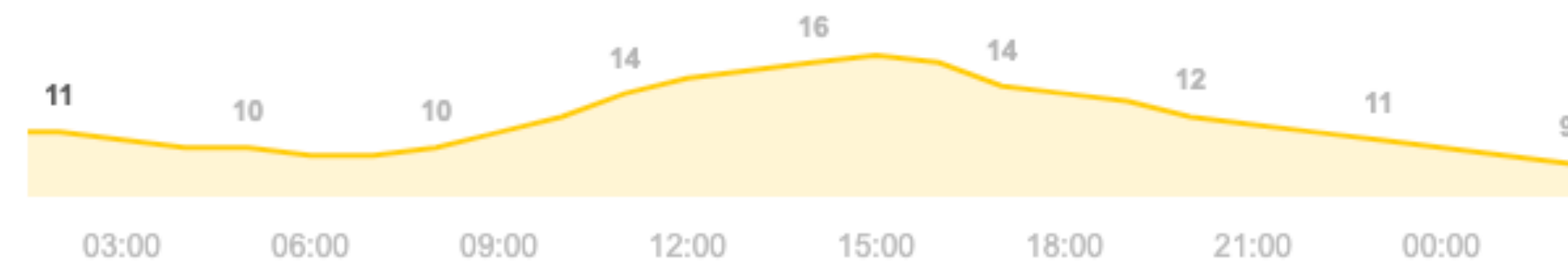
 **11** °C | °F









Precipitation: 0%

Humidity: 70%

Wind: 11 mph

[Temperature](#) [Precipitation](#) [Wind](#)



Day	Icon	High/Low (°C)
Tue		17° 7°
Wed		17° 10°
Thu		18° 9°
Fri		18° 10°
Sat		14° 7°
Sun		16° 8°
Mon		16° 8°
Tue		17° 8°

[More on weather.com](#)

[Feedback](#)



sydney weather january



All Maps Images News Shopping More Settings Tools

About 42,500,000 results (0.74 seconds)

Sydney NSW, Australia

Weather averages

Overview Graphs

Month	High / Low (°C)	Rain
January	26° / 19°	8 days
February	26° / 19°	8 days
March	25° / 18°	9 days

More about this destination

[Current weather](#)

[Travel guide, flights and hotels](#)

Sydney is temperate and sunny all year. Severe thunderstorms are most likely Oct–Mar. Summer (Dec–Feb) is peak travel.

All months

People also ask

Is January a good time to visit Sydney?

Google is favouring more **precise**
content over broader content.

(which means more **unique SERPs**)

MARKETING | 4 MIN READ

The Best Time to Post on Instagram, Facebook, Twitter, LinkedIn, & Pinterest



Written by Lindsay Kolowich
@lkolow

Lindsay also recommends this handy social media calendar.

Get the Calendar Template



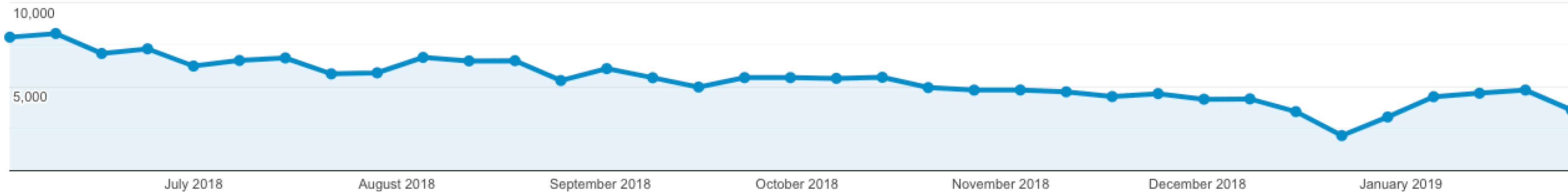
Example: broad content.

Explorer Navigation Summary

Pageviews vs. Select a metric

Day Week Month

Pageviews



MARKETING | 4 MIN READ

When Is the Best Time to Post on Instagram in 2019? [Cheat Sheet]



Written by Clifford Chi
@BigRedDawg16



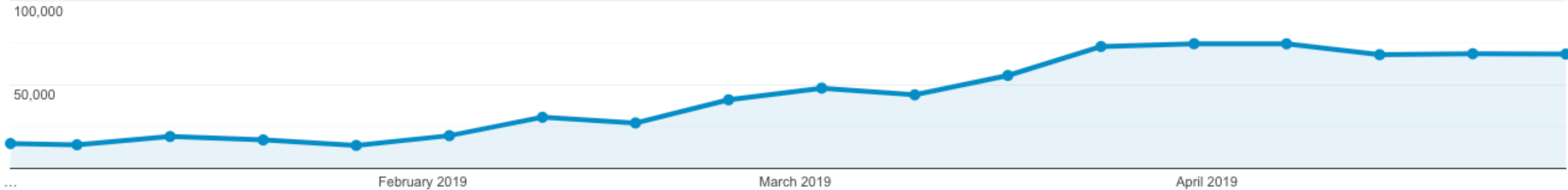
Example: precise content.

Explorer Navigation Summary

Pageviews vs. Select a metric

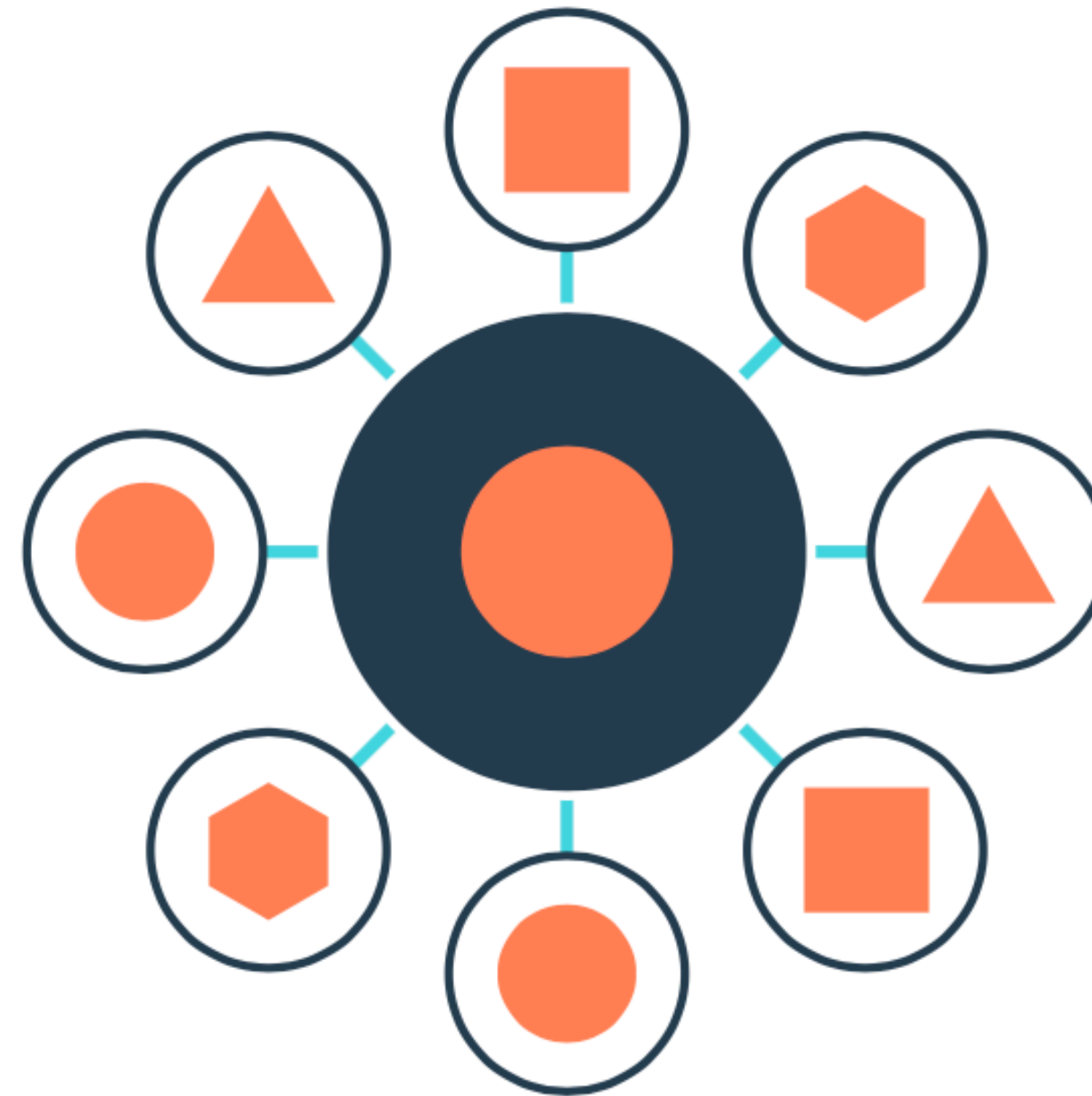
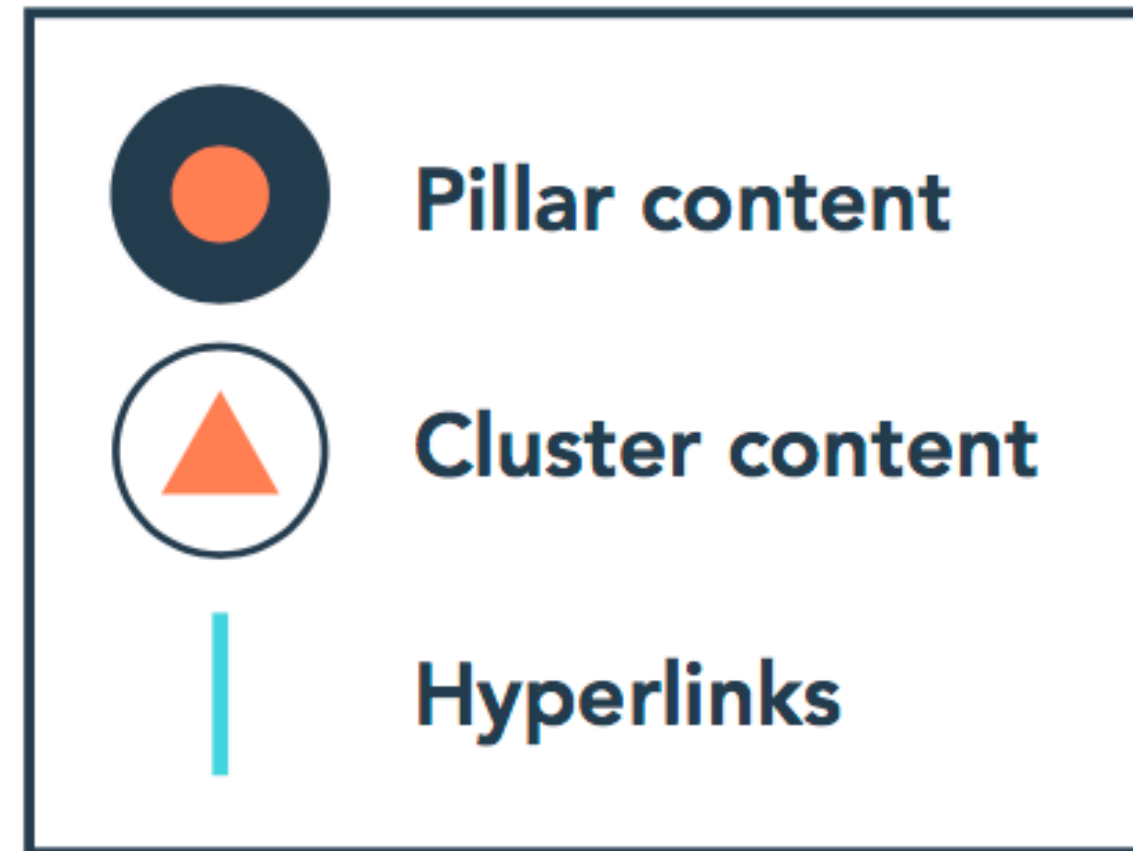
Day Week Month

Pageviews



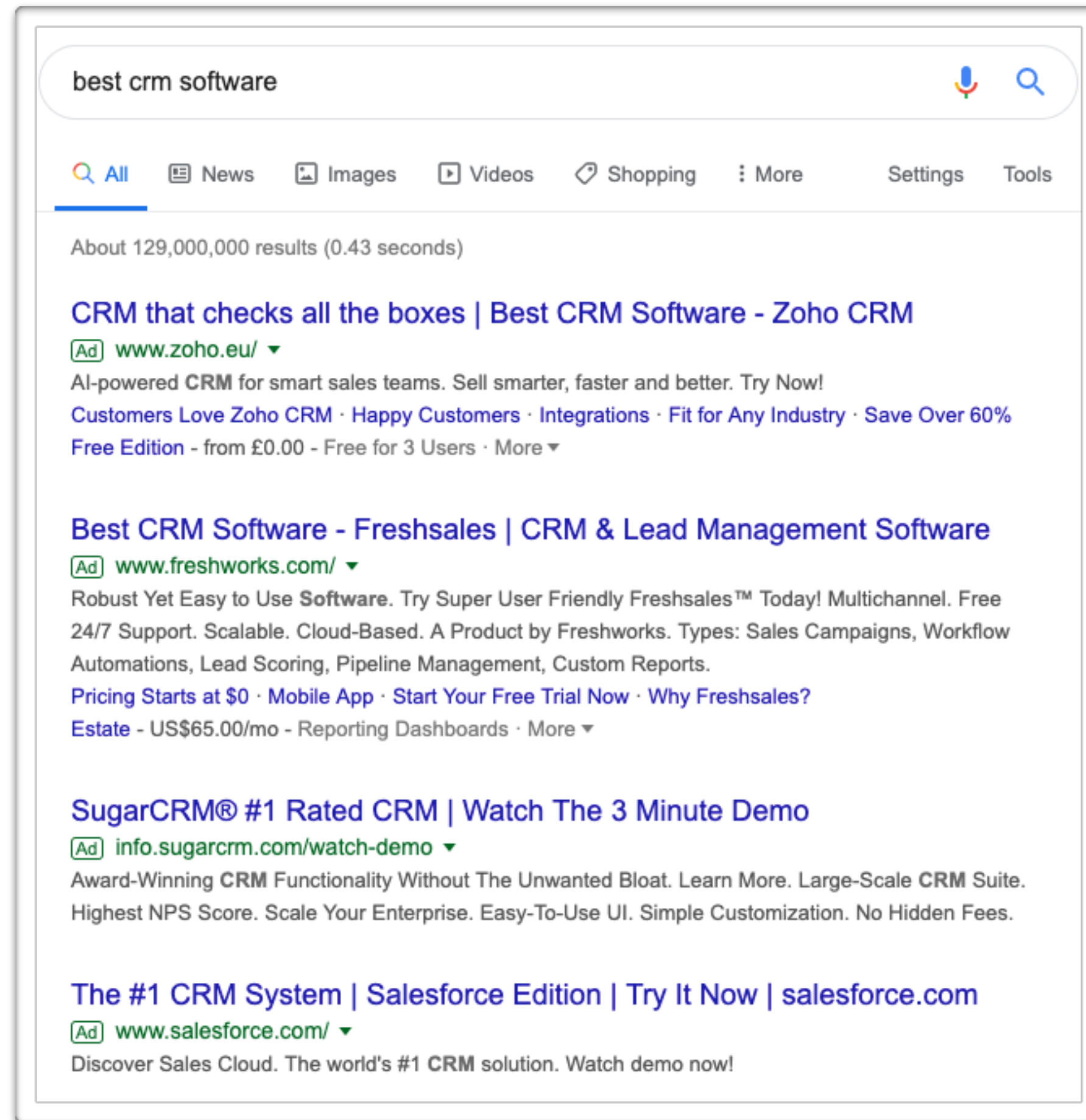
Does **size** matter?

Topic Clusters

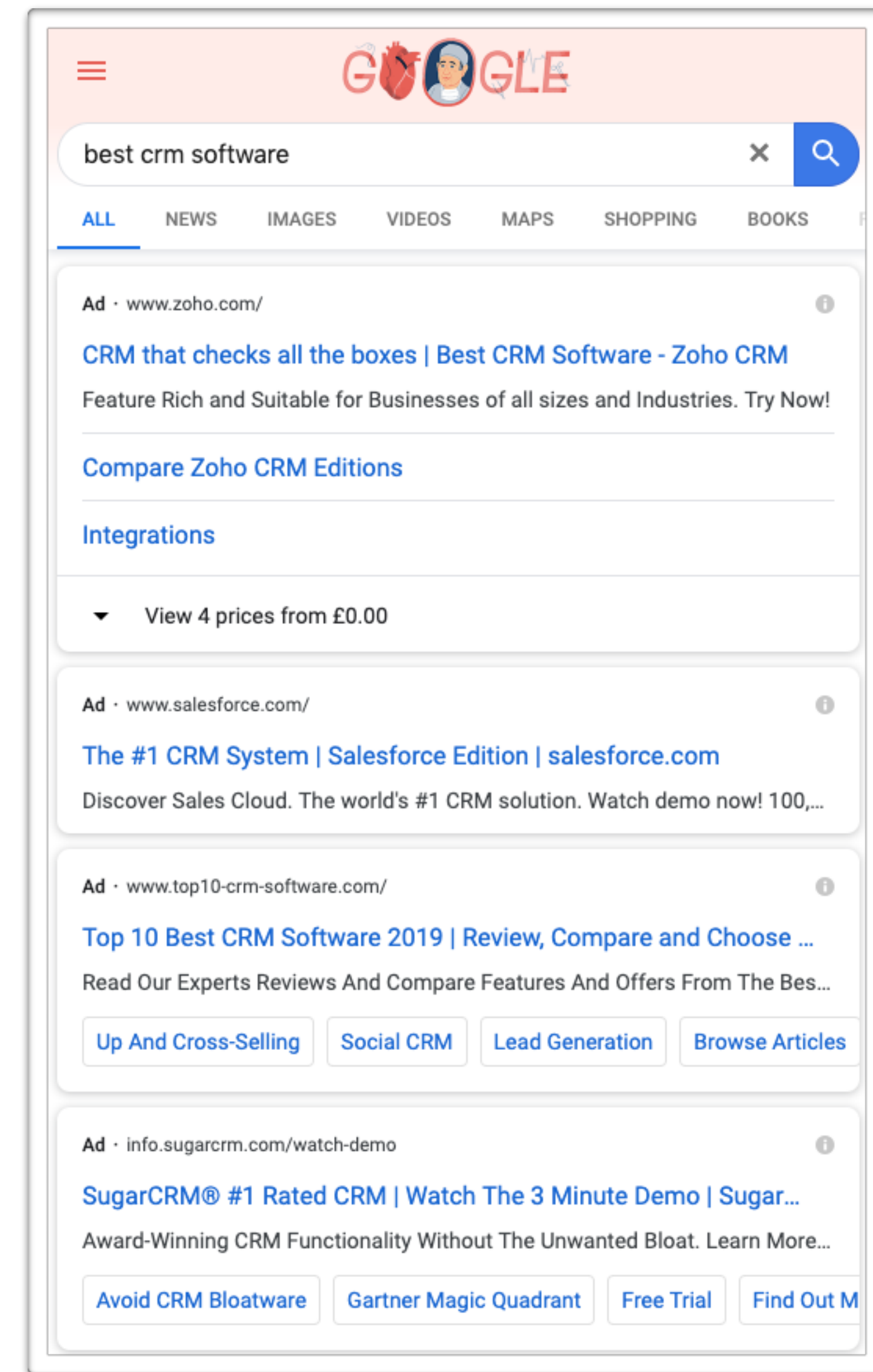


2

Mobile SERPs



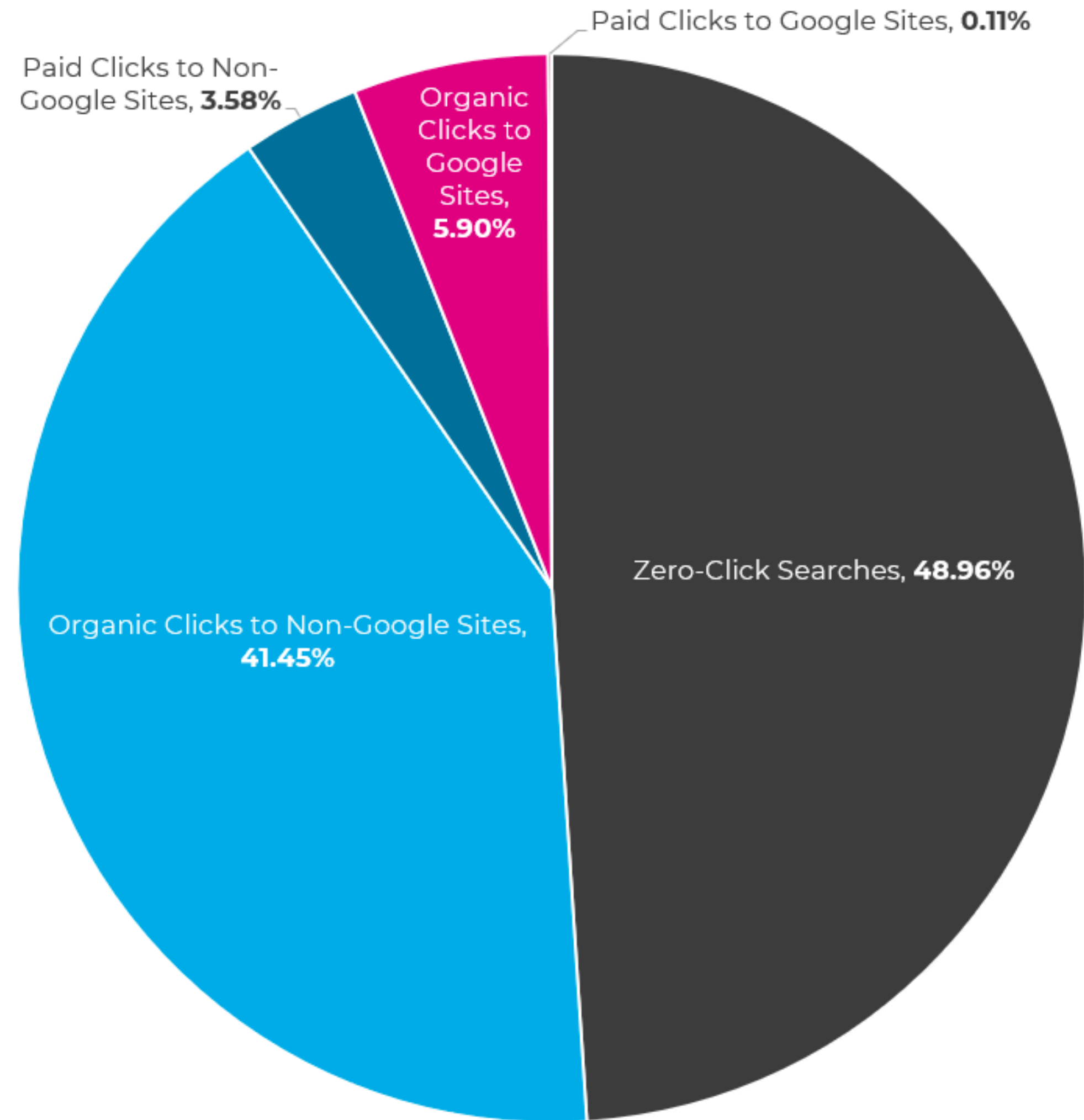
Before



After

Where Users Click After Searching Google (Q1 2019)

(data from 1B+ searches on 10M+ US mobile & desktop devices)



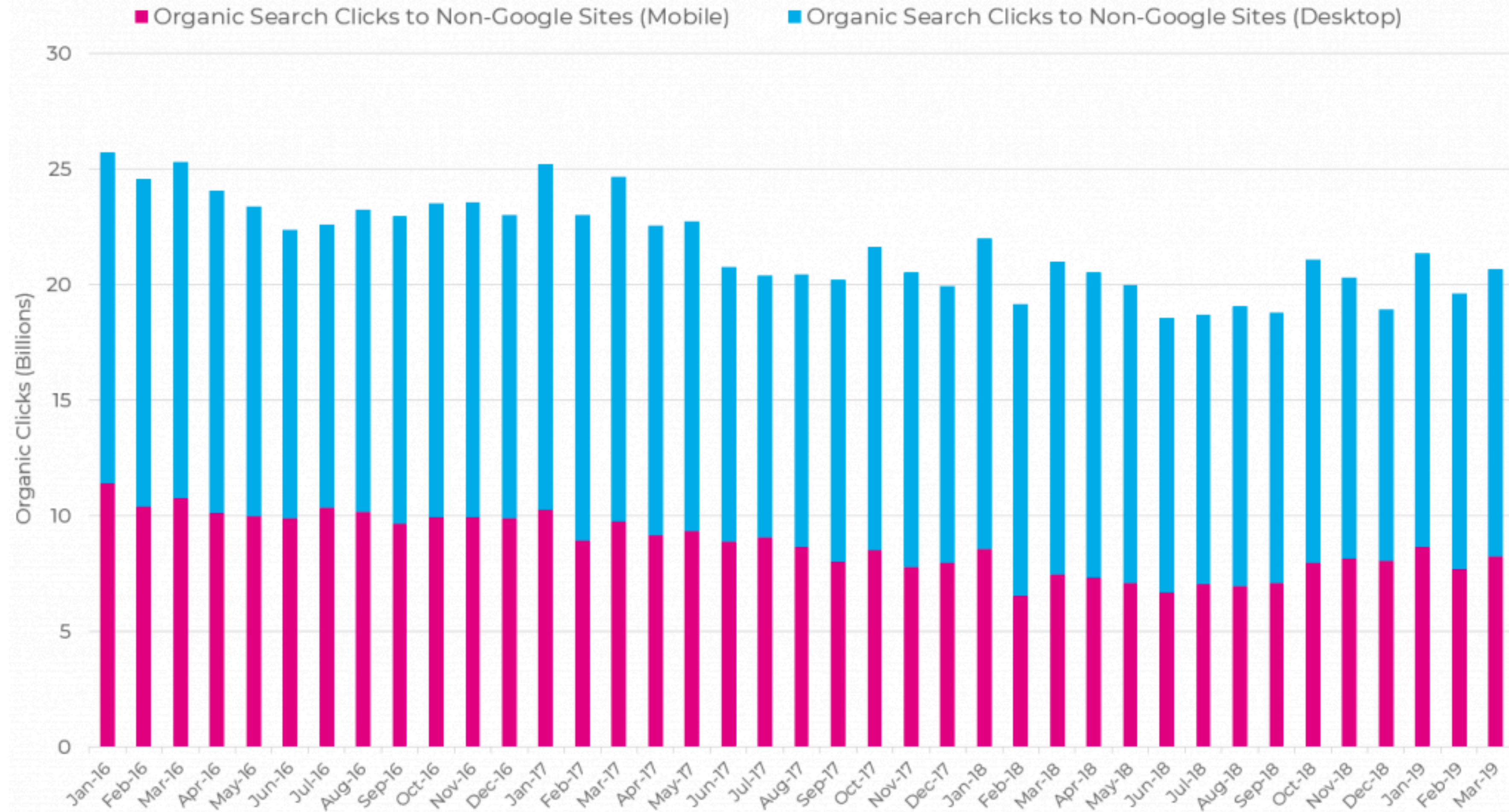
* Searches & clicks based on US clickstream data, browser searches only, non-iOS devices, on Google.com

Data courtesy of **jumpshot**

Assembled by Rand Fishkin at **SparkToro**

Google's Organic Search Traffic Opportunity (2016-2019)

(data via 100B+ browser searches on 10M+ mobile & desktop devices in the US)



* Searches & clicks based on US clickstream data, browser searches only, non-iOS devices, performed on Google.com

Data courtesy of **Jumpshot**

Assembled by Rand Fishkin at **SparkToro**

<https://www.capterra.com> > custome...

Best CRM Software | 2019 Reviews of the Most Popular Systems - Capterra

Find and compare CRM software. Free, interactive tool to quickly narrow your choices and contact multiple vendors.

[CRM Software Research](#)

[Zoho CRM](#)

[Dynamics CRM](#)

[HubSpot CRM](#)

<https://mopinion.com> > best-crm-sof...

Top 15 Best CRM Software for Small Businesses - Mopinion



3 Jun 2019 · Top CRM Software for Small Businesses. Insightly. Insightly is CRM and Lead Management software that is one of the top-voted choices among smaller businesses. Zoho. Hubspot. Salesforce. Agile CRM. Teamgate. Capsule CRM. OnePageCRM.

<https://www.techradar.com> > news

Best CRM software | TechRadar

17 Jun 2019 · Great picks for CRM software to support your small business.

<https://www.softwareadvice.com> > c...

Top CRM Software - 2019 Reviews, Pricing & Demos

Products 1 - 20 of 618 · The Salesforce cloud is an on-demand customer relationship management (CRM) suite offering applications for small, midsize and enterprise organizations, with a focus on sales and support.

[SEO Keyword Analysis Tips - The Short, Medium & Long Tail - W...](#)

www.wowinternet.net/.../seo-keyword-analysis-tips-t...



by Matthew Barby

14 Aug 2012 – **Keyword analysis** is an essential part of any search engine optimisation (**SEO**) campaign. This **research** stage is integral to the overall ...


3


SERP Features

Dash Cam FAQ | Nextbase


<https://www.nextbase.com/en-gb/hub/faq/>

22 Jun 2018 - Dash Cam Frequently Asked Questions. ... From Dash Cam basics to info on the technology at work, you should find the information you require below. ... Will a dash cam drain my car battery?

Why is it called a "Dash Cam"? 

How easy is it to install? 


What should I look for in a Dash Cam? 

 Show more


Car insurance FAQs - Confused.com


<https://www.confused.com/car-insurance/faqs>

Look over our list of **FAQs** on car insurance. We can help answer any car insurance query you have. Can't find an answer to what you're looking for, just ask!

What is a no-claims bonus? 

Will I be able to use my no-claims bonus on more than one car? 

How do I get a copy of my no-claims bonus? 

 Show more

Dash Cam FAQ | Nextbase

<https://www.nextbase.com/en-gb/hub/faq/>

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<https://www>

Look over

Can't find

What is a

Will I be a

How do I

▼ Sho

answer boxes improve ctr



All

Images

Shopping

News

Videos

More

Settings

Tools

About 3,090,000 results (0.49 seconds)

The user decides which content is the most relevant. So if you're looking to **improve** your **CTR**, create content that **answers** common search queries. Make sure it's informative and that it delivers on the promise of the headline.

[How to Get the Most SERP Clicks Without Ranking at the Top of the ...](#)

<https://neilpatel.com/blog/more-organic-traffic-with-lower-ranking/>

🔍 About this result

🗨 Feedback

Dash Cam FAQ | Nextbase

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Show more

Car insurance FAQs - Confused.com

<https://www.confused.com/car-insurance/faqs>

Look over our list of FAQs on car insurance. We can't find an answer to what you're looking for, just

What is a no-claims bonus?

Will I be able to use my no-claims bonus on mo

How do I get a copy of my no-claims bonus?

Show more

answer boxes improve ctr

All images

About 3,090,000 res

The user decides your CTR, create informative and

How to Get the
<https://neilpatel.com>

<https://www.instructables.com> > cars

How to Replace a Power Steering Pump: 10 Steps (with Pictures) - Instructables

How to Replace a Power Steering Pump: So you wake up one morning ready to drive the kids to school and head in to work. The sun is up, and the dogs are barking. As you are walking up to the car, your son says, ...

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2. Gather Materials
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The screenshot shows a Google search interface. At the top, the Google logo is visible. The search bar contains the text "actors in deadpool". Below the search bar, there are tabs for "ALL", "IMAGES", "NEWS", "SHOPPING", "VIDEOS", and "MAPS". The "ALL" tab is selected. The search results show a featured snippet for the movie "Deadpool" (2016, Sci-fi/Action, 1h 49m) with a small image of the character. Below this, there are navigation tabs: "OVERVIEW", "WATCH FILM", "CAST", "REVIEWS", and "PEOPLE ALSO". Under the "CAST" tab, three actors are listed with their names and roles: Ryan Reynolds (Deadpool), Morena Baccarin (Copycat), and Brianna Hildebrand (Negasonic Teenage Warhead). A downward arrow is visible at the bottom of the cast list.

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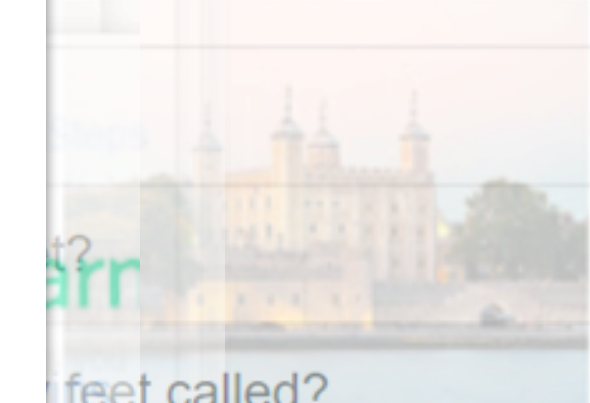
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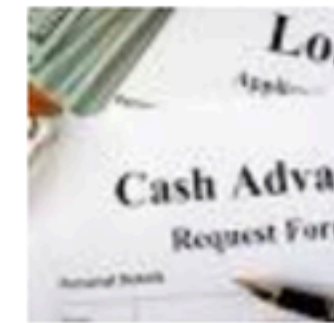
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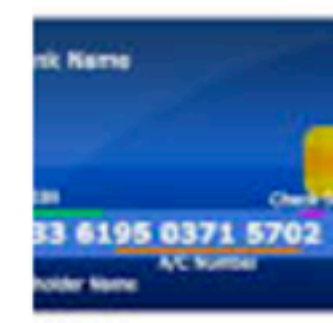
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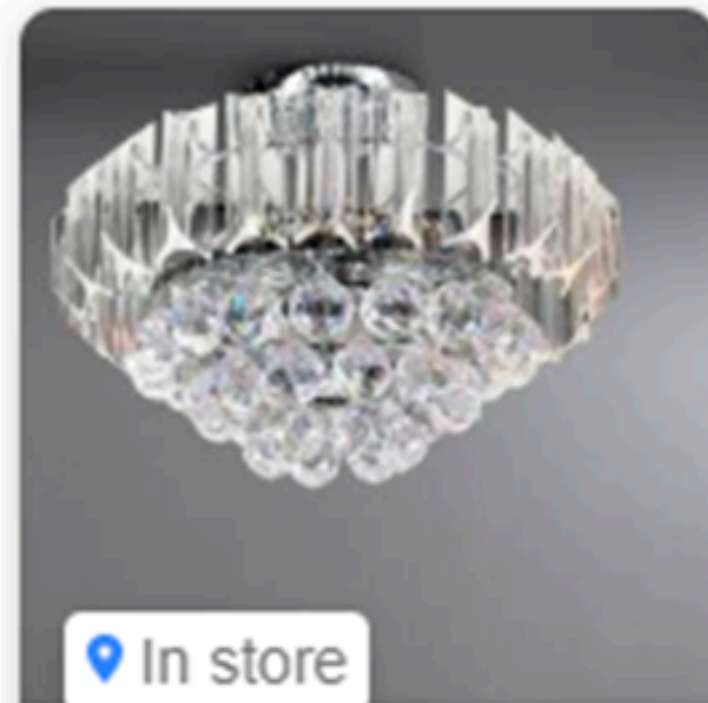
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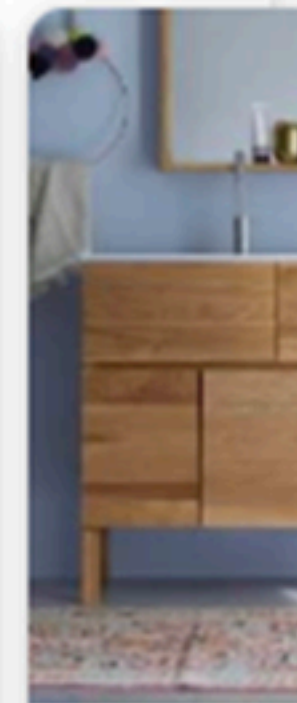
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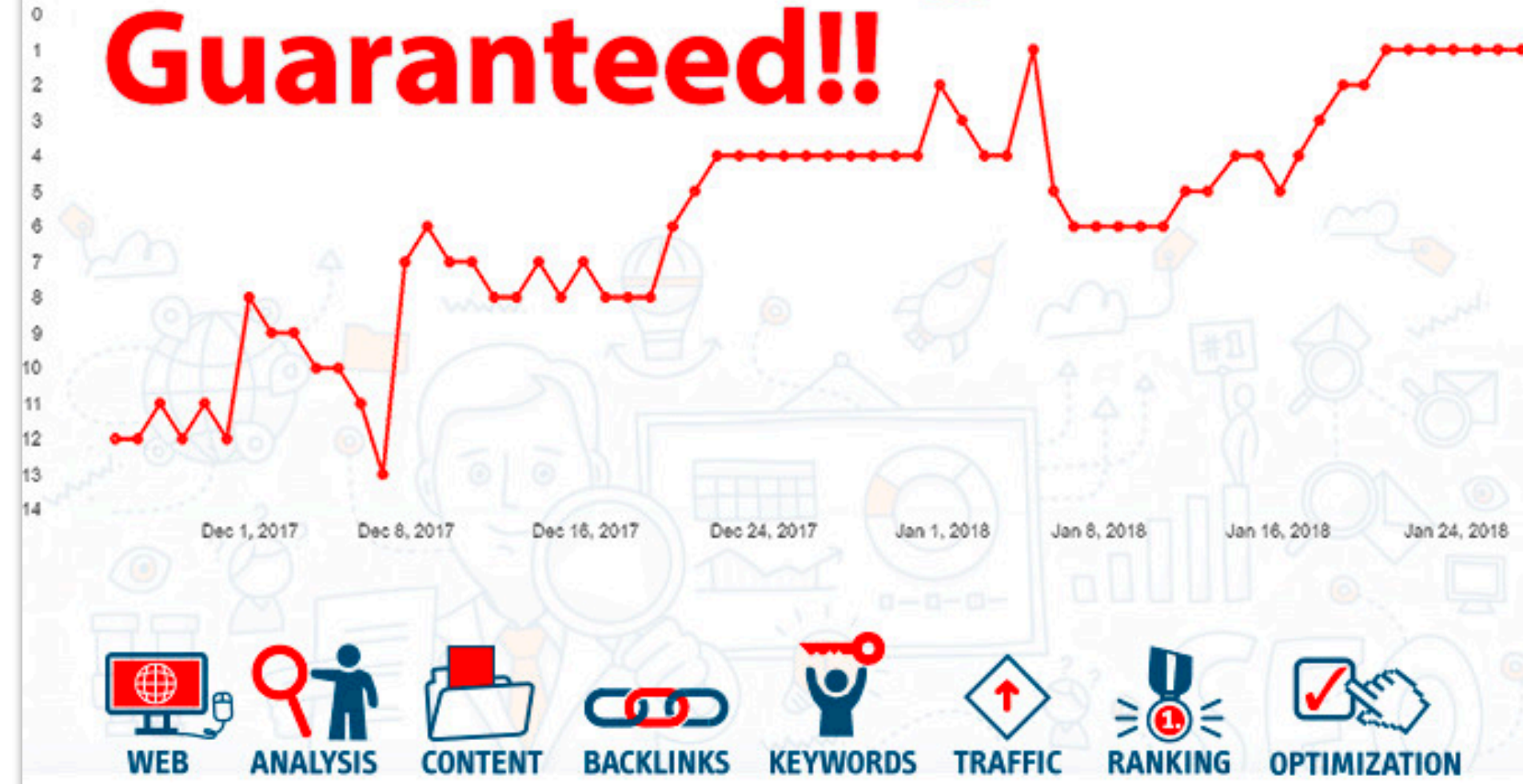


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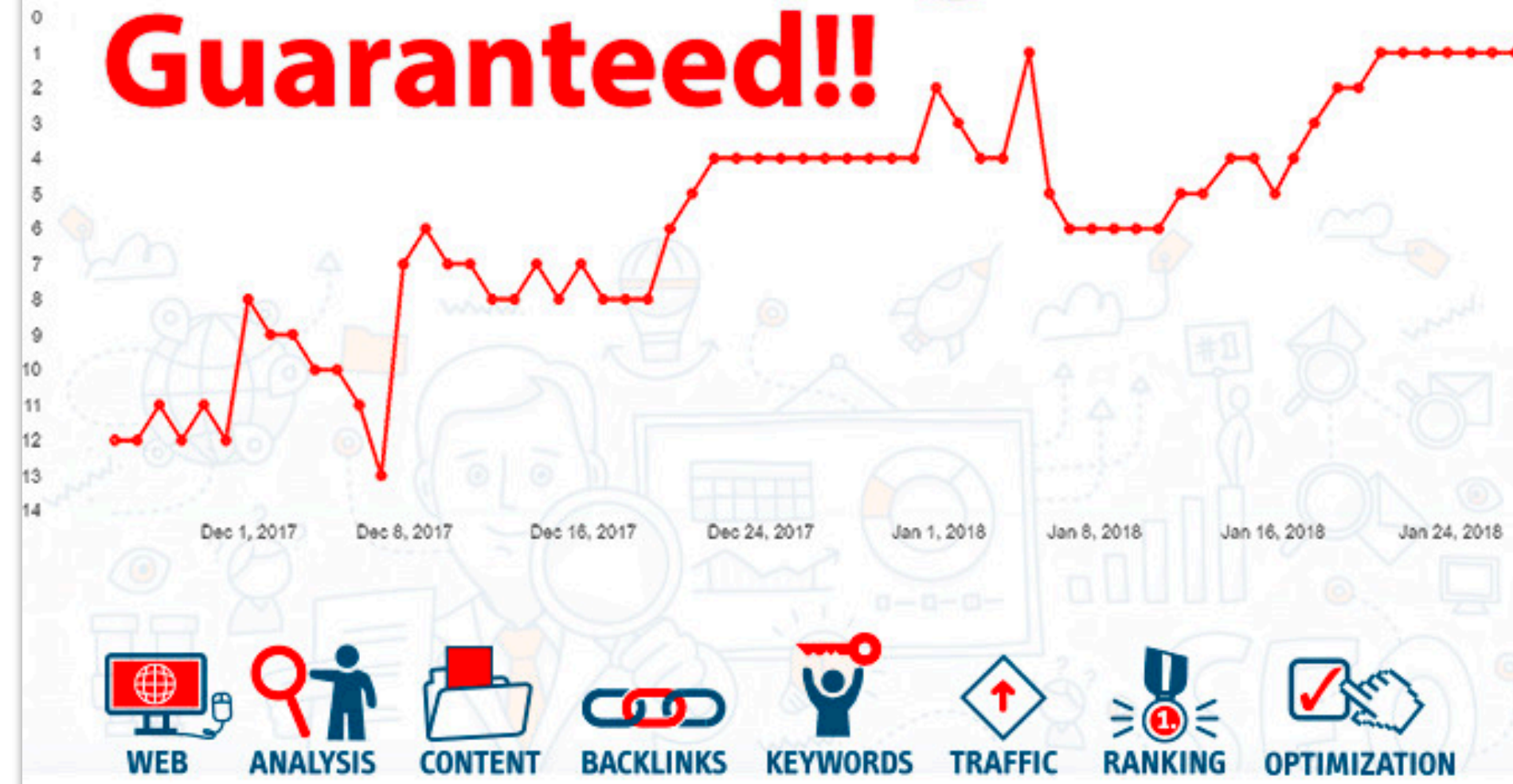


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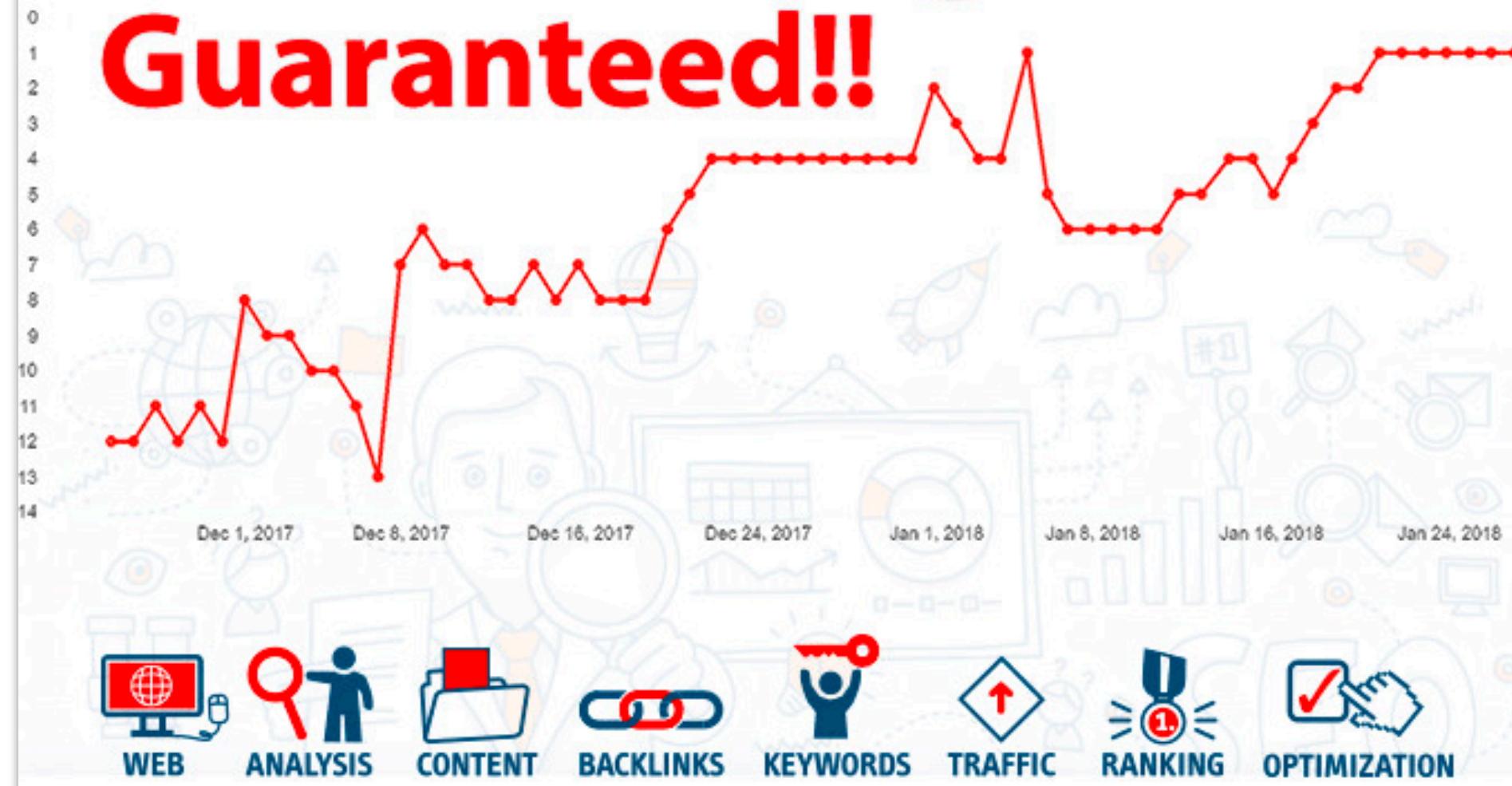
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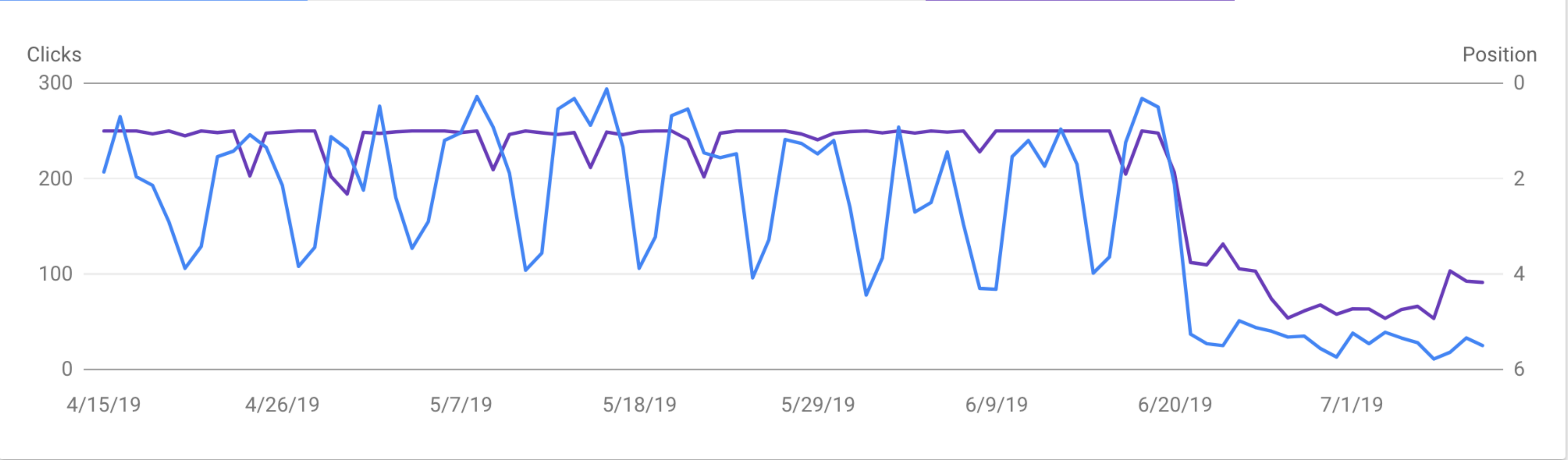
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Average position
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The Best iPhone Cases for 2019: Reviews by Wirecutter | A New York ...

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Jan 4, 2019 - We've tested hundreds of cases to find the best ones for each iPhone model: XS, XS Max, XR, X, 8, 8 Plus, 7, 7 Plus, 6, 6 Plus, and SE.










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The 12 Best iPhone Cases of 2019 - Lifewire

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Best Case for iPhone XR: Spigen Ultra Hybrid Crystal Clear Case at Amazon, "A clean see-through option that still provides drop and scratch protection."

The best iPhone 7 cases | TechRadar

<https://www.techradar.com/news/best-iphone-7-cases>

6 days ago - Read on for our pick of the best iPhone 7 cases currently on the market. These are products that we haven't had in our test labs, but based on ...

The best iPhone case for every model - Business Insider

<https://www.businessinsider.com/best-iphone-case>

Oct 1, 2018 - We've rounded up the best iPhone case companies so you can find an excellent case for your iPhone no matter the model number or your style ...

Best iPhone XR cases - Cnet

<https://www.cnet.com/pictures/best-iphone-xr-cases/>

Need some protection for your new iPhone XR? Here's a bunch of top cases to check out, all of them compatible with wireless charging.

16 Best iPhone Cases on Amazon 2019 - New York Magazine

nymag.com/strategist/article/best-cell-phone-cases.html

Feb 13, 2019 - The 16 best iPhone cases on Amazon, including Mkeke Clear Anti-Scratch Shock Absorption Case, Spigen Ultra Hybrid iPhone Case, Zizo Bolt ...

Best iPhone XR cases: Top picks in every style | Macworld

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Jul 4, 2019 - At 6.1-inches large, the iPhone XR comes in six stunning colors. We rounded up some of the best iPhone XR cases that will let it shine and ...

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The best protective iPhone cases

- Urban Armor Gear Monarch **Case.** ...
- Tech21 Evo Check Evoke **Case.** ...
- Otterbox Defender Series **Case.** ...
- Lifeproof Frē **Case.** ...
- Supcase Unicorn Beetle Pro **Case.** ...
- Griffin Survivor Extreme **Case.** ...
- Spigen Tough Armor **Case.** ...
- RhinoShield SolidSuit **Case.** This molded shell **case** is a very tight fit, but it offers excellent protection.



thewirecutter.com

More items... • Mar 15, 2019

The Best Protective iPhone Cases | Digital Trends

<https://www.digitaltrends.com/mobile/best-protective-iphone-cases/>

About this result Feedback

Comparison

People also ask

- Who makes the best cell phone cases? ▾
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Comparison

The Best iPhone Cases for 2019: Reviews by Wirecutter | A New York ...

<https://thewirecutter.com/reviews/best-iphone-cases/>

Jan 4, 2019 - We've tested hundreds of cases to find the best ones for each iPhone model: XS, XS Max, XR, iPhone 8, iPhone 7 Plus, iPhone 6s Plus, and SE.

Comparison

The Best iPhone XS, XS Max, XR, and X Cases for 2019: Reviews by ...










<https://thewirecutter.com/reviews/best-iphone-x-cases/>

Jan 3, 2019 - After testing new and favorite cases for the iPhone XS, XS Max, and XR, we've found

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The 12 Best iPhone Cases of 2019 - Lifewire

<https://www.lifewire.com> > ... > Smartphones > Smartphone Accessories ▾

Best Case for iPhone X: Spigen Ultra Hybrid Crystal Clear Case at Amazon, "A clean see-through option that still provides drop and scratch protection."

Comparison

The best iPhone 7 cases | TechRadar

<https://www.techradar.com/news/best-iphone-7-cases> ▾

6 days ago - Read on for our pick of the best iPhone 7 cases currently on the market. These are products we've had in the lab, but based on ...

Comparison

The best iPhone case for every model - Business Insider

<https://www.businessinsider.com/best-iphone-case> ▾

Oct 1, 2018 - We've rounded up the best iPhone case companies so you can find an excellent case for your iPhone to state the case number or your style ...

Comparison

Best iPhone XR cases - Cnet

<https://www.cnet.com/pictures/best-iphone-xr-cases/> ▾

Need some protection for your new iPhone XR? Here's a bunch of top cases to check out, all of them with a price tag under \$50.

Comparison

16 Best iPhone Cases on Amazon 2019 - New York Magazine

nymag.com/strategist/article/best-cell-phone-cases.html

Feb 13, 2019 - The 16 best iPhone cases on Amazon, including Mkeke Clear Anti-Scratch Shock Absorption Case, Spigen Ultra Hybrid iPhone Case, Zizo Bolt ...

Comparison

Best iPhone XR cases: Top picks in every style | Macworld

<https://www.macworld.com/article/3305316/iphone-xr-cases.html> ▾

Jan 10, 2019 - At 6.1 inches large, the iPhone XR comes in six stunning colors. We rounded up some of the best iPhone XR cases that will let it shine and ...

Comparison

7 Best iPhone Case Brands - iKream

<https://www.ikream.com/2019/07/7-best-iphone-case-brands-31473> ▾



Jul 10, 2019 - Got a new iPhone? Then you already know how insanely expensive they are! The most expensive iPhone cases can cost you \$1,000 or more, depending ...







Comparison

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Google  

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Realigning Intent

- Look for drops in rank across your content.
- Analyze the SERP and assign intent labels.
- Assign intent labels to your content and cross reference against the SERP.
- Rework the content to best fit the intent of the SERP.

2

Surround Sound





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2019's Best (& Worst) Form Builders - Reviews - Website Planet

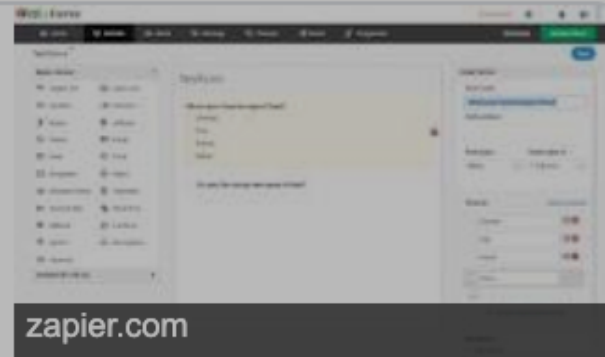
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3

SERP Feature Optimisation



what is brexit?



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Videos



The Brexit Debate Explained in 2 Minutes

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YouTube - 14 Apr 2016



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Financial Times - 9 Apr 2019



What is Brexit?

Financial Times
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Feedback

what is digital marketing strategy

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About 1,060,000,000 results (0.78 seconds)

What is digital marketing strategy? Your **digital marketing strategy** is the series of actions that help you achieve your company goals through carefully selected online **marketing** channels. These channels include paid, earned, and owned media, and can all support a common campaign around a particular line of business.

31 Oct 2018

[7 Digital Marketing Strategies and How to Plan Your Own Campaign ...](https://blog.hubspot.com/marketing/digital-strategy-guide)
<https://blog.hubspot.com/marketing/digital-strategy-guide>

www.smartinsights.com


Does your organization have a clearly-defined digital marketing strategy?

45% 38%

- Yes - it's integrated into our marketing strategy
- Yes - it's defined in a separate document
- No - we are doing digital marketing, but no defined strategy

About this result Feedback

We've compiled a list of seven digital marketing strategies that marketers can adapt to help their teams and businesses grow, as well as a crash course on the meaning of digital strategy and marketing campaigns. Then, grab your free collection of **digital content marketing templates** at the end of this post.

 **What is digital marketing strategy?**

Your digital marketing strategy is the series of actions that help you achieve your company goals through carefully selected online marketing channels. These channels include paid, earned, and owned media, and can all support a common campaign around a particular line of business.

The term "strategy" might seem intimidating, but building an effective digital strategy doesn't need to be difficult.

In simple terms, a strategy is just a plan of action to achieve a desired goal, or

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Overview

URL inspection

Performance

Search results

Discover

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Search type: Web Date: Last 3 months Query: +how to + NEW

QUERIES

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SEARCH APPEARANCE

2

Query

Position

how to use canva

3.4

how to put link in instagram story

3.1

how to create an ebook

3.4

how to put link on instagram story

3.1

how to be a good mentor

3.8

how to take good photos

3.8

how to make an instagram story

3.4

how to send large files via email

3.8

how to get your real estate license

3.7

how to create an infographic

3.1

4

Content Brexit

(e.g. content pruning)

Answer these 7 questions...

1. Is the page older than 6 months?
2. Is the page content about a core topic related to your business?
3. Is the page targeting a keyword with meaningful* search volume?
4. Does the page have thin content?
5. Does it generate a meaningful* level of **organic** traffic?
6. Does it generate a meaningful* level of **non-organic** traffic?
7. Does it have any external backlinks pointing to it?

* this will vary based on your individual situation but is a guide to determine whether "any real traffic is coming".

Irrelevant Content

1. Is the page older than 6 months?
2. Is the page content about a core topic related to your business?
3. Is the page targeting a keyword with meaningful* search volume?
4. Does the page have thin content?
5. Does it generate a meaningful* level of **organic** traffic?
6. Does it generate a meaningful* level of **non-organic** traffic?
7. Does it have any external backlinks pointing to it?

Yes

No

Yes/No

Yes/No

No

No

No

Pro Tip: you can **recycle** the content and use it for link building.



Doing More With Less:
How to Grow Organic
Traffic with Limited
Resources

@matthewbarby

