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## Quick Wins SEO Cheat Sheet

**Note:** You'll find this Cheat Sheet more useful if you watch the [Quick Wins SEO](#) video tutorial first.

### Overview:

One of the fastest ways to rank higher on Google is to use what I call my Quick Wins SEO strategy. The underlying concept of my Quick Wins SEO strategy is that it's typically much easier to improve the rankings of the content you already have, than it is to rank higher for brand new content, especially for new websites or for highly competitive keywords.

And sites with higher levels of Domain Authority tend to rank higher, faster. So, rather than always chasing new keywords by creating new content, you should work on improving the Domain Authority of your website, and the rankings of the content you already have.

This strategy works best when you use it for content that's already ranked in Google (remember, it's typically easier to improve your current rankings than it is to rank new content). However, it's also a great way to jumpstart your rankings for your new content as well.

### Step #1 of 6

- Compile a list of pages on your website that are currently receiving traffic from Google.
- **Recommended Tools:**
  - a. [SEMrush Free Trial](#)
  - b. [Raven Tools Free Trial](#)
  - c. Google Analytics Dashboard for WP
  - d. Google Analytics
  - e. Google Search Console
  - f. [Moz Pro](#)
  - g. [ahrefs](#)
  - h. [Authority-Building Backlinks](#)

### Step #2 of 6

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- Compile a list of the keywords that have sent each of the pages from Step #1 traffic in the last 30 days.
- **Recommended Tools:**
  - a. [SEMrush Free Trial](#)
  - b. [Moz Pro](#)
  - c. [ahrefs](#)
  - d. [Raven Tools Free Trial](#)
  - e. [Authority-Building Backlinks](#)

## Step #3 of 6

- Determine the rankings of the keyword phrases from Step #2 and focus the rest of your research on the ones that are currently ranking in Google for the top 4 – 50 spots (the closer they are to the first page, the better... so, I'd start with the top 20 spots and work my way down from there).
- **Recommended Tools:**
  - a. [SEMrush Free Trial](#)
  - b. [Moz Pro](#)
  - c. [ahrefs](#)
  - d. Google Search
  - e. [Raven Tools Free Trial](#)
  - f. [Authority-Building Backlinks](#)

## Step #4 of 6

- Pick the keyword phrases in Step #3 that you'd like to rank the highest for that also have the least amount of competition from a backlinks standpoint (these are your target keywords).
  - a. Generally speaking, it's easier to outrank your competition when they have fewer backlinks pointing to content on their websites.
- **Recommended Tools:**

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- a. [SEMrush Free Trial](#)
- b. [Moz Pro](#)
- c. [ahrefs](#)
- d. [Raven Tools Free Trial](#)
- e. [Authority-Building Backlinks](#)

## Step #5 of 6

- Reoptimize your existing website pages for the keywords that you'd like to rank higher for.
  - a. I was able to produce that 569% increase in traffic by adding approximately 500 words of new content to the front page of the blog, and by also adding a few new sentences to one of the existing blog posts.
  - b. In both cases I used the keywords that turned up in my research to reinforce the primary topic of each page.
- **Recommended Tools:**
  - a. [SEMrush Free Trial](#)
  - b. [Moz Pro](#)
  - c. [ahrefs](#)
  - d. [MarketMuse](#)
  - e. [Cognitive SEO](#)
  - f. [Ryte](#)
  - g. [Raven Tools Free Trial](#)
  - h. [Authority-Building Backlinks](#)

## Step #6 of 6

- Build high-quality backlinks to each of the pages from Step #5.
  - a. Tip: Blogger Outreach and Guest Posting is a proven way to build high-quality backlinks plus Domain Authority for your website.
  - b. Here's how the basic Blogger Outreach process works:
    - i. Search the internet for well-established websites in markets related to yours that also have high levels of Domain Authority.

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- ii. Reach-out to the potential candidates you come across during your search... pitch them on story ideas that would benefit their readers, and... offer to create 100% unique content for their website.
  - iii. When you find one that's willing to take you up on your offer... create a high-quality 100 % unique article or blog post that is custom-tailored to the other website's audience, and have them publish it on their website.
    - 1. **Tip:** Be sure to include an editorial-style "in content" link in the article that links back to related content on your website (these are some of the most powerful types of backlinks you can get).
- **Recommended Tools:**
    - a. [SEMrush Free Trial](#)
    - b. [Moz Pro](#)
    - c. [ahrefs](#)
    - d. [MozBar for Chrome plugin](#)
    - e. [Buzzstream](#)
    - f. [BuzzSumo](#)
    - g. Google search
    - h. [Raven Tools Free Trial](#)
    - i. [Authority-Building Backlinks](#)

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