



Google Has an Eye on Freshness

And that means opportunity for you!





Why Freshness Matters



Two Opportunities

Optimizing Existing Pages

- Pages created without SEO in mind
- Add SEO elements
- Remove dated information
- Increase value

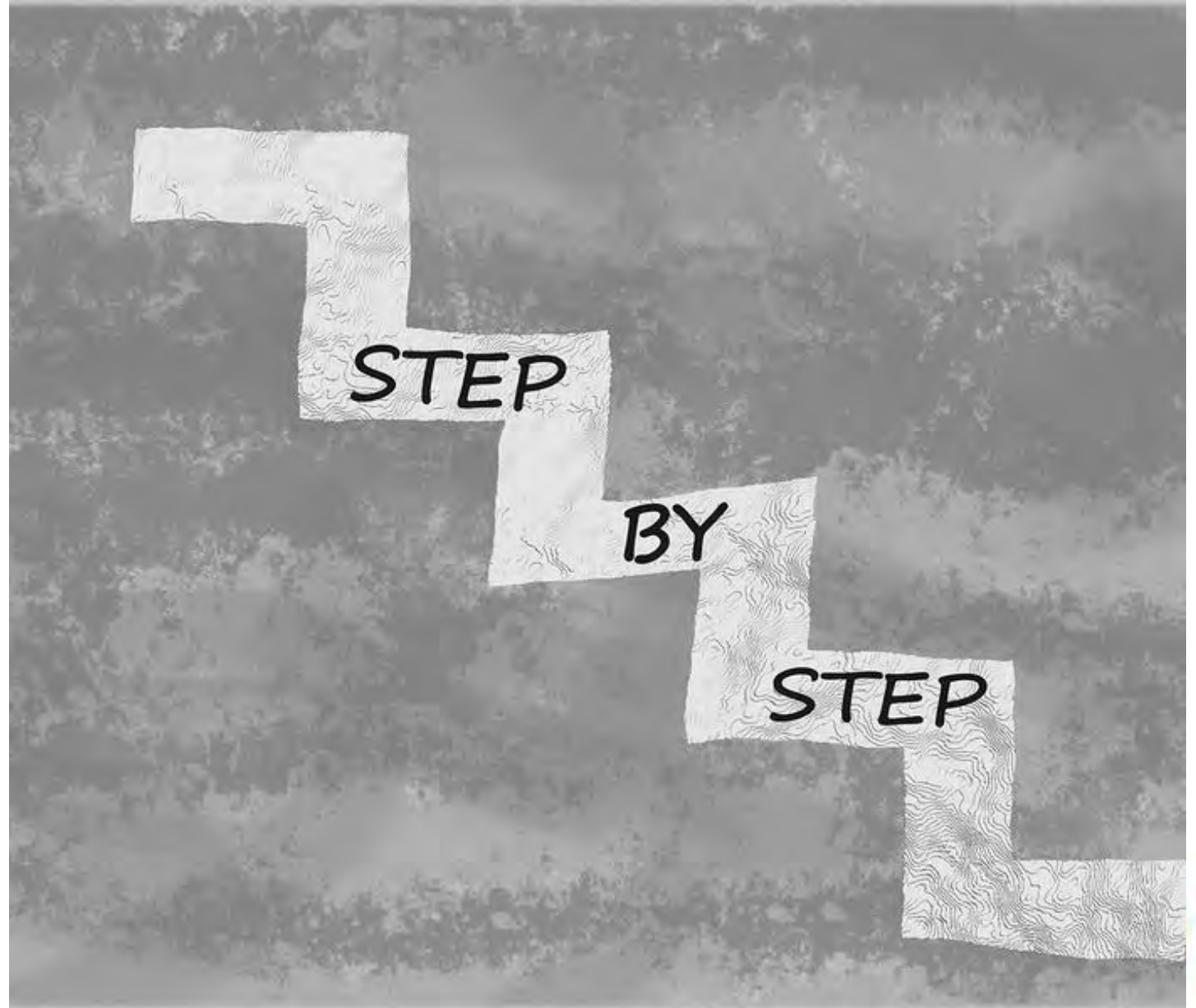
Improving Optimized Pages

- Older pages – already optimized
- Performed well
- Needs updating
- Improve SEO while you're at it



Step 1: Review

- SEO Elements
- Introduction
- Logical Order
- Internal Linking
- Conclusion
- Outdated Information
- Bad Links



Step 2: What's What

- Target Keyword
- Logical Keyword
- Keyword Research
- Competition



Is there a featured snippet?



The purpose of a cover letter

1. introduce yourself.
2. mention the job (or kind of job) you're applying for (or looking for)
3. show that your skills and experience match the skills and experience needed to do the job.
4. encourage the reader to read your resume.

[More items...](#) • Dec 18, 2018

www.youthcentral.vic.gov.au › [jobs-and-careers](#) › [applying-for-a-job](#)

[How to write a cover letter | Cover letters | Youth Central](#)

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Step 3: Update the Body

- Improve the introduction
- Find the obvious holes
- Add credibility
- Finish strong



Step 4: Make it Easy

- Add pull quotes
- Add images
- Break things up
- Use subheads



Step 5: Make it SEO Strong

- Title
- Headline
- Description
- Within the article
- Check the alt tags



[hbr.org](#) › [2014/02](#) › [how-to-write-a-cover-letter](#) ▼

How to Write a Cover Letter - Harvard Business Review

Feb 4, 2014 - But perhaps the most challenging part of the process is **writing** an effective **cover letter**. There's so much conflicting advice out there, it's hard to ...

[www.glassdoor.com](#) › [blog](#) › [guide](#) › [how-to-write-a-cover-letter](#) ▼

How to Write a Successful Cover Letter | Glassdoor

When starting to **write** any **cover letter**, it is always best to plan the content of your letter based on the requirements of the job you're applying for. This guide will ...

[Write the Perfect Cover Letter](#) · [Write your cover letter](#) · [Unique cover letter](#) · [Startup](#)

[www.themuse.com](#) › [advice](#) › [how-to-write-a-cover-letter-31-tips-you...](#) ▼

How to Write a Cover Letter: Step-by-Step Tips - The Muse

Writing a cover letter for a job? Use this expert advice to make sure your cover letter is in amazing shape, from the opening lines to your final edits.

Position 4 - Organic



Step One - Review

- SEO looks pretty tight
- Lots of good information
- The intro is soft
- Logical Order – Featured snippet!
- Good internal linking
- Weak conclusion
- No bad links – light on external links



Step Two – What's What

- Target keyword: How to write a cover letter
- Logical keyword: How to write a cover letter

KEYWORD	TREND	VOLUME	CPC	PD	SD
how to write a cover letter		110,000	\$1.36	18	40
how do write a cover letter		110,000	\$1.19	16	39
how to write a cover letter job		6,600	\$1.42	23	13
how to write a cover letter for a job		5,400	\$1.51	17	12
how to write a cover letter for job		5,400	\$1.51	17	12
how to write a cover letter internship		3,600	\$1.42	5	8
how to write a cover letter for an internship		3,600	\$1.42	5	8

A better option?



Steps Three & Four – Improvements

- Strengthen intro
- Break into steps – featured snippet
- Add images
- Add data (credibility)
- Add pull quotes
- Strengthen conclusion



Steps Five – SEO Elements

- Title – Good
- Description – Good, but could be stronger
- Headline – Good, but could be stronger
- Alt tags – Add them to images
- Body copy – Put it in the intro and the conclusion – look for other natural occurrences.





How Much to Charge





Questions?

Thank you!