

# A Modern Approach to SEO



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**If it's easy, it's often not  
worth having and almost  
never a competitive  
advantage.**

~Rand Fishkin

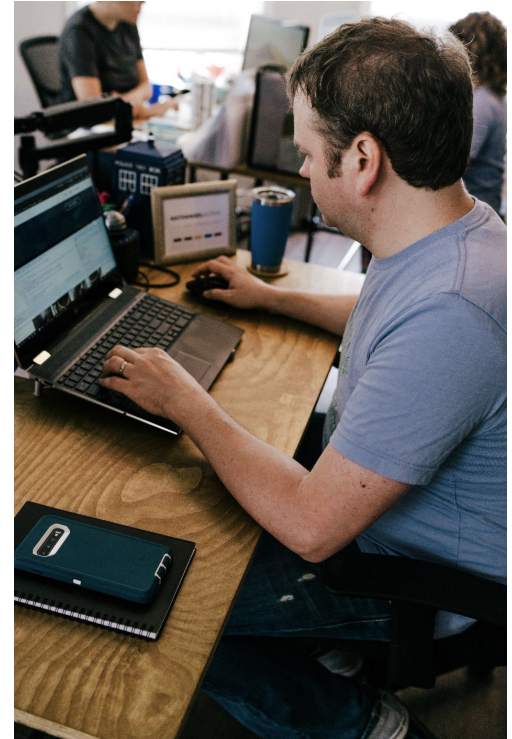


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# Overview

1. A new way to SEO
2. UX and SEO
3. Content with impact
4. Ongoing improvements



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# New Way to SEO

Content for your audience



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# Powerful Content

1. Original content



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# Powerful Content

1. Original content
2. Save your audience time/money



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# Powerful Content

1. Original content
2. Save your audience time/money
3. Pick a specific topic



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**The top 10% of landing pages convert at 11.45%. The average conversion rate for longtail keywords is 36%.”**

~Wordstream



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# Powerful Content

1. Original content
2. Save your audience time/money
3. Pick a specific topic
4. Consider EAT



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**E**xpertise  
**A**uthority  
**T**rustworthiness



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# Powerful Content

1. Original content
2. Save your audience time/money
3. Pick a specific topic
4. Consider EAT
5. Go deep, not wide



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**I never create blogs below 2,000 words, if my goal is to rank.**

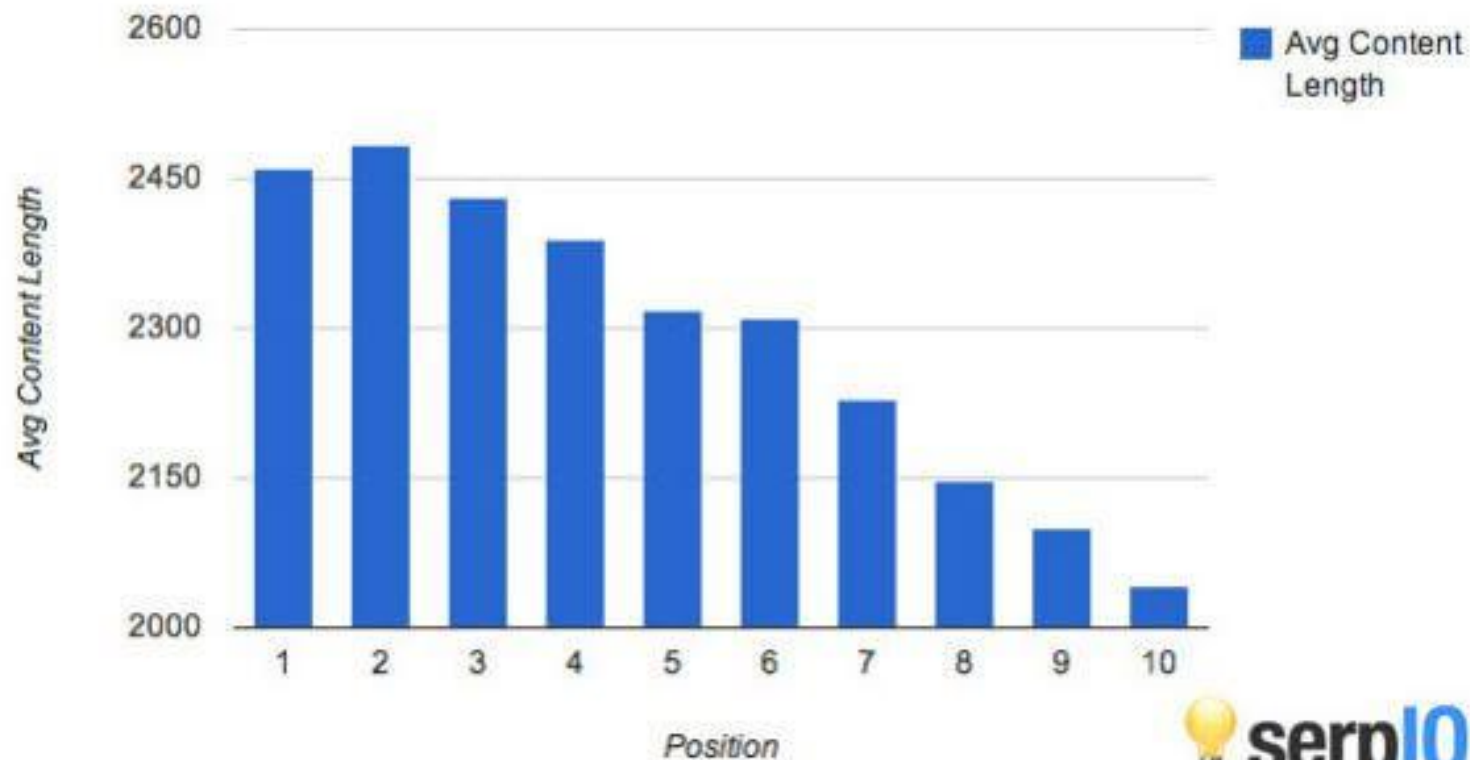
~Julia McCoy



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## Avg. Content Length of Top 10 Results





# Powerful Content

1. Original content
2. Save your audience time/money
3. Pick a specific topic
4. Consider EAT
5. Go deep, not wide
6. Evergreen content



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# Powerful Content

1. Original content
2. Save your audience time/money
3. Pick a specific topic
4. Consider EAT
5. Go deep, not wide
6. Evergreen content
7. It's all about your audience



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**The audience is king, and content is the castle.**

~Julia McCoy



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# Optimal Content

Optimize for users, not bots



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# Optimizing Content

1. Align your goals with Google



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**If you made the best page on the internet for your topic, there are 2,000 Math PhDs trying to help you.**

**If you didn't make the best page on the internet for your topic, there are 2,000 Math PhDs trying to stop you.**

~Andy Crestodina



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# Optimizing Content

1. Align your goals with Google
2. Show intent but optimize for the user



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^ Good results (11)

- [Outbound links](#): Good job!
- [Internal links](#): You have enough internal links. Good job!
- [Keyphrase length](#): Good job!
- [Keyphrase in meta description](#): Keyphrase or synonym appear in the meta description. Well done!
- [Meta description length](#): Well done!
- [Previously used keyphrase](#): You've not used this keyphrase before, very good.
- [Keyphrase in subheading](#): 4 of your higher-level subheadings reflect the topic of your copy. Good job!
- [Image alt attributes](#): Good job!
- [Text length](#): The text contains 1562 words. Good job!



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# Optimizing Content

1. Align your goals with Google
2. Optimize for the user
3. A satisfied user?



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# Optimizing Content

1. Align your goals with Google
2. Optimize for the user
3. A satisfied user?
4. The best piece of content?



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About 12,000,000 results (0.67 seconds)

1. Navigate to **Craigslist** and select "post to classifieds." (If you have an account, sign in first, although you don't need an account to post.)
2. Enter the content for the **ad**, including a **posting** title, price, location and any other header information. ...
3. **Format** text fonts by enclosing the text in HTML tags.

[More items...](#)

[yourbusiness.azcentral.com](#) › ... › [Website Marketing](#) ▾

## How to Put Formatted Ads on Craigslist

🔍 About Featured Snippets

🗉 Feedback

[dealerpromoterpro.com](#) › [the-ultimate-guide-on-how-to...](#) ▾

## The Ultimate Guide on How to Format a Craigslist Ad

Nov 13, 2019 - "Please use HTML sparingly. Users generally prefer ads with little or no added HTML." Craigslist FAQs. **How to format a Craigslist ad.**

[Why is it important to format ...](#) · [How to format a Craigslist ad](#) · [How to add a link](#)

[s3.amazonaws.com](#) › [tbs-website-systems](#) › [CraigsListM...](#) ▾ PDF

## Craigslist Mastery HTML Cheat Sheet - Amazon S3

**Ads** without pictures had 21% less response rate than the exact same **ad** with pictures. HTML that is allowed by **Craigslist**. Not all HTML code will work on ...

[www.craigslist.org](#) › [about](#) › [html\\_in\\_craigslist\\_postings](#) ▾

## about | help | html in craigslist postings - craigslist

CL · [about](#) >. [help](#) >. html in **craigslist** postings. You can use HTML tags to adjust the form and function of your **posting** -- HTML Guide. Please see: [list of ...](#)





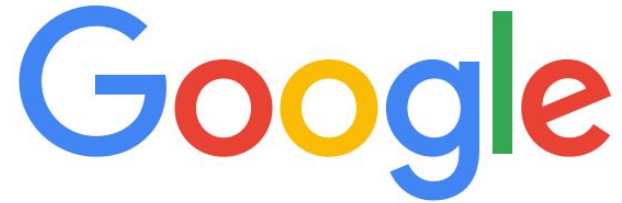
# Optimizing Content

1. Align your goals with Google
2. Optimize for the user
3. A satisfied user?
4. The best piece of content?
5. Build semantically related content



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🔍 Craigslist how to format ✕

🔍 craigslist format

🔍 craigslist format **change**

🔍 how to format craigslist **ad**

🔍 how to format **text in** craigslist **ads**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*

## Searches related to how to format craigslist ad

craigslist **html generator**

craigslist ad **icons**

craigslist **html cheat sheet**

craigslist **striketrough**

**posting titles for** craigslist

**html on** craigslist ads

**hyperlink in** craigslist ad **2019**

craigslist **font color**



1 2 3 4 5 6 7 8 9 10

Next

# User Experience

Optimize for users, not bots



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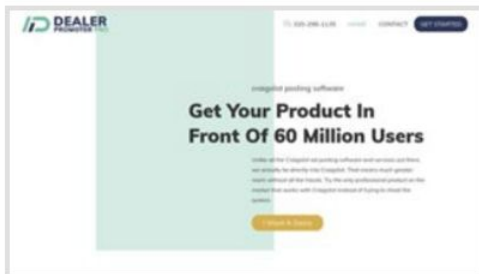
# User Experience

1. Page speed



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# Latest Performance Report for:

<https://dealerpromoterpro.com/>

Report generated: Thu, Aug 20, 2020 3:42 PM -0700

Test Server Region:  Vancouver, Canada

Using:  Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.3, YSlow 3.1.8

Additional tips:  Optimize WordPress

## Performance Scores

PageSpeed Score

**A (93%)** 

YSlow Score

**A (97%)** 

## Page Details

Fully Loaded Time

**1.8s** 

Total Page Size

**345KB** 

Requests

**36** 



# User Experience

1. Page speed
2. Find info quickly



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1. Why is it important to format a Craigslist ad?
2. How to format a Craigslist ad
  - 2.1. How to bold text
  - 2.2. How to change the font color**
  - 2.3. How to increase the font size
  - 2.4. How to add a link
  - 2.5. How to add bullet points and lists
3. Use Software
4. Frequently asked questions when formatting a Craigslist ad
5. Other helpful Craigslist ad tips

## How to change the font color

When changing the color of text, you can simply type the color name, or, if you want to be more specific, you can enter the HEX code. For those not familiar with HEX codes, they are 6-digit combinations of letters and numbers that align with a specific color. If you need to find the HEX code of a color, there are various online resources, [like this one](#). As a poster, you may want to change the color of text in a post to make something stand out to the reader. To do so, use the following:

```
<p style="color:COLOR OR HEX HERE";> YOUR TEXT HERE </p>
```







# User Experience

1. Page speed
2. Find info quickly
3. Time to read

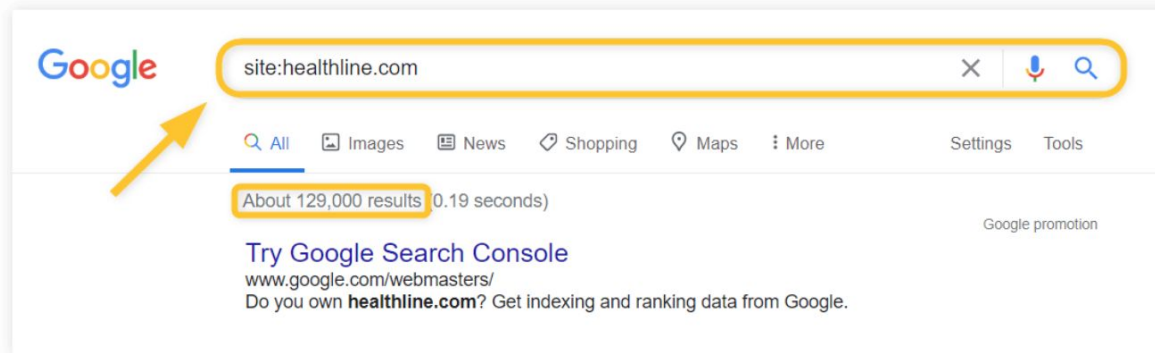


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are indexed for a particular site (at least a rough idea) like so:



Just **make sure you're not putting a space between the command and domain.** '*site: healthline.com*' is wrong while '*site:healthline.com*' is correct.



86  
SHARES



# User Experience

1. Page speed
2. Find info quickly
3. Time to read
4. Well formatted and engaging



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86  
SHARES



[Gabe Nwatarali](#) & [Vlado Pavlik](#) | 16 min read | Updated: Jul 31, 2020 | 1 [#GeneralSEO](#)

# The most useful Google Search Operators and how to use them for SEO



# User Experience

1. Page speed
2. Find info quickly
3. Time to read
4. Well formatted and engaging
5. Avoid negative experiences



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# Ongoing SEO

Continue to build on your momentum



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# Ongoing Improvements

1. Is your page being selected?



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Total clicks

1.8K



Total impressions

27.4K



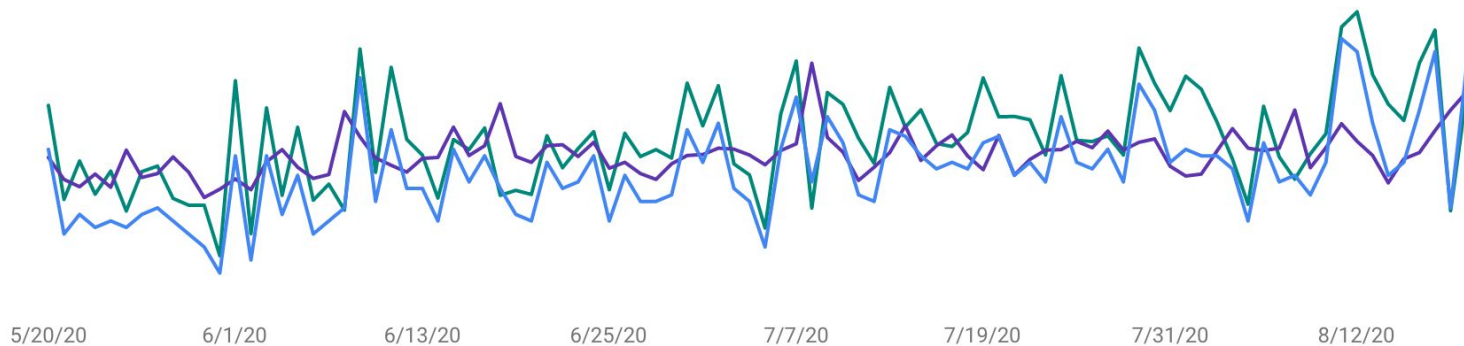
Average CTR

6.6%



Average position

21.6



QUERIES

**PAGES**

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES



Page

↓ Clicks

Impressions

CTR

<https://dealerpromoterpro.com/the-ultimate-guide-on-how-to-format-a-craigslist-ad/>

1,801

27,359

6.6%






# Ongoing Improvements

1. Is your page being selected?
2. How long do visitors stay?



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<input type="checkbox"/>	Page <span>?</span>	Pageviews <span>?</span> ↓	Unique Pageviews <span>?</span>	Avg. Time on Page <span>?</span>
		<b>6,736</b> % of Total: 100.00% (6,736)	<b>2,957</b> % of Total: 100.00% (2,957)	<b>00:00:40</b> Avg for View: 00:00:40 (0.00%)
<input type="checkbox"/>	1. <a href="/the-ultimate-guide-on-how-to-format-a-cr-aigslist-ad/">/the-ultimate-guide-on-how-to-format-a-cr-aigslist-ad/</a> 	<b>5,541</b> (82.26%)	<b>2,493</b> (84.31%)	<b>00:00:40</b>



# Ongoing Improvements

1. Is your page being selected?
2. How long do visitors stay?
3. Internal link opportunities?



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# How to format a Craigslist ad

When it comes to formatting, there are a number of ways you can use HTML to make your post's content more digestible for the reader. Among the most common tweaks a user may want to make are font appearance and size, creating lists, and inserting links to other web pages. Here are a few of the most commonly utilized HTML tweaks.

Before jumping into the next section, it is important to note that not all HTML tags work in all ad posting categories. This includes but is not limited to links, images, font styling, sections, alignment, and HTML tables. Check out the [Craigslist HTML guide](#) article to get more details.



# Ongoing Improvements

1. Is your page being selected?
2. How long do visitors stay?
3. Internal link opportunities?
4. More keyword opportunities?



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Query	↓ Clicks	Impressions	CTR
craigslist html	37	336	11%
craigslist html codes	27	235	11.5%
craigslist formatting	20	137	14.6%
links in craigslist ads	14	73	19.2%
how to post a link on craigslist 2020	13	129	10.1%
add link to craigslist post	12	78	15.4%
html in craigslist	12	63	19%
link in craigslist ad	11	60	18.3%
hyperlink in craigslist ad	11	57	19.3%
craigslist html examples	8	50	16%

# Thank You



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# Q&A



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