

# Content Maximizing: How to Optimize Top Performing Content for Additional Keyword Opportunities

A step-by-step guide on how to identify, optimize and maximize the performance of your top content, landing pages and blog posts resulting in way more conversions, traffic, leads and sales.

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## 1. Setup

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- Connect Google Search Console to Google Analytics <https://support.google.com/analytics/answer/1308621?hl=en>
  - Open Google Analytics
  - Go to Acquisition > Search Console > Landing Pages
  - Expand Google Analytics date range to capture enough data
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## 2. Identify Top Performing Content

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- Filter by your desired metric (Goal, Clicks, Impressions, Conversion Rate, etc)
  - Review top landing pages on the left in blue links (filter as desired)
  - Click the blue text link of a top performing landing page
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## 3. Identify Additional Target Keyword Opportunities

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- Review Average Position column. Look for keyword opportunities in positions 2-20 or more.
  - Select, and save additional keyword opportunities.
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## 4. Update Content of Landing Page to Target Additional Keyword Opportunities

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- Naturally add additional keyword opportunities in the page copy (new sections, headings, paragraphs, etc)
  - Naturally add additional keyword opportunities to new image file names, alt tags, and captions.
  - Update Title and Description tags with additional keywords opportunities
  - Update internal linking from other pages using additional keywords as anchor text
  - Perform any other natural optimization updates, based on additional keywords.
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## 5. Update Your Conversion Strategy

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Identify top conversion points from top performing landing pages

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Add heat sensor tracking to track eye movements and clicks ( [hotjar.com](https://hotjar.com) works great!)

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Add additional CTA points in post, sidebar, header, etc (content Upgrades, Links to Free Trials, Etc)

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Consider adding sticky headre with a CTA button

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COnsider Adding chat support to top performing landing page.

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Perform any additional conversion points to maximize the performance of the landing page

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**Repeat 3-6 months**

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