

# NEWSLETTER

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## UNLOCKING THE POWER OF SEO FOR HOLIDAY SUCCESS!

GOOGLE NOVEMBER 2023  
CORE UPDATE ROLLOUT  
IS OVER

UNCOVER HIDDEN GEMS  
IN SEO - BEYOND THE  
TRADITIONAL  
TOOLS



# 1

## Google Unlocking the Power of SEO for Holiday Success!

As we embrace the festive spirit, it's crucial to seize the opportunities that the holiday season offers for your website. The holidays bring a flurry of searches related to gifts, events, recipes, and more. Savvy marketers can harness this surge in traffic with targeted SEO tactics. Here are nine strategies to optimize your website for the holidays and maximize your organic visibility, website traffic, and conversions.

- **Seize Opportunities with Seasonal Subjects:** Utilize tools like Google Trends and Semrush to identify trending holiday-related keywords. Whether you're a product-based business or service-oriented, there are ways to connect your content to the holiday season. Consider creating gift guides, event listings, holiday coping tips, budgeting advice, or healthy holiday recipes.
- **Revive and Enhance Current Content:** Revisit your top-performing content from previous years and update it with fresh information, new keywords, and relevant links. For e-commerce websites, create dedicated Christmas categories and update product descriptions, titles, and images.
- **Enhance Mobile User Experience:** With the increase in mobile searches during the holidays, ensure your website is mobile-friendly. Improve load times, implement responsive design, and streamline navigation for a seamless user experience, especially for users making quick, impulse decisions.
- **Structured Data for Rich Snippets:** Implement structured data to enhance your content's appearance in search results. Include holiday-specific details like event dates, product reviews, and special offers. While these don't directly affect rankings, they make your listings stand out and improve click-through rates.
- **Local SEO:** Update your Google Business Profile and local listings with holiday hours and promotions. Optimizing for local search can boost both online and in-person traffic to your physical locations.
- **Enhance Website Performance:** Website speed and performance are critical for SEO. Ensure your site can handle the holiday traffic surge without compromising speed.
- **Seasonal Link Building:** Collaborate with other websites for holiday-themed guest posts or collaborations. Focus on quality over quantity to build your site's authority. Consider digital PR to secure backlinks from holiday-related articles.

- **Keep a Watchful Eye on Traffic Trends:** Continuously monitor your website analytics during the holiday season. Adjust your strategies based on real-time data to capitalize on what resonates best with your audience.
- **Strategize for SEO Beyond the Holidays:** Don't let your SEO efforts dwindle after the holidays. Develop a post-holiday strategy that maintains momentum. Remove holiday elements from your website and update listings.

By strategically implementing these SEO tactics, you can unwrap greater visibility and traffic for your website this holiday season. And remember, the holiday spirit doesn't have to end with the festivities – plan ahead to ensure your website remains vibrant and successful all year round.

# 2

## Google November 2023 Core Update Rollout is Over

As of November 2023, Google has successfully completed the rollout of its latest core update. This significant update, known as the November 2023 Core Update, has been closely monitored by webmasters, digital marketers, and SEO professionals around the world. Google routinely releases core updates to its search algorithm to ensure that users receive the most relevant and high-quality content in search results.

The November 2023 Core Update follows a series of updates that Google has implemented throughout the year, with the aim of refining the search experience and addressing emerging trends in user behavior. These updates often involve adjustments to the ranking factors that determine how websites are positioned in search engine result pages (SERPs).

Webmasters and SEO specialists have been anticipating the impact of this update on their website rankings. Core updates can lead to fluctuations in search rankings as Google refines its understanding of content relevance and quality. Some websites may experience improvements in visibility, while others may see a decline.

It's important to note that the effects of a core update are not necessarily indicative of a website's quality or compliance with Google's guidelines. Instead, they reflect changes in how Google's algorithm assesses and values content. Website owners are encouraged to focus on providing valuable, relevant, and authoritative content to enhance their chances of maintaining or improving their search rankings.

### Previous core updates

Here's a timeline and our coverage of recent core updates:

- The October 2023 core update was on October 5th and ended on October 19.
- The August 2023 core update was on August 22nd and ended on September 7.
- The March 2023 core update was on March 15th and ended on March 28th.
- The September 2022 broad core update was less impactful than previous core updates and finished on Sept. 26.
- The May 2022 broad core update was a significant and fast update.
- The November 2021 core update
- The July 2021 core update.
- The June 2021 core update, which was slow to roll out but a big one.

# 3

## Uncover Hidden Gems in SEO – Beyond the Traditional Tools

Think you've mastered the art of keyword discovery with your trusty SEO tools? It's time to venture beyond the familiar terrain. The most lucrative keywords, that drive not just traffic but real revenue, are often hidden in places you might not have thought to look.

### **The True Goldmine: Conversions Over Volume**

While tools like Google Keyword Planner offer valuable insights, they often emphasize search volume and intent, not necessarily the keywords driving your revenue. The real treasures are those phrases that bring in relevant traffic that leads to actual sales and conversions.

### **Key Conversion Metrics for SEO Success:**

- Sales and leads
- Email and SMS subscriptions
- Increased pageviews driving CPM revenue
- Downloads (apps, ebooks, info products)
- Engagement metrics (phone calls, live chats, free trials)

### **Tailoring Keywords to Customer Interests**

Understanding your customers' specific interests is crucial. Take, for example, the fitness industry. Knowing whether your audience is more interested in yoga, high-intensity interval training (HIIT), weightlifting, or running can dramatically refine your keyword targeting. Each of these fitness areas has its own unique set of keywords and audience. By pinpointing the specific interests and needs of your customer base, you can tailor your SEO efforts to directly reach the most relevant and engaged segment of your market.

### **Leveraging Referring URLs for Insightful Data**

Pay close attention to the traffic and conversions from referring URLs. These can provide a goldmine of information on keywords and phrases that actually convert, often revealing opportunities that standard SEO tools might miss.

### **Don't Underestimate Customer Surveys**

Customer feedback is invaluable. Regular surveys can reveal unmet needs and interests, guiding you to high-intent keywords that your audience is actively searching for.

## **PPC Data: A Treasure Trove for Keywords**

Finally, don't overlook your PPC data. Where your ads appear, the topics that drive conversions, and even YouTube video chapters can offer a wealth of ideas for high-converting keywords.

### **Key Takeaway**

The path to discovering high-conversion keywords goes beyond traditional SEO tools. Dive into customer surveys, analyze referring URLs, and explore PPC data for deeper insights. Align your keyword strategy with conversions and watch your business grow!