

# Everything You Need To Know To Drive 10X Organic Traffic To Your Site In 2023



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# Intro

Generating organic traffic – visitors coming to your website from search results – is the vital goal of any business owner. The most important thing about organic traffic is that it is targeted, meaning that your web page matches a user's query and can potentially solve their problem, answer their question, or offer a product or service they are searching for.

In other words, **organic traffic is critical for attracting qualified leads.**

But how do you get that precious organic traffic to secure a solid online presence and lead generation? To find the answer, let's look at these numbers:

*68% of online experiences begin with a search engine, with just 0.63% of Google users exploring the second page of search results.*

We clearly see that to drive a decent amount of organic traffic, you must ensure that your website ranks high in search results, which is where SEO (search engine optimization) steps in.

With a well-tailored SEO strategy in place, you'll multiply your website's chances of being discovered by potential customers online. SEO is more cost-efficient than paid advertising and, unlike the latter, produces long-lasting stable results.

Productive SEO efforts go far beyond enriching your content with the right keywords; you have to work on various aspects of your site, from the technical state (known as Site Health) and on-page optimization to creating valuable, relevant content and attracting regular, high-quality backlinks.

With their substantial benefits, SEO and strategic content creation should be inevitably included in your growth plan for 2023 and the years to come. To help you make the most of your SEO content strategy, we've created this eBook to provide actionable insights on ranking your site high on Google's SERPs.

Read on.

# Fundamentals: What Is Organic Traffic?

Let's start with the definition of the key term that this eBook is dedicated to.

*Organic traffic is the free traffic that comes to your website from search engines. Every visitor typing in a search query that matches your web page content and choosing your link from other search results feeds into your total organic traffic.*



Focusing your efforts on organic traffic is associated with a number of benefits:

- For starters, **it brings visitors with relevant and specific intent**, allows you to reach audiences across multiple geographies, and helps you engage people who have never heard of your brand before.
- Next, **organic traffic is absolutely free** — you don't have to pay for every click, like with PPC (pay-per-click) advertising.
- Lastly, **organic traffic can be targeted and scaled with the help of content and SEO**, and, in fact, your success with organic traffic will entirely depend on these two directions.

Google strives to help its users find the most relevant and helpful information as accurately as possible and, therefore, favors sites with content that can best satisfy specific search queries, placing them higher in search results.

Regularly updating your content helps demonstrate to Google that your website is active and relevant to your target audience — Google's algorithms prioritize websites that consistently provide fresh content to their users.



While creating high-quality content is vital, it doesn't suffice to ensure high rankings. This is where you need a smart search engine optimization approach.

A set of techniques aimed at boosting search rankings and growing website traffic,

**SEO involves three core aspects:**



**Technical SEO** – a series of steps to ensure that your site complies with Google's technical requirements and makes it easy to crawl, including speed, website structure, mobile friendliness, and the absence of technical issues such as duplicate content, broken pages, etc.



**On-page SEO** – the process of optimizing your web pages. This involves making your content more searchable by inserting quick-win keywords, creating metadata and URLs, and adding internal links to every page, just to name a few.



**Off-page SEO** – a regular practice of placing backlinks to your site on authoritative, relevant websites.

Now that you have a general understanding of the key factors influencing your website's organic traffic, let's consider the actual steps and best practices you have to follow to achieve quick and sustainable growth.

# 6 Critical Steps To Skyrocket Your Organic Traffic

By combining quality content and a solid SEO strategy, you can ensure high SERP rankings and stable traffic growth. But where to start, and how can you be sure that you aren't missing anything out in your big SEO game? This section has you covered.

## 1. Craft engaging content



As already mentioned, Google appreciates original, informative content that can solve users' pain points and, consequently, prioritizes websites with useful content over those that lack quality.

There's a lot of noise around AI copywriting tools today, accompanied by the dilemma of whether Google recognizes AI-generated content as quality or not.

According to [Google](#),

*the primary condition to achieve organic success is to produce original, high-quality, people-first content demonstrating expertise, experience, authoritativeness, and trustworthiness, no matter the way this content is created, practically giving the green light to AI-generated content.*

Still, by entrusting your content to AI services, you risk losing your rankings and undermining your website authority. Firstly, AI tools generate content based on the information in their databases, and, unsurprisingly, these databases contain information that was already on the Internet, meaning that AI-generated content will likely be unoriginal.

The thing is that Google's algorithms identify and penalize sites engaged in different types of plagiarism, with the penalties resulting in a decrease in rankings and lower search visibility.

And that's not all. For example, did you know that as of Q2 of 2023, the latest information in Chat GPT's database was current as of September 2021? As a result, there's little in common between AI-generated texts and fresh, engaging content your potential customers and Google itself expect to see.

To top it off, AI tools focus on writing in a simple, straightforward style, which results in a limited vocabulary and similar structure and context of sentences throughout the text. Such an article looks unnatural, primitive, and boring to read, which can put off people and make them leave your website. This will result in increased bounce rates, alerting Google that there's something wrong with your site.

So if you aren't sure of your writing skills or just don't have time to craft valuable content for your website, it's always a better idea to invest in **professional content writing services**. ReVerb provides a full range of content creation services for clients. We can manage the complete end-to-end process, starting with a comprehensive content strategy and ending with producing all types of content.



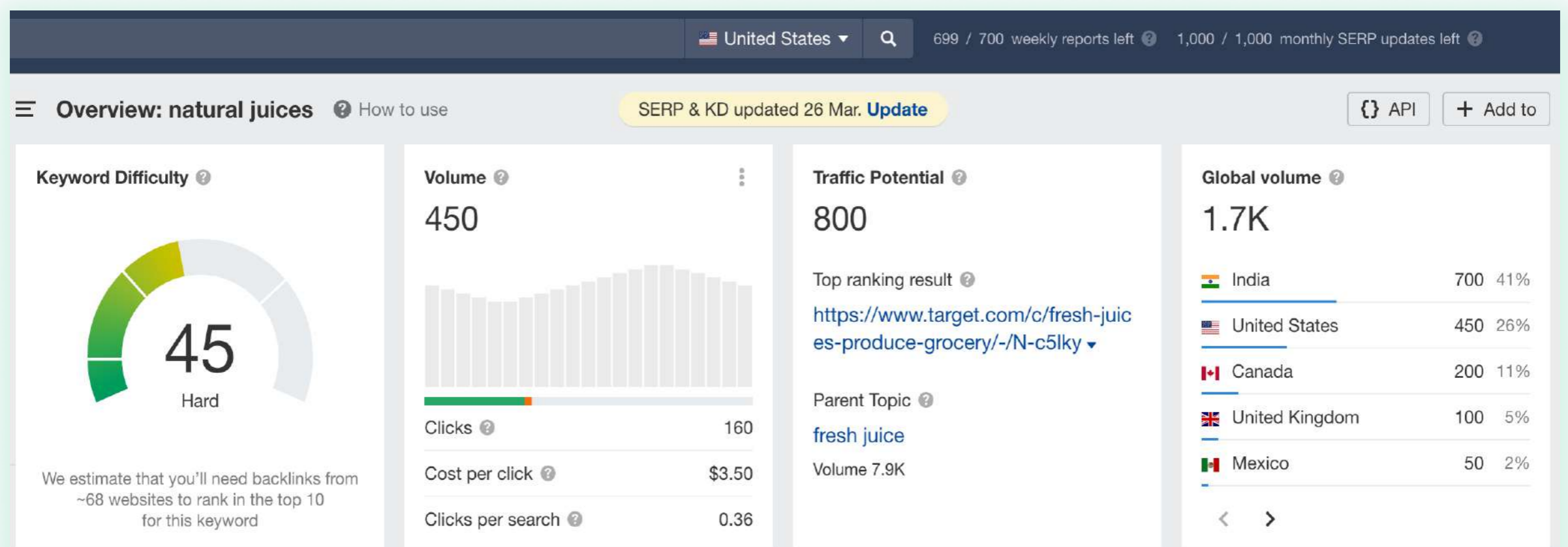
## 2. Optimize your content

Here's where SEO comes into play, tightly overlapping with your overall content strategy. The main idea is to use the quick-win keywords on your sales pages and blog posts to draw relevant traffic and potential customers to the site.

A robust SEO writing strategy involves the following practices:

- **Identifying your primary keywords**

First, you need to research the main keyword for each website page. It should summarize your topic and have a high search volume and accessible difficulty. You can identify the most appropriate keywords with the help of specialized keyword explorer tools. For example, we use Ahrefs for all our keyword research needs.



*Example of a primary keyword research in Ahrefs*

What's more, by looking into which keywords your competitors rank for, you can come up with effective topic ideas with a batch of tried-and-true keywords.

- **Inserting long-tail keywords**

Long-tail keywords are phrases that consist of three to five or more words. They usually have a lower volume than primary keywords as they're more specific; however, they allow for targeting niche audiences and are less competitive, growing your chances to rank high.



Once again, the keyword explorer tools are helpful in finding additional search suggestions. Just enter your primary keyword, choose the country you're targeting, and the program will share a list of the relevant long-tail keywords to choose from.

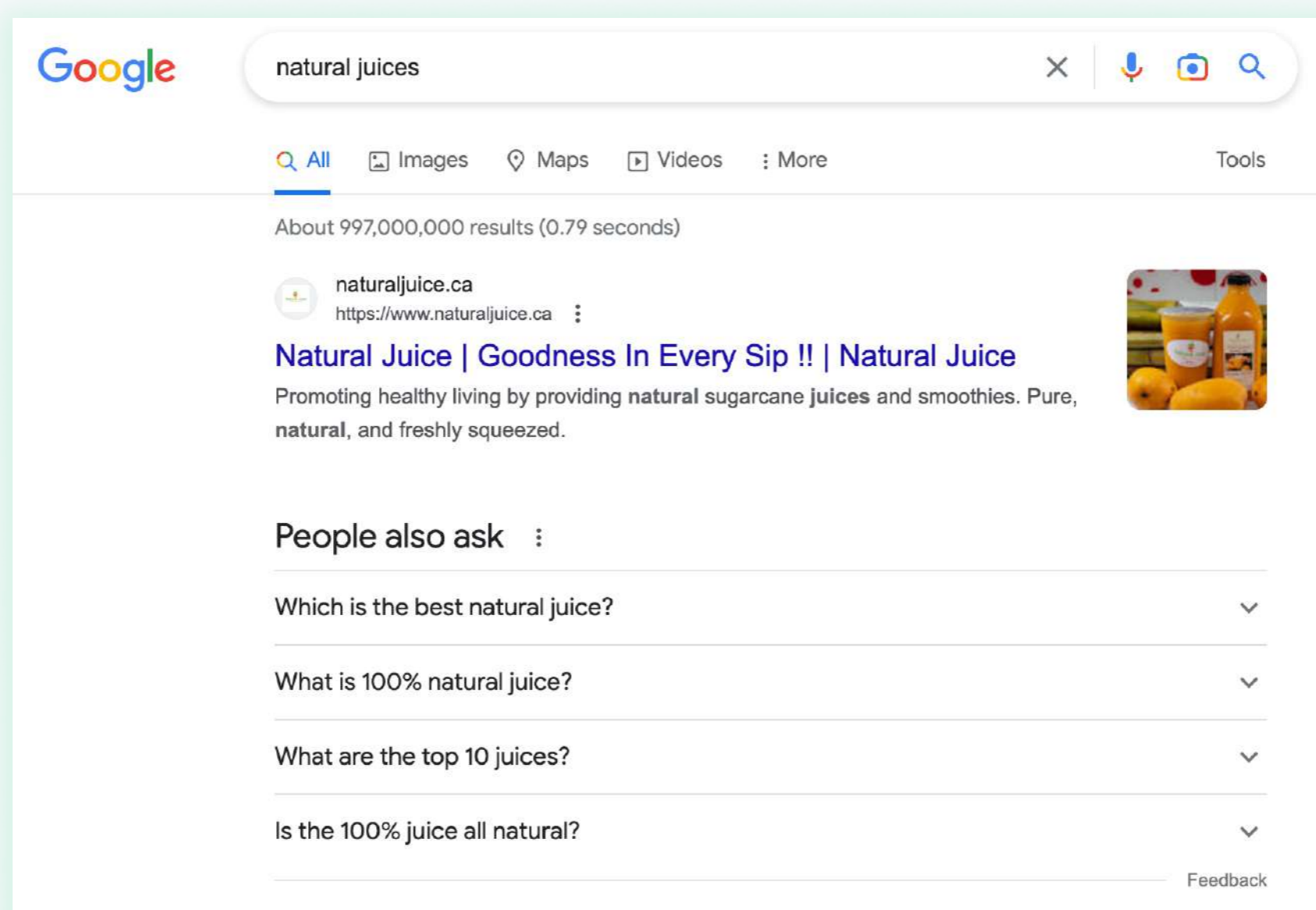
176 keywords Total volume: 5.0K

<input type="checkbox"/> Keyword	KD	Volume	GV	TP	CPC	CPS	Parent topic
<input type="checkbox"/> + z natural foods	3	1.6K	1.7K	2.4K	\$0.30	1.02	z natural foods
<input type="checkbox"/> + natural juices near me	66	600	700	2.5K	\$2.00	N/A	fresh juice near me
<input type="checkbox"/> + natural juices	45	450	1.7K	800	\$3.50	0.36	fresh juice
<input type="checkbox"/> + z naturals	3	200	200	1.6K	\$0.15	1.03	znaturalfoods
<input type="checkbox"/> + natural apple juice	21	200	300	2.1K	\$0.90	0.39	how to make apple juice
<input type="checkbox"/> + natural juice bar near me	63	150	150	54K	\$3.50	N/A	clean juice
<input type="checkbox"/> + fresh juice shop near me	70	150	500	5.5K	N/A	N/A	fresh juice near me

Example of related keywords you can research in Ahrefs

## • Capitalizing on questions asked

Knowing the questions, people ask can help you better organize your content and make it more valuable to readers. You can find the list of related questions for your keywords with the help of Keyword Explorer or right in the People also Ask section on the Google search results page.

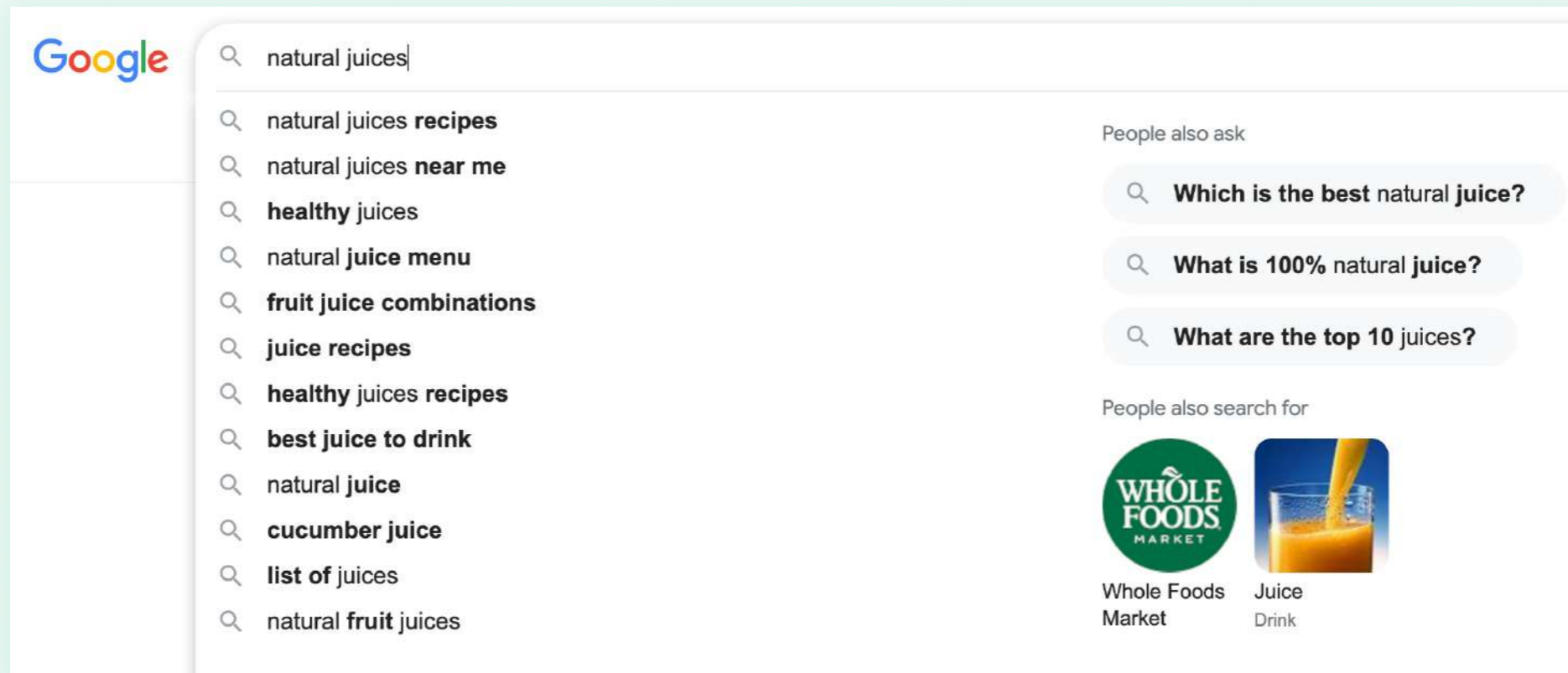




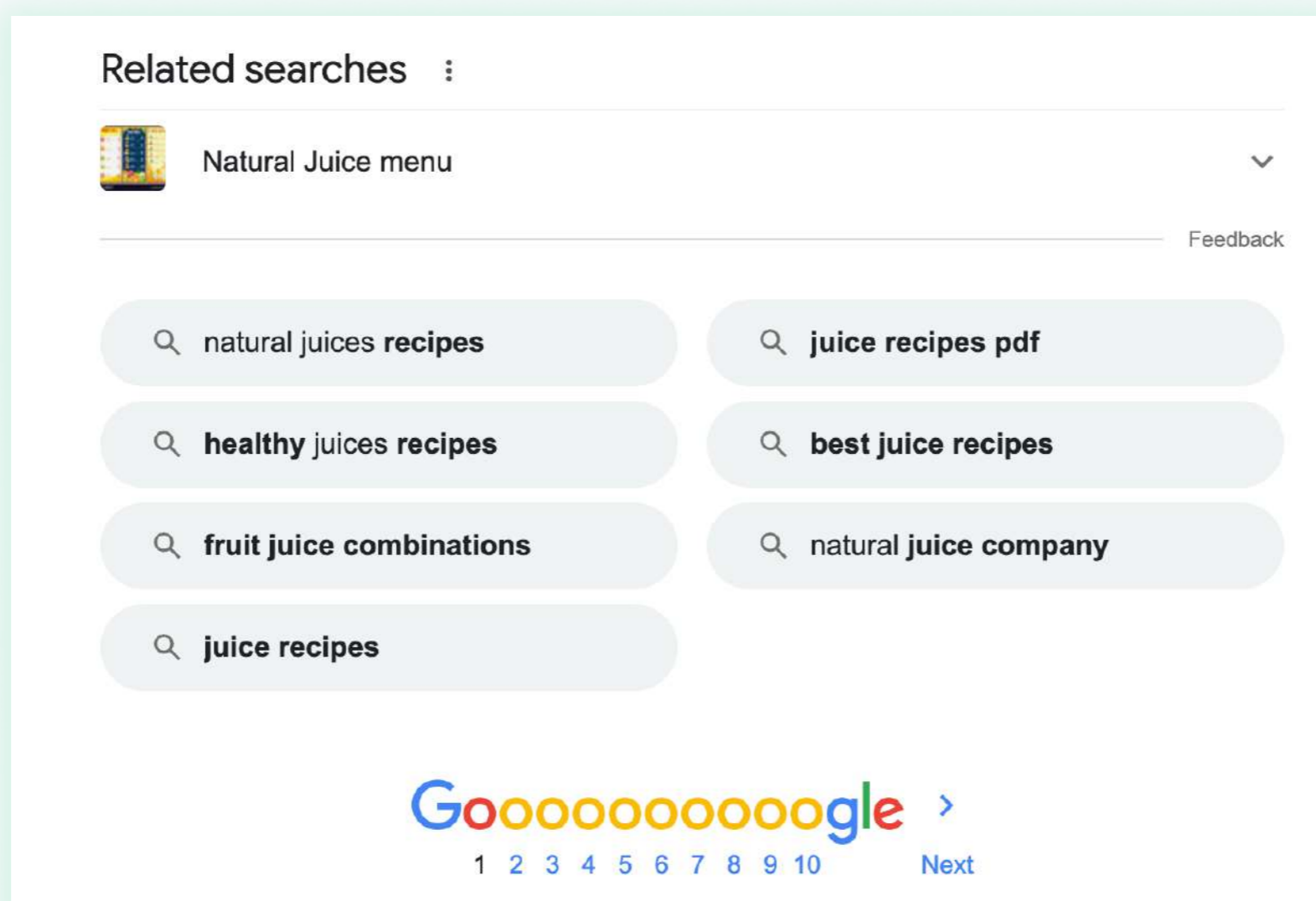
## • Discovering good keywords with Google

You can use Google search to collect tons of high-quality target keywords, everything within minutes and for free. The best part is that the suggestions you get are generated based on the actual queries from real people. There are two ways to get keywords directly from Google search.

The first way suggests typing in a primary keyword and exploring other search options Google prompts.



Or you can scroll down to the bottom of the search result page and find more keywords in the **Related Searches** section.



# 3. Make your content a pleasure to read

While useful, high-quality content is paramount, you can discourage your site visitors from reading it unless you follow some basic rules.

## • Create catchy headlines

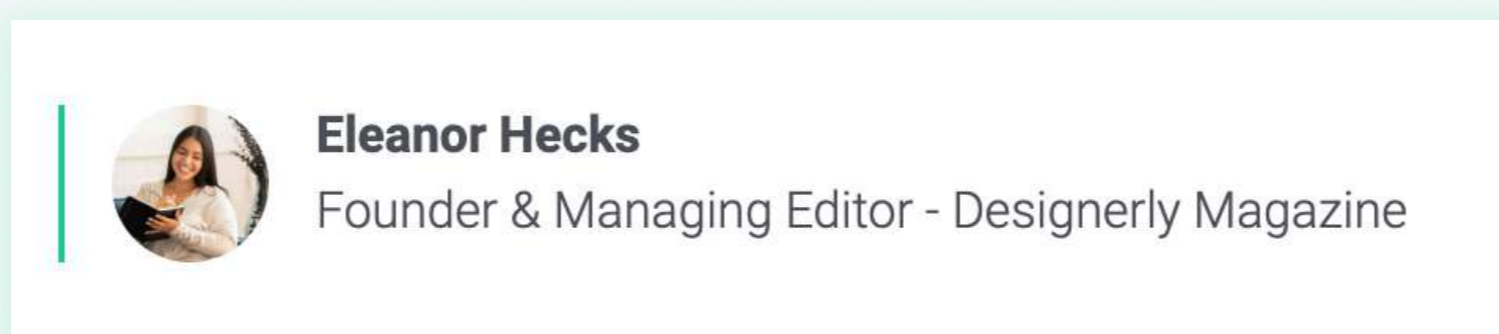
The headlines of your articles are the first thing readers will see, and you have only five seconds to make a favorable first impression and motivate people to keep reading.

For great headlines, make sure they're eye-catching and give a clear idea of your article, specifying the problem and providing a solution. Also, don't forget to include the primary keyword in the headline.

## • Add an author

Although it is optional and doesn't impact the way search engine algorithms crawl your site, consider adding an author bio box to your blog. It allows you to build deeper connections with your audiences and boost your blog's credibility.

Consequently, people will return for more, signaling to Google that your site has valuable content and is worth being ranked higher.



## • Make your articles scannable and easy to perceive

To make your content easy to perceive, make sure you stick to the following rules:

- ✓ split your articles into logically complete sections under clear and informative subheadings
- ✓ break each text into short paragraphs
- ✓ use bullet and numbered lists
- ✓ add images (a quick tip: if you don't have related photos or pictures, you can always find high-quality material on free photo stocks)
- ✓ use tables of contents for longer articles

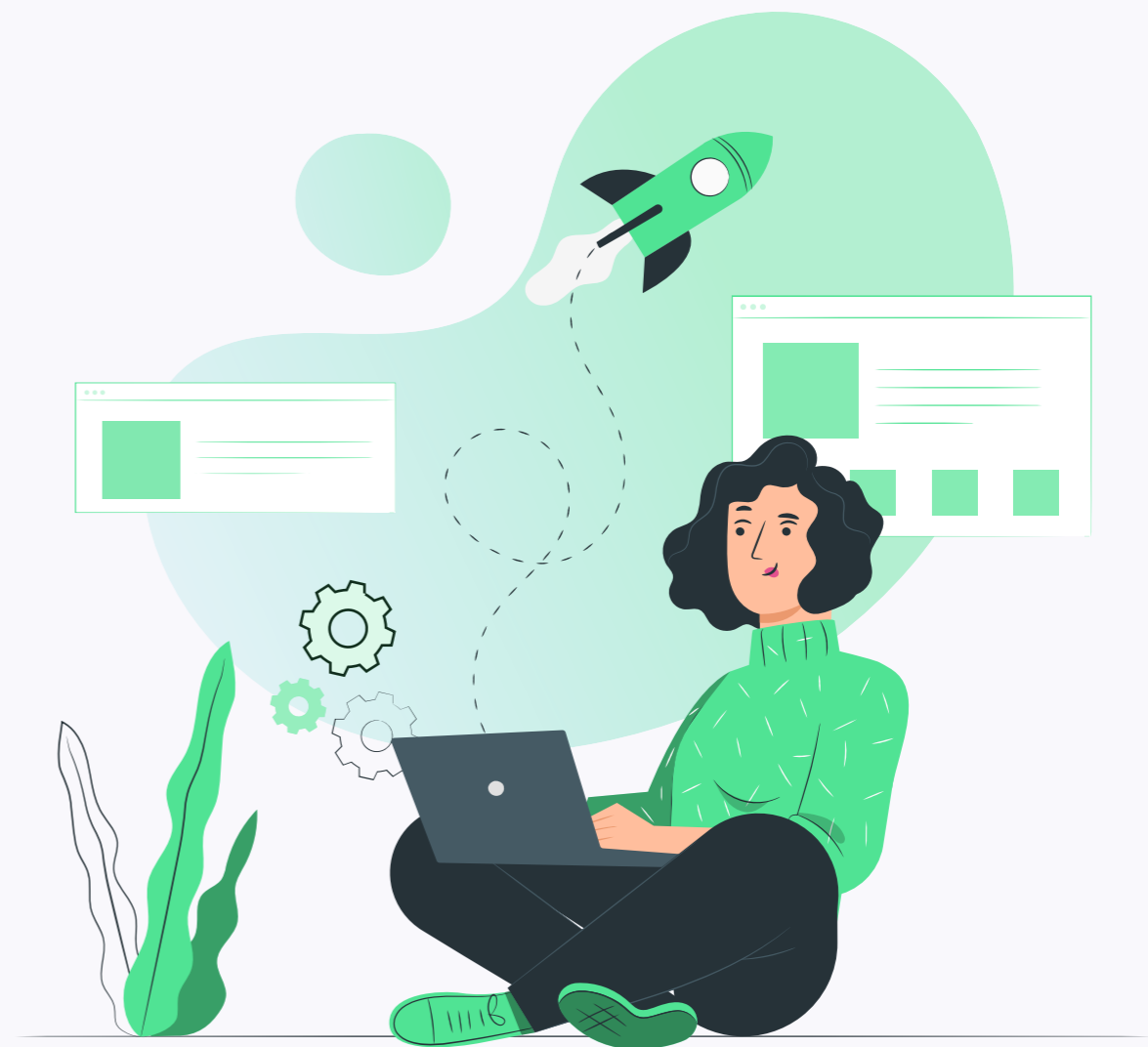


# 4. Focus on technical SEO

Despite being directly invisible to website users, technical SEO is a crucial part of the search engine optimization process.

At its core, technical SEO is a set of practices aimed at ensuring that your site is technically compliant with Google’s requirements and is easy to crawl. Without fixing technical issues, your website won't rank higher than ‘technically healthier’ competitor sites.

Let’s explore what you can do to improve your website’s technical SEO.



## • Fix crawl errors

For Google to index your content (only after this can your pages be shown in Google search results), you must ensure your website is crawlable. DNS errors, server errors, robot failure, URL errors, incorrectly canonicalized pages, and other critical errors prevent your web pages from being crawled and indexed by Google.

Google Search Console or specialized SEO tools such as Ahrefs, SemRush, or SE Ranking can help you spot crawl errors. This is the most challenging part of SEO that requires patience, thorough research, and tech expert’s assistance to find ways of fixing each type of error.

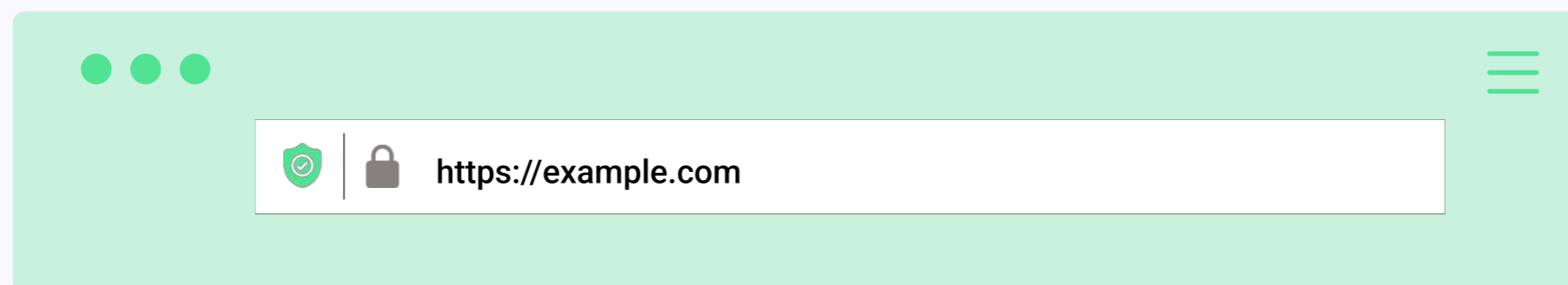
Issue	Crawled	Change	Added
<b>Links</b>			
<b>INDEXABLE</b>			
⚠ Canonical URL has no incoming internal links	4	1 ▲	0
⚠ Orphan page (has no incoming internal links)	2	0	0
ℹ Page has links to redirect	19	1 ▲	0
ℹ Redirected page has no incoming internal links	4	0	0
<b>NOT INDEXABLE</b>			
ℹ Page has links to redirect	10	1 ▲	0
ℹ Page has only one dofollow incoming internal link	7	1 ▲	1

## • Use HTTPS

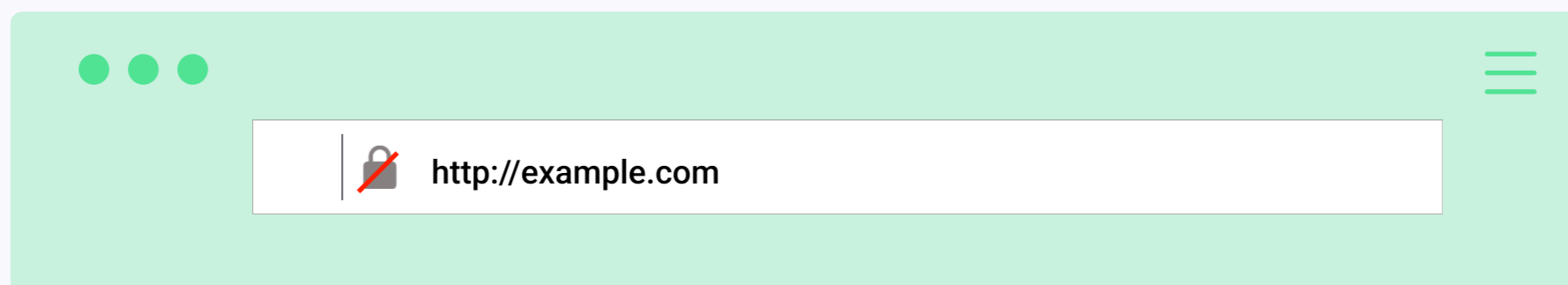
If you are still using HTTP, you need to migrate as soon as possible. HTTPS protects your visitors' data and is a lightweight ranking factor that can improve your website's position on Google search.

To check whether your site uses HTTPS, look at your browser's URL bar. If your URL begins with "https," you're using HTTPS. If not, it's time to switch by installing an SSL Certificate.

### **Secure**



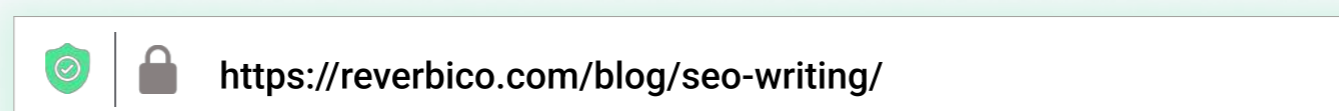
### **Not secure**



## • Make your URLs SEO-friendly

SEO-friendly URLs allow the search engine to crawl your pages easily and, in addition, help users navigate them with ease.

- ✓ include a primary keyword
- ✓ keep them short and descriptive (2-4 words)
- ✓ use hyphens to separate the words
- ✓ don't use underscores





## • Improve your website speed

Not only is the page speed a significant ranking factor, but it also impacts user experience, with low loading speed leading to growing bounce rates, which, in turn, can make your website drop its positions. That's why it's important to regularly scan your site with tools like GTMetrix or PageSpeed Insights and improve page speed if necessary.

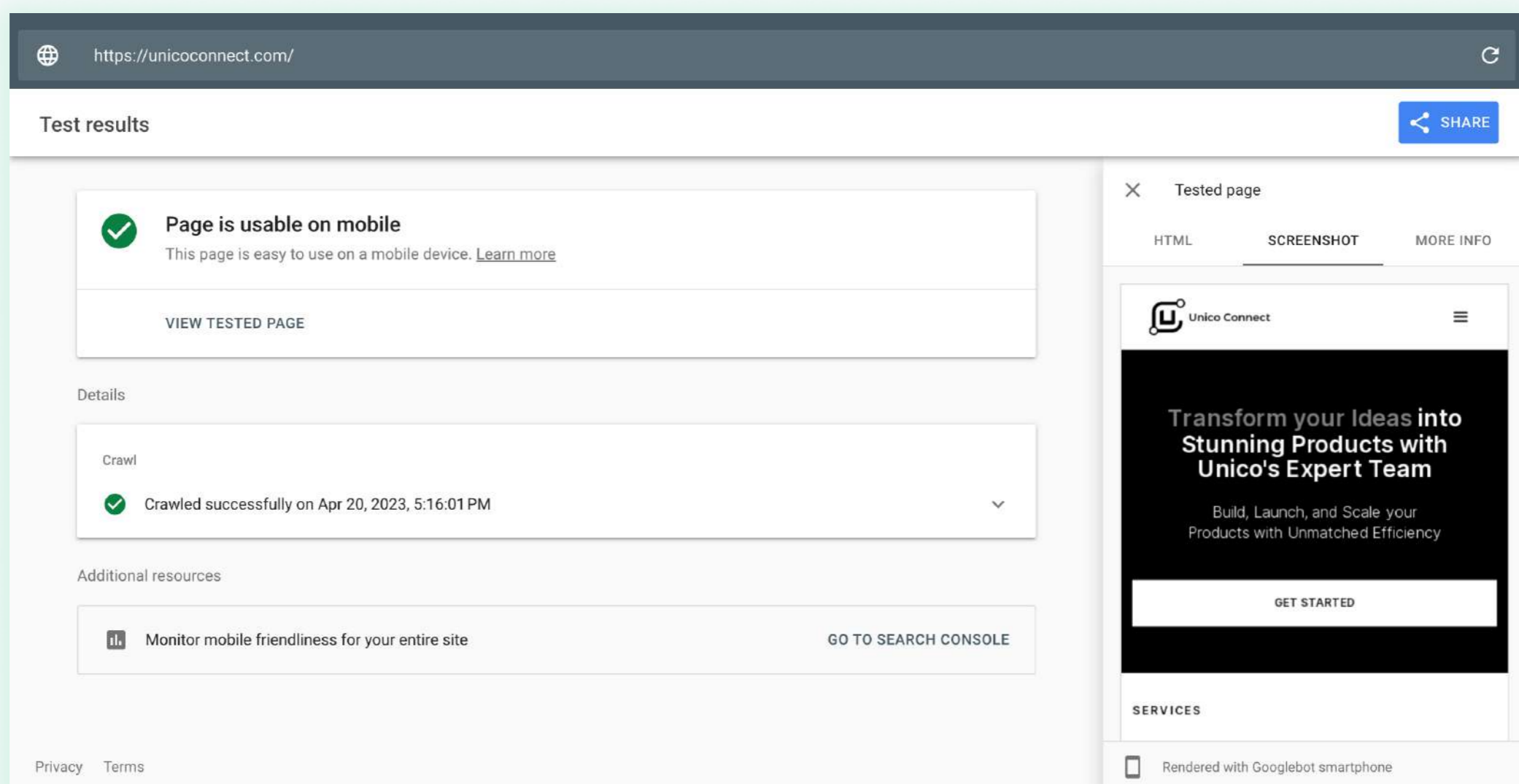
There are several basic ways to speed up your site:

- ✓ using a quick hosting service provider
- ✓ cutting down on scripts and plugins
- ✓ using a single CSS style sheet
- ✓ compressing your image files
- ✓ compressing your web pages

## • Ensure your site works well on mobile devices

Mobile-friendliness belongs to Google's ranking factors, meaning that websites that are mobile-friendly outrank non-mobile-friendly sites in search results. Today's users browse more on mobile devices than on desktops, making mobile optimization essential if you want your site to receive more traffic.

Google offers a Mobile-Friendly Test tool that will do all the work for you to ensure your website is ready to be used on any mobile device.



The screenshot displays the Google Mobile-Friendly Test interface. The browser address bar shows the URL <https://unicoconnect.com/>. The page title is "Test results" and there is a "SHARE" button. The main result is a green checkmark indicating "Page is usable on mobile" with the subtext "This page is easy to use on a mobile device. [Learn more](#)". Below this is a "VIEW TESTED PAGE" button. The "Details" section shows a "Crawl" status with a green checkmark and the text "Crawled successfully on Apr 20, 2023, 5:16:01 PM". The "Additional resources" section includes a link to "Monitor mobile friendliness for your entire site" and a "GO TO SEARCH CONSOLE" button. On the right, a preview of the tested page is shown, featuring the Unico Connect logo and a call to action: "Transform your Ideas into Stunning Products with Unico's Expert Team" with a "GET STARTED" button. The footer of the preview indicates "Rendered with Googlebot smartphone".



## 5. Perform on-page SEO

On-page SEO is another critical part of SEO that helps optimize your web pages internally. Here are some steps you need to take to make the most out of on-page optimization.

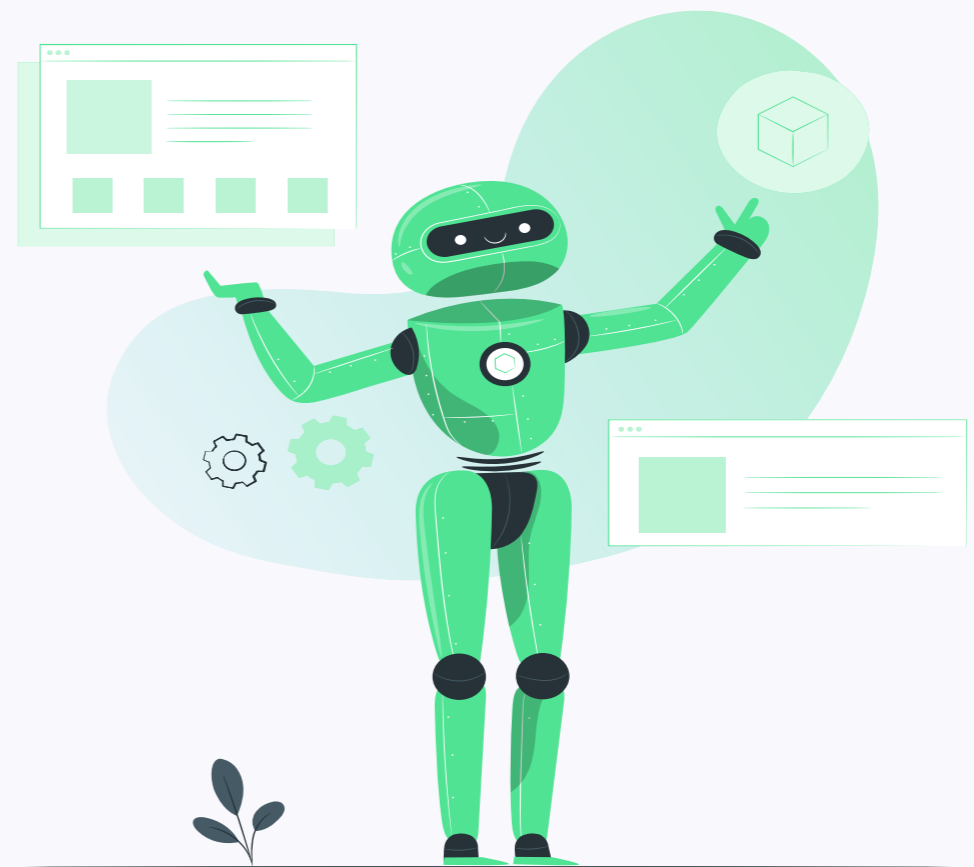
- **Get rid of duplicate content**

Duplicate content refers to pieces of text that are similar or exact copies of content on other sites or on different pages on the same site. Massive amounts of duplicate content can be disastrous for your rankings.

Besides confusing website visitors and search engine algorithms, duplicate content is sometimes used for manipulating search rankings and, therefore, is considered a ground for a penalty. So make sure you remove all duplicate content from your web pages.

- **Elaborate on meta tags for each page**

It's essential to work on your meta tags since they pass information to Google about the content of your web pages as well as help users make a decision whether or not to click on your link in search results.



**Title tag**

**ReVerb: Full-Service Digital Marketing Agency**

We develop and deliver consistently excellent branding strategies, from content marketing to **SEO**, social media, email, PR, PPC, and other solutions.

**Meta description**

Let's explore how you can **improve your most important meta tags:**

### ***Title tag***

A title tag is a clickable headline that appears on the search engine.

- ✓ Keep it unique and catchy
- ✓ Make sure it's 50-60 characters long
- ✓ Include a primary keyword
- ✓ If relevant, include numbers

### ***Meta description***

A meta description refers to the two lines of text that appear right below the title on SERP and summarize the content of the page.

- ✓ Keep it 150-160 characters long
- ✓ Mention a solution to searchers' problems
- ✓ Use 1-2 keywords, but make sure they're organically integrated into the description
- ✓ If relevant, include a CTA

### ***Alt text tags***

Alt text tags describe the content of images, and they're the only way to let Google know what is depicted in your pictures and index them.

- ✓ Keep alt tags clear and descriptive
- ✓ Use a relevant keyword in each alt tag
- ✓ Avoid duplicate alt tags on your website

## **• Create a solid website structure**

An efficient website structure is imperative for its high rankings in organic search results. It helps Google to better understand your content by streamlining the crawling and indexing processes.

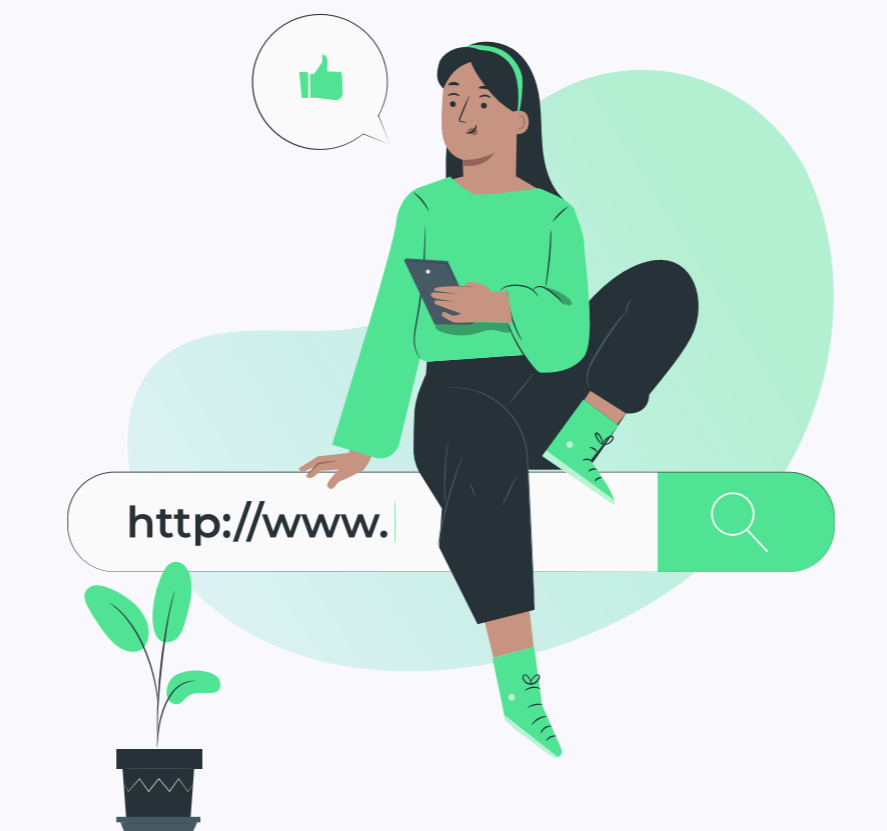
Not to mention, the website structure directly impacts the user experience; user-friendly navigation is vital to keep users on your site and decrease bounce rates.

So, whether you're creating a new website from scratch or planning a redesign, you need to focus on building a logical website structure and interlinking pages.

- **Incorporate internal linking**

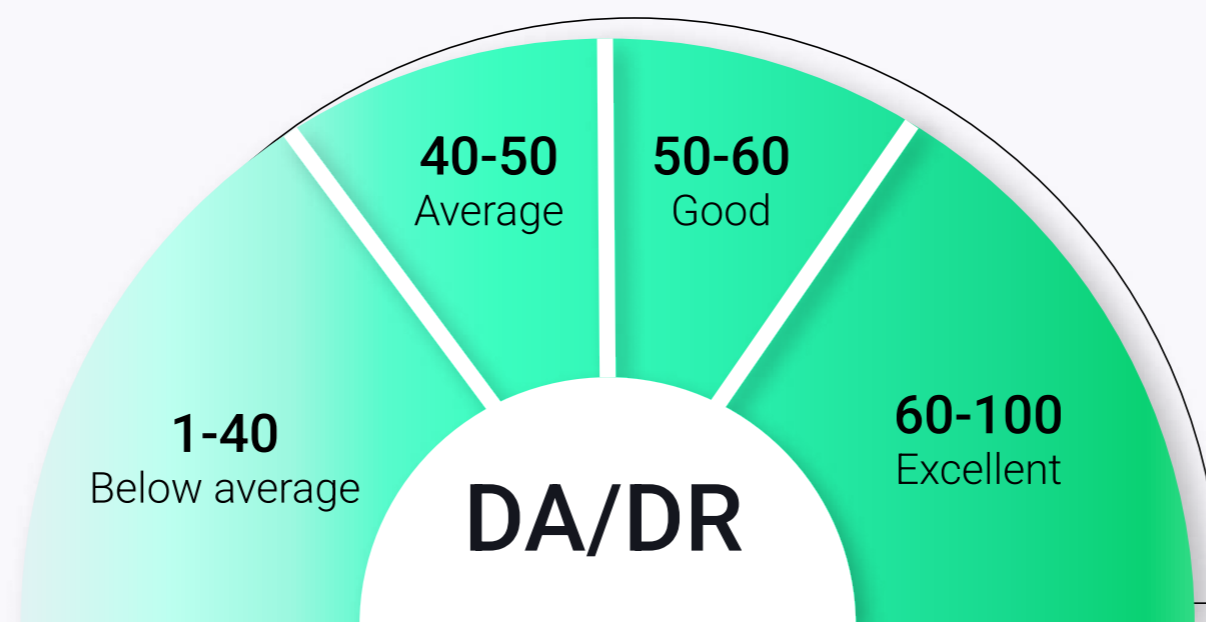
Internal links refer to hyperlinks that lead to pages on the same website. They help Google find and index all your pages, which inevitably feeds into better rankings.

When adding internal links, optimize your anchor text by writing a short but meaningful phrase that will make users want to learn more and click on it.



## 6. Leverage link building

Despite being just a small piece of the SEO puzzle, backlinks immensely impact a website's search engine rankings and the amount of organic traffic it gets. This is because backlinks directly influence the site's Domain Authority (DA), also called Domain Rating (DR). The greater the site's DA/DR score, the better chances for high rankings.



You can earn backlinks organically by posting valuable content. However, it can take months or even years. That is why buying links to reinforce your SEO is getting more and more common today. While there's much noise about buying links being illegal, Google opposes exchanging links with the aim of manipulating search results, considering such a practice to be link spam.

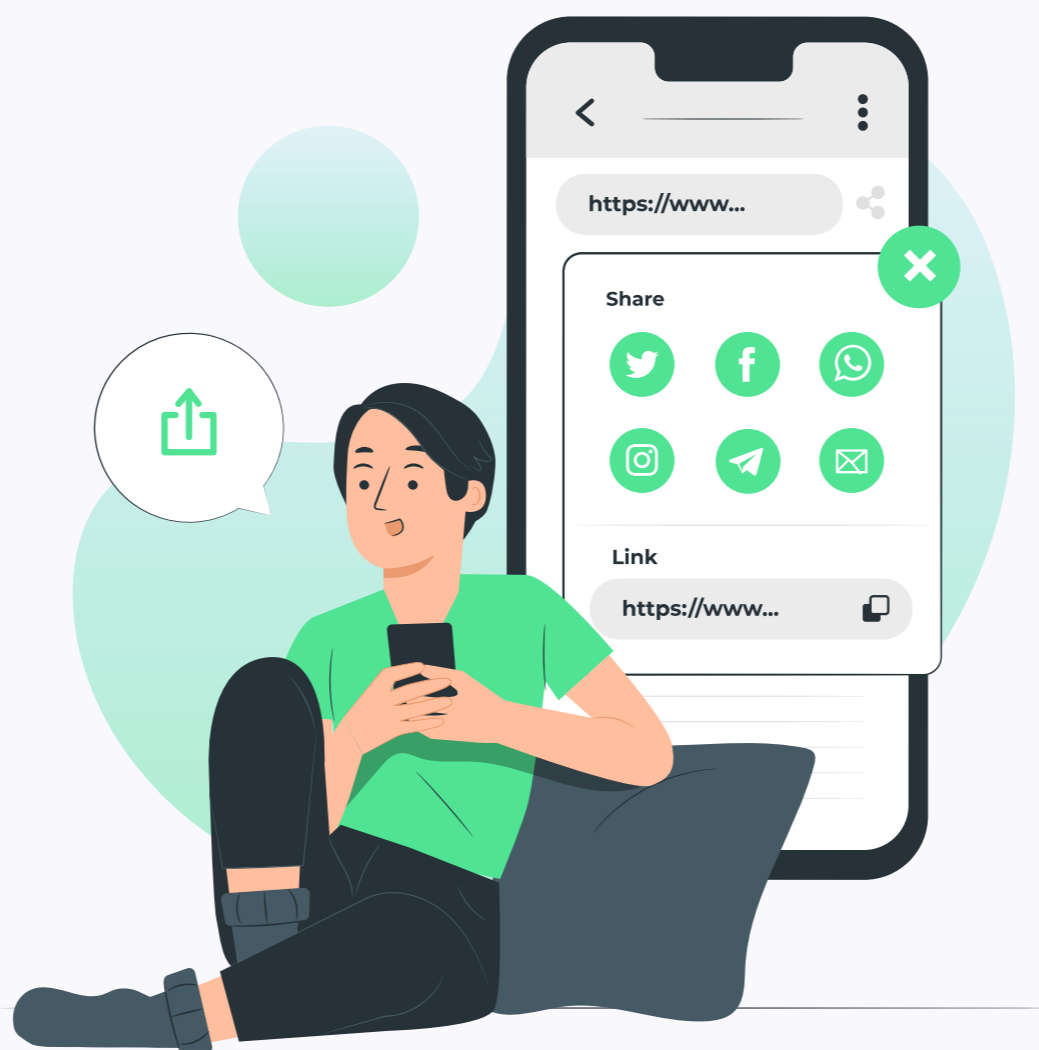
**The most common link spam practices** include (consider avoiding them by any means!):

- ✗ excessive forum posts with links
- ✗ excessive cross-linking - direct link exchanges
- ✗ extensive campaigns featuring keyword-stuffed, anchor-rich content
- ✗ using automated systems for generating links to your site
- ✗ exchanging money, products, or services for a backlink that passes PageRank
- ✗ requiring a backlink as part of a Terms of Service or similar arrangement

Given that, if approached in the right way, link building is a great opportunity to boost your rankings and attract more organic traffic.

**To buy links safely**, make sure you partner with websites that:

- ✓ aren't part of PBNs (Private Blog Networks)
- ✓ have good Domain Authority/Domain Rating scores and generate over a thousand visits per month
- ✓ are relevant to your business niche
- ✓ have thousands of high-quality links to and from authoritative sites in your niche
- ✓ share valuable content, not content produced solely for SEO purposes





# Benefits Of Working With A Professional SEO & Content Agency To Drive Organic Traffic

With an overwhelming number of SEO and writers' courses on the market, you might be tempted to learn all the ins and outs of search engine optimization and content creation and use this knowledge to run your website.

Or you might want to build a complete in-house team to cover these tasks. Both approaches have significant pros and cons; for those in doubt, there is another winning approach.

Working with a professional agency has a range of benefits over DIYing your SEO and content marketing strategies or hiring an in-house team. Let's see which.

## #1 - In-depth experience & expertise in SEO

SEO agencies have years of hands-on experience in search engine optimization, which allows them to choose the most suitable tactics to improve your website's search engine rankings, attract more organic traffic, and, consequently, meet your business goals.

What is more, the majority of agencies have experience working with various industries, so they can create and implement a winning strategy to address your exclusive needs, taking into account your niche specifics.



## #2 - Saving your time and resources

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Again, with today's multiple educational opportunities, it's quite achievable to learn SEO and use this knowledge to boost your website's rankings. However, this takes time and commitment and can distract you from more critical tasks. In addition, a lack of experience can't secure fast and effective results.

By entrusting your website's SEO to professional services, you can save a lot of time and resources and instead channel them into other important business aspects.

## #3 - Protecting yourself from link building scam

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As mentioned earlier, link building is an essential part of SEO. Still, your link building success will entirely depend on the quality of the site you want to get a link from. If it has low Domain Authority, is part of a PBN, contains links to restricted content, or has been previously restricted by Google, you'll risk getting penalized.

On the other hand, hiring an agency to buy backlinks can save you time and stress. They usually have a database of reliable websites they've been partnering with for years and will help you buy high-quality links quickly and with permanent guarantees. Digital agencies provide a broad range of services, meaning they value their reputation and buy SEO backlinks only from verified sources.

## #4 - Keeping up with Google algorithm updates

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Google regularly updates its search ranking algorithms to ensure that its users are presented with the most relevant search results. As user behavior evolves, Google updates the algorithms to remain current with these changes and deliver the best user experience.

SEO specialists constantly monitor these updates to introduce timely changes to their clients' sites to maintain and enhance their rankings and organic traffic. As a result, working with an agency can secure that your website keeps up with algorithm updates and remains competitive.

## #5 - Quality content adored by users and Google

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Poorly-written, low-quality content can spoil the first impression of your website and damage your reputation with the visitors. To avoid this, you should publish flawless and engaging content.

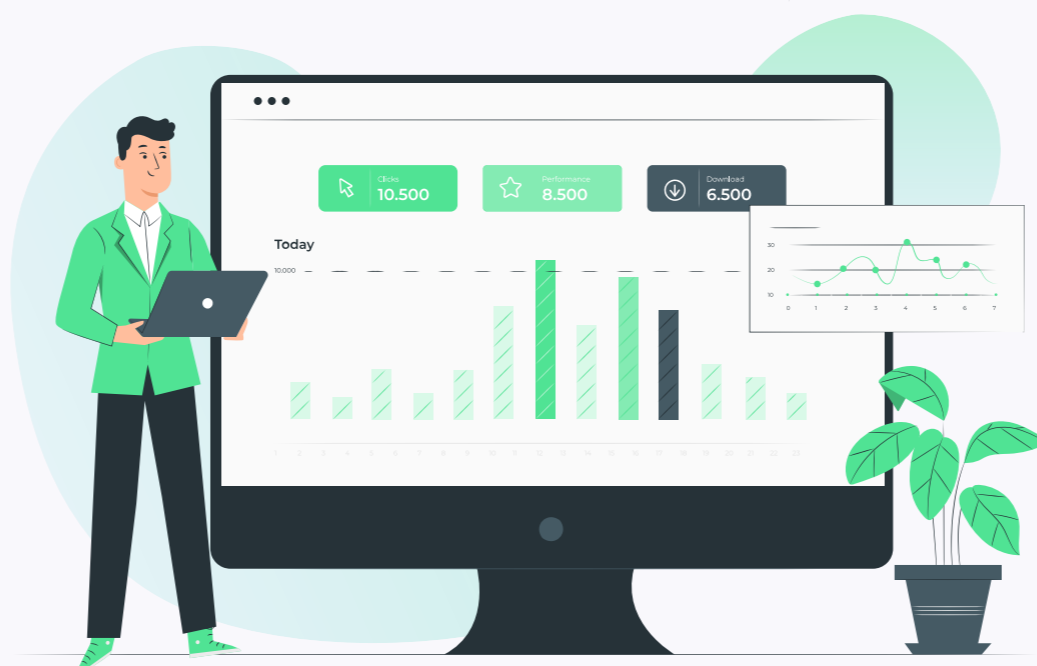
Hiring professional writers from an agency will give you the peace of mind that comes from knowing your content is error-free, easy to read, and relevant to your audience. In addition, professional content writers possess sophisticated SEO expertise that allows them to craft copies appealing not only to humans but to search engines

## #6 - More impactful results

Let's say your in-house team has mastered SEO, including all its technical aspects, and has a person with exceptional writing skills on board. It looks like you have everything you need to improve your rankings and drive impressive organic traffic. In theory, yes.

However, just imagine what a huge scope of work it is – writing quality content and optimizing it, liaising with link building partners, working on website structure, optimizing meta data on each page of your site, fixing technical errors, just to mention some most important aspects.

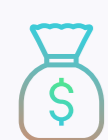
Moreover, you're expected to repeat this process regularly to achieve results. Being a jack-of-all-trades is an outdated practice in 2023 when you can delegate tasks to professionals and use your resources to grow your business. So instead of spreading yourself thin and thus compromising quality, it's a better idea to work with a professional team.



# The Cost Of Managing An SEO Project: Work In-House vs. With An SEO Agency

Obviously, doing everything by yourself or involving your current staff isn't the case to succeed in SEO, so you might want to hire an in-house team. Boost your ranking and organic traffic suggests involving several qualified specialists.

Let's take a more detailed look at their roles as well as the estimated annual cost of running successful SEO campaigns



**SEO Specialist** — **average \$60,000** — To make your SEO journey as smooth and successful as possible, you'll need to hire one or several SEO specialists who'll do a technical SEO audit and keyword research and, based on their results, develop an SEO strategy and implement it.

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**Content Writer** — **average \$45,000** — Of course, you'll need to hire a Content Writer or a few copywriters to carry out all assigned writing tasks: writing content for your website pages and your blog and creating guest posts for your link building department. Experienced writers from the US averagely charge \$0.20 per word (with editing and images included), meaning that a 1,000-word article will cost you around \$200. Let's say you'll publish eight articles on your blog plus ten guest posts in a month, meaning your Content Writer will cost you around \$3,600 a month and, respectively, about \$45,000 annually.

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**Graphic Designer** — **average \$50,000** — To make your website visually appealing, you'll need to hire a Graphic Designer who'll make designs, select and edit images for your blog, create infographics, and choose fonts and color schemes to make your content more attractive to your target audience.

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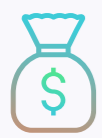
**Link Building Manager** — **average \$60,000** — If you want to build links safely and effectively, you'll need an experienced full-time link building manager to manage your outreach campaigns. An in-house Link Building Manager from the US will cost you \$60,000+ a year, or starting from \$30,000 if you decide to outsource this function.

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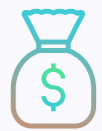


**Link Building Assistant** — **from \$15,000** — You'll need to hire assistants to help the Link Building Manager with personalization, prospecting, and performing some outreach-related tasks. The salaries for this kind of job start at \$15,000 if you're hiring a person from a lower-cost-of-living country.



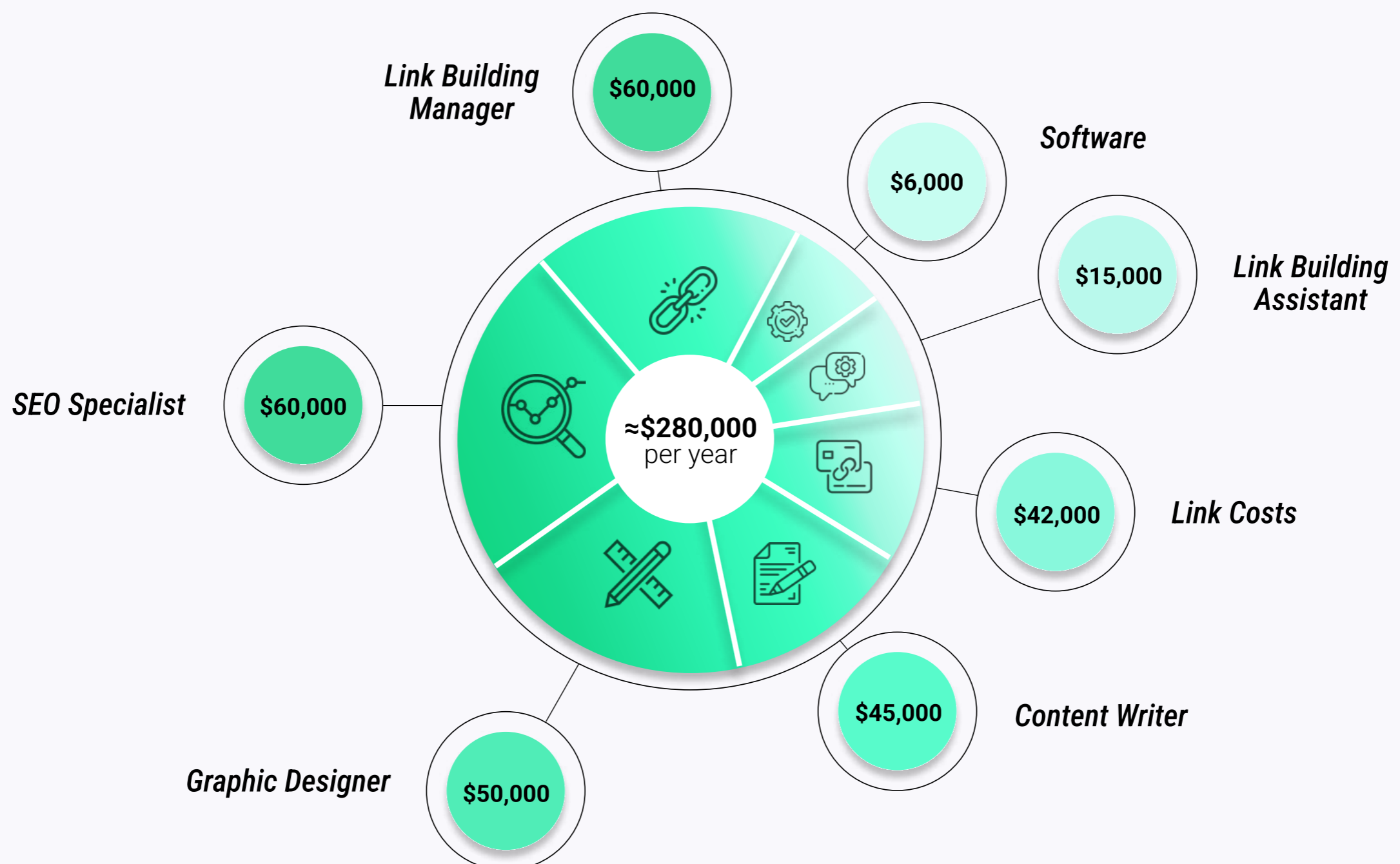


**Link Costs** — **\$42,000+** — Besides keeping in-house specialists, link building calls for an additional budget allocated to pay for placing your links on authoritative websites. According to Ahrefs's study, you have to shell out \$361.44 on average for a single high-quality backlink. If you want your link-building strategy to drive results, be ready to spend at least \$3,500 for links per month, or around \$42,000 annually.



**Software** — **\$6,000** — Your in-house specialists will need specialized software to work with, including a tool for keyword research such as Ahrefs, a quality plagiarism checker like Grammarly, graphic design tools like Adobe Photoshop, outreach software, link-monitoring software, etc., all taking around \$500 monthly.

As a result, the minimum total cost of running SEO and content campaigns in-house comes to around \$280,000 per year. Needless to say that this is quite expensive. In addition, you'll have to budget for recruitment and HR expenses, not to mention additional office space for your newly-hired staff and other overhead costs. So, you can easily double the sum.



***Does this sound like too much to you? The great news is you can get guaranteed organic growth at more affordable rates...***



# Let's Work Together!

*Luckily, you can leverage top-notch SEO and writing services at considerably lower rates by working with an agency. ReVerb is a professional SEO agency that charges a fixed monthly/service fee and provides all services under one roof, so you won't face any extra costs, like in the case of hiring an in-house team.*

**Cost of an Agency:** Monthly Retainer /  
Payment for Specific Services +  
Advertising Spend (optionally)

**VS**

**Cost of an Employee:** Hiring + Salary +  
Benefits + Vacation + Retaining +  
Advertising Spend (optionally)



High rankings and a significant amount of organic traffic are key if you focus on a solid online presence and your business growth.

To achieve desired results, it's always a better idea to entrust your website's SEO and content creation to professionals. This will save you plenty of time and effort and guarantee the best possible results.

*As a professional digital marketing agency with years of experience, ReVerb will gladly assist you with your branding and website promotion from A to Z. Let's collab to skyrocket your organic growth in 2023 and the years to come!*

Check out our standard **pricing plans**; keep in mind that the volume of tasks and materials, thus, the prices, are flexible according to your specific request.

# Hire ReVerb Digital Agency for Ultimate Marketing Support!

ReVerb is a full-cycle marketing agency with transparent processes, effective communication practices, high-end expertise in digital marketing, and a customer business-centric approach. Having started in 2017, we've been helping our customers develop and turn their marketing strategies into great revenues, boosted sales, brand recognition, and customer loyalty. All this along with tech and creative support at every step!

**1000+ companies served worldwide**

**4,8 ★★★★★ on [Clutch.co](https://www.clutch.co)**

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***Only 1 step to launch your marketing strategy***

***Let's Get In Touch!***

