

Basics of Search Engine Optimization & Content Creation in CRM

Lecture Title: Tutorial 1



Lecturer: PIERRE PORTELLI

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TUTORIAL 1

Back-Link Building:

The **Skyscraper Technique**, coined by Brian Dean of Backlinko, is a link-building strategy that involves finding content in your niche that has attracted a significant number of links, creating better content on the same topic, and then reaching out to websites that have linked to the original content to suggest linking to your superior version instead. This method is based on the idea that content creators are always looking to link to the best resources available, so improving upon existing popular content can earn you those links.



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Back-Link Building - Skyscraper Examples:

Ahrefs conducted an in-depth analysis of the Skyscraper Technique by creating an exceptional piece of content on a topic that had already proven popular — "Google's 200 Ranking Factors."

After publishing their more detailed and up-to-date version, Ahrefs contacted sites that had linked to similar but inferior articles.

The Ahrefs guide received a significant boost in organic traffic and earned a substantial number of new backlinks, demonstrating the technique's effectiveness even in highly competitive niches.



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Back-Link Building - Skyscraper Examples:

Health Ambition, a health and wellness site, applied the Skyscraper Technique to increase its organic traffic.

They spotted an opportunity in a popular but outdated post about "juicing for weight loss" on another site. By creating a more detailed, better-researched, and visually appealing article, they positioned themselves as the new go-to resource on the topic.

Their updated post garnered numerous backlinks from sites that had linked to the original article, leading to a marked increase in organic traffic.



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What Is a Squeeze Page?

A Squeeze Page (also known as a “landing page” or “lead page”) is a webpage designed specifically to collect email addresses from visitors.

The “squeeze” name stems from the fact that the page provides limited options, which can “squeeze” an email address out of potential subscribers.



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A promotional graphic for Backlinko. On the left, the word "BACKLINKO" is written vertically in white, bold, sans-serif capital letters against a green background. To its right, a black rectangular box contains the text "CREATE A SQUEEZE PAGE THAT CONVERTS AT 21.7%" in white, bold, sans-serif capital letters. The word "SQUEEZE" is on a separate line. The percentage "21.7%" is in a green, bold, sans-serif font. On the right side of the graphic, a man with short brown hair and a light beard is shown from the chest up, wearing a dark shirt. He is gesturing with both hands. Overlaid on his hands is a white icon of a computer window with a green background and a white line graph showing an upward trend. The background of the entire graphic is a solid green color.

BACKLINKO

**CREATE A
SQUEEZE PAGE
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Undergraduate Diploma in Digital
Marketing

QUIZ



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1. What is the importance of keyword research in SEO?

- A) To increase website speed
- B) To identify phrases people use in search engines
- C) To create a better website layout
- D) To choose better words for your website



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What type of content aims to answer specific questions users might have?

- A) Promotional content
- B) Informational content
- C) Transactional content
- D) Navigational content



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How can CRM data enhance SEO strategy?

- A) By slowing down the website
- B) By providing insights into customer behaviour
- C) By writing content through AI
- D) By creating backlinks for more targeted content creation



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- A) Realtime
- B) Conversions
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- B) To increase profit at all costs
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- B) A marketing technique of creating consistent content
- C) The practice of making all website with high quality content
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- A) Server Encryption Relay Protocols
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- B) A strategy for quality content to earn backlinks
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THANK YOU FOR TODAY



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