Hypercompetitive keywords: How we stick to the top of SERPs

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What’s to come:

1. What is a hypercompetitive keyword?
2. Challenges
3. Strategy
4. Results
5. Key Takeaways
Hello!

SEO Director at Blue Array

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What is a hypercompetitive keyword?
High volume terms
Very transactionally driven
Lots of SERP pressure
Highly reputable websites
Hypercompetitive SERPs can go one of two ways...
Either incredibly unpredictable
...or extremely static
They're very difficult to rank for
Let’s jump into a case study
Keyword Overview: breakdown cover

Volume: 74.0K

Keyword Difficulty: 73%

Cost per Click (CPC): 7.00 £
Hypercompetitive keyword struggles...

All competitors do most things either very well...

Or at the very least, in an ‘OK’ way (”eh, it’ll do”)

This limits the number of ‘big’ levers, ‘smoking guns’ or ‘silver bullets’ on offer

Requires a strong strategy - both short and medium to long term!
Enabler 1: ‘Strategy’ Gap Analysis
Technical health
Page experience signals
User experience
Holistic site quality
On-page content quality
Depth of supporting content
Internal linking
External backlinks
<table>
<thead>
<tr>
<th>Technical health</th>
<th>Your site</th>
<th>Comp 1</th>
<th>Comp 2</th>
<th>Comp 3</th>
<th>Comp 4</th>
</tr>
</thead>
<tbody>
<tr>
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<td>3</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>5</td>
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</tbody>
</table>
TRUST FLOW

69

TRUST FLOW

66

TRUST FLOW

70

TRUST FLOW

37
BREAKDOWN COVER

COMPARE CHEAP CAR BREAKDOWN COVER

Comparing breakdown policies is fast, free and simple!

Compare breakdown cover

Well-known Breakdown insurance brands we work with
<table>
<thead>
<tr>
<th>Category</th>
<th>Your site</th>
<th>Comp 1</th>
<th>Comp 2</th>
<th>Comp 3</th>
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<td>Feature</td>
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<td>Comp 3</td>
<td>Comp 4</td>
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</tbody>
</table>
ENABLER 1 - STRATEGY GAP

● Avoid diminishing returns...

● Focus on your largest opportunities!
Enabler 2:

Showing topic expertise
Time for a really bad analogy :)

BlueArray
We stand for SEO.
Learning how to drive
Fuel prices
Route planning

Very low to zero conversional opportunity

Low conversional opportunity

High-conversion informational content

Breakdown Advice
Car Maintenance

Product Page
This has a number of benefits...

Improved brand visibility
Improved topical relevance
Improved cross-sale opportunities
Improved opportunity to backlink build
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<tr>
<th>URL</th>
<th>External Referring Domains</th>
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</tr>
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</table>
Having a heavy foot on the accelerator can cost you in the long run. The most fuel-efficient way to pull away is at a steady pace. Imagine you’ve got a cup of tea on the dashboard – if you’re accelerating hard enough that it’s in danger of spilling, ease up on the pedal.

Motoring groups have told drivers they can save money if they drive at lower levels than the speed limit. This typically applies when travelling a considerable distance where they can reach high speeds, such as on motorways.

Fuel Saving Tips

The <client> says that the biggest secret to achieving high mpg (miles per gallon) is driving in the highest possible gear for your vehicle while keeping within the speed limit.

<client> said: "For that reason, don’t keep unnecessary items in your boot as they all add weight to your vehicle, which is not going to help your fuel economy in the long run."

Making small adjustments to the way you drive can have a huge impact on fuel consumption and therefore the amount of fuel that you go through each month. To save on petrol, try to drive in the most fuel-efficient way possible!
As the <client> points out, drivers can use their phone hands-free – provided they don’t physically pick up their handset at any time while the car is moving. A hands-free connection must be set up before starting a journey.

'It's not the only one who might feel aggrieved.'

Source: <client>

It is illegal to hold and use your phone while driving. Get caught and you will face 6 points and £200.

- Gov.uk - using mobile phones when driving
- <client> - Mobile phone laws

explains in its guide to mobile phone laws
It’s important to know what car dashboard warning lights mean because you might be able to avoid a car breakdown or full-on failure.
Once you've passed your test, make sure that you purchase **breakdown cover** to make sure that you're covered in the event that your **vehicle breaks down**.
ENABLER 2 - TOPIC EXPERTISE

• Look past solely high-conversion content!
• Add **relevant** links from this content to your product pages!
Enabler 3: Evidencing high-quality
“When we look at the quality of the site overall, if you have significant portions that are lower quality it doesn’t matter for us why they would be lower quality.”
“But if we see that there are significant parts that are lower quality then we might think overall this website is not as fantastic as we thought.

And that can have effects in different places across the website.”

Search Engine Journal - Google: One Part Of Site Can Hurt Entire Site Quality
“So in short, I guess if you have very low quality content that’s also indexed … … that can definitely pull down the good quality original content that you also have.”
YOUR 'MONEY' PAGES

THE REST OF YOUR SITE
Great money pages  
+  
Great rest of site  
=

What are the benefits?

- Improved site quality
- Improved use of crawl budget
- Improved use of internal linking
Reviewing

EVERYTHING IS AWESOME!

*A long but necessary evil
1. Use various sources to find all live pages
2. Pull as much supporting data as possible
3. Manually review pages for potential & quality
1. Does the page have value? (organic, brand or supplementary)

2. Is the page high-quality?
Does the page have a purpose on site?

Yes

Is the page high quality?

Yes

No action required

No

Review/improve page
Does the page have a purpose on site?

Yes
- Is the page high quality?
  - Yes: No action required
  - No: Review/improve page

No
- Does the page have external backlinks?
  - Yes: Redirect to relevant page on site
  - No: Remove from site
KEEP
- Content has a purpose on the site
- Is high-quality

RE-OPTIMISE
- Content has a purpose on the site
- Is thin or low quality
- May be targeting the wrong intent

REMOVE/NOINDEX
- Content no longer has a purpose on the site
ENABLER 3 - EVIDENCE HIGH-QUALITY

- Review your sites content regularly

- Ensure all pages have a purpose and are high-quality
The results
Sistrix, Last 5 years
1. Aligned strategy with the client team

2. Our content strategy generates a vast amount of backlinks

3. Our site is easier to handle and generally higher-quality
To recap...
If you take anything away from today...

Review & focus efforts on your key opportunities

Scale up content within your wider remit

Regularly review & improve your site’s wider quality
Thanks for listening!

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