

Twitter Thread by Yannick | Marketing & Growth



Yannick | Marketing & Growth

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I've been doing SEO for over 15 years and optimized 100's of websites.

Here are the best techniques you can use to rank higher in Google ■

Answering the searchers' intent is key

Anyone who's doing a Google search wants 1 of 4 things.

1. Information
2. Navigation
3. Transaction
4. Comparison

Let's dive in all 4

1. Informational intent

These are queries like "turkey recipe", local weather and how-to's.

People are looking for help on how to get things done. They'll do it themselves. You just need to give them the right tools.



turkey recipe



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Recipes



Easy, No Fuss Thanksgiving Turkey

Tastes Better From Scratch

5,0 ★★★★★ (2,8K)

3 hrs 50 mins

20 pound turkey, apple, lemon,
garlic, fresh sage



Classic roast turkey

BBC Good Food

5,0 ★★★★★ (11)

3 hrs 50 mins

Red wine, bronze turkey, stuffing,
pigs, butter



Garlic Herb Butter Roast Turkey

Cafe Delites

5,0 ★★★★★ (21)

3 hrs 15 mins

Whole turkey, lemon, rosemary,
olive oil, garlic



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2. Navigational intent

People using these keywords are looking for something specific. A brand like "Hypefury" for example.

It's not hard to rank for competitors but you won't get a lot of traffic out of it. Focus on the comparison intent (which we'll talk about in a sec)



hypefury



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<https://hypefury.com>

Hypefury - Grow & Monetize your Twitter presence

When a tweet does well, **Hypefury** double-downs and retweets it to your audience, putting it in front of even more eyes. It's as powerful as it is simple.

Pricing

Are you selling things on Gumroad? Hypefury helps you make ...

How to grow your Twitter ...

New to Twitter or wanna grow your account as fast as possible?

[More results from hypefury.com »](#)

3. Transactional intent

This is used when people want to buy. The search results are littered with ads and it's pay-to-play.

It's really hard to rank high on these types of keywords AND get any meaningful organic traffic. This is where Google makes its money.



christmas lights



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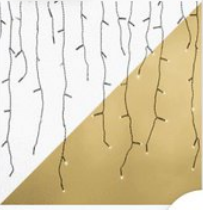
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Ads · Shop christmas lights



				
Twinkly kerstverlichtin...	Kerstverlichting 21 meter extr...	BK Kerstverlichtin...	Lichtsnoer - led kerstverlichtin...	Koppelbare kerstverlichtin...
€179.00	€14.95	€5.95	€7.49	€13.46 €15
kabelshop.nl Free shipping	123LED.nl +€4.95 shipping	Budget Kerstbo... +€4.95 shipping	Allekabels.nl +€3.95 shipping	kabelshop.nl +€3.95 shipping
Energy: A				Energy: A
By beslist.nl	By beslist.nl	By Producthero	By Bigshopper	By beslist.nl

4. Comparison and investigation

Before you buy you need to convince yourself you're buying the right thing so you Google: "Best restaurant in nyc"

These are also highly competitive terms but



Best restaurant in nyc



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About 1.690.000.000 results (0,88 seconds)

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America's Greatest Foods

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Find results on



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[50 Best Restaurants in NYC...](#)



Tripadvisor

[THE 10 BEST Restaurants in...](#)



The

Now that you know what types of user intent there is we can focus our on-page optimization to match and exceed expectations.


Here's a table of keywords (from Ahrefs) and their search intent.

Informational	Navigational	Commercial Investigation	Transactional
how	Brand names	best	buy
what	Name of a product	top	coupon
who	Name of a service	review	order
where		Attribute of a product (size, color)	[city] type of store (local)
why		comparison	purchase
guide			cheap
tutorial			price
resource			pricing
ideas			
tips			
learn			
examples			

For informational content you need to be exhaustive in your answering. The below tweets will help you to create the best page for the users' intent.

This is how you exceed a searchers' expectations:

1. Google the term
2. Check the top 10 results
3. Take the best from the top 10 and add it to your page
4. Add things to your page the competitors haven't thought about yet

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
					
Top queries				↓ Clicks	Position
best twitter accounts to follow				1,238	4.9
best twitter accounts to follow 2021				627	1.6
best twitter accounts				606	5.5
who to follow on twitter				489	7.1
twitter accounts to follow				355	5.8
best accounts to follow on twitter				305	3.9

Create "money pages".

These are pages that answer people's informational intent but where you know they can buy your product / service.

For Hypefury it's: How to get xxxx followers on Twitter for example.

Answer it as best as you can & create supporting pages that link to that page.

Pages like:

- Best accounts to follow on Twitter
- How to create a great Twitter bio
- What's a good Twitter header

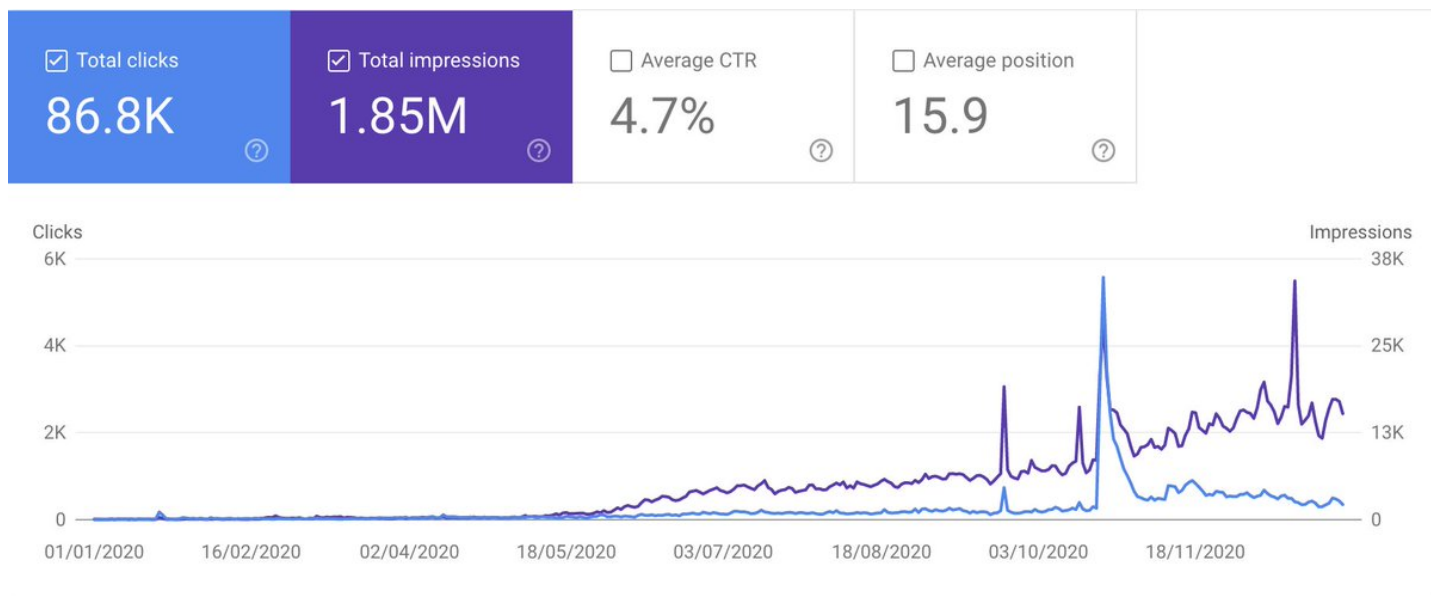
Every internal vote (=link) tells Google how important you consider a page is.

Don't expect results in the first 6 months. Keep grinding.

In 2020 we got 86k organic visits

In 2021 we got 414k organic visits

The goal for 2022? 1MIL+



Thanks for reading!

If you enjoyed this:

1. Follow me for more of these [@Yannick_Veys](#)
2. RT the tweet below

<https://t.co/ZavBfCCEsj>

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— Yannick | Marketing & Growth (@Yannick_Veys) [January 4, 2022](#)