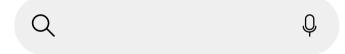




Post Helpful Content Update





For Roofers



Checklist: SEO Success for Roofers Post-Google Helpful Content Update



Analy	vze and	Understand	Google's	Helpful	Content	Update
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L	Read Google's official announcement on the Helpful Content Update.
	☐ Follow SEO news sources like <u>Search Engine Journal</u> and <u>Moz</u> for detailed analyses

Audit Your Current Content for Quality

Evaluate existing content to ensure it is relevant, accurate, and provides value to users
Use content audit tools like <u>SEMrush</u> or <u>Ahrefs</u> .
Identify and remove or improve content that is purely SEO-driven and lacks user value.
Ask yourself if the content provides original information, research, or analysis and
whether it is substantial, complete, and insightful.

Focus on User-Centric Content

Create content that answers genuine questions from your target audience.
Use tools like AnswerThePublic and Quora to find common roofing-related questions
Ensure your content provides substantial value compared to other pages in search
results and is something users would want to bookmark or share.

Avoid Irrelevant Topics and Keyword Stuffing
 Ensure all content is highly relevant to roofing and your specific services. Use keywords naturally and contextually within the content. Avoid creating content solely to attract search engine visits and ensure it's relevant and useful to your existing or intended audience.
Leverage Local SEO Tactics
 Optimize content for local search queries to attract nearby customers. Use Google My Business to enhance local visibility. Include local keywords and create location-specific landing pages.
Utilize Tools like DataPins for Geo-Tagged Content
 Implement tools like <u>DataPins</u> to create geographically relevant content. Tag your projects with specific locations to boost local search visibility.
Monitor and Measure Content Performance
 Regularly track your content's performance with Google Analytics. Set up Google Search Console to monitor search traffic and performance. Focus on user engagement metrics like bounce rate and time on page. Conduct an audit to understand which pages were impacted by the update and for what types of searches.
Update and Refresh Old Content Regularly
 Periodically review and update older content to keep it relevant and valuable. Use content management systems like WordPress to update posts. Add new information, update statistics, and improve readability. Ensure the content isn't mass-produced or outsourced to the extent that individual pages don't receive sufficient attention.
Engage with User Feedback
 Encourage and respond to user comments and feedback on your content. Use feedback to refine your content strategy and address user concerns. Ensure the content leaves readers with a satisfying experience and feeling they've learned enough about the topic.

Stay Informed on SEO Best Practices

Monitor SEO trends and best practices related to the Helpful Content Update.
Follow reputable SEO blogs and attend industry webinars.
Join SEO forums and groups to stay connected with the SEO community.
Familiarize yourself with Google's <u>E-E-A-T</u> (Experience, Expertise, Authoritativeness
Trustworthiness) guidelines and ensure your content demonstrates these qualities