



Post Helpful Content Update

CheckList



For Roofers



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



Analyze and Understand Google's Helpful Content Update

- Read Google's [official announcement](#) on the Helpful Content Update.
- Follow SEO news sources like [Search Engine Journal](#) and [Moz](#) 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 [SEMrush](#) or [Ahrefs](#).
- 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 [DataPins](#) 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 [E-E-A-T](#) (Experience, Expertise, Authoritativeness, Trustworthiness) guidelines and ensure your content demonstrates these qualities.