

# Stay Put: How to Maintain Your SEO Rankings After Reaching The Top?

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Let's get started.

## How to launch a revamped website the right way? (Hint: 301 redirects are the most important ingredient)

- Let's start with the most common mistake that sends many website's rankings and traffic tumbling: Not setting up redirects properly when rebuilding the website.
- So, what are the common reasons that lead to such failures during website redesign? Here are 4 issues with tips to resolve them.

1. Not taking care of on-page SEO and finding those hidden keyword opportunities.

- During a relaunch, you need to take special care when optimizing your website's content.
- You need to look for opportunities to grow your traffic, including tweaking your page titles, adjusting your meta description and updating content.

2. If you're messing with your website's URL structure, then perfectly map out your 301 redirection plan.

- From the SEO perspective, this is the most significant aspect of a website relaunch.
- If you have a large website and you change your URL structure, then you'll lose a lot of traffic from your inbound links to your individual pages.
- You need to ensure that all of your older pages 301 redirect to their newer counterparts.
- This will ensure that you maintain your search equity, losing only 10-15% of your traffic (which is normal).
- The best strategy for tackling this issue is to keep your URL structure the same as much as possible.
- But, if you're moving to a new CMS or had a bad URL structure, then here are 3 tips to create your 301 redirect mapping strategy for the rewritten URLs.
  - ❑ **Don't use 302s-** 302 is temporary redirects are not recommended. They do nothing for SEO and are only a short-term fix for what should be a long term strategy.
  - ❑ **Don't delete pages-** Deleting pages is not a good idea. If you don't like a page, you can change the content of the page, or you can redirect it to a different page.
  - ❑ **The rare 404 case-** There are some rare cases in which you may not want to 301 a page, e.g., if a large collection of highly toxic links was targeting that specific page. If this is the case and the page is not a critical landing page, leave the 404 error there and do not redirect it. When you redirect a page, it transfers both negative and positive link juice to

the root domain. If you leave it with 404, the toxic juice will have a limited impact on the rest of the site.

- You can also read a detailed breakdown of the 301 redirect process at [SEOpoint](#). John Romaine shows you the exact process using Excel, Screaming Frog, Text Mechanic, Yoast SEO and Notepad.

### 3. Craft a [user-friendly 404 page](#) to deal with the error spikes.

- After launching your updated site, you may notice sudden 404 error spikes in your analytics.
- You can obviously note the pages and fix them. But, you also need to have an optimized error 404 page to ensure that the visitor stays on your website.
- You can even place a contact form on your error 404 page like Ben Cook did during his client's website relaunch.
- The result was emails from visitors requesting information that didn't make it to the new website.

### 4. Serve the updated address of your content to search engines by resubmitting your XML sitemap.

- Google bots need help to index the new URL locations of your content.
- First, you need to check your robots.txt file and confirm that you're allowing search engines to crawl your website.
- You'll also want to be sure that your full website is getting indexed.
- Next, setup the proper location of your sitemap from the file.
- You can submit your sitemap by navigating to:
- Webmaster Tools > Crawl > Sitemaps
- If you want to further help search engines with indexing, you can also use multiple XML sitemaps.

## **Track your competitors' marketing activities regularly and outdo their efforts**

- If you stay abreast with your competitors' marketing activities, you can top them to maintain your search rankings.
- Though it's time consuming to logon to multiple tools/websites, so I've compiled a list of 4 tools you can use to outdo your competitors' marketing strategy.

## 1. Ahrefs

- When it comes to rankings, backlinks still play a vital role.
- Ahrefs is the perfect tool to uncover new referring domains associated with your competitors.
- Head over to Ahrefs.com, key your website url in site explorer and click on the “Search Links” button.
- You’ll get a graph of the referring domains and backlinks.
- To find the new links, use the navigation menu to get to Inbound links >> New.
- You’ll get a list of links to the domain. You can gauge the backlink’s authority by using metrics like domain rating and URL rating.
- If you’re building/attracting quality backlinks to your first page ranking webpage, then both of these scores should keep increasing with time.
- You can also setup email notifications from your Ahrefs dashboard.
- You’ll get a report with new referring domains and backlinks of your (or your competitor’s) website.
- If you scan your website’s backlinks and find that you’re under a negative SEO attack, then:
- Ahrefs premium subscription can help you in disavowing spammy backlinks by uploading them in bulk to Google Webmaster Tools.

## 2. SERPFOX

- SERPFOX is a brilliant keyword rank tracking tool. You can easily keep track of your first page ranking webpages with it.
- To get started, you need to add your URL. Then click on “Add Keywords.”
- And enter the keywords that you want to track in the “keywords” box. You can change track keywords in a city/zip code or in multiple countries and search engines.
- Once you add some keywords, you’ll get the ranking on your dashboard.
- You can click on the graph icon to visualize your ranking changes over time.
- And, you can also set rules to get notified of keyword ranking changes.
- SERPFOX can also track mobile and tablet keyword rankings.

### 3. Buzzbundle

- Buzzbundle is a time saving tool for finding your target audience and engaging in conversations related to specific keywords.
- You can use the tool to find people on a number of channels that have linked/shared and are interested in your kind of content.
- You need to install the tool and click on Create New Project >> Create New Stream.
- Then you need to enter keywords and URLs to track.
- Once the tool loads, you'll see a list of streams from social media, blogs, Q&A websites, forums and more with scraped content that includes your entered keywords.
- You can start conversations with people relevant to the content you've already written (sharing a link to your post).
- Or, even drop your article's link on relevant forum posts. You can customize the streams you want to display, based on their type.
- You can even filter social media posts with higher engagement.

### 4. Simply Measured

- This is a comprehensive social media analytics tool. You can use it to find the influencers on social media that are the chief source of driving traffic to your website.
- You can also get useful charts of your audience growth on social channels, and a goals report to find how you're faring against your set social presence goals for a particular time period.
- You can also include industry competitors to compare your performance.
- If you want to monitor your competition on social media, then you can get a glance at their performance, using metrics like engagement, follower change with time, average response rate and more.
- You can plug a competitor's social media account into [Simply Measured free suite of tools](#) to get started instantly.

## Maintain your content marketing pace and ensure that you've got a stellar social media presence.

- So what are the key aspects to maintaining your content marketing pace?

- Here are 3 strategies.

#### 1. Consistently experiment with various forms of content on your blog

- Writing the same kind of content can get boring for you and make the reading experience dull for your audience.
- Experiment with infographics, podcasts, videos, long-form content and other types of content.

#### 2. Grow your email list, referral traffic and social media audience by guest posting.

- Guest blogging is a powerful content marketing tool that has the potential to offer amazing exposure to your brand. Jeff Goins managed to get over 10,000 email subscribers in 18 months by guest posting.
- If your guest post content is awesome, then you can also earn new social media followers. Put your Twitter handle in your author bio.
- Some authority blogs also allow you to link to contextually relevant articles on your website from your guest post.
- If done consistently, you'll also see a rise in traffic from long-tail keywords. So, you can also expect SEO benefits.

#### 3. Build your social media authority: If you've built a good social media presence, your social accounts will also pop up in SERPs, which is great brand exposure.

- So, how do you maintain a stellar social media presence?
- By consistently sharing relevant and engaging content from your social accounts. There are 2 tools that will help you in executing this strategy.
  - ❑ The first is BuzzSumo for finding popular content in your niche.
  - ❑ Then, use Buffer to schedule regular social media updates from your accounts. You can share your older posts repeatedly to double or even triple the traffic you derive from social media.
- If you want a more detailed breakdown, then read my article on social media strategy.

### **Forget building backlinks and other SEO/marketing jazz. Put your users first.**

In the context of maintaining your search rankings, what are the steps that you can take to ensure a stellar user experience? Here are 5.

#### 1. Ensure that your website loads at lightning fast speed.

- Your website loading speed is a critical search engine ranking factor.
- It's simply annoying for the user to wait for your webpage elements to show up.
- That's why you lose 7% of conversions for every second delay in your website speed.
- Don't let first-time visitors abandon your website. Log onto [Google's Page Speed tool](#) and check your speed score.
- You'll even get recommendations to fix your website for both desktop and mobile environments. You can also read my guide on improving site speed and performance.

## 2. "Responsive Design" is more than a buzzword: Optimize your website for mobile users.

- Unless you've been living in a cave, you already know the importance of having a mobile-friendly design.
- Users no longer access your website from only desktops. They also use their smaller-screened smartphones and tablets.
- You can find out the devices that the majority of your audience are using by logging into your Google Analytics (GA) account.
- You should aim to provide an optimum user experience to at least the mobile device most prevalent among your visitors.
- Use Mobile Phone Emulator to replicate different mobile devices and browsers.
- Google has officially declared war against websites that are a pain for mobile users.
- If your website is slow, you might see a 'slow to load' label in your mobile search result, killing your CTR.
- If it's mobile friendly, then it shows a 'mobile-friendly' label.

## 3. Optimize your meta tags and increase your click-through rates.

- If your website keeps appearing at the top in search results, but also keeps getting ignored by the users, you're eventually going to lose your ranking.
- It's called [pogo sticking](#) and it's a signal to Google that the user cannot find the information that they're after.
- Irrelevant pages to the user's search query only get pushed down. Once you've put in the hard work to get to the top, don't hamper your brand image and let your ranking slip away.

- Log into your Google Webmaster Tools. Find the keywords that are getting the maximum number of impressions and clicks for your website.
- Then, find the content pages associated with those top keywords and optimize your meta tags for these pages. Here are the two steps you need to follow.
- Make the 65 character headline relevant and persuasive. Use the 160 character meta description to offer specific and enticing info to the searcher.
- For more CTR tips, you can read my article on improving your click through rates.

#### 4. Update your webpage, incorporating copywriting tactics or fresher information

- Once the user is on your webpage, you want him to engage with your content and stay as long as possible. You even hope that they'll check out other relevant pages.
- So, how can you improve a webpage's content experience?
- Here are 2 strategies to do so:
- i. Update the content and promote it again on social media.
- ii. Use [Bucket Brigades](#) – Brian Dean places a colon at every point where he feels the user is going to press the back button.
- Using this old-school sales letter copywriting strategy, he has been able to slash his bounce rates and achieve amazing average time On-page. His sitewide average time is over 4 minutes. That's a huge positive ranking signal for Google.

#### 5. Conduct an internal linking audit and ensure that you put your cornerstone content front and center of your website

- Most website owners don't perform this step. But, if you've got a solid content bank:
- Relevant internal linking can help you distribute the link juice from your top performing website pages. It also decreases your bounce rate, enhances the crawlability of your website and helps your website's overall SEO.
- You can even boost a landing page's rank in search results by linking to it from a high performing page.
- If you've also created such cornerstone content for your audience, then consider putting it in a one-click radar for your visitors. It'll keep getting more traction from your new website visitors.