# Want to Rank in 2025?





# S.E.A.R.C.H. Strategy for SEO

Most SEO strategies are outdated.

Keyword stuffing? Dead. X
Backlink spam? Won't work. X

Want to rank in 2025?

Use **S.E.A.R.C.H**. – A proven **6-step framework** to dominate Google.

Let's break it down. 🗣





### What is S.E.A.R.C.H.?

- S Structure for Crawlability
- Expertise & E-E-A-T
- Advanced Keyword Targeting
- Real Intent Optimization
- Content Depth & UX
- Holistic Authority Building

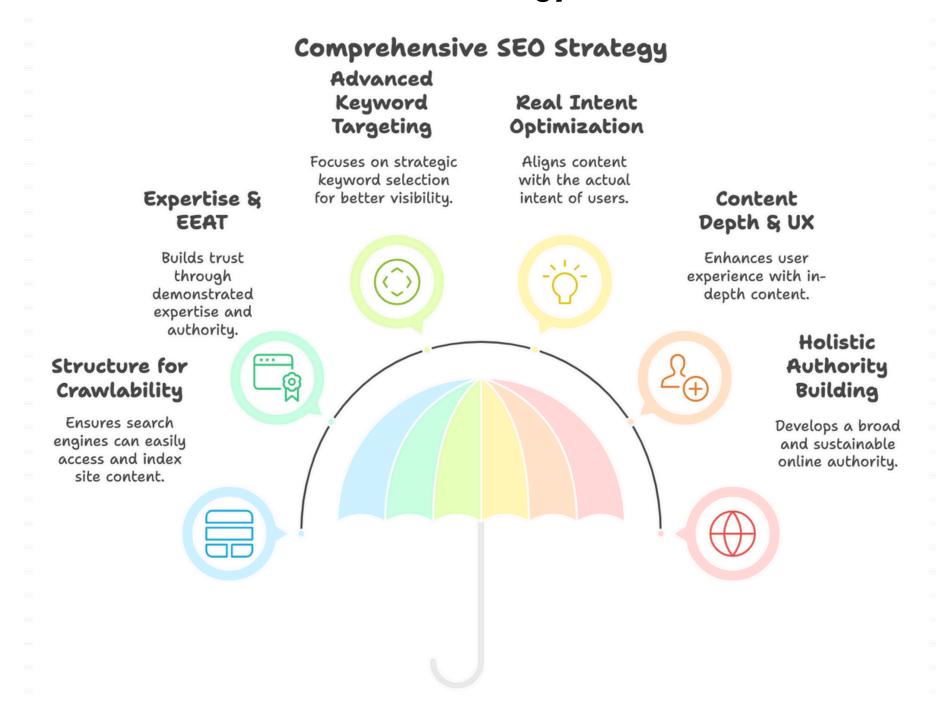




### SEO isn't about just keywords anymore. 🚀

It's about Search Experience Optimization.

S.E.A.R.C.H. = **Strategy + Execution** 



Master this = Higher rankings.





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### C. The S.E.A.R.C.H. Strategy for SEO

- The 6-step formula for ranking in 2024.
- Most SEOs fail because they:
- X Target the wrong keywords.
- X Ignore search intent.
- X Don't optimize for UX.

Time to fix that. Let's go!







### S = Structure for Crawlability

If Google can't crawl it, it won't rank.

### **✓** Fix site architecture

- Flat structure = Easy navigation.
- Internal links = Spread link equity.

### Optimize technical SEO

- XML sitemap & robots.txt
- Fast loading (Core Web Vitals)

### **✓** Example:

- Bad: Pages buried deep (3+ clicks).
- ✓ Good: Every page accessible in 2 clicks max.





## E = Expertise & EEAT

### Google trusts real experts.

- E-E-A-T = Experience + Expertise + Authority + Trust
- ✓ Showcase real experience
  - Case studies, real data, author bios.
- Boost credibility
  - Get featured on high-authority sites.
- Example:
- **Weak:** Anonymous, no sources.
- ✓ Strong: Expert quotes, data-backed insights.



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### A = Advanced Keyword Targeting

Forget basic keywords. You need user intent.

### The 3-Step Targeting Formula:

- Find low-competition, high-intent keywords.
- Cluster keywords for topic authority.
- 3 Map intent (informational, commercial, etc.).

### Example:

- Bad: Ranking for "best CRM" (too broad).
- Good: Ranking for "best CRM for startups" (specific, intent-driven).



### R = Real Intent Optimization

### Google ranks based on intent.

- Match your content to intent:
  - Informational? In-depth guides.
  - Commercial? Comparison pages.
  - Transactional? Clear CTAs & pricing.
- Example:
- Bad: Blog post for "Buy running shoes."
- Good: Product page for "Buy running shoes."





### C = Content Depth & UX

More words ≠ Better SEO.

- Google prioritizes:
- ✓ Well-structured, skimmable content.
- ✓ Bullet points, visuals, and summaries.
- Answering user queries FAST.
- Example:
- Weak: 3,000 words of fluff.
- Strong: 1,500 words of actionable insights.





### H = Holistic Authority Building

- SEO is more than backlinks.
- Build authority across platforms:
  - Guest posts & HARO responses.
  - Social media engagement.
  - Digital PR & podcast features.
- Example:
- Bad: 100 low-quality backlinks.
- Good: 10 high-authority backlinks + social mentions.



### New SEO Game Plan



- Structure for crawlability
- Expertise & EEAT
- Advanced keyword targeting
- Real intent optimization
- ✓ Content depth & UX
- Holistic authority building
- Apply this & dominate rankings.
- PDrop "SEARCH" in the comments if you're ready!





### Thank you

### Save & Share this if you found it valuable



- Hit LIKE (It fuels my motivation!)
- Drop a comment with "
  " if you're ready to leverage educational content.
- Follow me <u>Vinay Upadhyay</u> Daily SEO insights to keep you ahead.



