MICHAŁ SUSKI

80/20 SEO

Make the most of your time

SURFER

Michał Suski

Co-Founder of Surfer

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Master of science at Forestry
Quality Assurance since 2014
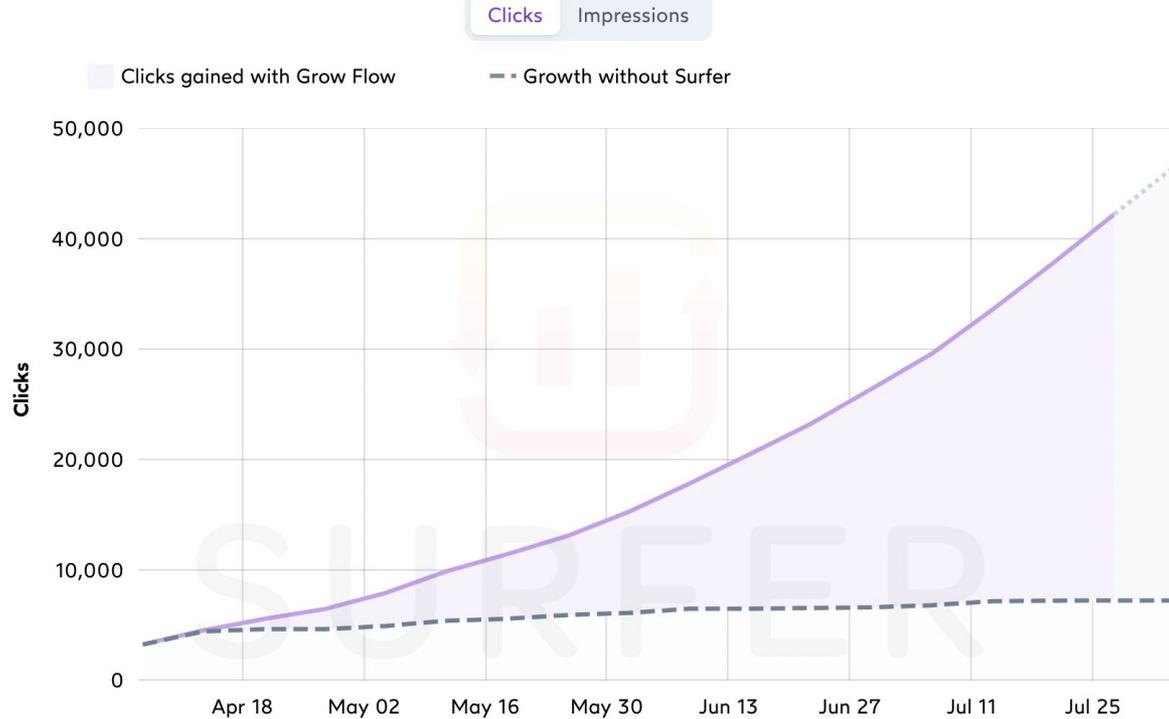
SEO since 2016

Surfer since 2017

35.0k	2.2m	46	424	14
Gained Clicks	Gained Impressions	Optimized Pages	Completed Tasks	Published articles

Clicks   Impressions

■ Clicks gained with Grow Flow   - - Growth without Surfer

Clicks

50,000

40,000

30,000

20,000

10,000

0

Apr 18   May 02   May 16   May 30   Jun 13   Jun 27   Jul 11   Jul 25

What is Pareto?

Or how people say, the 80/20 rule.

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Taxes

80% of money comes from 20% of society

Project management

80% of features comes from 20% of tasks

Business

80% of cash comes from 20% of clients, products, reviews...

Programming

80% of downtime comes from 20% of bugs

Pareto in SEO

Where is it?

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Audit

80% of importance comes from 20% of the report

Linkbuilding

80% of link juice comes from 20% of links built

Traffic

80% of people visit 20% of URLs

Community

80% of news come from 20% of people

🍒 Clients

80% of problems caused by 20% of clients

Pareto applies everywhere

Practice

Applying 80/20 to SEO processes

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Who is it for?

1. Indexed domains with history

2. With at least a bit of traffic

3. The stronger you are the more 80/20 is there

Rules of Pareto in SEO

1. Minimum effort
2. Maximum impact
3. Short turnover

How to achieve that?

1. Assets analysis

2. Three easy tasks

3. Prioritization

Taking on new project?

Evaluate if 80/20 is there

Four steps

Instant results with 80/20 type of tasks

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Step 1: analyze potential

1. Explore Google Search Console data

2. Assign keywords to URLs

Search type: Web ✎   Date: Last 3 months ✎   + New

☑ Total clicks	☑ Total impressions	☐ Average CTR	☐ Average position
157K	**10.1M**	**1.6%**	**69.2**

Clicks
3K

Impressions
150K

2K   100K

1K   50K

0   0

03/05/2022   17/05/2022   31/05/2022   14/06/2022   28/06/2022   12/07/2022   26/07/2022
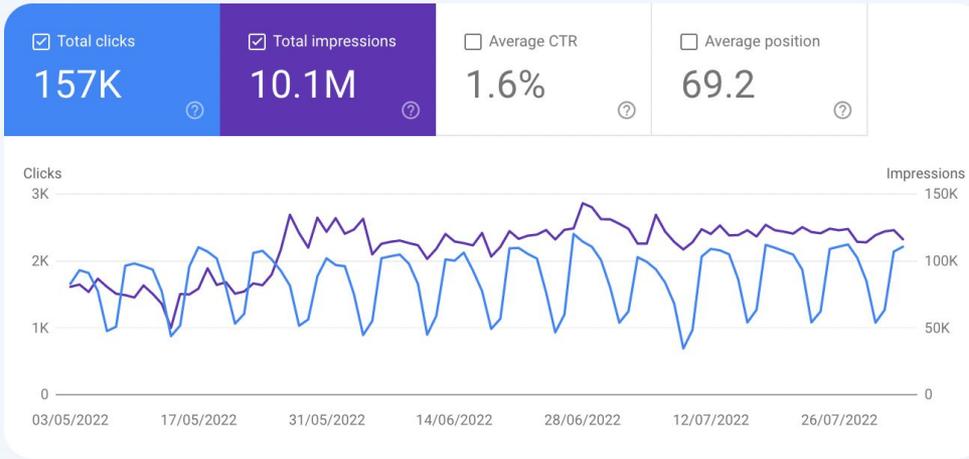
QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Top pages	Clicks	↓ Impressions
https://surferseo.com/	104,697	5,245,377
https://surferseo.com/keyword-surfer-extension/	14,730	944,210
https://surferseo.com/seo-audit/	1,106	805,192
https://surferseo.com/pricing/	11,538	334,367

	A	B	C
1	**URL**	**Keywords**	
2	https://surferseo.com/blog/content-score-product-update/	what is seo score	
3		seo score meaning	
4		content score checker	
5		content scoring	
6		content quality checker	
7			
8			

Step 2: entities gap

1. What is this?
2. How to fix it?
   a. Manual process
   b. Automated process

PAGE INFO   DIAGNOSIS   INTERNAL   EXTERNAL   **DENSITY**   📊 COMPARE URLS/DOMAINS

KEYWORD DENSITY

Total words: 1599   2-word phrases: 131   3-word phrases: 66   4-word phrases: 40

[Save as CSV]   [Configure stop-word list]

All words

Keyword	Found in	Repeats ⬍	Density ⬍	Prominence ⬍
google	T D H1	65	4.07%	60.59%
maps	T	29	1.81%	61.19%
się	D	19	1.19%	50.82%
funkcje	T D	15	0.94%	65.27%
czy		14	0.88%	62.06%
nas		12	0.75%	63.86%
pozycjonowanie		11	0.69%	73.06%
jest		11	0.69%	37.05%
jak	D	11	0.69%	44.69%
nam	D	11	0.69%	42.41%
możemy		11	0.69%	58.30%
nie	D	10	0.63%	47.98%
trasy		10	0.63%	56.46%
pracy		8	0.50%	35.05%

Bookmarks

1-word keywords table

2-word keywords table

3-word keywords table

4-word keywords table

Original text

Page info

Title: Poznaj Mało Znane Funkcje Google Maps

Meta keywords:

Meta description: Mało kto zna wszystkie funkcje ma Google! Przekonaj się, jak wiele możliwości daje nam ta z pozoru p aplikacja Gra w Snake na mapie Go Czemu nie!

Filter

[   ] [Apply] [Reset]

🔘 Starts with   ⚪ Contains   ⚪ Regexp

Terms to Use

⚠ **Review the list of important terms and apply presented suggestions if it makes sense.**
611 out of 781 important terms require your attention!

[**Hide details**]

All (781) / <u>Phrases (149)</u> / Words (632) / Numbers (0)

⟳ Export

term	examples	you ?	suggested ?	↕ relevance ↕	<u>search volume ?</u>	↕ action
measure brand awareness [NLP]	5 ›	0	3-5	100%	210	⚠ Add 3-5
increase brand awareness [NLP]	5 ›	0	8-32	100%	260	⚠ Add 8-32
build brand awareness [NLP]	5 ›	0	9-16	100%	260	⚠ Add 9-16
target audience [NLP]	5 ›	1	4-8	100%	6,600	⚠ Add 3-7
creating brand awareness [NLP]	3 ›	0	1-4	100%	90	⚠ Add 1-4
brand awareness campaigns [NLP]	4 ›	0	1-4	100%	390	⚠ Add 1-4
building brand awareness [NLP]	5 ›	0	6-12	100%	260	⚠ Add 6-12
raise brand awareness [NLP]	5 ›	0	3-10	100%	50	⚠ Add 3-10

Step 3: internal links

1. Sources from Google

2. How to choose anchor texts

	A	B	C
1	**URL**	**Keywords/Anchors**	
2	https://surferseo.com/blog/content-score-product-update/	what is seo score	
3		seo score meaning	
4		content score checker	
5		content scoring	
6		content quality checker	
7			
8			

Step 4: ranked but not used

1. Google Search Console once again

2. Automated alternative

Top queries	Clicks	↓ Impressions	Position
surfer	110	77,629	3.2
surfer seo	348	65,176	1
keyword surfer	5,257	53,622	2.3
surferseo	106	37,691	1
seo surfer	54	9,178	1
keyword surfer extension	480	5,634	2.2
seo chrome extension	2	5,523	23.8
seo plugin chrome	1	4,931	21.1
seo extension	3	3,982	21.8
seosurfer	13	3,727	1
surfer seo extension	1,822	3,155	1.1
seo toolbar for safari	0	2,912	25.9
keyword surfer chrome extension	159	2,833	2.4
surf extension	4	2,824	8
keyword extension	20	2,547	6.1
keyword everywhere extension	2	2,389	18.9

Top queries	Clicks	↓ Impressions	Position
surfer	110	77,629	3.2
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seo surfer	54	9,178	1
seo chrome extension	2	5,523	23.8
seo plugin chrome	1	4,931	21.1
seo extension	3	3,982	21.8
surfer seo extension	1,822	3,155	1.1
seo toolbar for safari	0	2,912	25.9
keyword surfer chrome extension	159	2,833	2.4
surf extension	4	2,824	8
keyword extension	20	2,547	6.1
keyword everywhere extension	2	2,389	18.9

Chrome Extension for Content and Keyword Research

The fastest way to reveal search data and content guidelines for your keywords. All 100% free.

Add to Chrome

Add 4 missing keywords to "SEO Audit Tool for On-Page and Content · Surfer"

Increase chances of ranking for SEO Audit Tool for On-Page and Content · Surfer by adding 4 additional keywords to your content

Missing keywords

website audit software   seo audit software   site auditor   web audit

Copy all keywords

Mark as Done

Entities gap
Internal links
Ranked but not used

Entities gap
Internal links
Ranked but not used

Ranked but not used

Entities gap
Internal links

Software reviews

Report

All-time results for pages optimized with Grow Flow

737 Gained Clicks	**366.1k** Gained Impressions	**11** Optimized Pages	**71** Completed Tasks	**1** Published articles

Impressions Clicks
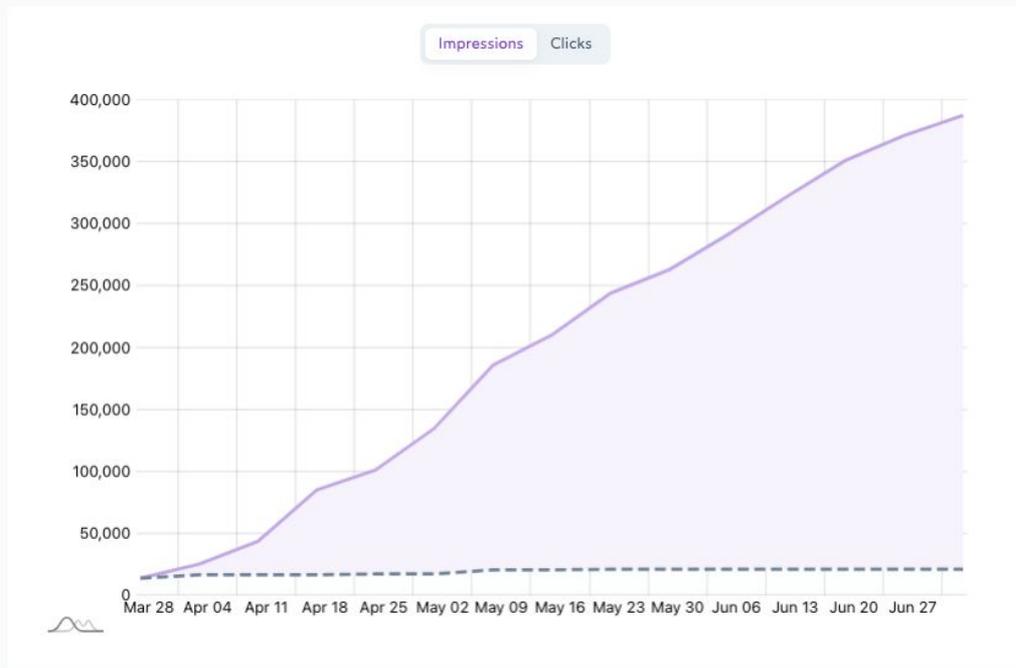
Beauty

Report

All-time results for pages optimized with Grow Flow

9,867	**1.0m**	**14**	**58**	**6**
Gained Clicks	Gained Impressions	Optimized Pages	Completed Tasks	Published articles

Impressions | Clicks

Marketing

Report

All-time results for pages optimized with Grow Flow

1,507	356.6k	11	44	5
Gained Clicks	Gained Impressions	Optimized Pages	Completed Tasks	Published articles

Impressions   Clicks

Design

Report

All-time results for pages optimized with Grow Flow

268	23.1k	13	31	3
Gained Clicks	Gained Impressions	Optimized Pages	Completed Tasks	Published articles

Impressions | Clicks
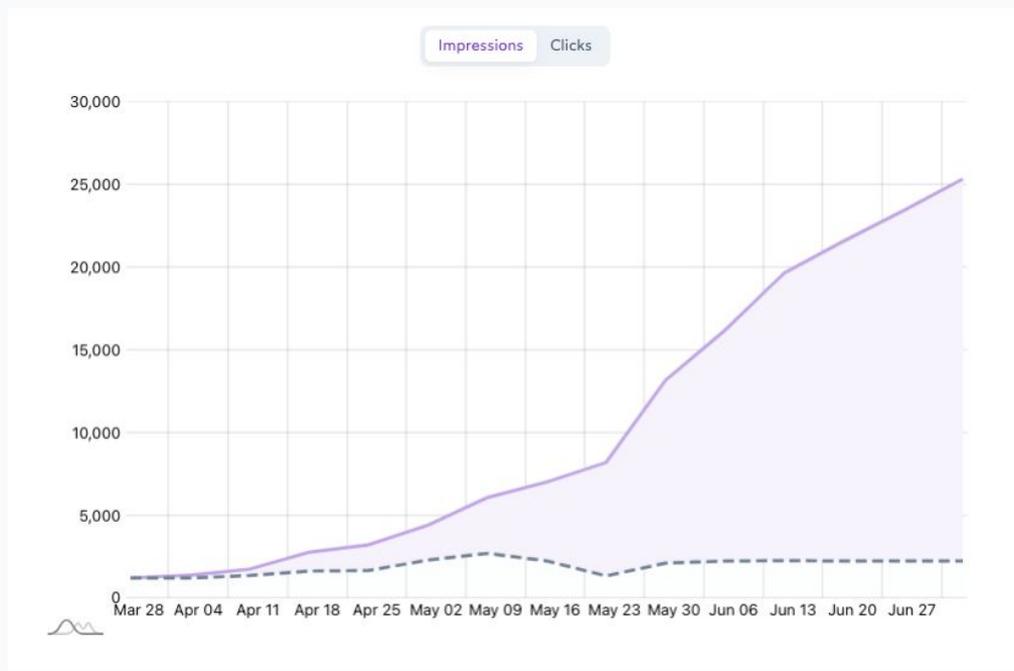
Parenting

Report

All-time results for pages optimized with Grow Flow
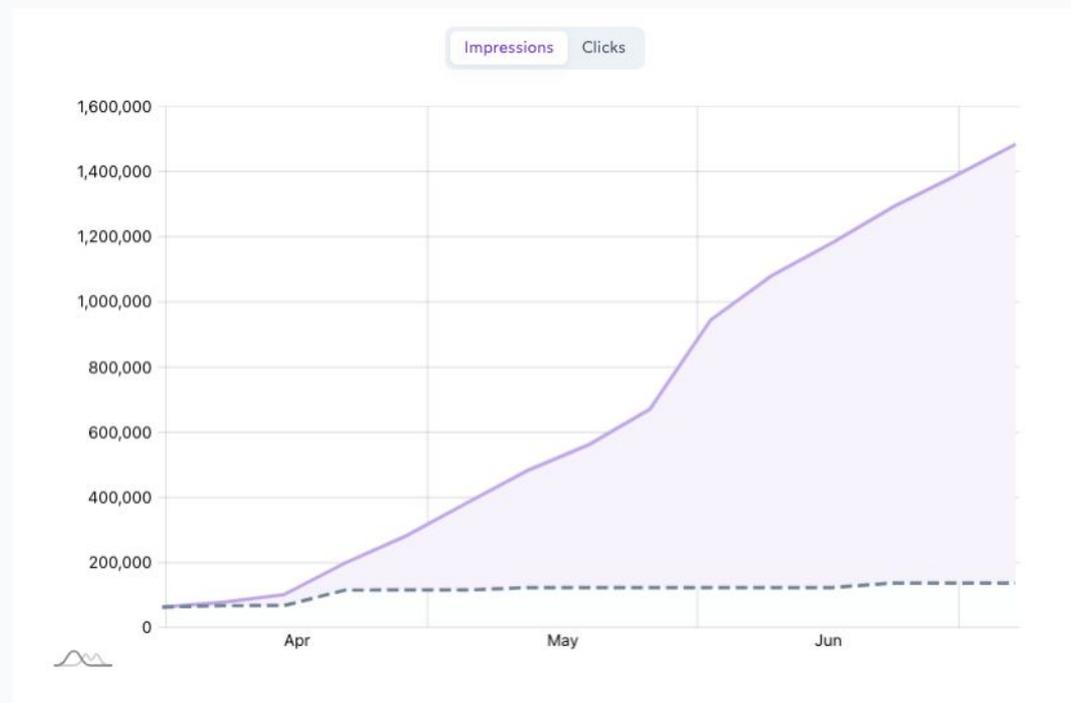
18.7k
Gained Clicks

1.3m
Gained Impressions

20
Optimized Pages

113
Completed Tasks

7
Published articles

Impressions   Clicks

1,600,000

1,400,000

1,200,000

1,000,000

800,000

600,000

400,000

200,000

0

Apr   May   Jun

Music

Report

All-time results for pages optimized with Grow Flow

462 Gained Clicks	**56.3k** Gained Impressions	**12** Optimized Pages	**51** Completed Tasks	**4** Published articles

Impressions Clicks
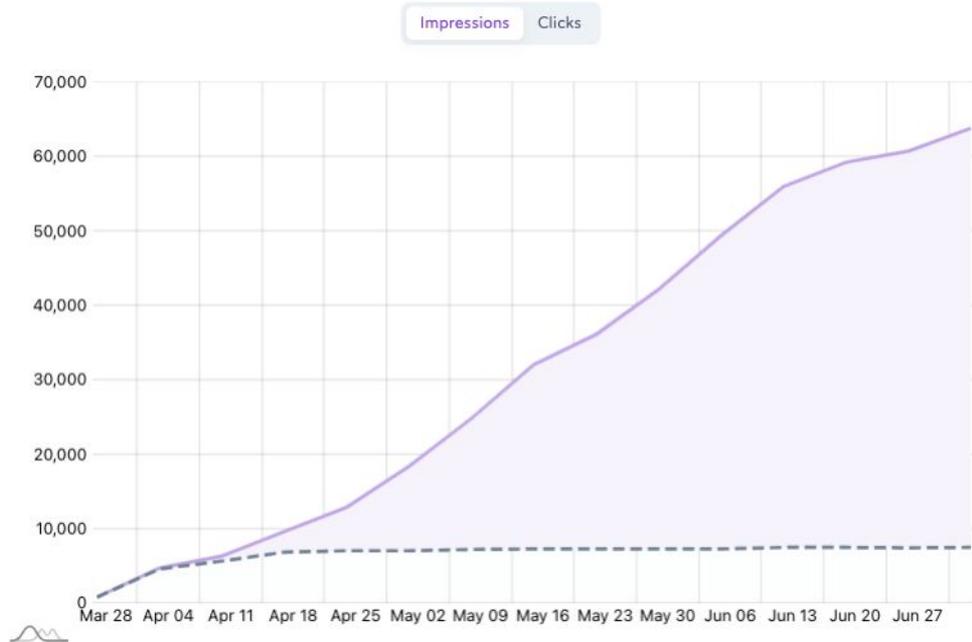
Casino
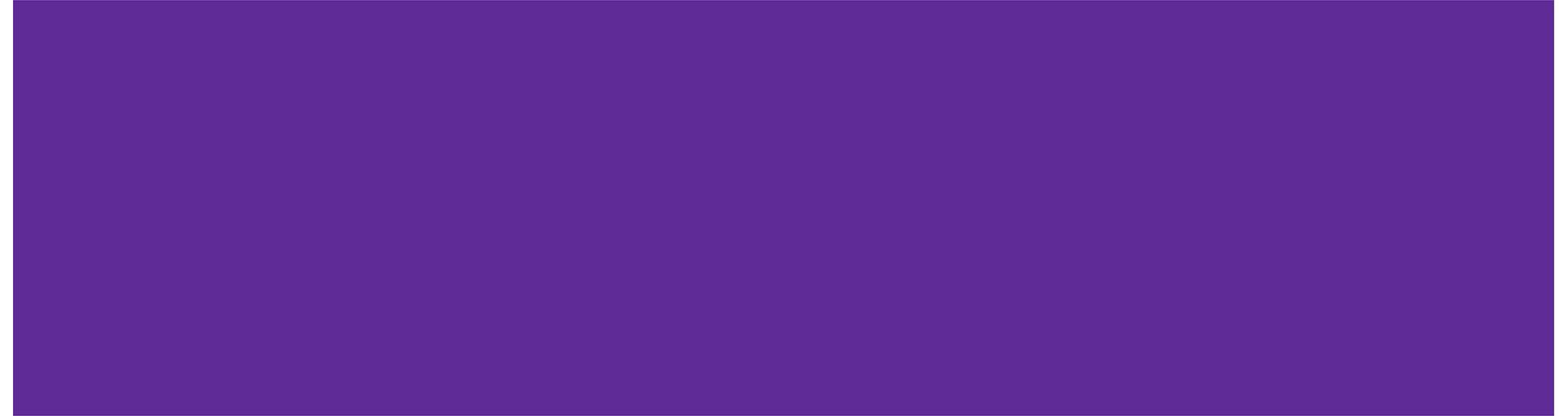
Report

All-time results for pages optimized with Grow Flow

2,054 Gained Clicks	**723.1k** Gained Impressions	**21** Optimized Pages	**254** Completed Tasks	**16** Published articles

Impressions | Clicks
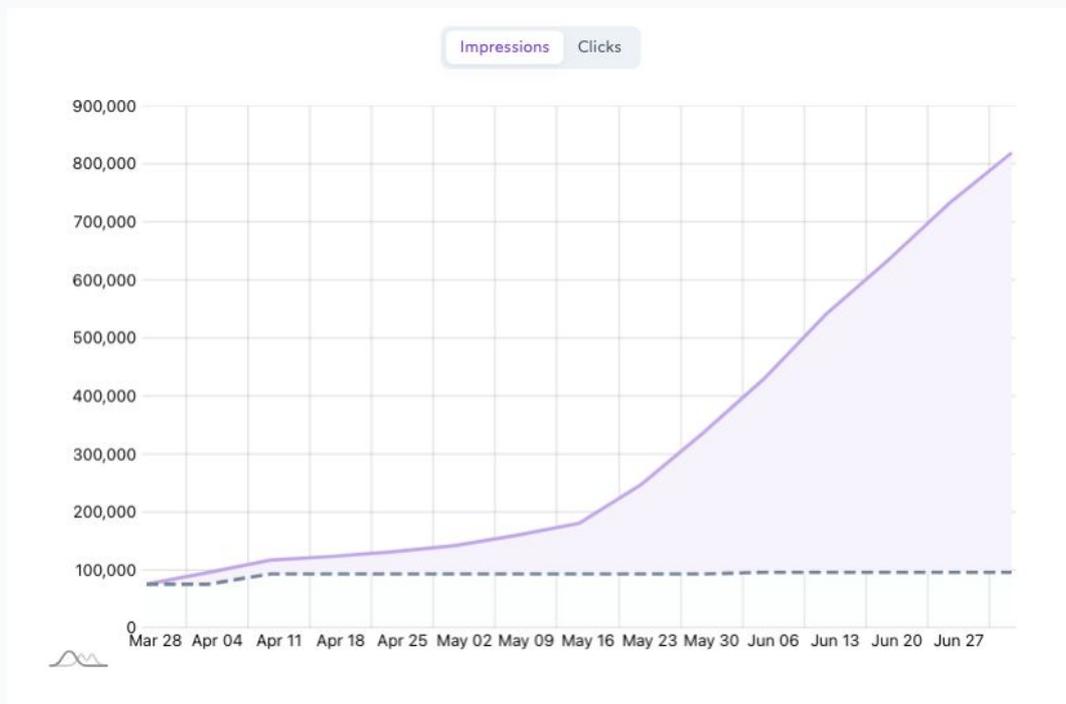
Religion

Report

All-time results for pages optimized with Grow Flow

12.0k
Gained Clicks

146.8k
Gained Impressions

16
Optimized Pages

59
Completed Tasks

1
Published articles

Impressions | Clicks

Wedding

Report

All-time results for pages optimized with Grow Flow

9,362 Gained Clicks	**127.5k** Gained Impressions	**18** Optimized Pages	**90** Completed Tasks	**5** Published articles

Impressions | Clicks
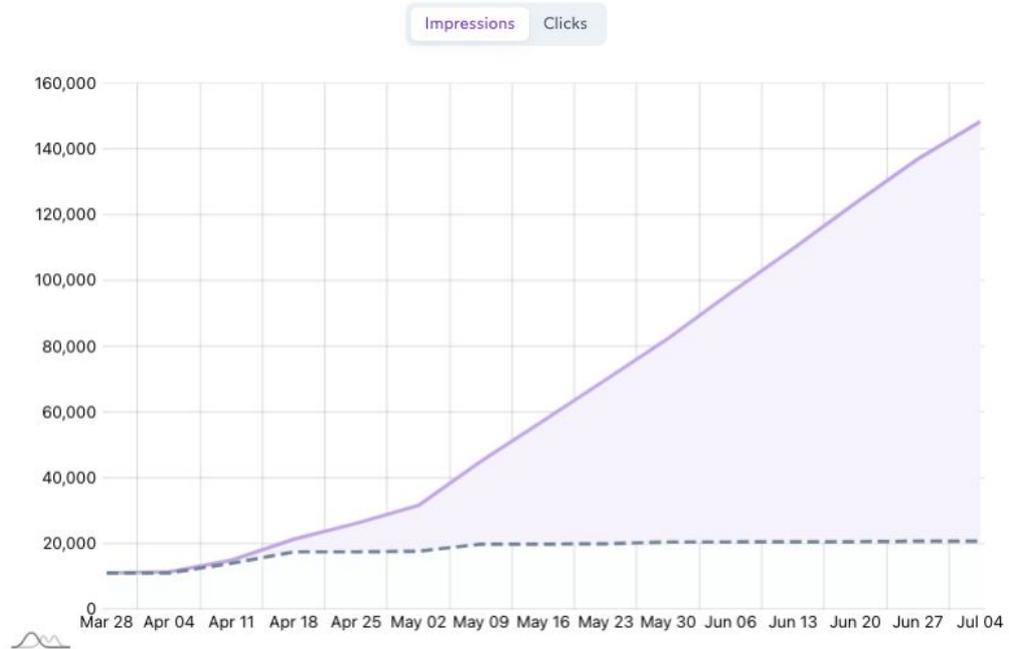
Making money online

Report

All-time results for pages optimized with Grow Flow

675	55.9k	14	66	8
Gained Clicks	Gained Impressions	Optimized Pages	Completed Tasks	Published articles

Impressions   Clicks

It seems to be naive, easy, too easy.

But what's wrong with it if it works?

80/20 in SEO

MICHAŁ SUSKI, SURFER

THANK YOU!