

# SEO and Headings

Let's challenge ourselves to make our pages even more SEO friendly. Headings can have a powerful impact on our keyword ranking, and just with headings alone...we can make great improvement to our pages. So it's a great place to start if we are feeling overwhelmed by all of the other ways to improve SEO. Let's look at our city pages first.

- 1 Pick a page...any page....(I'm picking our Denver page just to start)
- 2 Look at our H1 heading. Does it utilize well thought out key words in a clear and concise way?
- 3 Now analyze the page's H2 headings...are keywords being used AND combining with topical intent?
- 4 Compare with our competition (look at sites that do it well)
- 5 How can we take those ideas, improve our own page, and make it better than or unique to the competition?



Notice how each heading repeats the targeted keywords and all topics fall neatly under the H1 umbrella

THEZEBRA.COM

H1: DENVER, CO CAR INSURANCE

FOLLOWING HEADINGS:

- HOW MUCH DOES CAR INSURANCE COST IN DENVER?
- DENVER CAR INSURANCE PREMIUMS BY COMPANY
- DENVER AUTO INSURANCE PREMIUMS BY AGE
- DENVER CAR INSURANCE PREMIUMS BY GENDER AND MARITAL STATUS
- DENVER AUTO INSURANCE COSTS BY ACCIDENT AND CITATION HISTORY
- DENVER CAR INSURANCE RATES BY CREDIT SCORE
- WHAT DRIVES UP CAR INSURANCE RATES IN DENVER?

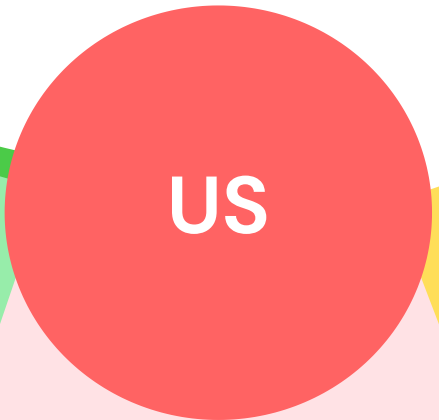
NERDWALLET.COM

H1: BEST CHEAP CAR INSURANCE IN COLORADO FOR 2021

FOLLOWING HEADINGS:

- CHEAPEST CAR INSURANCE IN COLORADO FOR 20-YEAR-OLD DRIVERS
- CHEAPEST FULL COVERAGE CAR INSURANCE IN COLORADO FOR 20-YEAR-OLDS
- CHEAPEST MINIMUM COVERAGE CAR INSURANCE IN COLORADO FOR 20-YEAR-OLDS
- CHEAPEST AUTO INSURANCE IN COLORADO FOR 20-YEAR-OLDS WITH POOR CREDIT
- CHEAPEST AUTO INSURANCE IN COLORADO FOR 20-YEAR-OLD DRIVERS WITH ONE AT-FAULT CRASH
- CHEAPEST AUTO INSURANCE IN COLORADO FOR 20-YEAR-OLD DRIVERS AFTER A DUI

THEY GO ON AND ON....



H1: Denver Auto Insurance

- FIND THE CHEAPEST RATES IN DENVER FOR YOUR AUTO & HOME INSURANCE
- AGE AND GENDER AFFECT YOUR INSURANCE RATES IN DENVER CO
- VIOLATIONS
- DISCOUNTS PER COMPANY IN DENVER
- AFFORDABLE AUTO INSURANCE IN DENVER, COLORADO
- INSURANCE QUESTIONS? HERE ARE SOME ANSWERS
- DENVER'S MOST DANGEROUS INTERSECTION
- CHEAP CAR INSURANCE DENVER
- SR22 INSURANCE DENVER CO
- CAR INSURANCE LITTLETON COLORADO
- WHAT TO EXPECT WHEN SHOPPING FOR AUTO INSURANCE
- ADDITIONAL AUTO COVERAGES AVAILABLE
- DENVER COLORADO INSURANCE TIPS



could we add an additional, more "emotional" word? cheap, affordable, low cost, discounted?

H1: Most Affordable Denver Auto Insurance

- MOST AFFORDABLE AUTO INSURANCE IN DENVER FOR MALES BY AGE
- MOST AFFORDABLE AUTO INSURANCE IN DENVER FOR FEMALES BY AGE
- FOR MOST AFFORDABLE AUTO INSURANCE IN DENVER...AVOID VIOLATIONS!
- FIND DISCOUNTS OFFERED BY YOUR DENVER CARRIER FOR MOST AFFORDABLE AUTO INSURANCE
- ~~INSURANCE QUESTIONS? HERE ARE SOME ANSWERS (NO CONTENT UNDER THIS)~~
- MAINTAIN AFFORDABLE AUTO INSURANCE-AVOID DENVER'S MOST DANGEROUS INTERSECTIONS
- ~~CHEAP CAR INSURANCE DENVER(NO CONTENT)~~
- MOST AFFORDABLE SR22 AUTO INSURANCE IN DENVER
- CAR INSURANCE LITTLETON COLORADO?
- WHAT TO EXPECT WHEN SHOPPING FOR AUTO INSURANCE (CONTENT IS ABOUT LITTLETON)?
- ~~ADDITIONAL AUTO COVERAGES AVAILABLE (DUPE)~~
- DENVER COLORADO INSURANCE TIPS-THIS IS ABOUT MOTORCYCLE INSURANCE PAGE...COULD THIS BE KEPT TO OUR DENVER MOTORCYCLE PAGE?

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- 1 Pick a page...any page....from your website
- 2 Look at the H1 heading. Does it utilize well thought out key words in a clear and concise way?
- 3 Now analyze the page's H2 headings...are keywords being used AND combining with topical intent?
- 4 Compare with your competition (look at sites that do it well)
- 5 How can you take those ideas, improve your own page, and make it better than or unique to the competition?

**THE OTHER GUYS**

*Notice how each heading repeats the targeted keywords and all topics fall neatly under the H1 umbrella*

**H1 Tag:**

**H2 Tags That are consistent with keywords in H1:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**US**

keywords?

keywords?

**H1 Tag:**

Are my H2 tags consistent with keywords in H1?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**BIGGER BETTER**

*could we add an additional, more "emotional" word?*

**New H1 Tag:**

**New and Improved H2 Tags:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_