



*Surfer SEO: Boost
Rankings Fast with...
Marie Ysais*

Meet: Marie Ysais

Marie is an International SEO Strategist and has worked with SEO Agencies around the world to help improve their systems of operations. Marie has over 14 years of experience in the local SEO space and she was able to grow a boutique SEO agency in Austin, Texas, which she proudly calls home.

The last two years Marie has worked with Fortune 500 companies offering high-end consulting services specifically for on-page SEO.

With her business partner Moon, they created Rule Your Rankings an agency and Facebook group that focuses with On-Page SEO. Rule Your Rankings is the largest On-Page SEO focused group on Facebook with over 4,000 members.

To learn more about Rule Your Rankings you can join the FB group here:

<https://www.facebook.com/groups/RuleYourRankings/>



The Top Tips I Update with Surfer SEO to Boost Rankings Fast.....

I like to boost rankings fast using on-page SEO..... I don't like to do a million things and then wait weeks and weeks for the boost in rankings. My methods are always about focusing on the top changes that move rankings the most. This won't be everything you can do with Surfer SEO but this will be the top items I change to boost my rankings FAST!

I work with stuck sites or under performing sites and I like to use Surfer SEO so I can focus on the few changes I need to make quickly.

Below I will talk about each item using the SURFER SEO tool that gives me the most impact in rankings for my personal sites and my client's sites.

Tip #1

True Density is the First spot I look to make fast improvements in rankings. You want to focus on 80% relevancy and higher for your first round of changes. The higher the relevancy score the more impact the change will have on your rankings.

True Density

! Review the list of important terms and apply presented suggestions if it makes sense. Hide details

230 out of 291 important terms require your attention!

Phrases (69) / Words (222) / Numbers (0) Export

term	skipped?	you?	suggested?	avg sentiment	↓↑ relevancy?	↓↑ action
mortgage broker las vegas	3 >	4	1		100%	! Remove 3
las vegas NLP	99 >	13	9-19		80%	✓ All good!
mortgage broker NLP	99 >	9	5-11		80%	✓ All good!
first time	28 >	1	3-4		80%	! Add 2-3
loan officer NLP	99 >	1	2-7		70%	⚠ Add 1-6
best mortgage	38 >	4	3-4		70%	✓ All good!
las vegas mortgage	42 >	1	4-7		70%	! Add 3-6
mortgage brokers NLP	55 >	2	1-2		60%	✓ All good!
new home	36 >	3	1-2		60%	! Remove 1-2
va loans	27 >	2	2-4		60%	✓ All good!
fha loans	27 >	2	3-5		60%	⚠ Add 1-3
mortgage lender NLP	39 >	2	2-4		50%	✓ All good!
all rights reserved NLP	23 >	1	2-4		50%	⚠ Add 1-3
mortgage rates NLP	57 >	4	6-18		50%	⚠ Add 2-14
first time home buyers	5 >	1	2-3		50%	⚠ Add 1-2
jumbo loans	14 >	1	1-2		50%	✓ All good!
help you find	20 >	2	5-7		50%	⚠ Add 3-5

Tip #2

Focus on items that are designated NLP. You want to review the entire list of NLP phrases. But you want to focus on NLP phrases that are actually relevant to your site. For instance, “all rights reserved” is not relevant to ranking your site. Take a look and add every NLP that is relevant regardless of the relevancy. You can often find great geo NLP terms even with lower relevancy.

True Density

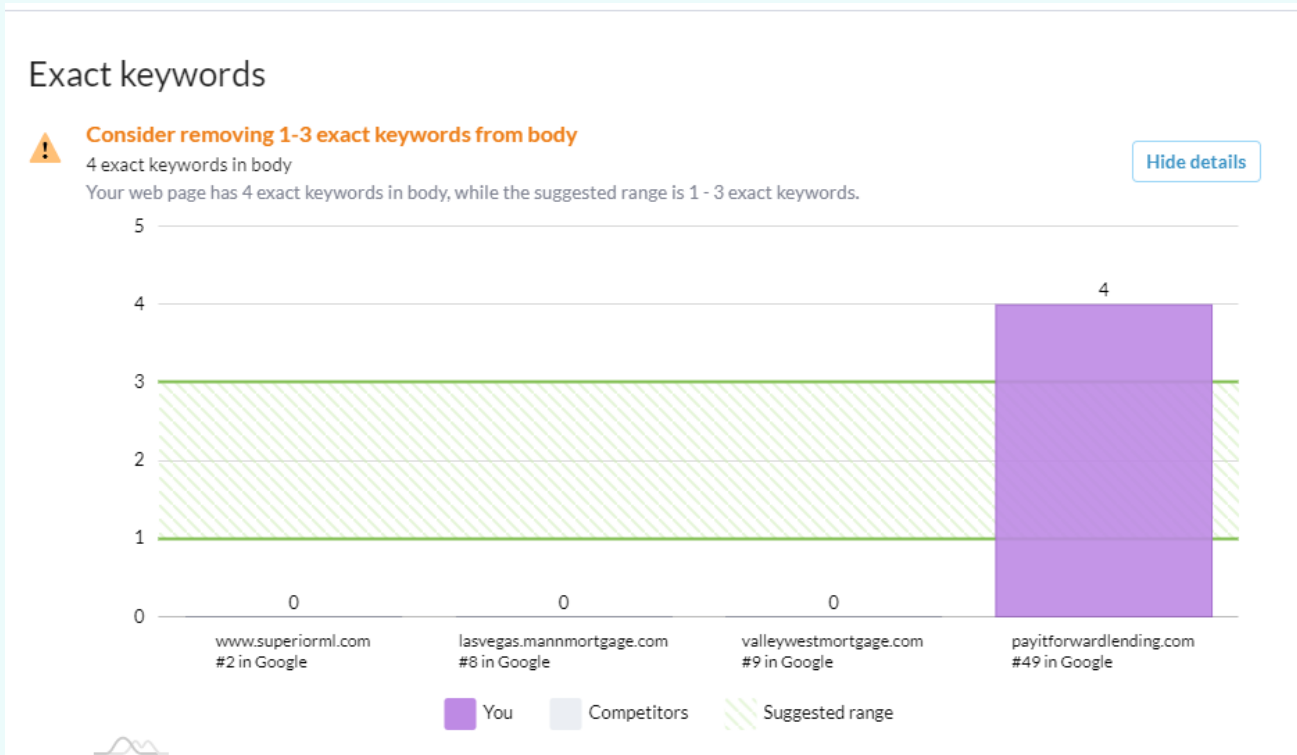
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Tip #3

One of the major factors that can hold a site back is Over Optimization and most of the time you are not even aware this is happening. Check Exact Keywords section and look for the !!!! You want to fix these items so you are not over optimized.



Join us over at Rule Your Rankings FB group to learn more:

<https://www.facebook.com/groups/RuleYourRankings/>

Also, be sure to check out our latest case study here:

<https://ryrlevelup.com/seo-case-study-plumbing-roofing-tree-removal/>

Learn more about the SURFER SEO Tool here via my affiliate link: https://surferseo.com/on-page-roast-webinar/?fp_ref=marie53

If this webinar and/or doc helped you in any way be sure to post about it on FB and tag me. Good luck and see you guys soon!