
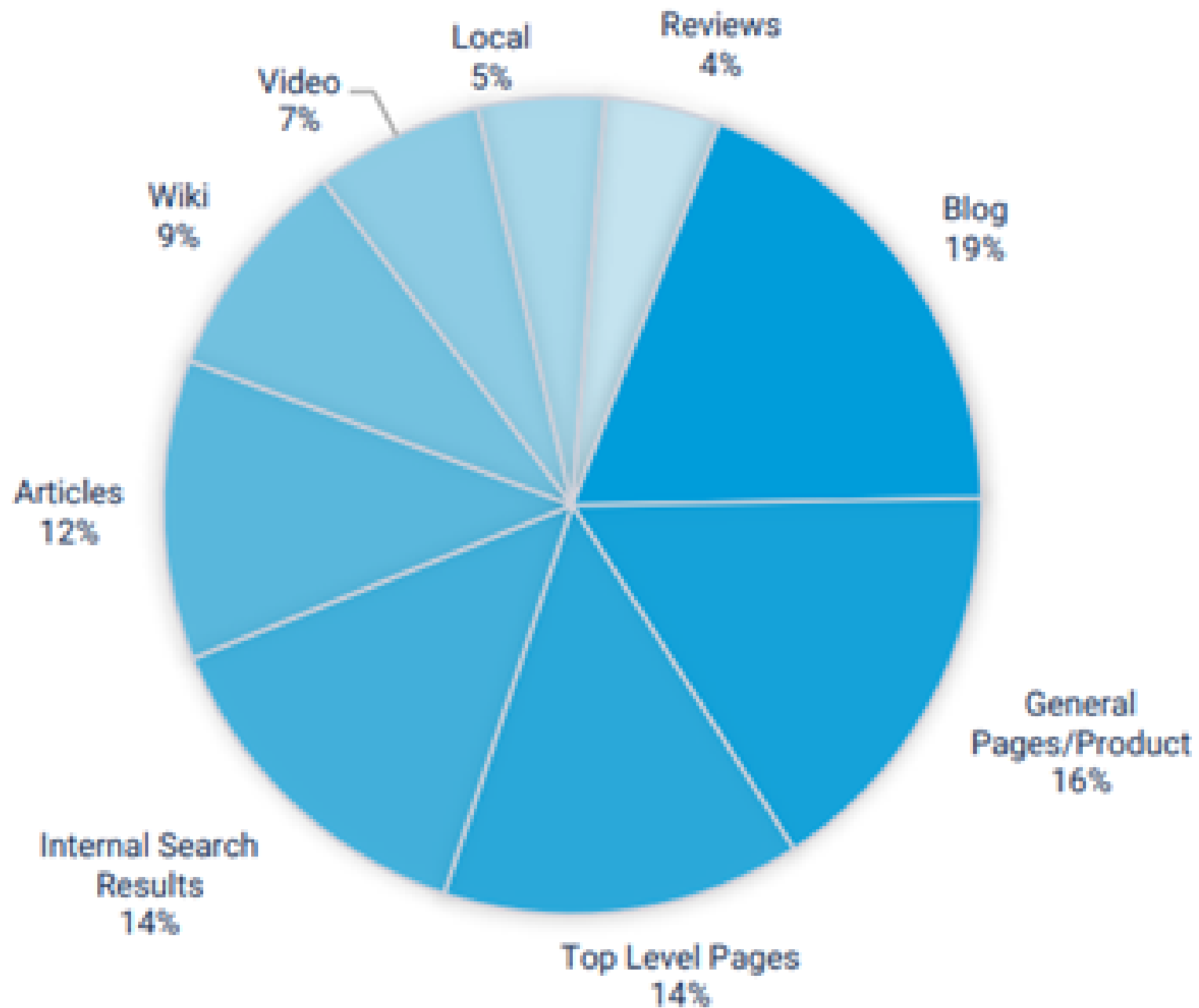


**Did you
know**



**Blogs prominently
feature among the
top 10 SERP results -
setting aside
homepage listings.** 

Most common page types found in the top 10 SERPs



Blogs, with their ability to address consumer needs, stand out as a predominant content type in the SERPs. ★

Recommendations →

1. Ensure your content strategy is rooted in what your audience is seeking at each stage of the purchase journey. 🛒

2. Ask yourself before publishing a piece of content on your blog whether it demonstrates E-E-A-T (Experience, Expertise, Authoritativeness and Trustworthiness), if it doesn't tick these boxes, it isn't helpful content and will not rank. ✓

**3. Regularly refresh
blogs to retain
relevance and
ranking. 🔄**

**In today's competitive
SEO landscape, blogs
remain an
indispensable tool for
enhancing brand
visibility and
connecting with target
audiences.** 

**Start focussing on
quality content to
climb the SERP
rankings. 🚀**

Imagine

Better.



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