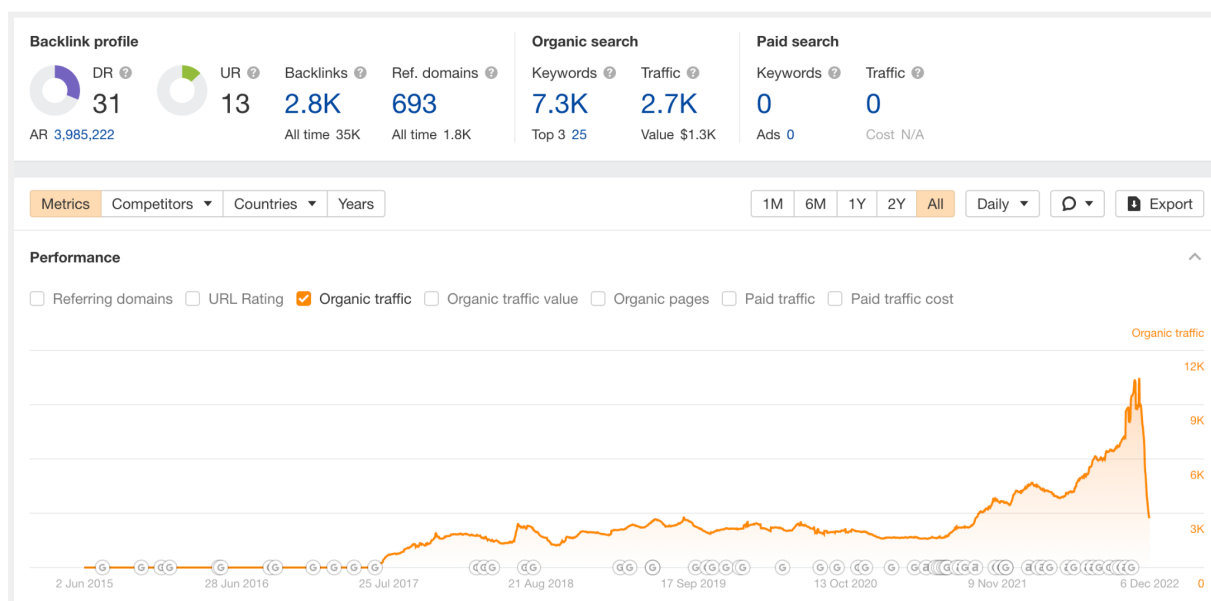


# 7 Biggest Organic Growth Opportunities kubicle.com

## 1. Investigate Sudden Traffic Drop [High Impact #1]



According to Ahrefs, your organic traffic suddenly dropped massively after seeing a reasonable growth period. Seasonality can already be ruled out. Moved free content behind paywall?

**Solution:** Identify the exact reasons behind the drop in traffic by performing a website quality audit. The following subjects need to be deeply analyzed: backlink profile, quality of produced content, search intent, technical SEO, domain expertise, authoritativeness, and trustworthiness (EAT), etc.

## 2. Optimize Low-Hanging Fruits

URL	Traffic	Value	Keywords	Top keyword	Volume	Position
<a href="https://kubicle.com/learn/powerpoint/importing-text-from-word-and-pdf">https://kubicle.com/learn/powerpoint/importing-text-from-word-and-pdf</a>	88 8.6%	\$0	2	copy bullet format from word to powerpoint	4.7K	12
<a href="https://kubicle.com/learn/powerpoint/what-is-a-powerpoint-template">https://kubicle.com/learn/powerpoint/what-is-a-powerpoint-template</a>	31 3.8%	\$0	7	what is a powerpoint template	400	8
<a href="https://kubicle.com/learn/excel/grouping-and-hiding-cells">https://kubicle.com/learn/excel/grouping-and-hiding-cells</a>	29 3.5%	\$0	23	group cells in excel	600	13
<a href="https://kubicle.com/learn/excel/essential-shortcuts-for-cell-selection">https://kubicle.com/learn/excel/essential-shortcuts-for-cell-selection</a>	28 3.4%	\$0	38	select all shortcut excel	70	6
<a href="https://kubicle.com/learn/excel/calculating-net-present-value">https://kubicle.com/learn/excel/calculating-net-present-value</a>	27 3.3%	\$0.80	10	calculate net present value in excel	500	10
<a href="https://kubicle.com/learn/excel/changing-the-chart-color-scheme">https://kubicle.com/learn/excel/changing-the-chart-color-scheme</a>	23 2.8%	\$0.98	18	excel chart color scheme	50	4
<a href="https://kubicle.com/learn/powerpoint/summary-conclusion-and-appendix">https://kubicle.com/learn/powerpoint/summary-conclusion-and-appendix</a>	20 2.4%	\$0	6	appendix in powerpoint	600	10

There are [about 262 pages](#) for which their top keyword ranks between position #4 - #20. Those pages represent a low-hanging fruit opportunity for fast growth because they're already within striking distance of top rankings.

### Example:

- **Search Term:** calculating payback period in excel
- **Current Stats:** Ranking: #15, Monthly Traffic: 1, Traffic Value: \$0
- **After Optimization:** Ranking: #2, Monthly Traffic: 1,049, Traffic Value: \$7,343

**Solution:** Identify keywords and pages with the highest conversion potential and then strategically optimize them by priority (on-page and/or off-page).

### 3. Leverage SEO-Driven Content [High Impact #2]

<input type="checkbox"/> Keyword	KD	Volume	GV	TP	CPC	CPS	Parent topic
<input checked="" type="checkbox"/> how to remove duplicates in excel	39	22K	77K	58K	\$3.50	0.43	how to remove duplicates in excel
<input checked="" type="checkbox"/> how to use excel	64	9.8K	29K	8.1K	\$1.60	0.82	how to use excel
<input checked="" type="checkbox"/> how to copy formula in excel	34	3.8K	10K	6.5K	\$0.00	0.58	how to copy formula in excel
<input checked="" type="checkbox"/> excel keyboard shortcuts	47	2.9K	7.8K	9.9K	\$12.00	1.02	excel keyboard shortcuts
<input checked="" type="checkbox"/> how to group rows in excel	24	2.3K	7.7K	5.4K	\$0.00	0.57	how to group rows in excel
<input checked="" type="checkbox"/> how to select multiple cells in excel	14	1.9K	3.7K	9.8K	\$10.00	0.43	excel selecting multiple cells
<input checked="" type="checkbox"/> how to create a formula in excel	41	1.3K	4.0K	12K	\$0.60	0.56	excel formulas
<input checked="" type="checkbox"/> how to use tableau	40	1.0K	2.1K	2.7K	\$4.50	1.04	tableau tutorial
<input checked="" type="checkbox"/> how to use power bi	57	900	3.1K	600	\$9.00	0.70	using powerbi
<input checked="" type="checkbox"/> power bi how to create a dashboard	12	700	800	450	N/A	N/A	power bi how to create a dashboard
<input checked="" type="checkbox"/> tableau how to create a set	3	450	500	1.5K	N/A	N/A	tableau create sets
<input checked="" type="checkbox"/> how to create a calculated field in tableau	7	200	250	800	\$0.00	N/A	calculated field tableau

While you already have built out valuable [service pages](#), almost all of them don't match the searcher's intent because they don't directly answer their specific questions. A high bounce rate is assumed.

**Solution:** Implement a data-driven content strategy using **holistic search term deconstruction**, competitor gap and search intent analysis. The focus should be on answering specific user questions (for example, "how to remove duplicates in excel", "how to copy formulas in excel", etc.) in the articles and then pitching your courses within the content and in other prominent places. This is the core of content marketing.

#### Example 1:

- Search Term: **how to use excel**
- Keyword Difficulty: **64/100**, Search Volume: **9,800/mo**, Traffic Potential: **8,100/mo**

#### Example 2:

- Search Term: **excel keyboard shortcuts**
- Keyword Difficulty: **47/100**, Search Volume: **2,900/mo**, Traffic Potential: **9,900/mo**

#### Example 3:

- Search Term: **how to copy formula in excel**
- Keyword Difficulty: **34/100**, Search Volume: **10,000/mo**, Traffic Potential: **6,500/mo**

## 4. A+ Content Needed

The screenshot shows a content optimization tool interface. The main content area displays the title "What Is the Difference Between Excel and Power BI?" and a paragraph of text. On the right side, there is a sidebar with a score of 35% and a list of related keywords. The keywords and their source counts are:

Keyword	Sources
Power BI	17
Interactive Dashboards	8
Visualization Tools	7
Cloud Services	6
Power BI's	5
Comparison Table	5

While you create good-quality content, some of it doesn't match your competitor's content from an SEO perspective because a lot of semantic and related terms didn't get naturally incorporated into your content.

**Example:** According to a content optimization tool like Frase, [this page](#) gets only a [35/100](#) content score (see above), although 90+/100 is recommended and [0 organic visits/mo](#) (see below).

The screenshot shows a website analytics dashboard for the URL <http://kubicle.com/what-is-the-difference-between-excel-and-power-bi/>. The dashboard displays various metrics, including a backlink profile and search traffic. The organic search traffic is highlighted in a red box:

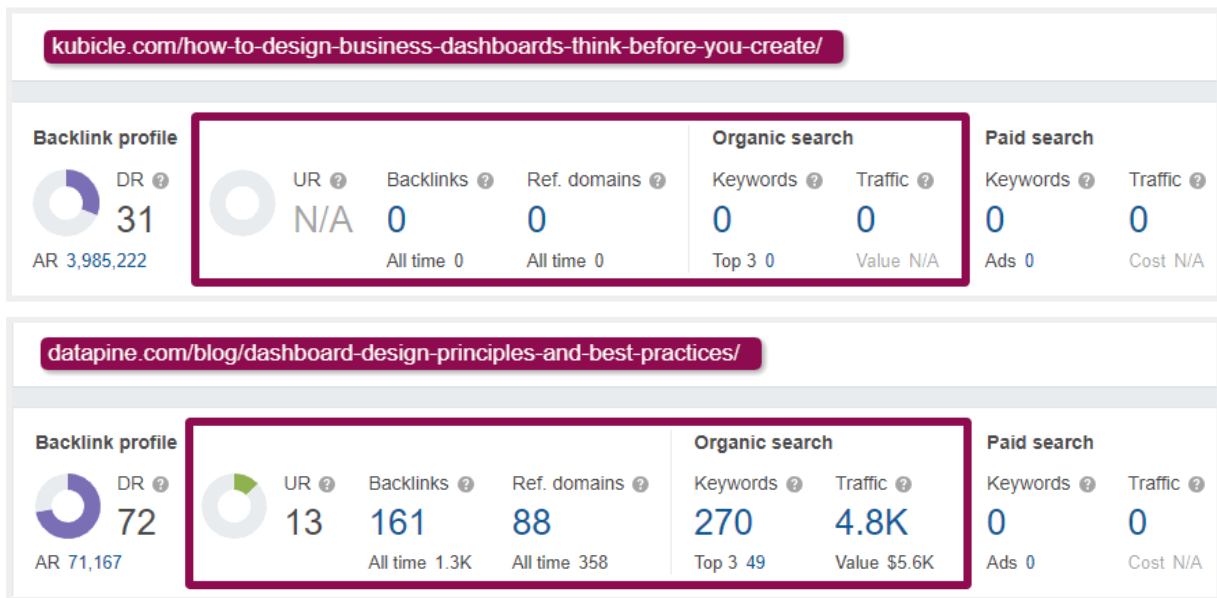
Organic search	Paid search
Keywords	Keywords
Traffic	Traffic
1	0
0	0
Top 3 0	Value N/A
	Ads 0
	Cost N/A

**Solution:** Strategically A+ grade your existing content and/or create new A+ content to be hyper-relevant in "Google's eyes" and therefore achieve way more top rankings.

"A+ grading content is one of the biggest opportunities in SEO and content marketing right now. It also takes out the guesswork of what "good content" is and gets rewarded big times from Google."



## 5. No Strategic Digital PR Found [High Impact #3]



If the goal is to rank for more competitive search terms with a given page (money page), you need to increase this page's URL rating (UR). The only way to do so is to naturally build white-hat, dofollow, in-content backlinks from high domain authority sites (DR50 - DR90+ recommended) to that page.

Currently, strategic digital PR couldn't be found.

### Example:

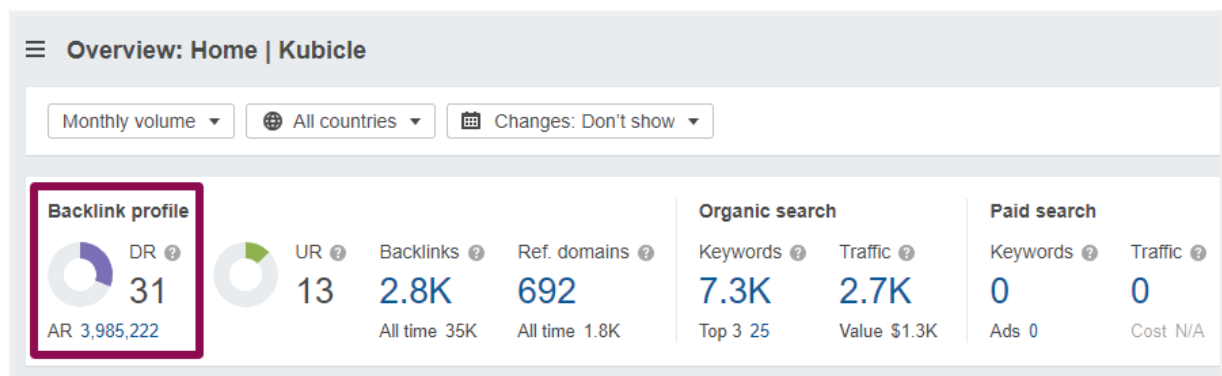
- [This page](#) receives 0 backlinks and 0 visits/mo ([see here](#)).
- [This competitor page](#) receives 161 backlinks and 4,800 visits/mo ([see here](#)).

"If you don't have a system in place that allows you to build targeted digital mentions (white-hat backlinks) to your most valuable assets (money pages), your competition will always outrank you."



**Solution:** Strategically secure editorial mentions (dofollow backlinks) to your money pages, i.e. the pages on your site that have the most traffic potential and conversion value to the business, while considering the appropriate anchor texts.

## 6. Low Domain Rating (DR)



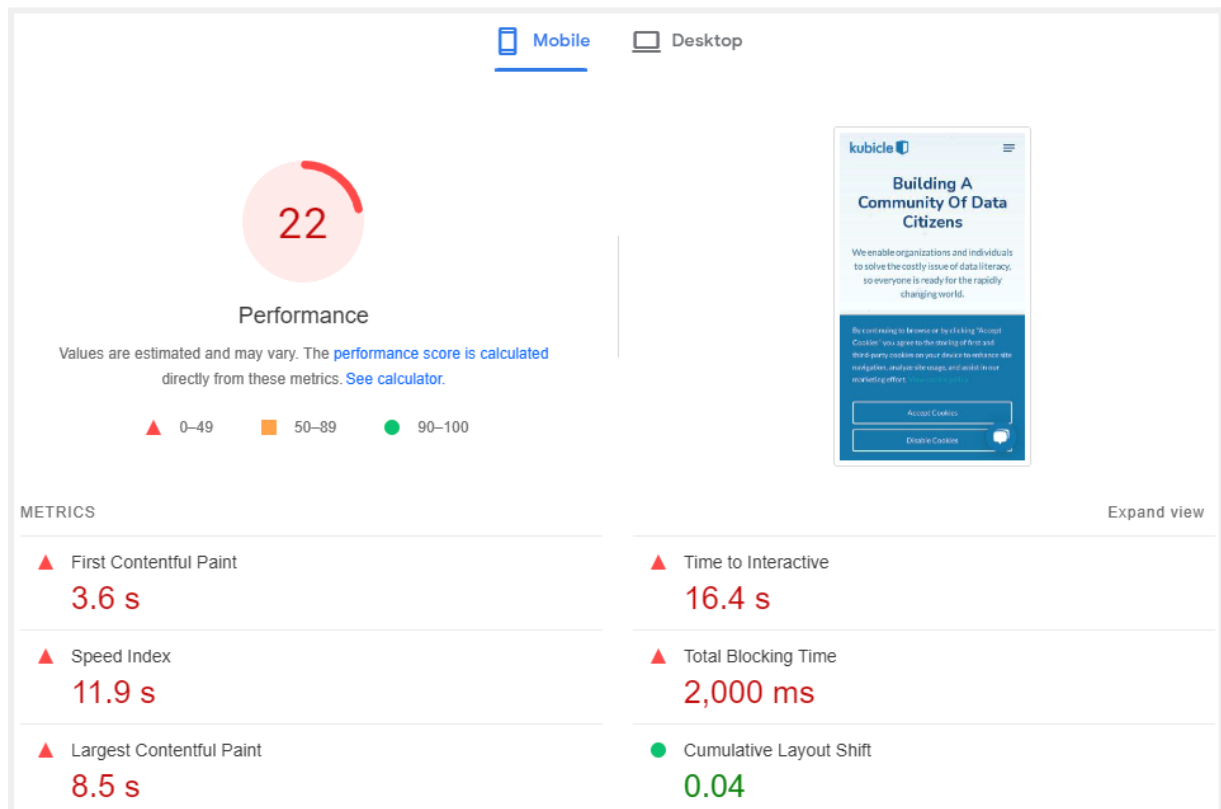
Domain rating (DR) represents the strength of your website's backlink profile from 0 - 100. The higher this number is, the more the site gets seen as an authority. kubicle.com's current DR is only 31, which is low, especially compared to some of your SEO competitors.

"I see backlinks and a high Domain Rating (DR) as a true company asset because it allows you to rank for more competitive search terms - usually with a higher search volume, too."



**Solution:** The best part is that while building digital mentions (white-hat backlinks) to your money pages, your website's DR and overall strength will increase simultaneously. This is one of the best side effects of SEO.

## 7. Slow Page Speed



The loading speed of a page is one of the ranking signals for Google. Besides, page speed affects user experience on your website. Visitors often won't wait long for the page to load and will bounce.

**Solution:** Page's HTML code loads slowly when it is not optimized or when the web server is slow. Make sure the HTML code is optimized on all of your pages. Good plugins can be a valuable helper - for example, WP Rocket.