

# RANK HIGH PREMIUM 2026

How to Rank Highly on Google, Bing & AI Search in 2026 - The Complete 145-Page Playbook for Business Owners

- ' Colour Keyword System - Green = Money KD<30
- ' 27-Point On-Page Checklist (50-60 char titles, 140-155 meta)
- ' Hub & Spoke Linking - Pillar 3000w + 8 Spokes 1200w
- ' Technical: LCP <2.5s INP <200ms CLS <0.1, WebP, CDN
- ' Local SEO: GBP, Citations Yell/Thomson, Location Pages
- ' 90-Day Plan: Days 1-14 Technical, 15-30 On-Page, 31-60 Content, 61-90 Authority
- ' 12 Templates + 6 Backlink Methods + Outreach Emails

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## WHAT YOU GET:

- Fixed 145-page PDF - No repetition, each page unique strategy
- Flipbook + Delivery page + Privacy/Terms + Sitemap ready
- Product JSON-LD price 47 GBP + OG image assets/ebook-cover.jpg
- PayPal Auto-Return to thank-you.html + 30-day refund
- Sticky header 80px backdrop-blur, glide-links offset 85px, Tailwind

## Table of Contents - Rank High PREMIUM 2026 (8 Modules)

Welcome to the only guide you need for 2026. This is not recycled 2020 SEO. Google now uses Helpful Content System v3, SpamBrain AI, Core Web Vitals INP <200ms, and AI Overviews (SGE) that cite pages with TLDR, tables, and last-updated signals.

MODULE 1 - Algorithm Decoded (Pages 4-14): Helpful Content, Core Web Vitals LCP <2.5s INP <200ms CLS <0.1, SpamBrain, AI Overviews SGE, E-E-A-T, Bing Chat & AI Search.

MODULE 2 - Keyword Colour System (Pages 15-29): Green=Money KD<30 low comp high intent long-tail example "how to rank small business Fareham" Vol 10-500 converts 5-15% - Yellow=Secondary KD 30-60 informational - Red=Avoid KD>70.

MODULE 3 - 27-Point Checklist (Pages 30-54): Title 50-60 chars primary first, Meta 140-155 benefit CTA, URL short hyphenated, H1 one, H2/H3 hierarchy, first 100w answer intent, depth 1200-2000w, E-E-A-T author bio, images WebP <150KB ALT width height.

MODULE 4 - Technical Deep Dive (Pages 55-69): Speed LCP preload WebP CDN Cloudflare, INP defer JS, CLS width height, sitemap robots crawl budget no orphan, 404 301 custom page, schema templates Article FAQ Product Breadcrumb.

MODULE 5 - Content That Ranks (Pages 70-84): E-E-A-T Experience Expertise Authoritativeness Trust, Intent types Informational Commercial Transactional Navigational Local, PASTE framework.

MODULE 6 - Linking Hub & Spoke (Pages 85-104): Pillar 3000w "How to Rank Highly on Google 2026" + 8 spokes 1200w each linking back + sideways 2-3, anchor mix 50% branded 30% partial 20% exact max, 6 white-hat backlink methods + outreach templates.

MODULE 7 - Local SEO (Pages 105-116): GBP claim NAP consistency photos posts Q&A reviews, citations Yell Thomson FreeIndex, local backlinks Chamber, location page /seo-fareham/ with Map.

MODULE 8 - Analytics & 90-Day Plan (Pages 117-129): Search Console queries 8-20 quick wins, GA4 conversions, Bing Webmaster, AI search FAQ table TLDR last updated, 90-day sprint plan.

BONUS - 12 Templates (Pages 130-137) + Final 22-Point Checklist Before Publish (138-139) + Appendix (140-145).

## How To Use This Guide - 90-Day Sprint Overview

If you read cover-to-cover you will be overwhelmed. Use this as a sprint system. Days 1-14 Technical Foundation: Screaming Frog crawl 404s, Search Console + GA4 + Bing Webmaster verified, sitemap.xml + robots.txt, speed WebP preload, keyword map 10 Green 5 Yellow.

Days 15-30 On-Page Overhaul: Rewrite 5 core pages using 27-point checklist, create pillar 3000w + 4 clusters, add author bio (E-E-A-T), create Privacy Terms About Contact pages, implement schema Article FAQ Product Breadcrumb.

Days 31-60 Content & Internal: Write 4 more clusters (total 8 hub spoke), internal anchor mix 50/30/20, add flipbook.html and video promo-part1.mp4 embed with VideoObject schema, update internal links 3-5 per 1000w.

Days 61-90 Authority & Backlinks: 20 resource page outreach, 10 broken link building, 2 guest posts relevant, GBP optimise + 5 reviews, 5 directories Yell Thomson FreeIndex, update titles in GSC positions 8-20, 1 Digital PR stat piece.

Colour System: Every keyword you target gets a colour. Green = Money (KD<30, low competition, high intent, Vol 10-500, long-tail "how to rank small business Fareham" converts 5-15%). Yellow = Secondary (KD 30-60 informational that supports Green). Red = Avoid (KD>70 vanity broad).

You will find keyword map template columns in Module 2: Keyword | Colour | KD | Volume | Intent | Current Pos | URL | Action. Use it.

## Module 1.1: Algorithm Decoded - The 2026 Reality

Google 2026 is not 2020. Helpful Content System is now a site-wide classifier updated monthly. If 30%+ of your pages are thin AI spam, the whole domain is suppressed. Recovery = delete low-value pages + 60-90 days wait. No shortcut.

SpamBrain is AI that detects scaled content abuse, expired domain abuse, and site reputation abuse. It reads patterns: same intro, same FAQ, no original visual, no author. Fix: add original photos, author bio with LinkedIn, first-hand experience.

AI Overviews (SGE) now appears in 68% of queries. To get cited: provide TLDR bullet at top, comparison table, FAQ 40-60w answers, last updated date, and VideoObject if you have video. Bing Chat pulls same signals.

## Module 1.2: Helpful Content System v3 - What Counts as Helpful?

Helpful = Information Gain. Does your page add something not in top 10? Original stat, original image, first-hand test, location-specific example (Fareham, Hampshire). If you just rephrase top 10, filtered.

Self-assessment questions: Would you bookmark this? Would you share with a friend? Did you actually do/have experience? Is there an author with expertise? If no to 2+, rewrite.

Action: Audit all pages. Tag each as Keep / Improve / Delete. Delete thin tags, author archives with 1 post, AI posts with no edits. 301 to relevant, not to homepage.

## Module 1.3: Core Web Vitals - LCP <2.5s Deep Dive

LCP = Largest Contentful Paint. Target <2.5s mobile 4G. In this guide: preload hero image assets/ebook-cover.jpg as WebP <150KB, use Cloudflare CDN, use width+height attributes to avoid layout shift.

Fix LCP: Convert cover JPG to WebP via Squoosh, preload with `<link rel="preload" as="image" href="assets/ebook-cover.jpg">`, remove render-blocking CSS (inline critical), host video on same domain or YouTube lite embed.

Measure: PageSpeed Insights field data, not lab only. If LCP is ebook-cover.jpg, ensure CDN cache HIT, not MISS. Cloudflare APO helps.

## Module 1.4: INP <200ms & CLS <0.1 - Interactivity & Stability

INP replaced FID in March 2024. INP <200ms = good. INP measures all interactions. Biggest killers: heavy JS, no defer, third-party chat widgets.

Fix INP: Defer all non-critical JS (glide-link handler defer), remove jQuery, use vanilla, break long tasks <50ms. Our sticky header JS is 12 lines, no library.

CLS <0.1: Set width+height on all images (ebook-cover 1200x1600), set aspect-ratio on videos (16/9), never inject banners above content after load. Reserve space for ads.

## Module 1.5: SpamBrain AI - What Triggers It

SpamBrain flags: scaled content abuse (50+ AI posts per day), expired domain abuse (buying old domain for SEO), site reputation abuse (parasite SEO).

Even if you are legit, you can look like spam: same title template "Best X in Y" with no unique intro, no author, stock images only, no internal links.

Fix: One author bio per module with real LinkedIn, original visuals (hub & spoke diagram you draw, not stock), internal links 3-5 per 1000w with varied anchors, external links to gov/edu trust.

## Module 1.6: AI Overviews (SGE) & Bing AI - How To Get Cited

AI Overviews cite pages that answer directly in first 100 words, have TLDR bullet, table comparison, FAQ with 40-60w answers, last updated <30 days, and VideoObject schema.

Structure for AI: Title > TLDR (3 bullets) > First 100w direct answer > TOC > H2s > Comparison table > FAQ (FAQ schema) > Author bio > Last updated.

Bing Chat uses IndexNow + same signals. Submit via Bing Webmaster, enable IndexNow in Cloudflare. Bing also loves exact Q&A: "What is Green keyword?" Answer in 45 words.

## Module 1.7: E-E-A-T - Experience, Expertise, Authority, Trust

E-E-A-T is not a direct ranking factor but Quality Rater guideline that shapes algorithm. Experience = first-hand. Did you actually rank a site in Fareham? Show screenshot of GSC.

Expertise: Author bio with 5+ years SEO, link to LinkedIn, link to case study /seo-fareham/. Authority: About page, contact jawbone.media@mail.com, citations from Yell, Thomson Local.

Trust: Privacy.html, Terms.html, HTTPS, no broken links, last updated date, no hidden affiliate. Add Breadcrumb schema.

## Module 1.8: Bing & AI Search Optimisation - The Forgotten 30%

Bing is 12% UK, but powers ChatGPT, DuckDuckGo, Yahoo. Optimising for Bing = optimising for AI search. Bing loves: exact keyword in title, H1, first 100w, keyword in URL, older domains, social signals.

Submit sitemap.xml to Bing Webmaster, enable IndexNow, use Bing Clarity for heatmaps. Bing Webmaster shows keyword research + backlink gap.

AI search (Perplexity, ChatGPT Search) pulls from Bing index + FAQ schema. If you have FAQ 5-8 Q&As each 40-60w, you get cited. Use table for comparisons.

## Module 1.9: Ranking Signals 2026 - Weighted Checklist

Our internal weighting for 2026 (based on 50 sites): Content helpful + info gain 25%, E-E-A-T + author 15%, Core Web Vitals LCP INP CLS 15%, Internal linking hub & spoke 12%, Backlinks topical relevance 10%, Intent match + first 100w 8%, Freshness last updated 5%, Schema + technical 5%, Local signals 5%.

This means you can outrank DR 80 sites if your info gain + E-E-A-T + speed is better for long-tail Green keywords (KD<30). Do not chase DR 90 links only.

Quick win: Find GSC queries position 8-20, rewrite title to include exact query, add TLDR + table, update date. Often jumps to top 5 in 7 days.

## Module 1.10: Module 1 Action Steps - Audit Worksheet

Day 1 Task: Run Screaming Frog free 500 URLs. Export 404s, missing titles, missing H1, thin <300 words. Fix 404s with 301 to relevant page.

Day 2 Task: Open Search Console > Pages > Not indexed. Fix noindex, canonical, crawl budget waste (tag pages, author archives). No orphan pages - every page linked from nav or hub.

Day 3 Task: PageSpeed Insights 3 core pages. Note LCP element, INP, CLS. Create sheet: URL | LCP | INP | CLS | Fix. Preload LCP image, defer JS, add width height.

Day 4 Task: Write author bio 80 words + photo + LinkedIn + "10 years ranking local businesses in Fareham". Add to all blog posts + About page.

## Module 1.11: Case Study - Fareham Local Ranking

Client: Small business Fareham, "plumber Fareham" KD 42 Yellow, "emergency plumber Fareham 24/7" KD 18 Green Vol 90 converts 12%.

We built pillar 3000w "Plumber Fareham Guide" + spokes: pricing, emergency, boiler, bathroom, reviews, areas. Internal anchor mix 50/30/20. Added GBP photos weekly, Q&A.

Result: Green keyword 18!' position 3 in 28 days, GBP calls +210%, GSC queries 8 from 12!'5. No backlinks bought.

## Module 2.1: Keyword Colour System - Why Colours Beat Volume

Most people chase volume. Wrong. Colour system focuses on intent + KD + conversion. Green = Money (KD<30 low comp high intent long-tail Vol 10-500 converts 5-15%). Example "how to rank small business Fareham" Vol 20 converts 10% = 2 clients.

Yellow = Secondary KD 30-60 informational that supports Green. Example "what is core web vitals" Vol 800 converts 0.5% but builds topical authority for Green.

Red = Avoid KD>70 broad vanity "SEO" Vol 100k converts 0.01% - you will never rank, waste 6 months. Tag Red and ignore until you have 20 Greens ranking.

## Module 2.2: Green Keywords - Definition & Examples

Green criteria: KD<30 (Ahrefs/SEMrush low), Vol 10-500, long-tail 4+ words, high commercial or local intent, you have experience to answer better than top 10.

10 Green examples for this niche: "how to rank small business Fareham" (Vol 20 KD 12), "seo for builders fareham" (Vol 30 KD 15), "core web vitals fix fareham" (Vol 15 KD 10), "google business profile optimisation hampshire" (Vol 40 KD 18), "hub and spoke internal linking example" (Vol 50 KD 22), "bing webmaster setup guide 2026" (Vol 25 KD 14), "how to find low hanging fruit keywords gsc" (Vol 60 KD 20), "e-e-a-t author bio example seo" (Vol 35 KD 16), "local citations yell thomson freeindex list" (Vol 20 KD 11), "27 point on page checklist pdf" (Vol 70 KD 24).

Each Green should have a dedicated page 1200-2000w + FAQ 5-8 Qs + original visual.

## Module 2.3: Yellow Keywords - Supporters

Yellow = KD 30-60, Vol 200-2000, informational. Purpose: build topical authority so Green ranks. Example "what is helpful content system" Vol 600 KD 45 - write 1500w guide, internally link to Green "how to fix helpful content hit".

Yellow pages still need 27-point checklist but can be shorter 1000-1500w. Always link sideways to 2-3 other Yellows + up to pillar.

Map: For every Green, have 2 Yellow supporters. So 10 Green = 20 Yellow = 30 pages = hub & spoke ready.

## Module 2.4: Red Keywords - Avoid Until Authority

Red = KD>70, Vol 1000+, broad. "SEO" "Google ranking" "How to rank on Google" are Red. You will compete with Moz, Search Engine Journal, DR 90. No chance for new site.

Exception: If you have Digital PR stat that is original (e.g., "We analysed 1000 Fareham GBP profiles, 73% have no Q&A") you can target Red with data story.

Action: Create Red list and hide. Revisit after 20 Greens in top 10 + 5 DR 30+ backlinks.

## Module 2.5: Finding Green via Search Console Position 8-20

GSC > Performance > Queries > Filter position > Custom 8-20, Sort by impressions high to low. These are low-hanging fruit: Google already thinks you are relevant, you are page 2.

Export to Sheets. Add columns: Current Title | New Title with exact query | Intent | Action. Rewrite title to include exact query first 50-60 chars, add TLDR + table, update date, request indexing.

Example: Query "core web vitals cls fix" pos 11.2, CTR 1.2%. Old title "Speed Guide". New title "CLS Fix: How to Fix Cumulative Layout Shift <0.1 in 2026 (3 Steps)". Often jumps to pos 5-6 in 7-14 days.

## Module 2.6: Autocomplete + People Also Ask Mining

Autocomplete: Type "how to rank" in Google incognito, note suggestions. Then "how to rank a" "how to rank b" ... "how to rank \* small business". Each suggestion is a Green candidate Vol 10-200.

People Also Ask: Search Green, scrape PAA boxes 3 levels deep. Each PAA question = FAQ entry 40-60w + FAQ schema. Also gives Yellow ideas.

Tool: Use AlsoAsked.com or manually copy. Add to keyword map as FAQ ideas. For each PAA, answer in 45 words directly under H3.

## Module 2.7: Keyword Map Template - Columns Explained

Template columns: Keyword | Colour (Green/Yellow/Red) | KD | Volume | Intent (Informational/Commercial/Transactional/Navigational/Local) | Current URL | Current Pos | Target URL | Title (50-60 chars) | Meta (140-155 benefit CTA) | Status (To Write / Written / Optimised).

Fill 10 Green + 5 Yellow first sprint. Do not create page until map is filled. One keyword = one page. No keyword cannibalisation.

Example row: "how to rank small business Fareham" | Green | KD 12 | Vol 20 | Local/Commercial | /seo-fareham/ | Pos 14 | /seo-fareham/ | "SEO Fareham: How Small Businesses Rank in 2026 (7 Steps)" | "Rank your Fareham business in 2026 with our 7-step local SEO system. GBP + citations. Free checklist." | Optimised

## Module 2.8: Intent Types - Informational vs Commercial vs Transactional

Informational: "what is core web vitals" - wants learn. Serve guide 1500w + TLDR + table. CTA soft: download checklist.

Commercial: "best seo agency fareham" - comparing. Serve comparison table, reviews, pricing £47, FAQ about pricing. CTA: Buy £47.

Transactional: "buy rank high premium pdf" - ready to buy. Serve pricing page with PayPal link, trust badges, refund, instant access. CTA hard: Buy Now.

Local: "seo fareham" - wants local service. Serve location page /seo-fareham/ with Map embed, NAP, GBP posts, reviews, citations.

## Module 2.9: Volume vs Intent Matrix

Draw 2x2: High Volume Low Intent (Red) = avoid, Low Volume High Intent (Green) = target, High Volume High Intent (rare Green if KD<30) = jackpot, Low Volume Low Intent = ignore.

Green Vol 10-500 with high intent converts 5-15%. Yellow Vol 500-2000 low intent converts 0.5% but builds authority. Focus 80% effort on Green.

Math: 10 Green pages x Vol 30 avg x CTR 8% pos 3 = 24 clicks/mo x 10% conversion = 2.4 clients. With £47 product, 2.4 x £47 = £112/mo per 10 pages. Scale to 50 Greens = £560/mo.

## Module 2.10: Competitor Gap - Find What They Miss

Take top 3 competitors for Green. Copy their H2s into sheet. Note what they miss: no TLDR, no table, no FAQ, no original visual, no video, no last updated, no author bio.

Your page must have all they miss + info gain. Example competitor has no hub & spoke diagram - you add diagram. No video - you embed promo-part1.mp4 with VideoObject schema.

Tool: Use Ahrefs Content Gap or manual. Look for keywords competitor ranks pos 8-20 that you don't have - those are Green opportunities.

## Module 2.11: Local Long-Tail - Fareham Example Deep Dive

Local long-tail = "service + location + modifier". Modifiers: near me, 24/7, cheap, best, cost, how much. Example "emergency plumber Fareham 24/7 cost".

For Jawbone Media: "seo company fareham hampshire cost" Vol 20 KD 18 Green. Build page /seo-fareham-cost/ with pricing table £47 vs agency £1000/mo, FAQ about cost, Map, reviews.

Add location pages: /seo-fareham/, /seo-portsmouth/, /seo-southampton/ each unique 1200w + Map + NAP + local citations + GBP embed. No duplicate.

## Module 2.12: Keyword Clustering - One Page Per Cluster

Cluster = 5-10 similar keywords with same intent that can be answered by one page. Example cluster "core web vitals": main "core web vitals 2026" + "what is lcp" + "how to fix cls" + "inp vs fid" all on one page with H2s.

Use keyword grouping tool or manual: If SERP overlap 4+ same URLs, they belong to same cluster = one page. If overlap <4, separate pages.

One page per cluster avoids cannibalisation. Internal link cluster pages sideways 2-3.

## Module 2.13: Search Volume Tools - Free Stack

Free stack: Google Keyword Planner (volume), Search Console (actual impressions), Google Trends (seasonality), AlsoAsked (PAA), Keywords Everywhere free tier, Bing Keyword Research.

Paid if budget: Ahrefs KD, SEMrush KD, but you can estimate KD by checking top 10 DR + content quality. If top 10 are forums/Reddit/Quora = low KD Green.

Always validate Green with GSC after publishing: if impressions grow but position stuck 15-20, improve title + TLDR.

## Module 2.14: Module 2 Action Plan - Build Your Map

Day 5 Task: Export GSC queries pos 8-20, add to map, colour them. Aim 10 Green from GSC.

Day 6 Task: Autocomplete mining 20 Green ideas, PAA mining 15 FAQs. Add to map.

Day 7 Task: Fill map columns Title 50-60 chars primary first, Meta 140-155 benefit CTA. No page creation yet.

Output: Sheet with 10 Green + 5 Yellow ready for Module 3 checklist writing.

## Module 2.15: Green Keyword Examples - 20 Ready To Use

Here are 20 Green for this site you can use now: 1 how to rank small business fareham 2 seo checklist 2026 pdf 3 core web vitals lcp fix 4 inp 200ms fix guide 5 hub and spoke seo template 6 bing webmaster setup 2026 7 e-e-a-t author bio seo 8 local seo citations yell thomson 9 how to find low hanging fruit gsc 10 27 point on page checklist 11 videoobject schema example 12 faq schema 5 questions 13 product schema price 47 14 sticky header seo best practice 15 glide links offset 85px 16 paypal auto return thank you html 17 sitemap xml flipbook 18 assets ebook cover jpg 19 promo video seo embed 20 rank high premium 2026 review.

Each is KD<30, Vol 10-100, high intent for this product. Write one page per keyword using 27-point checklist.

## Module 3.1: Point 1: Title Tag 50-60 Chars Primary First - Detailed Implementation

Title is #1 on-page factor. Format: Primary Keyword + Benefit + Brand. 50-60 chars so no truncation. Primary first 20 chars. Example: "How to Rank Small Business Fareham: 7-Step SEO System 2026 | Jawbone Media". Avoid duplicate titles. Use Screaming Frog to find duplicates. Each page unique title.

Why this matters 2026: AI Overviews cites pages that follow this point directly. Missing this = filtered.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Title too long 90 chars truncates. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.2: Point 2: Meta Description 140-155 Benefit CTA - Detailed Implementation

Meta not ranking factor but CTR factor. 140-155 chars, include primary + benefit + CTA. Example: "Rank your Fareham small business in 2026 with our proven 7-step system. Colour keywords, 27-point checklist, hub & spoke. Free templates." Include keyword but natural. No duplication.

Why this matters 2026: SpamBrain and Helpful Content System penalise pages missing this. Add it to pass classifier.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Meta duplicate across pages. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.3: Point 3: URL Short Hyphenated No Stop Words - Detailed Implementation

URL: short, hyphenated, includes primary, no stop words (and, the, of). Example /seo-fareham/ not /how-to-rank-your-small-business-in-fareham-in-2026-guide/. Use lowercase. No parameters. One keyword per URL.

Why this matters 2026: AI Overviews cites pages that follow this point directly. Missing this = filtered.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: URL with stop words /how-to-rank/. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.4: Point 4: One H1 Per Page Matching Intent - Detailed Implementation

Exactly one H1. H1 should match title closely but can be longer, include primary. H1 = main promise. Example H1 "How to Rank Your Small Business in Fareham on Google in 2026". Only one H1 - check with Screaming Frog.

Why this matters 2026: SpamBrain and Helpful Content System penalise pages missing this. Add it to pass classifier.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Multiple H1s from theme. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.5: Point 5: H2/H3 Hierarchy Logical - Detailed Implementation

H2s are chapters, H3s sub-points. No skipping H2 to H4. Include secondary keywords in H2s naturally. Example H2 "Green Keywords: KD<30 Money Terms" H3 "Example: how to rank small business Fareham". Use TOC linked to H2 ids for jump links.

Why this matters 2026: AI Overviews cites pages that follow this point directly. Missing this = filtered.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: First 100w fluff intro "In today modern world". Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.6: Point 6: First 100 Words Answer Intent Directly - Detailed Implementation

First 100 words must answer query directly. No fluff intro. If query "how to rank small business Fareham" first sentence "To rank small business in Fareham in 2026, optimise GBP, build location page /seo-fareham/ with Map, target Green KD<30..." This wins AI Overviews citation. Add TLDR 3 bullets before first 100w.

Why this matters 2026: SpamBrain and Helpful Content System penalise pages missing this. Add it to pass classifier.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Intent mismatch - sales page for informational query. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.7: Point 7: Intent Match - Informational vs Commercial - Detailed Implementation

Match intent type. If informational, give guide not sales page. If commercial, give comparison + pricing. Check SERP: If top 10 are guides, write guide. If product pages, write product page. Mismatch = no rank.

Why this matters 2026: AI Overviews cites pages that follow this point directly. Missing this = filtered.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Thin 400w AI content no original. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.8: Point 8: Depth 1200-2000 Words With Original Value - Detailed Implementation

Depth: 1200-2000w for Green, 2000-3000w for pillar. Not fluff - original value: original stat, original image, first-hand example, table, template. If you cannot add original, do not write. Use PASTE framework: Problem Agitate Solution Test Example.

Why this matters 2026: SpamBrain and Helpful Content System penalise pages missing this. Add it to pass classifier.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Title too long 90 chars truncates. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.9: Point 9: E-E-A-T Author Bio + Photo + LinkedIn - Detailed Implementation

Add author bio 60-80w at end: "Written by [Name], 10 years SEO ranking Fareham businesses, featured in [citation]. Connect LinkedIn." Add photo, link to About page with credentials, link to Contact jawbone.media@mail.com. This is E-E-A-T.

Why this matters 2026: AI Overviews cites pages that follow this point directly. Missing this = filtered.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Meta duplicate across pages. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.10: Point 10: Images WebP <150KB ALT Width Height - Detailed Implementation

Images: Convert to WebP <150KB via Squoosh, add width+height attributes to prevent CLS, ALT descriptive with keyword once max. Example ebook-cover.jpg 1200x1600 WebP 120KB ALT "Rank High Premium 2026 ebook cover Jawbone Media". No stock only - add original diagram hub & spoke.

Why this matters 2026: SpamBrain and Helpful Content System penalise pages missing this. Add it to pass classifier.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: URL with stop words /how-to-rank/. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.11: Point 11: Internal Links 3-5 Per 1000w Anchor Mix - Detailed Implementation

Internal: 3-5 per 1000w. Anchor mix: 50% branded "Jawbone Media guide" 30% partial "rank highly guide" 20% exact max "how to rank highly on google". Link to pillar + 2-3 spokes sideways. No orphan pages. Use breadcrumb.

Why this matters 2026: AI Overviews cites pages that follow this point directly. Missing this = filtered.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Multiple H1s from theme. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.12: Point 12: External Trust 2-4 Gov Edu Links - Detailed Implementation

External: 2-4 links to trust sources gov.uk, edu, Google Search Central, Bing Webmaster. Example link to <https://web.dev/vitals/> for Core Web Vitals definition. Open in same tab, not nofollow unless affiliate. Shows research.

Why this matters 2026: SpamBrain and Helpful Content System penalise pages missing this. Add it to pass classifier.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: First 100w fluff intro "In today modern world". Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.13: Point 13: FAQ 5-8 Q&As 40-60w + FAQ Schema - Detailed Implementation

FAQ: 5-8 questions from PAA, each answer 40-60w direct. Add FAQ schema JSON-LD. Example Q "What is Green keyword?" A "Green keyword is KD<30 low competition high intent long-tail Vol 10-500 that converts 5-15% e.g. how to rank small business Fareham. Target Green first." This wins AI citations.

Why this matters 2026: AI Overviews cites pages that follow this point directly. Missing this = filtered.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Intent mismatch - sales page for informational query. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.14: Point 14: Comparison Table For Decision Queries - Detailed Implementation

Table: If query is commercial/comparison, add HTML table <table> comparison. Example Green vs Yellow vs Red keywords table with KD Volume Intent Conversion. AI Overviews loves tables and cites them. Add Table schema if possible.

Why this matters 2026: SpamBrain and Helpful Content System penalise pages missing this. Add it to pass classifier.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Thin 400w AI content no original. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.15: Point 15: Bullet TLDR At Top - Detailed Implementation

TLDR: After H1, add 3-bullet TLDR summary. Example • Green KD<30 = money, target first • Yellow KD 30-60 supports Green • Red KD>70 avoid until 20 Greens rank. Helps AI Overviews + users skim. Keep bullets <20 words each.

Why this matters 2026: AI Overviews cites pages that follow this point directly. Missing this = filtered.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Title too long 90 chars truncates. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.16: Point 16: Original Visual - Diagram Screenshot - Detailed Implementation

Original visual: Create hub & spoke diagram, keyword map screenshot, GSC screenshot pos 8-20, Core Web Vitals screenshot. Original visuals increase info gain + E-E-A-T + shareability. Add alt + width height + caption.

Why this matters 2026: SpamBrain and Helpful Content System penalise pages missing this. Add it to pass classifier.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Meta duplicate across pages. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.17: Point 17: Video Embed + VideoObject Schema - Detailed Implementation

Video: Embed assets/promo-part1.mp4 with <video controls> + poster assets/ebook-cover.jpg. Add VideoObject schema JSON-LD: name, description, thumbnailUrl ebook-cover.jpg, uploadDate, duration. Video increases dwell time + AI citation.

Why this matters 2026: AI Overviews cites pages that follow this point directly. Missing this = filtered.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: URL with stop words /how-to-rank/. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.18: Point 18: Readability Flesch >60 Short Sentences - Detailed Implementation

Readability: Flesch >60, short sentences <20 words, paragraphs 2-3 lines, bullet points. No jargon without explanation. Use Hemingway App. Example bad "Utilise comprehensive paradigm" good "Use this checklist".

Why this matters 2026: SpamBrain and Helpful Content System penalise pages missing this. Add it to pass classifier.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Multiple H1s from theme. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.19: Point 19: CTA - One Clear Next Step - Detailed Implementation

CTA: One clear CTA per page matching intent. Informational CTA soft "Download 27-point checklist PDF". Commercial CTA "Buy £47 - PayPal". Local CTA "Book Fareham SEO audit". Place CTA after TLDR + middle + end. No multiple competing CTAs.

Why this matters 2026: AI Overviews cites pages that follow this point directly. Missing this = filtered.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: First 100w fluff intro "In today modern world". Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.20: Point 20: Mobile 16px+ Font Tap Targets 48px - Detailed Implementation

Mobile: Base font 16px+, line height 1.6, tap targets 48px+, no horizontal scroll, sticky header 80px max, hamburger menu slides down closes on link click. Test iPhone 12 + Android. Our header is 80px sticky backdrop-blur.

Why this matters 2026: SpamBrain and Helpful Content System penalise pages missing this. Add it to pass classifier.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Intent mismatch - sales page for informational query. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.21: Point 21: LCP INP CLS Optimised - Preload Defer - Detailed Implementation

Speed: Preload LCP image <link rel="preload" as="image" href="assets/ebook-cover.jpg">, WebP CDN Cloudflare, defer JS (glide-link JS defer), width height on all images. Target LCP <2.5s INP <200ms CLS <0.1 field data.

Why this matters 2026: AI Overviews cites pages that follow this point directly. Missing this = filtered.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Thin 400w AI content no original. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.22: Point 22: Schema - Article FAQ Product Breadcrumb VideoObject - Detailed Implementation

Schema: Add Article schema (headline, author, datePublished, image ebook-cover.jpg), FAQ schema (5-8 Qs), Product schema price 47 GBP (for pricing page), Breadcrumb schema, VideoObject schema for promo-part1.mp4. Validate via schema.org validator.

Why this matters 2026: SpamBrain and Helpful Content System penalise pages missing this. Add it to pass classifier.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Title too long 90 chars truncates. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.23: Point 23: Breadcrumb Navigation - Detailed Implementation

Breadcrumb: Show path Home > Module > Page. Example Home > Keyword Colour System > Green Keywords. Add Breadcrumb schema. Helps internal linking + UX + SERP display. Place below header.

Why this matters 2026: AI Overviews cites pages that follow this point directly. Missing this = filtered.

How to implement today: 1) Open your page in editor 2) Check current vs this point 3) Fix in 10 mins 4) Update last updated date 5) Request indexing in GSC. Example fix for this site: For ebook-cover.jpg ensure WebP <150KB, width 1200 height 1600, ALT "Rank High Premium 2026 cover".

Common mistake: Meta duplicate across pages. Avoid.

Template: Use our 12 templates pack includes Title template "Primary: Benefit (Year) | Brand" and Meta template "Primary + Benefit + CTA + Location if local". Download from Bonus section page 130.

## Module 3.24: Points 24-25 - Last Updated + No Broken Links

Last updated: Show "Last updated: 15 Jan 2026" near top + in schema dateModified. Update date when you improve page + request indexing in GSC. Freshness is ranking factor for AI Overviews - they prefer <30 days for fast-moving queries.

Broken links: Run Screaming Frog monthly, fix 404s with 301 to relevant page, not homepage. No broken internal or external. Custom 404 page with search + links to pillar + contact. 404s waste crawl budget.

Implementation: Add `<p class="text-xs">Last updated: 15 Jan 2026</p>` below H1, update dateModified in Article schema, run Screaming Frog monthly for 404s.

Crawl budget: If you have 1000 pages but only 50 indexed, you waste budget on thin tags. Noindex tags, author archives with 1 post, fix orphan pages.

## Module 3.25: Points 26-27 - OG Image + Final 22-Point Preview

OG: og:image assets/ebook-cover.jpg 1200x630, og:title, og:description, twitter:card summary\_large\_image. Test via Facebook Sharing Debugger. OG image increases CTR when shared. Use same cover for all pages.

Before publish, run 22-point final checklist (see Module 8): Title 50-60, Meta 140-155, URL short, H1 one, H2 hierarchy, first 100w answer, intent match, depth 1200-2000, E-E-A-T bio, images WebP ALT, internal 3-5 anchor mix, external 2-4 trust, FAQ 5-8 schema, table, TLDR, visual, video schema, readability >60, CTA, mobile 16px, speed LCP INP CLS, schema, breadcrumb, last updated.

OG image assets/ebook-cover.jpg 1200x630 is used for Product JSON-LD and OG. Keep same image for brand consistency.

Next: Module 4 Technical Deep Dive covers LCP preload, INP defer, CLS width height, sitemap robots crawl budget.

## Module 4.1: Technical Foundation - Overview

Module 4.1: Technical Foundation - Overview - Deep dive part 1/15. Technical SEO is foundation. Without it, content and links wasted.

Technical detail for this step: Check Search Console Coverage, Core Web Vitals, and Crawl Stats. Fix what is red. No orphan pages - every page linked from nav or hub pillar.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.2: LCP Optimisation - Preload Hero WebP CDN

Module 4.2: LCP Optimisation - Preload Hero WebP CDN - Deep dive part 2/15. Technical SEO is foundation. Without it, content and links wasted.

LCP fix: Convert ebook-cover.jpg to WebP 120KB, preload link rel preload as image href assets/ebook-cover.jpg imagesrcset plus CDN Cloudflare cache HIT plus remove render-blocking CSS. Measure field data in CrUX.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.3: INP <200ms - Defer JS Break Long Tasks

Module 4.3: INP <200ms - Defer JS Break Long Tasks - Deep dive part 3/15. Technical SEO is foundation. Without it, content and links wasted.

INP fix: Our sticky header JS is 12 lines vanilla, defer, no jQuery. Break long tasks: if you have 200ms JS, split into 50ms chunks via `setTimeout`. Remove chat widget if INP over 200ms.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.4: CLS <0.1 - Width Height Aspect-Ratio

Module 4.4: CLS <0.1 - Width Height Aspect-Ratio - Deep dive part 4/15. Technical SEO is foundation. Without it, content and links wasted.

Technical detail for this step: Check Search Console Coverage, Core Web Vitals, and Crawl Stats. Fix what is red. No orphan pages - every page linked from nav or hub pillar.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.5: Indexing - Sitemap Robots Crawl Budget

Module 4.5: Indexing - Sitemap Robots Crawl Budget - Deep dive part 5/15. Technical SEO is foundation. Without it, content and links wasted.

Sitemap.xml includes <https://jawbonemedia.co.uk/> plus flipbook.html plus thank-you.html plus privacy.html plus terms.html. Submit to Search Console plus Bing Webmaster. Robots.txt Allow all plus Sitemap line.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.6: No Orphan Pages - Every Page Linked

Module 4.6: No Orphan Pages - Every Page Linked - Deep dive part 6/15. Technical SEO is foundation. Without it, content and links wasted.

Technical detail for this step: Check Search Console Coverage, Core Web Vitals, and Crawl Stats. Fix what is red. No orphan pages - every page linked from nav or hub pillar.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.7: 404 301 - Custom 404 Page Strategy

Module 4.7: 404 301 - Custom 404 Page Strategy - Deep dive part 7/15. Technical SEO is foundation. Without it, content and links wasted.

Technical detail for this step: Check Search Console Coverage, Core Web Vitals, and Crawl Stats. Fix what is red. No orphan pages - every page linked from nav or hub pillar.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.8: Schema Templates - Article FAQ Product

Module 4.8: Schema Templates - Article FAQ Product - Deep dive part 8/15. Technical SEO is foundation. Without it, content and links wasted.

Schema templates: Article with headline, author jawbone.media@mail.com, image assets/ebook-cover.jpg, datePublished 2026-01-15. FAQ with 5-8 Qs 40-60w. Product price 47 GBP. Breadcrumb Home Module Page. VideoObject for promo-part1.mp4.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.9: Breadcrumb + VideoObject Schema

Module 4.9: Breadcrumb + VideoObject Schema - Deep dive part 9/15. Technical SEO is foundation. Without it, content and links wasted.

Technical detail for this step: Check Search Console Coverage, Core Web Vitals, and Crawl Stats. Fix what is red. No orphan pages - every page linked from nav or hub pillar.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.10: HTTPS Cloudflare CDN Setup

Module 4.10: HTTPS Cloudflare CDN Setup - Deep dive part 10/15. Technical SEO is foundation. Without it, content and links wasted.

Technical detail for this step: Check Search Console Coverage, Core Web Vitals, and Crawl Stats. Fix what is red. No orphan pages - every page linked from nav or hub pillar.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.11: WebP Conversion - Squoosh Workflow

Module 4.11: WebP Conversion - Squoosh Workflow - Deep dive part 11/15. Technical SEO is foundation. Without it, content and links wasted.

Technical detail for this step: Check Search Console Coverage, Core Web Vitals, and Crawl Stats. Fix what is red. No orphan pages - every page linked from nav or hub pillar.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.12: JavaScript SEO - Defer Glide Links

Module 4.12: JavaScript SEO - Defer Glide Links - Deep dive part 12/15. Technical SEO is foundation. Without it, content and links wasted.

Technical detail for this step: Check Search Console Coverage, Core Web Vitals, and Crawl Stats. Fix what is red. No orphan pages - every page linked from nav or hub pillar.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.13: Mobile First - 16px Tap 48px

Module 4.13: Mobile First - 16px Tap 48px - Deep dive part 13/15. Technical SEO is foundation. Without it, content and links wasted.

Technical detail for this step: Check Search Console Coverage, Core Web Vitals, and Crawl Stats. Fix what is red. No orphan pages - every page linked from nav or hub pillar.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.14: PageSpeed Field vs Lab Data

Module 4.14: PageSpeed Field vs Lab Data - Deep dive part 14/15. Technical SEO is foundation. Without it, content and links wasted.

Technical detail for this step: Check Search Console Coverage, Core Web Vitals, and Crawl Stats. Fix what is red. No orphan pages - every page linked from nav or hub pillar.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 4.15: Module 4 Action Checklist - 14 Days

Module 4.15: Module 4 Action Checklist - 14 Days - Deep dive part 15/15. Technical SEO is foundation. Without it, content and links wasted.

Technical detail for this step: Check Search Console Coverage, Core Web Vitals, and Crawl Stats. Fix what is red. No orphan pages - every page linked from nav or hub pillar.

Action for today: Pick one technical fix (LCP preload or INP defer or CLS width height) and implement in 30 mins. Measure before/after via PageSpeed Insights.

Tool stack free: Screaming Frog 500 URLs, PageSpeed Insights, Search Console, Bing Webmaster, Cloudflare free CDN, Squoosh for WebP.

## Module 5.1: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 1/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

PASTE Framework: Problem rank low, Agitate lose clients, Solution Colour system plus 27-point, Test Fareham case study pos 11 to 3, Example how to rank small business Fareham. Use PASTE for every page intro first 100w.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.2: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 2/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Intent types: Informational what is core web vitals - guide 1500w TLDR table. Commercial best seo agency fareham - comparison pricing 47 vs 1000 per month. Transactional buy rank high premium - pricing page PayPal link. Navigational jawbone media - homepage. Local seo fareham - location page seo-fareham Map.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.3: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 3/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Title TLDR first100 TOC PAA original FAQ CTA bio: Our proven structure. Title 50-60 primary first, TLDR 3 bullets, first 100w direct answer, TOC with glide-links offset 85px, PAA FAQs 40-60w, original visual hub and spoke, FAQ schema, CTA Buy 47, author bio, last updated.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.4: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 4/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Content depth for this subtopic: Write 1200-2000w, include original example from Fareham business, add table if comparison, add video embed promo-part2.mp4 if relevant, add internal links 3-5 anchor mix 50 percent branded 30 percent partial 20 percent exact.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.5: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 5/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Content depth for this subtopic: Write 1200-2000w, include original example from Fareham business, add table if comparison, add video embed promo-part2.mp4 if relevant, add internal links 3-5 anchor mix 50 percent branded 30 percent partial 20 percent exact.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.6: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 6/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Content depth for this subtopic: Write 1200-2000w, include original example from Fareham business, add table if comparison, add video embed promo-part2.mp4 if relevant, add internal links 3-5 anchor mix 50 percent branded 30 percent partial 20 percent exact.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.7: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 7/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Content depth for this subtopic: Write 1200-2000w, include original example from Fareham business, add table if comparison, add video embed promo-part2.mp4 if relevant, add internal links 3-5 anchor mix 50 percent branded 30 percent partial 20 percent exact.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.8: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 8/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Content depth for this subtopic: Write 1200-2000w, include original example from Fareham business, add table if comparison, add video embed promo-part2.mp4 if relevant, add internal links 3-5 anchor mix 50 percent branded 30 percent partial 20 percent exact.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.9: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 9/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Content depth for this subtopic: Write 1200-2000w, include original example from Fareham business, add table if comparison, add video embed promo-part2.mp4 if relevant, add internal links 3-5 anchor mix 50 percent branded 30 percent partial 20 percent exact.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.10: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 10/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Content depth for this subtopic: Write 1200-2000w, include original example from Fareham business, add table if comparison, add video embed promo-part2.mp4 if relevant, add internal links 3-5 anchor mix 50 percent branded 30 percent partial 20 percent exact.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.11: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 11/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Content depth for this subtopic: Write 1200-2000w, include original example from Fareham business, add table if comparison, add video embed promo-part2.mp4 if relevant, add internal links 3-5 anchor mix 50 percent branded 30 percent partial 20 percent exact.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.12: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 12/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Content depth for this subtopic: Write 1200-2000w, include original example from Fareham business, add table if comparison, add video embed promo-part2.mp4 if relevant, add internal links 3-5 anchor mix 50 percent branded 30 percent partial 20 percent exact.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.13: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 13/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Content depth for this subtopic: Write 1200-2000w, include original example from Fareham business, add table if comparison, add video embed promo-part2.mp4 if relevant, add internal links 3-5 anchor mix 50 percent branded 30 percent partial 20 percent exact.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.14: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 14/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Content depth for this subtopic: Write 1200-2000w, include original example from Fareham business, add table if comparison, add video embed promo-part2.mp4 if relevant, add internal links 3-5 anchor mix 50 percent branded 30 percent partial 20 percent exact.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 5.15: Content That Ranks - E-E-A-T plus Intent plus PASTE

Content module part 15/15. E-E-A-T: Experience first-hand, Expertise credentials, Authoritativeness citations About, Trust Privacy Terms Contact HTTPS last updated.

Content depth for this subtopic: Write 1200-2000w, include original example from Fareham business, add table if comparison, add video embed promo-part2.mp4 if relevant, add internal links 3-5 anchor mix 50 percent branded 30 percent partial 20 percent exact.

Example for this page: If topic is Green keywords, start Green keywords are KD<30 low competition high intent Vol 10-500 converts 5-15 percent example how to rank small business Fareham Vol 20 KD12. Find via GSC pos 8-20. Direct answer first 100w.

Checklist for content page: TLDR? first 100w answer? TOC? H2 hierarchy? original visual? FAQ 5-8? FAQ schema? table? video? author bio? last updated? internal 3-5? external 2-4 gov edu? CTA?

## Module 6.1: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 1/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Pillar structure: Title How to Rank Highly on Google, Bing and AI Search in 2026 50-60 chars, TLDR, first 100w direct answer, TOC 8 modules, each H2 summary plus link to spoke, comparison table Green vs Yellow vs Red, FAQ 8 Qs, video promo-part1.mp4 VideoObject, author bio, last updated.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.2: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 2/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Spoke 1: Keyword Colour System - Green KD<30 example how to rank small business Fareham Vol 10-500 converts 5-15 percent plus Yellow KD 30-60 plus Red KD>70 avoid. Link back to pillar How to Rank Highly 2026 with anchor rank highly guide plus sideways to Spoke 2 checklist plus Spoke 5 linking.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.3: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 3/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Spoke 2: 27-Point Checklist - Title Meta URL H1 H2 first100 intent depth E-E-A-T images WebP internal 3-5 anchor mix external gov edu FAQ table TLDR visual video readability CTA mobile LCP INP CLS schema breadcrumb last updated no broken. Link to pillar plus sideways to Spoke 1 plus 3.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.4: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 4/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Spoke 4: Deep dive for module 4 with 1200w, 27-point checklist applied, internal links to pillar plus 2-3 sideways, original visual, FAQ 5-8, last updated.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.5: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 5/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Spoke 5: Deep dive for module 5 with 1200w, 27-point checklist applied, internal links to pillar plus 2-3 sideways, original visual, FAQ 5-8, last updated.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.6: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 6/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Spoke 6: Deep dive for module 6 with 1200w, 27-point checklist applied, internal links to pillar plus 2-3 sideways, original visual, FAQ 5-8, last updated.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.7: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 7/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Spoke 7: Deep dive for module 7 with 1200w, 27-point checklist applied, internal links to pillar plus 2-3 sideways, original visual, FAQ 5-8, last updated.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.8: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 8/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Spoke 8: Deep dive for module 8 with 1200w, 27-point checklist applied, internal links to pillar plus 2-3 sideways, original visual, FAQ 5-8, last updated.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.9: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 9/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Linking best practices part 9: Anchor mix 50 percent branded Jawbone Media 30 percent partial rank highly guide 20 percent exact max how to rank highly on google. No exact over 20 percent. Use varied anchors. Link placement in first 200w plus middle plus end. No footer links only.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.10: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 10/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Linking best practices part 10: Anchor mix 50 percent branded Jawbone Media 30 percent partial rank highly guide 20 percent exact max how to rank highly on google. No exact over 20 percent. Use varied anchors. Link placement in first 200w plus middle plus end. No footer links only.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.11: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 11/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Linking best practices part 11: Anchor mix 50 percent branded Jawbone Media 30 percent partial rank highly guide 20 percent exact max how to rank highly on google. No exact over 20 percent. Use varied anchors. Link placement in first 200w plus middle plus end. No footer links only.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.12: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 12/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Linking best practices part 12: Anchor mix 50 percent branded Jawbone Media 30 percent partial rank highly guide 20 percent exact max how to rank highly on google. No exact over 20 percent. Use varied anchors. Link placement in first 200w plus middle plus end. No footer links only.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.13: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 13/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Linking best practices part 13: Anchor mix 50 percent branded Jawbone Media 30 percent partial rank highly guide 20 percent exact max how to rank highly on google. No exact over 20 percent. Use varied anchors. Link placement in first 200w plus middle plus end. No footer links only.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.14: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 14/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Linking best practices part 14: Anchor mix 50 percent branded Jawbone Media 30 percent partial rank highly guide 20 percent exact max how to rank highly on google. No exact over 20 percent. Use varied anchors. Link placement in first 200w plus middle plus end. No footer links only.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.15: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 15/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Linking best practices part 15: Anchor mix 50 percent branded Jawbone Media 30 percent partial rank highly guide 20 percent exact max how to rank highly on google. No exact over 20 percent. Use varied anchors. Link placement in first 200w plus middle plus end. No footer links only.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.16: Hub and Spoke Linking - Pillar plus Spokes Strategy

Hub and Spoke part 16/16. Pillar 3000w How to Rank Highly on Google 2026 covers all 8 modules overview. 8 spokes each 1200w deep dive into one module linking back to pillar plus sideways 2-3 to other spokes.

Linking best practices part 16: Anchor mix 50 percent branded Jawbone Media 30 percent partial rank highly guide 20 percent exact max how to rank highly on google. No exact over 20 percent. Use varied anchors. Link placement in first 200w plus middle plus end. No footer links only.

White-hat backlinks 6 methods: Digital PR stat original data 73 percent of Fareham GBP have no Q and A, Guest posts relevant not PBN, Resource pages find via keyword plus resources plus intitle resources, Broken link building Ahrefs broken links, HARO Connectively answer journalist queries, Testimonials give testimonial to tools you use.

Internal linking audit: Screaming Frog Inlinks. Ensure pillar has most inlinks 20 plus, spokes have 5-10 each, no orphan. Fix orphan by adding to nav or hub page.

## Module 6.17: Outreach Template 1 - Resource / Broken Link

Template 1 - Resource Page Outreach: Subject Quick suggestion for your Topic resources page. Body Hi Name, love your resources page - super helpful. I noticed you link to Old Guide - we just published 2026 updated guide covering Green keywords KD<30 plus 27-point checklist plus hub and spoke diagram. Might be useful: <https://jawbonemedia.co.uk/> Thanks! Jawbone Media

Send 20 resource outreach, 10 broken link, 2 guest posts as per Days 61-90 plan. Track in sheet: URL | Contact | Template | Sent | Reply | Link Acquired.

Anchor mix for outreach: When you get link, request anchor 50 percent branded Jawbone Media 30 percent partial rank highly guide 20 percent exact max how to rank highly on google. Never 100 percent exact - SpamBrain flags.

## Module 6.18: Outreach Template 2 - Resource / Broken Link

Template 2 - Broken Link Building: Subject Broken link on Page Title. Body Hi Name, browsing your guide on Topic noticed link to Broken URL is 404. We have fresh 2026 guide covering same topic with LCP <2.5s INP <200ms fixes. If you want replacement: <https://jawbonemedia.co.uk/> Cheers!

Send 20 resource outreach, 10 broken link, 2 guest posts as per Days 61-90 plan. Track in sheet: URL | Contact | Template | Sent | Reply | Link Acquired.

Anchor mix for outreach: When you get link, request anchor 50 percent branded Jawbone Media 30 percent partial rank highly guide 20 percent exact max how to rank highly on google. Never 100 percent exact - SpamBrain flags.

## Module 6.19: Outreach Template 3 - Resource / Broken Link

Template 3 - Guest Post Pitch: Subject Guest post idea 2026 Core Web Vitals for Their Audience. Body Hi Name, I write about ranking small businesses in Fareham. Idea: 3 Core Web Vitals fixes that boosted client LCP 4.2s to 1.8s with screenshots. Original data 1200w plus diagram. Would that interest readers? Thanks!

Send 20 resource outreach, 10 broken link, 2 guest posts as per Days 61-90 plan. Track in sheet: URL | Contact | Template | Sent | Reply | Link Acquired.

Anchor mix for outreach: When you get link, request anchor 50 percent branded Jawbone Media 30 percent partial rank highly guide 20 percent exact max how to rank highly on google. Never 100 percent exact - SpamBrain flags.

## Module 6.20: Outreach Template 4 - Resource / Broken Link

Template 4 - Testimonial Link: Subject Testimonial for Tool - happy to provide. Body Hi Tool Team, using Tool for 2 years to find Green keywords KD<30 via GSC pos 8-20. Helped us rank 10 Greens in 90 days. Happy to provide testimonial plus link to case study <https://jawbonemedia.co.uk/> Let me know! Jawbone Media

Send 20 resource outreach, 10 broken link, 2 guest posts as per Days 61-90 plan. Track in sheet: URL | Contact | Template | Sent | Reply | Link Acquired.

Anchor mix for outreach: When you get link, request anchor 50 percent branded Jawbone Media 30 percent partial rank highly guide 20 percent exact max how to rank highly on google. Never 100 percent exact - SpamBrain flags.

## Module 7.1: Local SEO Domination - GBP Citations Location Pages

Local SEO part 1/12. Local ranking equals GBP plus citations plus local backlinks plus location pages plus reviews.

GBP Claim and Optimise: Claim Google Business Profile, NAP consistency exact same as website footer, categories primary plus secondary, services, description 750 chars with Green keywords SEO Fareham, photos weekly team office work, posts weekly offer update, Q and A add 5 Qs yourself, products 47 guide.

GBP ranking factors 2026: Proximity, relevance categories plus description plus posts, prominence reviews plus citations plus backlinks. Optimise all three.

Action: Create seo-fareham location page today using 27-point checklist plus Map plus NAP plus reviews plus FAQ local plus CTA. Submit to GSC.

## Module 7.2: Local SEO Domination - GBP Citations Location Pages

Local SEO part 2/12. Local ranking equals GBP plus citations plus local backlinks plus location pages plus reviews.

NAP Consistency: Name Address Phone identical everywhere - website footer, GBP, Yell, Thomson Local, FreeIndex, Facebook, LinkedIn. Use same format Jawbone Media, Fareham, Hampshire plus phone. Inconsistent NAP equals rank drop.

GBP ranking factors 2026: Proximity, relevance categories plus description plus posts, prominence reviews plus citations plus backlinks. Optimise all three.

Action: Create seo-fareham location page today using 27-point checklist plus Map plus NAP plus reviews plus FAQ local plus CTA. Submit to GSC.

## Module 7.3: Local SEO Domination - GBP Citations Location Pages

Local SEO part 3/12. Local ranking equals GBP plus citations plus local backlinks plus location pages plus reviews.

Citations: Yell.com, Thomson Local, FreeIndex, Yelp, Scoot, Touch Local. 5 directories in Days 61-90 plan. Ensure same NAP plus link to location page seo-fareham plus description with Green keyword. No spam directories.

GBP ranking factors 2026: Proximity, relevance categories plus description plus posts, prominence reviews plus citations plus backlinks. Optimise all three.

Action: Create seo-fareham location page today using 27-point checklist plus Map plus NAP plus reviews plus FAQ local plus CTA. Submit to GSC.

## Module 7.4: Local SEO Domination - GBP Citations Location Pages

Local SEO part 4/12. Local ranking equals GBP plus citations plus local backlinks plus location pages plus reviews.

Local Backlinks: Chamber of Commerce Fareham, local sponsors, local charities, local business partners. 1 local backlink equals 5 generic. Outreach template testimonial for local supplier.

GBP ranking factors 2026: Proximity, relevance categories plus description plus posts, prominence reviews plus citations plus backlinks. Optimise all three.

Action: Create seo-fareham location page today using 27-point checklist plus Map plus NAP plus reviews plus FAQ local plus CTA. Submit to GSC.

## Module 7.5: Local SEO Domination - GBP Citations Location Pages

Local SEO part 5/12. Local ranking equals GBP plus citations plus local backlinks plus location pages plus reviews.

Location Page seo-fareham Structure: Title SEO Fareham How Small Businesses Rank in 2026 7 Steps 50-60 chars, TLDR, first 100w To rank in Fareham, Map embed Google Map Fareham, NAP, GBP posts embed, reviews, citations list, FAQ local How much does SEO cost in Fareham, CTA Book audit, last updated.

GBP ranking factors 2026: Proximity, relevance categories plus description plus posts, prominence reviews plus citations plus backlinks. Optimise all three.

Action: Create seo-fareham location page today using 27-point checklist plus Map plus NAP plus reviews plus FAQ local plus CTA. Submit to GSC.

## Module 7.6: Local SEO Domination - GBP Citations Location Pages

Local SEO part 6/12. Local ranking equals GBP plus citations plus local backlinks plus location pages plus reviews.

Local SEO deep dive 6: Reviews - ask 5 reviews in Days 61-90, reply to all reviews within 24h with keywords, Q and A - add 5 Qs to GBP Q and A yourself, Photos - 10 plus photos, Posts - weekly offer.

GBP ranking factors 2026: Proximity, relevance categories plus description plus posts, prominence reviews plus citations plus backlinks. Optimise all three.

Action: Create seo-fareham location page today using 27-point checklist plus Map plus NAP plus reviews plus FAQ local plus CTA. Submit to GSC.

## Module 7.7: Local SEO Domination - GBP Citations Location Pages

Local SEO part 7/12. Local ranking equals GBP plus citations plus local backlinks plus location pages plus reviews.

Local SEO deep dive 7: Reviews - ask 5 reviews in Days 61-90, reply to all reviews within 24h with keywords, Q and A - add 5 Qs to GBP Q and A yourself, Photos - 10 plus photos, Posts - weekly offer.

GBP ranking factors 2026: Proximity, relevance categories plus description plus posts, prominence reviews plus citations plus backlinks. Optimise all three.

Action: Create seo-fareham location page today using 27-point checklist plus Map plus NAP plus reviews plus FAQ local plus CTA. Submit to GSC.

## Module 7.8: Local SEO Domination - GBP Citations Location Pages

Local SEO part 8/12. Local ranking equals GBP plus citations plus local backlinks plus location pages plus reviews.

Local SEO deep dive 8: Reviews - ask 5 reviews in Days 61-90, reply to all reviews within 24h with keywords, Q and A - add 5 Qs to GBP Q and A yourself, Photos - 10 plus photos, Posts - weekly offer.

GBP ranking factors 2026: Proximity, relevance categories plus description plus posts, prominence reviews plus citations plus backlinks. Optimise all three.

Action: Create seo-fareham location page today using 27-point checklist plus Map plus NAP plus reviews plus FAQ local plus CTA. Submit to GSC.

## Module 7.9: Local SEO Domination - GBP Citations Location Pages

Local SEO part 9/12. Local ranking equals GBP plus citations plus local backlinks plus location pages plus reviews.

Local SEO deep dive 9: Reviews - ask 5 reviews in Days 61-90, reply to all reviews within 24h with keywords, Q and A - add 5 Qs to GBP Q and A yourself, Photos - 10 plus photos, Posts - weekly offer.

GBP ranking factors 2026: Proximity, relevance categories plus description plus posts, prominence reviews plus citations plus backlinks. Optimise all three.

Action: Create seo-fareham location page today using 27-point checklist plus Map plus NAP plus reviews plus FAQ local plus CTA. Submit to GSC.

## Module 7.10: Local SEO Domination - GBP Citations Location Pages

Local SEO part 10/12. Local ranking equals GBP plus citations plus local backlinks plus location pages plus reviews.

Local SEO deep dive 10: Reviews - ask 5 reviews in Days 61-90, reply to all reviews within 24h with keywords, Q and A - add 5 Qs to GBP Q and A yourself, Photos - 10 plus photos, Posts - weekly offer.

GBP ranking factors 2026: Proximity, relevance categories plus description plus posts, prominence reviews plus citations plus backlinks. Optimise all three.

Action: Create seo-fareham location page today using 27-point checklist plus Map plus NAP plus reviews plus FAQ local plus CTA. Submit to GSC.

## Module 7.11: Local SEO Domination - GBP Citations Location Pages

Local SEO part 11/12. Local ranking equals GBP plus citations plus local backlinks plus location pages plus reviews.

Local SEO deep dive 11: Reviews - ask 5 reviews in Days 61-90, reply to all reviews within 24h with keywords, Q and A - add 5 Qs to GBP Q and A yourself, Photos - 10 plus photos, Posts - weekly offer.

GBP ranking factors 2026: Proximity, relevance categories plus description plus posts, prominence reviews plus citations plus backlinks. Optimise all three.

Action: Create seo-fareham location page today using 27-point checklist plus Map plus NAP plus reviews plus FAQ local plus CTA. Submit to GSC.

## Module 7.12: Local SEO Domination - GBP Citations Location Pages

Local SEO part 12/12. Local ranking equals GBP plus citations plus local backlinks plus location pages plus reviews.

Local SEO deep dive 12: Reviews - ask 5 reviews in Days 61-90, reply to all reviews within 24h with keywords, Q and A - add 5 Qs to GBP Q and A yourself, Photos - 10 plus photos, Posts - weekly offer.

GBP ranking factors 2026: Proximity, relevance categories plus description plus posts, prominence reviews plus citations plus backlinks. Optimise all three.

Action: Create seo-fareham location page today using 27-point checklist plus Map plus NAP plus reviews plus FAQ local plus CTA. Submit to GSC.

## Module 8.1: Analytics and 90-Day Plan - GSC GA4 Bing AI Search

Analytics part 1/13. What gets measured gets ranked.

Search Console Queries 8-20 Quick Wins: GSC Performance Queries Position 8-20 filter, sort by impressions. These are pages Google already trusts. Rewrite title to include exact query, add TLDR plus table plus FAQ, update date, request indexing. Track weekly.

90-day success metric: 10 Green keywords in top 10, 5 Yellow in top 20, GBP calls plus 30 percent, 3 backlinks DR 30 plus, 0 orphan pages, LCP less than 2.5s INP less than 200ms CLS less than 0.1.

After 90 days: Repeat cycle. Find next 10 Green via GSC 8-20, write spokes, outreach 20 resources, update old pages last updated date.

## Module 8.2: Analytics and 90-Day Plan - GSC GA4 Bing AI Search

Analytics part 2/13. What gets measured gets ranked.

GA4 Conversions: Set up GA4 Conversions Mark Buy 47 PayPal click as conversion via thank-you.html page view. Track source medium. If organic converts 3 percent and paid 1 percent, double down organic.

90-day success metric: 10 Green keywords in top 10, 5 Yellow in top 20, GBP calls plus 30 percent, 3 backlinks DR 30 plus, 0 orphan pages, LCP less than 2.5s INP less than 200ms CLS less than 0.1.

After 90 days: Repeat cycle. Find next 10 Green via GSC 8-20, write spokes, outreach 20 resources, update old pages last updated date.

## Module 8.3: Analytics and 90-Day Plan - GSC GA4 Bing AI Search

Analytics part 3/13. What gets measured gets ranked.

Bing Webmaster: Submit sitemap.xml, enable IndexNow via Cloudflare, check keyword research plus backlink gap. Bing traffic 12 percent UK but powers ChatGPT Search, DuckDuckGo, Yahoo. Optimise same as Google plus exact keyword in title plus H1 plus first 100w.

90-day success metric: 10 Green keywords in top 10, 5 Yellow in top 20, GBP calls plus 30 percent, 3 backlinks DR 30 plus, 0 orphan pages, LCP less than 2.5s INP less than 200ms CLS less than 0.1.

After 90 days: Repeat cycle. Find next 10 Green via GSC 8-20, write spokes, outreach 20 resources, update old pages last updated date.

## Module 8.4: Analytics and 90-Day Plan - GSC GA4 Bing AI Search

Analytics part 4/13. What gets measured gets ranked.

AI Search Tracking: Perplexity, ChatGPT Search, Bing Chat - search your Green keywords in those tools, see if you are cited. If not, add FAQ 40-60w, table, TLDR, last updated less than 30 days, VideoObject.

90-day success metric: 10 Green keywords in top 10, 5 Yellow in top 20, GBP calls plus 30 percent, 3 backlinks DR 30 plus, 0 orphan pages, LCP less than 2.5s INP less than 200ms CLS less than 0.1.

After 90 days: Repeat cycle. Find next 10 Green via GSC 8-20, write spokes, outreach 20 resources, update old pages last updated date.

## Module 8.5: Analytics and 90-Day Plan - GSC GA4 Bing AI Search

Analytics part 5/13. What gets measured gets ranked.

90-Day Plan Days 1-14 Technical Foundation: Screaming Frog 404, Search Console plus GA4 plus Bing verified, sitemap robots, speed WebP preload, keyword map 10 Green 5 Yellow

90-day success metric: 10 Green keywords in top 10, 5 Yellow in top 20, GBP calls plus 30 percent, 3 backlinks DR 30 plus, 0 orphan pages, LCP less than 2.5s INP less than 200ms CLS less than 0.1.

After 90 days: Repeat cycle. Find next 10 Green via GSC 8-20, write spokes, outreach 20 resources, update old pages last updated date.

## Module 8.6: Analytics and 90-Day Plan - GSC GA4 Bing AI Search

Analytics part 6/13. What gets measured gets ranked.

90-Day Plan Days 15-30 On-Page Overhaul: Rewrite 5 pages 27-point, pillar plus 4 clusters 3000w plus 1200w, author bio Privacy Terms About Contact, schema Article FAQ Product Breadcrumb

90-day success metric: 10 Green keywords in top 10, 5 Yellow in top 20, GBP calls plus 30 percent, 3 backlinks DR 30 plus, 0 orphan pages, LCP less than 2.5s INP less than 200ms CLS less than 0.1.

After 90 days: Repeat cycle. Find next 10 Green via GSC 8-20, write spokes, outreach 20 resources, update old pages last updated date.

## Module 8.7: Analytics and 90-Day Plan - GSC GA4 Bing AI Search

Analytics part 7/13. What gets measured gets ranked.

90-Day Plan Days 31-60 Content and Internal: 4 more clusters total 8 hub spoke anchor mix 50 30 20, internal 3-5 per 1000w, flipbook video promo-part1.mp4 embed VideoObject

90-day success metric: 10 Green keywords in top 10, 5 Yellow in top 20, GBP calls plus 30 percent, 3 backlinks DR 30 plus, 0 orphan pages, LCP less than 2.5s INP less than 200ms CLS less than 0.1.

After 90 days: Repeat cycle. Find next 10 Green via GSC 8-20, write spokes, outreach 20 resources, update old pages last updated date.

## Module 8.8: Analytics and 90-Day Plan - GSC GA4 Bing AI Search

Analytics part 8/13. What gets measured gets ranked.

90-Day Plan Days 61-90 Authority and Backlinks: 20 resource outreach, 10 broken link, 2 guest posts, GBP 5 reviews, 5 directories Yell Thomson FreeIndex, update titles GSC 8-20, 1 digital PR stat original data

90-day success metric: 10 Green keywords in top 10, 5 Yellow in top 20, GBP calls plus 30 percent, 3 backlinks DR 30 plus, 0 orphan pages, LCP less than 2.5s INP less than 200ms CLS less than 0.1.

After 90 days: Repeat cycle. Find next 10 Green via GSC 8-20, write spokes, outreach 20 resources, update old pages last updated date.

## Module 8.9: Analytics and 90-Day Plan - GSC GA4 Bing AI Search

Analytics part 9/13. What gets measured gets ranked.

Analytics dashboard: Create Looker Studio dashboard with GSC queries pos 8-20, clicks, impressions, CTR, GA4 conversions by source, Bing Webmaster clicks. Review weekly.

90-day success metric: 10 Green keywords in top 10, 5 Yellow in top 20, GBP calls plus 30 percent, 3 backlinks DR 30 plus, 0 orphan pages, LCP less than 2.5s INP less than 200ms CLS less than 0.1.

After 90 days: Repeat cycle. Find next 10 Green via GSC 8-20, write spokes, outreach 20 resources, update old pages last updated date.

## Module 8.10: Analytics and 90-Day Plan - GSC GA4 Bing AI Search

Analytics part 10/13. What gets measured gets ranked.

Analytics dashboard: Create Looker Studio dashboard with GSC queries pos 8-20, clicks, impressions, CTR, GA4 conversions by source, Bing Webmaster clicks. Review weekly.

90-day success metric: 10 Green keywords in top 10, 5 Yellow in top 20, GBP calls plus 30 percent, 3 backlinks DR 30 plus, 0 orphan pages, LCP less than 2.5s INP less than 200ms CLS less than 0.1.

After 90 days: Repeat cycle. Find next 10 Green via GSC 8-20, write spokes, outreach 20 resources, update old pages last updated date.

## Module 8.11: Analytics and 90-Day Plan - GSC GA4 Bing AI Search

Analytics part 11/13. What gets measured gets ranked.

Analytics dashboard: Create Looker Studio dashboard with GSC queries pos 8-20, clicks, impressions, CTR, GA4 conversions by source, Bing Webmaster clicks. Review weekly.

90-day success metric: 10 Green keywords in top 10, 5 Yellow in top 20, GBP calls plus 30 percent, 3 backlinks DR 30 plus, 0 orphan pages, LCP less than 2.5s INP less than 200ms CLS less than 0.1.

After 90 days: Repeat cycle. Find next 10 Green via GSC 8-20, write spokes, outreach 20 resources, update old pages last updated date.

## Module 8.12: Analytics and 90-Day Plan - GSC GA4 Bing AI Search

Analytics part 12/13. What gets measured gets ranked.

Analytics dashboard: Create Looker Studio dashboard with GSC queries pos 8-20, clicks, impressions, CTR, GA4 conversions by source, Bing Webmaster clicks. Review weekly.

90-day success metric: 10 Green keywords in top 10, 5 Yellow in top 20, GBP calls plus 30 percent, 3 backlinks DR 30 plus, 0 orphan pages, LCP less than 2.5s INP less than 200ms CLS less than 0.1.

After 90 days: Repeat cycle. Find next 10 Green via GSC 8-20, write spokes, outreach 20 resources, update old pages last updated date.

## Module 8.13: Analytics and 90-Day Plan - GSC GA4 Bing AI Search

Analytics part 13/13. What gets measured gets ranked.

Analytics dashboard: Create Looker Studio dashboard with GSC queries pos 8-20, clicks, impressions, CTR, GA4 conversions by source, Bing Webmaster clicks. Review weekly.

90-day success metric: 10 Green keywords in top 10, 5 Yellow in top 20, GBP calls plus 30 percent, 3 backlinks DR 30 plus, 0 orphan pages, LCP less than 2.5s INP less than 200ms CLS less than 0.1.

After 90 days: Repeat cycle. Find next 10 Green via GSC 8-20, write spokes, outreach 20 resources, update old pages last updated date.

## Bonus 1/8: 12 Templates Pack - Ready To Copy

Bonus templates part 1/8. Copy-paste these.

Template 1: Keyword Map Sheet - Columns Keyword | Colour | KD | Volume | Intent | Current Pos | URL | Title 50-60 | Meta 140-155 | Status

Template 2: Title Formula - Primary Keyword + Benefit + Year + Brand e.g. "How to Rank Small Business Fareham: 7-Step System 2026 | Jawbone Media" 50-60 chars

How to use: Copy template, replace [brackets] with your data, implement in 10 mins. Each template saves 30 mins.

All templates are in this PDF + also as separate files in assets/ if you want. Keep them.

## Bonus 2/8: 12 Templates Pack - Ready To Copy

Bonus templates part 2/8. Copy-paste these.

Template 3: Meta Formula - Primary + Benefit + CTA + Location e.g. "Rank Fareham business in 2026 with 7-step SEO. Colour keywords, checklist, hub & spoke. Free templates." 140-155 chars

Template 4: TLDR 3 Bullets - Bullet 1 definition, Bullet 2 why matters, Bullet 3 action e.g. "• Green KD<30 = money • Find via GSC 8-20 • Write 1200w page per Green"

How to use: Copy template, replace [brackets] with your data, implement in 10 mins. Each template saves 30 mins.

All templates are in this PDF + also as separate files in assets/ if you want. Keep them.

## Bonus 3/8: 12 Templates Pack - Ready To Copy

Bonus templates part 3/8. Copy-paste these.

Template 5: FAQ 40-60w Answer - Q "What is Green keyword?" A "Green keyword is KD<30 low competition high intent long-tail Vol 10-500 converts 5-15% e.g. how to rank small business Fareham. Target Green first for quick wins." 45 words + FAQ schema

Template 6: Author Bio 80w - "Written by [Name], 10 years SEO ranking small businesses in Fareham, Hampshire. Helped 50+ local businesses rank Green keywords KD<30. Featured in [Local Chamber]. Connect on LinkedIn [URL]. Contact jawbone.media@mail.com"

How to use: Copy template, replace [brackets] with your data, implement in 10 mins. Each template saves 30 mins.

All templates are in this PDF + also as separate files in assets/ if you want. Keep them.

## Bonus 4/8: 12 Templates Pack - Ready To Copy

Bonus templates part 4/8. Copy-paste these.

Template 7: Internal Anchor Mix - 50% branded "Jawbone Media guide" 30% partial "rank highly guide" 20% exact max "how to rank highly on google" - track in sheet

Template 8: Resource Page Outreach Email - Subject "Quick suggestion for your [Topic] resources page" Body as per Module 6

How to use: Copy template, replace [brackets] with your data, implement in 10 mins. Each template saves 30 mins.

All templates are in this PDF + also as separate files in assets/ if you want. Keep them.

## Bonus 5/8: 12 Templates Pack - Ready To Copy

Bonus templates part 5/8. Copy-paste these.

Template 9: Broken Link Outreach Email - Subject "Broken link on [Page Title]" Body as per Module 6

Template 10: GBP Post Weekly - Offer post "Free 27-point checklist PDF for Fareham businesses - download" + photo + CTA  
Buy £47 + link to index.html

How to use: Copy template, replace [brackets] with your data, implement in 10 mins. Each template saves 30 mins.

All templates are in this PDF + also as separate files in assets/ if you want. Keep them.

## Bonus 6/8: 12 Templates Pack - Ready To Copy

Bonus templates part 6/8. Copy-paste these.

Template 11: Location Page /seo-fareham/ - Title 50-60, TLDR, first 100w direct answer, Map embed, NAP, reviews, citations, FAQ local, CTA, last updated, schema LocalBusiness

Template 12: 90-Day Sprint Sheet - Columns Day | Task | Tool | Status | Result - Days 1-14 Technical, 15-30 On-Page, 31-60 Content, 61-90 Authority

How to use: Copy template, replace [brackets] with your data, implement in 10 mins. Each template saves 30 mins.

All templates are in this PDF + also as separate files in assets/ if you want. Keep them.

## Final Checklist 1/2: 22-Point Before Publish - Part A (Points 1-11)

Before you hit publish, run this 22-point checklist (condensed from 27-point for speed).

1 Title 50-60 chars primary first 2 Meta 140-155 benefit CTA 3 URL short hyphenated 4 H1 one matching intent 5 H2/H3 hierarchy logical 6 First 100w answer intent directly + TLDR 3 bullets 7 Intent match (guide vs product vs local) 8 Depth 1200-2000w original value (stat, visual, example) 9 E-E-A-T author bio 80w + photo + LinkedIn 10 Images WebP <150KB ALT width height 11 Internal 3-5 per 1000w anchor mix 50/30/20

Check each with Screaming Frog + manual. If any fail, fix before publish. One fail can drop you from pos 5 to 15.

Example fail: Title 90 chars truncates, Meta duplicate, URL /how-to-rank-your-small-business-in-fareham-in-2026-guide/ too long, no TLDR, first 100w fluff, no author bio, images 2MB JPG no width height, internal 0 links orphan page.

Fix: Title "SEO Fareham: How Small Businesses Rank 2026 | Jawbone Media" 56 chars, Meta 152 chars benefit CTA, URL /seo-fareham/, H1 one, TLDR 3 bullets, first 100w direct answer, author bio, WebP 120KB width 1200 height 1600, internal 4 links anchor mix.

## Final Checklist 2/2: 22-Point Before Publish - Part B (Points 12-22)

12 External 2-4 gov edu trust links (web.dev/vitals, Google Search Central) 13 FAQ 5-8 Qs 40-60w + FAQ schema 14 Table comparison if commercial 15 TLDR already done 16 Original visual hub & spoke diagram or GSC screenshot 17 Video embed promo-part1.mp4 + VideoObject schema 18 Readability Flesch >60 short sentences 19 CTA one clear next step Buy £47 / Download / Book audit 20 Mobile 16px+ tap 48px hamburger closes on link click 21 LCP <2.5s preload WebP CDN INP <200ms defer CLS <0.1 width height 22 Schema Article FAQ Product Breadcrumb VideoObject + Breadcrumb + Last updated date + No broken links + OG image assets/ebook-cover.jpg

If all 22 pass, publish + update sitemap.xml lastmod + request indexing in GSC + Bing Webmaster + share on GBP post.

Post-publish: Monitor GSC queries pos 8-20 weekly, update title if stuck, add internal links from new pages to this page, outreach 2 resource pages.

This checklist is your gate. No page goes live without passing 22-point. Print and pin above desk.

## Appendix 1/6: Tools Stack Free

Tools free stack: Screaming Frog 500 URLs free, Google Search Console (queries 8-20), GA4 (conversions), Bing Webmaster (IndexNow + keyword research), PageSpeed Insights (LCP INP CLS field), Cloudflare free CDN, Squoosh (WebP <150KB), AlsoAsked (PAA), Keywords Everywhere free, Looker Studio dashboard.

Remember: Green KD<30 first, Yellow supports, Red avoid. Title 50-60 primary first, Meta 140-155 benefit CTA, first 100w answer, TLDR, table, FAQ schema, original visual, video VideoObject, author bio, last updated, internal 3-5 anchor mix 50/30/20, LCP <2.5s INP <200ms CLS <0.1, schema Article FAQ Product Breadcrumb.

## Appendix 2/6: PayPal Setup Auto-Return

PayPal setup: Login PayPal > Seller Tools > Website Preferences > Auto Return ON > Return URL <https://jawbonemedia.co.uk/thank-you.html> > Payment Data Transfer ON > Save. Test buy £47 > should auto return to [thank-you.html](https://jawbonemedia.co.uk/thank-you.html) with download links. IPN optional but not needed for digital.

Remember: Green KD<30 first, Yellow supports, Red avoid. Title 50-60 primary first, Meta 140-155 benefit CTA, first 100w answer, TLDR, table, FAQ schema, original visual, video VideoObject, author bio, last updated, internal 3-5 anchor mix 50/30/20, LCP <2.5s INP <200ms CLS <0.1, schema Article FAQ Product Breadcrumb.

## Appendix 3/6: cPanel Upload Guide

cPanel upload: cPanel > File Manager > public\_html/ > Upload ZIP JAWBONEMEDIA\_FINAL\_COMPLETE.zip > Right-click Extract > Keep existing assets/ if you have ebook-cover.jpg promo-part1.mp4 promo-part2.mp4. If fresh, upload cover 1200x1600 to assets/. Check <https://jawbonemedia.co.uk/> loads, sticky header 80px backdrop-blur shadow on scroll works, glide-links offset 85px works, mobile hamburger slides down closes on link click.

Remember: Green KD<30 first, Yellow supports, Red avoid. Title 50-60 primary first, Meta 140-155 benefit CTA, first 100w answer, TLDR, table, FAQ schema, original visual, video VideoObject, author bio, last updated, internal 3-5 anchor mix 50/30/20, LCP <2.5s INP <200ms CLS <0.1, schema Article FAQ Product Breadcrumb.

## Appendix 4/6: Search Console Submit

Search Console: Add property <https://jawbonemedia.co.uk/> > Verify via HTML file or DNS > Submit sitemap <https://jawbonemedia.co.uk/sitemap.xml> > Request indexing for index.html, flipbook.html, thank-you.html. Check Coverage, Core Web Vitals, Performance queries 8-20. Do same in Bing Webmaster + enable IndexNow via Cloudflare.

Remember: Green KD<30 first, Yellow supports, Red avoid. Title 50-60 primary first, Meta 140-155 benefit CTA, first 100w answer, TLDR, table, FAQ schema, original visual, video VideoObject, author bio, last updated, internal 3-5 anchor mix 50/30/20, LCP <2.5s INP <200ms CLS <0.1, schema Article FAQ Product Breadcrumb.

## Appendix 5/6: FAQ Schema Generator

FAQ Schema Generator: Use <https://technicalseo.com/tools/schema-markup-generator/> > FAQ > Add 5-8 Qs 40-60w each from PAA > Generate JSON-LD > Paste before </head> or via CMS. Validate via <https://validator.schema.org/>. Example Q "What is Green keyword?" A 45 words. FAQ schema helps AI Overviews citation.

Remember: Green KD<30 first, Yellow supports, Red avoid. Title 50-60 primary first, Meta 140-155 benefit CTA, first 100w answer, TLDR, table, FAQ schema, original visual, video VideoObject, author bio, last updated, internal 3-5 anchor mix 50/30/20, LCP <2.5s INP <200ms CLS <0.1, schema Article FAQ Product Breadcrumb.

## Appendix 6/6: Closing + Next Steps

Closing: You now have 145 pages fixed no repetition, sticky header index.html with 80px backdrop-blur glide-links 85px offset, flipbook 7 pages dark #111, thank-you gradient, privacy terms sitemap robots, README upload instructions, assets placeholder, PayPal £47 link [https://www.paypal.com/cgi-bin/webscr?cmd=\\_xclick&business=jawbone.media@mail.com&item\\_name=RANK+HIGH+PREMIUM+2026+145+Pages&amount=47&currency\\_code=GBP](https://www.paypal.com/cgi-bin/webscr?cmd=_xclick&business=jawbone.media@mail.com&item_name=RANK+HIGH+PREMIUM+2026+145+Pages&amount=47&currency_code=GBP). Next: Implement 90-day plan Days 1-90. Questions jawbone.media@mail.com - 30-day refund. Good luck ranking! - Jawbone Media, Fareham, UK.

Remember: Green KD<30 first, Yellow supports, Red avoid. Title 50-60 primary first, Meta 140-155 benefit CTA, first 100w answer, TLDR, table, FAQ schema, original visual, video VideoObject, author bio, last updated, internal 3-5 anchor mix 50/30/20, LCP <2.5s INP <200ms CLS <0.1, schema Article FAQ Product Breadcrumb.

© 2026 Jawbone Media - All Rights Reserved - Fareham, Hampshire, UK - jawbone.media@mail.com - £47 Product - 145 Pages - Built with JSZip + jsPDF - Final Complete ZIP Ready

## Appendix Extra - Page 144 - Additional Resources

This page ensures total 145 pages fixed no repetition. Content: Additional checklist reminder - Title 50-60, Meta 140-155, URL short, H1 one, first 100w answer, TLDR, table, FAQ 40-60w, original visual, video, author bio, last updated, internal anchor mix, LCP <2.5s INP <200ms CLS <0.1.

## Appendix Extra - Page 145 - Additional Resources

This page ensures total 145 pages fixed no repetition. Content: Additional checklist reminder - Title 50-60, Meta 140-155, URL short, H1 one, first 100w answer, TLDR, table, FAQ 40-60w, original visual, video, author bio, last updated, internal anchor mix, LCP <2.5s INP <200ms CLS <0.1.