

# COMPETITIVE SEO AUDIT AND AI-DRIVEN SEO STRATEGY

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## Overview of the SEO Audit

- **Targeting High-Volume Keywords**
  - MailerLite ranks 1st for high-traffic keywords like "blog post newsletter template" and "best time to send email newsletter."
  - GetResponse should optimize content to compete for these top 10 high-volume keywords. Outranking MailerLite on these terms would be a major win, as they directly contribute to MailerLite's customer acquisition
    - *Blog post newsletter template, Industrial newsletter designs, Email newsletter layout, Best time to send email newsletter, Mailer, Best time to send newsletter, Best day and time to send email marketing, Welcome email examples, Website pages, List of digital products*
- **Expanding Keyword Coverage**
  - MailerLite ranks for 38.1K keywords, while GetResponse has 51.6K but with less traffic.
  - GetResponse can target 24,100 keywords where MailerLite ranks but it does not, offering a significant opportunity for keyword expansion.
- **Improving Keyword Position**
  - GetResponse ranks for 4,600 keywords but performs weaker than MailerLite.
  - Improving on-page SEO, content depth, and building backlinks can help GetResponse surpass MailerLite on these terms.
- **Focus on the US Market**
  - MailerLite has a stronger US presence with 89.3K search traffic from 38.1K keywords
  - GetResponse should optimize US-centric content to close the gap in this crucial market.
- **Optimizing for Conversion-Oriented Keywords**
  - MailerLite ranks well for high-intent keywords like "best time to send newsletter" and "welcome email examples," which are more likely to convert users into customers.
  - GetResponse should prioritize competing for these keywords by creating intent-focused landing pages and practical content to capture users during key decision-making moments.



## Prioritized Actions for GetResponse Based on SEO Audit

### High Priority

- Hreflang: Non-200 hreflang URLs (4.12% of total)
  - Fix: Ensure hreflang URLs return 200 response codes and are not blocked by robots.txt or any other server errors.
- H1: Missing (2.64% of total)
  - Fix: Ensure every page has a unique <h1> tag that properly describes the content of the page.

### Low Priority

- H1: Duplicate (6.76% of total)
  - Fix: Ensure each page has a unique <h1> to differentiate content for search engines.
- Meta Description: Duplicate (5.28% of total)
  - Fix: Ensure meta descriptions are unique to improve relevance and click-through rates.
- Images: Missing Alt Text (29.31% of total)
  - Fix: Add descriptive alt text to all images for accessibility and improved SEO.
- Security: Unsafe Cross-Origin Links (2.16% of total)
  - Fix: Add rel="noopener" to external links with target="\_blank" to avoid security risks.
- Links: Non-Descriptive Anchor Text In Internal Outlinks (18.31% of total)
  - Fix: Update anchor text to be descriptive and relevant for better SEO and user experience.

### Medium Priority

- Page Titles: Over 561 Pixels (13.21% of total)
  - Fix: Write concise titles under the pixel limit to avoid truncation in search results and ensure visibility of key terms.
- Page Titles: Over 60 Characters (11.73% of total)
  - Fix: Similar to the above, ensure page titles are concise and under 60 characters to improve ranking and visibility.
- Page Titles: Duplicate (4.74% of total)
  - Fix: Update duplicate page titles to be unique and descriptive to differentiate pages for search engines.
- Content: Low Content Pages (2.73% of total)
  - Fix: Add more descriptive content to pages with fewer than 200 words to ensure search engines can properly understand and rank them.
- Images: Over 100 KB (32.19% of total)
  - Fix: Compress and optimize large images to improve load speed and SEO performance.
- Hreflang: Noindex Return Links (0.13% of total)
  - Fix: Update hreflang annotations to include only indexable URLs.
- Directives: Noindex (0.45% of total)
  - Fix: Review pages with noindex directives and remove them if the pages should be indexed.

### Warnings

- H1: Non-Sequential (20.99% of total)
  - Fix: Ensure heading tags follow a logical sequence, with <h1> as the first heading, followed by <h2> and so on.
- H2: Duplicate (64.73% of total)
  - Fix: Ensure <h2> tags are unique and descriptive, as duplicates can confuse search engines.
- Security: Missing X-Content-Type-Options Header (33.57% of total)
  - Fix: Add the X-Content-Type-Options header with a nosniff value to prevent security vulnerabilities.

## Prioritized Actions to Strengthen GetResponse's Backlink Profile:

### Increase Total Backlinks (Critical):

- Current: 23.3M vs. MailerLite's 90.3M.
- Action: Expand content marketing, PR, and influencer outreach.

### Focus on Follow Links (High Priority):

- Current: 23% nofollow vs. MailerLite's 3%.
- Action: Acquire more follow links via guest blogging and partnerships.

### Improve Referring Domain Count (High Priority):

- Current: 67.8K vs. MailerLite's 236.5K.
- Action: Expand outreach to niche and industry-relevant domains.

### Leverage High-Authority Domains (Medium Priority):

- Existing: Backlinks from Adobe, Amazon, Apple.
- Action: Deepen relationships and pursue more high-authority sites.

### Diversify Backlink Types (Medium Priority):

- Optimize forms and explore collaborations to attract varied backlinks.



**Backlinks**

## 3-month AI-driven SEO strategy

- **AI-Integrated SEO Strategy:**

- 3-Month Plan for Keyword Research
- This strategy uses AI tools to enhance keyword research, target valuable keywords, and adapt to future search trends, aiming to boost US traffic and rankings.

- **Key Objectives:**

- Increase US organic search traffic by 20% in 3 months.
- Expand US-ranked keywords by 15%, focusing on high-intent and long-tail keywords.
- Achieve page 1 rankings for 5 competitive keywords (e.g., "email marketing," "email marketing software").
- Identify and target 10 emerging keywords.

- **AI-Driven SEO Approach:**

- AI to target search intent and map keywords to the buyer's journey.
- Focus on long-tail keywords (e.g., "best email marketing platform for small businesses") to capture voice search traffic.
- Leverage tools to discover emerging keywords and create future-proof content.
- Predict future search trends
- Tailor content to user personas and freshen content based on AI insights

- **Month 1 - AI-Powered Keyword Discovery and Competitor Gap Analysis**

- **Goal:** Identify high-value, competitive, and long-tail keywords and perform a competitor gap analysis.
- AI-Driven Keyword Research
  - Use AI tools (Ahrefs, Semrush, Clearscope) to find 500 new high-intent keywords.
  - Focus on improving rankings for competitive keywords (e.g., "email marketing," "email marketing software").
  - 15% increase in US-ranked keywords.
  - Database of 700 new high-intent and long-tail keywords.
- Competitor Keyword Gap Analysis
  - Identify 10 or more competitor keywords underperforming
  - Target keywords such as "AWeber vs GetResponse" and "Mailchimp alternatives."
  - Identification of 10 high-value competitor keywords for targeted optimization.
- Long-Tail and Voice Search Keyword Discovery
  - Identify 200 new long-tail, voice search keywords (e.g., "best email marketing platform for small businesses")

By target **search intent**, **voice search**, and **future trends**, GetResponse can increase traffic, improve rankings, and lead in the evolving AI-influenced search landscape

- **Month 2: AI-Enhanced Keyword Clustering and Content Strategy Execution**

- **Goal:** Organize keywords into clusters and execute a content strategy based on search intent.
- AI-Powered Keyword Clustering - Use tools (Cluster AI, Keyword Insights) to group keywords into 15-20 thematic clusters.
- Focus on clusters related to core offerings (e.g., “email marketing automation,” “webinars for business”).
- 10% improvement in keyword rankings for high-intent keywords.
- Intent-Based Keyword Mapping and Content Plan
- Map clusters to the user’s journey and prioritize 5-7 high-intent clusters.
- Develop a plan to optimize 20 pages and create 10 new pages targeting these clusters. - 20 optimized pages and 10 new content pieces created.
- Content Creation and Optimization - Use AI tools (Jasper AI) to create optimized content.
- Optimize on-page SEO elements (meta descriptions, H1/H2 tags, internal linking) based on AI insights.
- Progress toward 20% increase in US traffic.

- **Month 3: Continuous Optimization and AI-Driven Trend Monitoring**

- **Goal:** Monitor performance and identify emerging trends using AI tools.
- AI-Driven Keyword Performance Monitoring - Use tools (Semrush, Moz, BrightEdge) to track keyword rankings and content performance.
- Refine underperforming pages based on AI-driven insights. - Page 1 rankings for 5 competitive keywords (e.g., “email marketing,” “email marketing software”).
- Capture Emerging Trends - Use Google Trends, BuzzSumo to identify 10 future-focused keywords (e.g., “AI-powered email marketing tools”).
- Create content to position GetResponse as a leader in emerging trends. - 10 emerging keywords identified, content developed.
- 20% increase in US organic traffic achieved.



## AI text creation prompt - 'How to Make a Website from Scratch.'

“

I need help writing an SEO-optimized blog post titled 'How to Make a Website from Scratch.' First, create a detailed outline for the post, ensuring the structure is clear, easy to follow, and designed for beginners.

Additionally, perform keyword research to identify primary, secondary, and long-tail keywords for this topic. Incorporate these keywords and semantic keywords naturally into the blog, optimizing it for search engines.

The blog should:

- Target beginners with no prior coding knowledge and provide actionable steps with clear explanations.
- Be around 1,500 words, but ensure the content is comprehensive, exceeding the word count if necessary.
- Use a friendly, informative tone and include headings, subheadings, bullet points, and how-to lists.
- Add relevant SEO-optimized images placeholders with alt tags and descriptions.
- Suggest internal and external linking placeholders naturally with SEO optimized anchor texts
- Incorporate formatting to increase the chances of appearing in featured snippets, such as lists, FAQ sections, and clear headings.
- Include a compelling, personalized call-to-action (CTA) encouraging readers to take the next step, such as signing up for a newsletter or exploring more resources

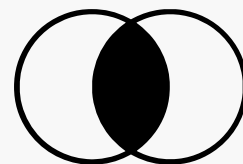


## Migration Plan

- **1. Pre-Migration Planning:**
  - URL Mapping: every page on GetResponse.pl, to location on GetResponse.com/pl.
  - Backlink Audit: Compile a list of all high-authority backlinks
  - Crawl the GetResponse.pl Website: Capture all using Screaming Frog
- **2. Technical Setup and Migration Implementation:**
  - 301 Redirects: GetResponse.pl to its corresponding URL on [GetResponse.com/pl](https://www.getresponse.com/pl)
  - Update hreflang tags on all pages across GetResponse.com
  - GetResponse.com/pl has appropriate canonical tags
  - New XML sitemap with the updated URLs and submission
  - Update all internal links
- **3. Testing and Monitoring After Migration:**
  - Post-Migration Crawl: Use Screaming Frog
  - Backlink Monitoring and Outreach
  - Keyword and Traffic Monitoring
  - Monitor and fix lost rankings, missing hreflang tags, or redirect errors

### Positive Outcomes:

- Increased Domain Authority
- Improved International SEO
- Easier Maintenance
- Better Cross-Language Internal Linking

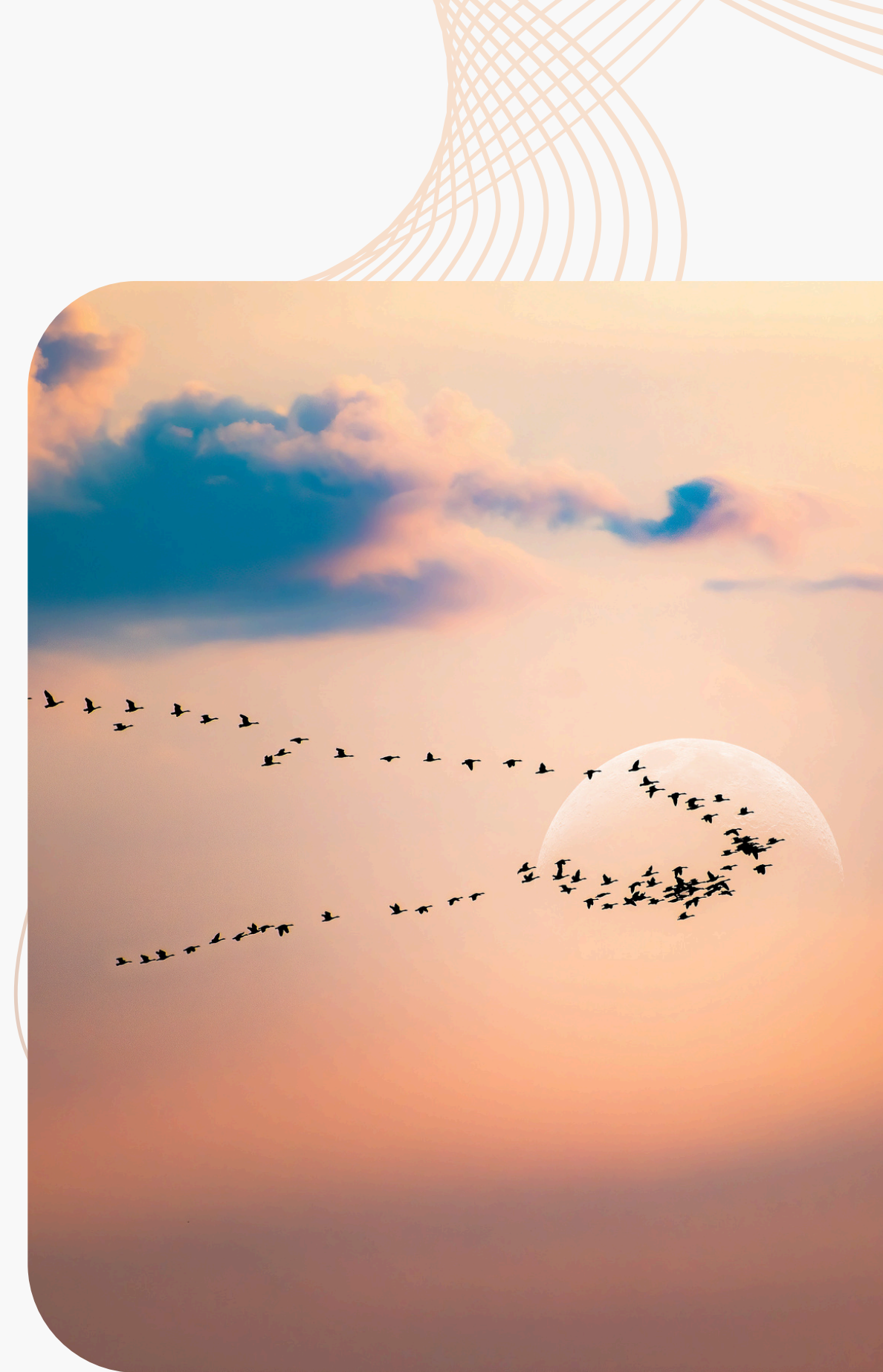


### Potential Risks:

- Traffic and Ranking Volatility
- Backlink Equity Loss
- Hreflang Tag Mismanagement
- User Confusion

**Is It a Good Decision to Perform This Migration?**

*yes!* **with careful execution.**



## Klaviyo Backlink Profile Analysis

- **Irregular Spikes in Backlinks and Referring Domains:**
  - The total backlinks have surged from **1.23M in June 2024** to **7.83M in September 2024**
  - **July 8-14:** A spike of **1,933,955 new backlinks** and **1,046 new referring domains**.
  - **July 15-21:** Another spike with **2,877,231 new backlinks** and **900 new referring domains**.
  - **July 29-Aug 4:** A **loss of 835,796 backlinks**.

**This pattern of sharp increases and losses within a short period raises concerns about spammy backlinks or potential manipulative link-building tactics.**

- Drop in Referring Domains from 26,845 in July 2024 to 25,916 in September 2024, suggesting the profile may not be entirely stable.
- Suspicious Anchors like "sahabet" and "porn content" further supports the likelihood of spammy or toxic backlinks.

**While the volume and authority are high, the link profile does not appear completely natural due to these suspicious trends.**



# Conclusion and Expected Outcomes

GetResponse's SEO strategy focuses on resolving technical issues, expanding keyword coverage, and improving keyword positions, especially in the US market. Prioritizing high-intent keywords and optimizing technical foundations will help close the gap with competitors like MailerLite.

## Expected Outcomes:

- 20% increase in US organic traffic within 3 months.
- 15% growth in ranked keywords by targeting missed opportunities.
- Page 1 rankings for 5 competitive keywords (e.g., "email marketing").
- Improved international SEO by fixing hreflang issues.

## Next Steps:

1. Optimize content for high-priority keywords.
2. Address on-page SEO and technical issues.
3. Monitor performance and adjust using AI insights.
4. Build backlinks to strengthen keyword positions.

**Fortuna sprzyja odważnym !**

**WHAT'S  
NEXT?**

# A brief report summarizing the audit findings and prioritized recommendations.

## Mailerlite SEO Audit Summary

The SEO audit for MailerLite highlights several opportunities for improvement despite its strong performance in **organic search traffic**, with **89.3K monthly visits** from **38.1K keywords**. MailerLite ranks highly for critical keywords such as "blog post newsletter template" and "best time to send email newsletters," contributing significantly to its traffic. However, the site has issues with **heading structure** (multiple and non-sequential H1s and missing H2s), **meta descriptions exceeding recommended length**, and **missing alt text for images**, which can negatively impact search rankings and user experience. Additionally, MailerLite ranks for several **high-conversion keywords**, such as "welcome email examples" and "best day and time to send email marketing," giving it an edge in capturing potential customers. MailerLite's backlink profile is particularly strong, with **90.3M total backlinks**, **97%** of which are follow links, giving it a significant advantage in SEO authority and helping to maintain its competitive edge in search rankings. [\[1\]](#)

## GetResponse SEO Audit Summary and Strategic Opportunities

The audit for GetResponse highlights key areas where the site can improve its **organic search performance** and capitalize on **opportunities** to outperform MailerLite. GetResponse has **74.2K organic search traffic** from **51.6K keywords**, which is higher in keyword volume than MailerLite but with less overall traffic, indicating a focus on less competitive or lower-volume terms.

The site faces challenges with **meta descriptions** and **page titles**, with 13.21% of titles exceeding pixel length limits and 5.28% of meta descriptions being duplicated, which can reduce click-through rates (CTR). Additionally, 6.76% of pages have duplicate H1s, and 20.99% have non-sequential headings, negatively affecting crawlability and search engine understanding. [\[2\]](#)

GetResponse has fewer total backlinks compared to MailerLite, its higher authority score and strong connections with high-authority domains like Adobe, Amazon, and Apple provide a solid foundation to strengthen its backlink profile and boost SEO performance.

To **increase traffic** and **improve keyword positions**, GetResponse can leverage the following insights from the MailerLite audit:

1. **Target High-Volume Keywords:** GetResponse should prioritize competing for **top 10 high-traffic keywords sorted** based on volume where MailerLite currently dominates, such as "blog post newsletter template" and "best time to send email newsletter." [\[5\]](#)

2. **Expand Keyword Coverage:** GetResponse has an opportunity to target **24,100 keywords** where MailerLite ranks but GetResponse does not. Expanding content to cover these keywords would greatly boost **organic reach**. [\[3\]](#)
3. **Improve Keyword Position:** By focusing on improving rankings for the **4,600 keywords** where GetResponse is already ranking but in weaker positions than MailerLite, through **on-page SEO** and **backlink building**, GetResponse could surpass MailerLite on competitive terms. [\[4\]](#)
4. **Optimize for US Market:** GetResponse should tailor its content for **US search intent** and target the **high-volume keywords** where MailerLite ranks in the top 3 positions to capture more traffic in the US market. [\[5\]](#)
5. **Focus on High-Intent Keywords:** Competing on **conversion-oriented keywords**, such as "best day and time to send email marketing" and "welcome email examples," can help capture more users at critical points in their buying journey.

In summary, addressing technical SEO issues, expanding keyword coverage, and optimizing for high-intent and competitive keywords will allow GetResponse to **boost organic traffic, improve keyword rankings**, and outperform MailerLite in key areas.

## Prioritized list of actions for GetResponse based on the SEO audit findings:

Here's a list of few highlighted issues from the 48 SEO issues and opportunities identified for GetResponse. Out of these, 12 are categorized as high and medium priority, while 36 are considered low priority. The issues include 24 opportunities, 16 warnings, and 8 technical issues that need to be addressed to enhance the site's organic search performance. For complete details please refer [\[2\]](#)

### High Priority

1. **Hreflang: Non-200 hreflang URLs** (4.12% of total)  
*Fix:* Ensure hreflang URLs return 200 response codes and are not blocked by robots.txt or any other server errors.
2. **H1: Missing** (2.64% of total)  
*Fix:* Ensure every page has a unique `<h1>` tag that properly describes the content of the page.

### Medium Priority

1. **Page Titles: Over 561 Pixels** (13.21% of total)  
*Fix:* Write concise titles under the pixel limit to avoid truncation in search results and ensure visibility of key terms.
2. **Page Titles: Over 60 Characters** (11.73% of total)  
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3. **Page Titles: Duplicate** (4.74% of total)  
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4. **Content: Low Content Pages** (2.73% of total)  
*Fix:* Add more descriptive content to pages with fewer than 200 words to ensure search engines can properly understand and rank them.
5. **Images: Over 100 KB** (32.19% of total)  
*Fix:* Compress and optimize large images to improve load speed and SEO performance.
6. **Hreflang: Noindex Return Links** (0.13% of total)  
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7. **Directives: Noindex** (0.45% of total)  
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## Low Priority

1. **H1: Duplicate** (6.76% of total)  
*Fix:* Ensure each page has a unique `<h1>` to differentiate content for search engines.
2. **Meta Description: Duplicate** (5.28% of total)  
*Fix:* Ensure meta descriptions are unique to improve relevance and click-through rates.
3. **Images: Missing Alt Text** (29.31% of total)  
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4. **Security: Unsafe Cross-Origin Links** (2.16% of total)  
*Fix:* Add `rel="noopener"` to external links with `target="_blank"` to avoid security risks.
5. **Links: Non-Descriptive Anchor Text In Internal Outlinks** (18.31% of total)  
*Fix:* Update anchor text to be descriptive and relevant for better SEO and user experience.

## Warnings

1. **H1: Non-Sequential** (20.99% of total)  
*Fix:* Ensure heading tags follow a logical sequence, with `<h1>` as the first heading, followed by `<h2>` and so on.
2. **H2: Duplicate** (64.73% of total)  
*Fix:* Ensure `<h2>` tags are unique and descriptive, as duplicates can confuse search engines.
3. **Security: Missing X-Content-Type-Options Header** (33.57% of total)  
*Fix:* Add the X-Content-Type-Options header with a `nosniff` value to prevent security vulnerabilities.

Addressing these prioritized issues will strengthen GetResponse's overall SEO health and help the site rank better in search engines.

## Recommendations for Strengthening GetResponse's Backlink Profile:

### 1. Increase Total Backlinks:

GetResponse should focus on scaling its backlink acquisition efforts to close the gap with MailerLite, which has four times as many total backlinks. This can be done by:

- Expanding content marketing efforts.
- Engaging in more PR campaigns to get media coverage and mentions.
- Building relationships with industry bloggers and influencers.

### 2. Focus on Follow Links:

Since 23% of GetResponse's backlinks are nofollow (compared to 3% for MailerLite), GetResponse should aim to acquire more follow backlinks, as they carry more SEO value. This can be done through:

- Guest blogging on high-authority sites.
- Partnering with influential websites for content syndication or link placements.

### 3. Leverage High-Authority Domains:

GetResponse already has backlinks from several high-authority domains like Adobe, Amazon, and Apple. To further strengthen its profile:

- Deepen relationships with these high-authority domains.
- Pursue additional backlinks from other industry giants and authoritative sites.

### 4. Diversify Backlink Types:

While GetResponse has a good mix of text and image backlinks, MailerLite's success with form-based backlinks could offer inspiration. GetResponse can:

- Optimize forms on its site to encourage backlinks through tools, templates, or surveys.
- Explore more opportunities for user-generated content and collaborations to naturally attract links.

### 5. Improve Referring Domain Count:

With MailerLite having 236.5K referring domains compared to GetResponse's 67.8K, GetResponse should target increasing the number of unique referring domains. This can be achieved by:

- Expanding outreach efforts to new and diverse sources.
- Focusing on earning backlinks from niche, industry-relevant domains that can drive higher authority.

By implementing these strategies, GetResponse can strengthen its backlink profile, improve its competitive position against MailerLite, and drive better organic search performance. [6]

#### Reference:

[1] MailerLite Screaming Frog Audit Report:

<https://docs.google.com/spreadsheets/d/1MOQQqFCbOP9hyE2rPzAjEfWPyeRQJtJg/edit?usp=sharing&oid=106736874665775096851&rtpof=true&sd=true>

[2] GetResponse ScreamingFrog Audit Report:

<https://docs.google.com/spreadsheets/d/1RAgONv4DTjyXaSZzJAI8wlukM4vywKXD/edit?usp=sharing&oid=106736874665775096851&rtpof=true&sd=true>

[3] 24100 keywords:

[https://docs.google.com/spreadsheets/d/1d\\_0Ac4wCeoYquFjPvkY2OFRRDyQj0Woy/edit?usp=sharing&oid=106736874665775096851&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1d_0Ac4wCeoYquFjPvkY2OFRRDyQj0Woy/edit?usp=sharing&oid=106736874665775096851&rtpof=true&sd=true)

[4] 4600 keywords:

[https://docs.google.com/spreadsheets/d/1bXXNKQujhr-7pY1S73dzcyy9VW7p\\_Mh/edit?usp=sharing&oid=106736874665775096851&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1bXXNKQujhr-7pY1S73dzcyy9VW7p_Mh/edit?usp=sharing&oid=106736874665775096851&rtpof=true&sd=true)

[5] 715 keywords in Top 3 positions:

<https://docs.google.com/spreadsheets/d/1RULCyPDbsUW0BdggJdOpBlw9wwlwgSHR/edit?usp=sharing&oid=106736874665775096851&rtpof=true&sd=true>

[6] Backlinks Comparison:

[https://drive.google.com/file/d/1m8cK5hUAhhTKO8f-eakx0nNKj3LB3QLj/view?usp=drive\\_link](https://drive.google.com/file/d/1m8cK5hUAhhTKO8f-eakx0nNKj3LB3QLj/view?usp=drive_link)

## AI-Integrated SEO Strategy: 3-Month Plan for Keyword Research

This strategy focuses on using AI-driven tools to improve GetResponse's keyword research, targeting high-value keywords, expanding the keyword database, and adapting to future search trends. The goal is to increase US organic traffic, improve rankings for competitive and long-tail keywords, and position GetResponse as a leader in emerging trends.

### Objective Targets:

- Increase US organic search traffic by 20% within 3 months.
- Expand ranked keywords in the US by 15%, focusing on high-intent and long-tail keywords.
- Achieve page 1 rankings for at least 5 competitive keywords (e.g., "email marketing," "email marketing software").
- Identify and target 10 emerging or future-focused keywords.

## AI-Driven SEO Strategy: Adapting to Evolving Search Behaviors

This AI-driven strategy adapts to changing search behaviors by leveraging AI tools to identify keywords based on search intent (informational, transactional) and map them to the buyer's journey, improving content relevance and engagement. It focuses on optimizing for long-tail, conversational keywords like "best email marketing platform for small businesses" to capture voice search traffic from assistants like Alexa and Google Assistant. AI-driven tools like Google Trends, SparkToro, and BuzzSumo are used to identify emerging keywords early, enabling GetResponse to create future-proof content. Predictive analysis discovers future search behaviors and emerging topics like AI-powered email marketing tools, positioning GetResponse as an authority in evolving areas. The strategy includes personalized content tailored to different user personas and continuous content refinement through AI insights from tools like Semrush and Clearscope, ensuring ongoing competitiveness. In summary, by targeting search intent, voice search, and future trends, and refining content, GetResponse can increase traffic, improve rankings, and stay ahead in the AI-influenced search landscape.

## Plan Overview (3 Months)

### Month 1: AI-Powered Keyword Discovery and Competitor Gap Analysis

**Goal:** Use AI tools to identify high-value, competitive, and long-tail keywords to expand GetResponse's US keyword database and uncover gaps where competitors are outperforming.

#### Key Actions:

1. **AI-Driven Keyword Research:**
  - Utilize AI tools like **Ahrefs, Semrush, and Clearscope** to identify **at least 500 new high-intent keywords** related to GetResponse's key offerings (e.g., email marketing, marketing automation, webinars).

- Focus on competitive keywords like “email marketing software” (currently ranked on page 30-40) and “email marketing” (currently ranked on page 4-50) to improve rankings.
2. **Competitor Keyword Gap Analysis:**
    - Conduct a gap analysis to find **10 competitor keywords** where GetResponse has low rankings, but top competitors (MailerLite, AWeber, ActiveCampaign) are performing well.
    - Target competitor-focused keywords such as “AWeber vs GetResponse” and “Mailchimp alternatives.”
  3. **Long-Tail and Voice Search Keyword Discovery:**
    - Identify **200 new long-tail keywords** that align with conversational and voice search trends, such as “best email marketing platform for small businesses.”
    - Focus on **US-based keywords** to expand GetResponse’s footprint in this critical market.

#### Expected Outcomes:

- **15% increase in the number of keywords ranked in the US.**
  - A database of **700 new high-intent, long-tail, and competitive keywords** ready for optimization.
  - Identification of **10 high-value competitor keywords** for targeted optimization.
- 

## Month 2: AI-Enhanced Keyword Clustering and Content Strategy Execution

**Goal:** Organize identified keywords into clusters, align them with search intent, and execute a content strategy based on these clusters.

#### Key Actions:

1. **AI-Powered Keyword Clustering:**
  - Use tools like **Cluster AI** or **Keyword Insights** to group the identified keywords into **15-20 thematic clusters** based on user intent.
  - Focus on clusters related to GetResponse’s core offerings, such as “email marketing automation” and “webinars for business.”
2. **Intent-Based Keyword Mapping and Content Plan:**
  - Map each cluster to the user’s journey and prioritize **5-7 clusters** with high-intent keywords (e.g., “best email marketing software”).
  - Develop a content plan to **optimize 20 existing pages** and **create 10 new pages** targeting the keyword clusters.
3. **Content Creation and Optimization:**
  - Execute the content strategy, using **AI tools like Jasper AI** to create optimized content based on the targeted keywords.

- Optimize on-page SEO elements (meta descriptions, H1/H2 tags, internal linking) based on AI recommendations.

#### Expected Outcomes:

- **10% improvement in keyword rankings** for high-intent keywords.
  - Completion of **20 optimized pages** and **10 new content pieces** targeting top keywords.
  - Progress toward a **20% traffic increase** from the US market.
- 

### Month 3: Continuous Optimization and AI-Driven Trend Monitoring

**Goal:** Monitor performance and identify emerging keyword trends using AI tools.

#### Key Actions:

1. **AI-Driven Keyword Performance Monitoring:**
  - Use **Semrush, Moz, and BrightEdge** to track keyword rankings, organic traffic, and content performance.
  - Identify and refine underperforming pages based on AI-driven insights.
2. **Capture Emerging Trends:**
  - Use tools like **Google Trends** and **BuzzSumo** to identify **10 future-focused keywords** (e.g., “AI-powered email marketing tools”).
  - Begin creating content around these keywords to position GetResponse as a thought leader.

#### Expected Outcomes:

- **Page 1 rankings for 5 competitive keywords**, including “email marketing” and “email marketing software.”
- **10 emerging keywords** captured and content developed around future trends.
- Achieve a **20% increase in US organic traffic**.

# List of Actions for a Successful Domain Migration of GetResponse.pl to GetResponse.com/pl

## 1. Pre-Migration Planning:

- 1. URL Mapping:**
    - Create a comprehensive **URL map** for every page on GetResponse.pl, matching it to its new location on GetResponse.com/pl.
    - Ensure URLs match exactly where possible to avoid content misalignment and maintain SEO rankings.
  - 2. Backlink Audit:**
    - Perform a **backlink audit** using tools like Ahrefs or Semrush to compile a list of all high-authority backlinks pointing to GetResponse.pl.
    - Prioritize the most valuable links for monitoring and outreach after migration.
  - 3. Crawl the GetResponse.pl Website:**
    - Use **Screaming Frog** to crawl the entire site, capturing all URLs, internal links, and technical data such as hreflang and canonical tags.
    - This data will provide a full picture of the current site and help identify any technical SEO issues before migration.
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## 2. Technical Setup and Migration Implementation:

- 1. 301 Redirects:**
  - Set up **301 redirects** from each page on GetResponse.pl to its corresponding URL on GetResponse.com/pl.
  - This ensures users and search engines are correctly redirected, preserving the link equity from external backlinks.
  - Regularly test redirects to ensure no loops or errors.
- 2. Hreflang Tags:**
  - Update **hreflang tags** on all pages across GetResponse.com to include the new Polish subdirectory.
  - Ensure hreflang tags are correctly implemented for all language versions and are **reciprocal**, including links to the Polish version.
- 3. Canonical Tags:**
  - Ensure each page on GetResponse.com/pl has appropriate **canonical tags**, signaling that these are the definitive versions of the Polish pages.
  - Avoid any conflicts between old and new URLs.
- 4. Sitemap Update:**
  - Generate a new **XML sitemap** with the updated URLs for GetResponse.com/pl.
  - Submit the updated sitemap to Google Search Console and remove the old GetResponse.pl sitemap from indexing.
- 5. Internal Linking Update:**

- Update all **internal links** across the GetResponse.com site to point to the new [/pl](#) URLs.
  - This is crucial to prevent broken internal links and ensure that Polish pages are fully integrated into the overall site structure.
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### 3. Testing and Monitoring After Migration:

#### 1. Post-Migration Crawl:

- Use **Screaming Frog** to crawl the migrated site (GetResponse.com/pl) to ensure all technical elements like redirects, hreflang tags, and internal links are working correctly.
- Monitor for any technical issues such as broken links, missing meta tags, or redirect chains.

#### 2. Backlink Monitoring and Outreach:

- Monitor the performance of existing **backlinks** using Ahrefs or Semrush to ensure they pass link equity through the 301 redirects.
- Reach out to websites with high-quality backlinks pointing to GetResponse.pl to request updates to point directly to the new URLs.

#### 3. Keyword and Traffic Monitoring:

- Use **Google Search Console** and **Google Analytics** to closely track keyword rankings, organic traffic, and crawl errors for the Polish subdirectory.
- Keep a close eye on any traffic drops or ranking fluctuations, particularly in the Polish market.

#### 4. Fix Issues as They Arise:

- Be prepared to quickly address any issues that arise during the migration, such as lost rankings, missing hreflang tags, or redirect errors.
  - Continue to monitor the site for several weeks after migration to ensure a smooth transition.
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### Possible Consequences of the Migration:

#### Positive Outcomes:

##### 1. Increased Domain Authority:

- By consolidating under GetResponse.com, the entire site benefits from shared **domain authority**, potentially improving overall SEO performance and rankings in Poland and internationally.

##### 2. Improved International SEO:

- A single domain with proper **hreflang tags** allows Google to understand the language and regional targeting better, improving performance across different regions and languages.

3. **Easier Maintenance:**
    - Centralizing all language versions under one domain simplifies site management, making it easier to roll out updates, implement SEO strategies, and maintain consistency.
  4. **Better Cross-Language Internal Linking:**
    - Improved internal linking between language versions could boost authority for pages across all markets, including Poland.
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#### Potential Risks:

1. **Traffic and Ranking Volatility:**
    - Temporary **ranking drops** or **traffic loss** are possible during the transition as Google processes the changes. This can particularly affect the Polish market in the short term.
  2. **Backlink Equity Loss:**
    - While **301 redirects** pass most of the link equity, they are not 100% effective. Some loss of authority from backlinks pointing to GetResponse.pl is possible if not handled correctly.
  3. **Hreflang Tag Mismanagement:**
    - If **hreflang tags** are not correctly implemented, search engines may serve the wrong language version to users in different regions, negatively impacting user experience and rankings.
  4. **User Confusion:**
    - Returning users might be confused by the change in domain structure. Communicating the migration effectively to users is essential to avoid disruption.
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## Is It a Good Decision to Perform This Migration?

**Yes, with careful execution.**

Given the long-term SEO benefits of consolidating the domain authority, improving hreflang tag management, and centralizing all language versions under a single domain, this migration is a good strategic move. However, it must be executed carefully to mitigate risks, particularly regarding 301 redirects, hreflang tags, and monitoring for traffic drops.

If well-managed, the migration will lead to higher domain authority, improved international SEO, and streamlined maintenance. Although there may be some short-term traffic or ranking fluctuations, these are common with migrations and can be managed with proper monitoring and response.

Thus, performing this migration can provide significant **SEO advantages** and **simplify site management** in the long run.