

Jon Barrett Case Study #5: Create a Top Ranking, New, Pilar Post Article, for Yahoo's Intent Search and SERP Results, through Content-Driven, On-Page SEO Strategies

The Background on Yahoo and SEO Search Intent

Yahoo! Search is a search engine owned and operated by Yahoo!, using the Microsoft Bing algorithm and the Bing Webmaster Guidelines to generate results. In the United States, Yahoo's search engine market share was 1.79%, in November 2024. Yahoo has over 4 billion monthly users. The main ranking parameters in Yahoo searches are presented in the Yahoo website content quality Guidelines.

Key Takeaways, Problems, and Goals for this SEO Project:

1. The company website does not have a page that matches the search intent of a specific industry-related keyword.
2. A new, Pilar Post article was ideated, outlined, and created, for top Yahoo SERP rankings.
3. The content was created for the target keyword, some relevant keywords, competitor analysis, elements, and backlinks, to enhance and optimize the article, and to propagate to the top of the Yahoo Search Intent results.
4. The goal is to rank to the Top 5 positions, in Yahoo SERP and Organic SEO results, with the article.

My Strategic Yahoo SEO Search Intent, Content Approach:

I utilized content-driven SEO On-Page strategies, Martech tools, and A/B testing solutions, to optimize the previous article, including enhancements to user experience and technical SEO. This strategic process created content and keywords that are optimized not only for search engines and users but also for AI.

My Solution, Steps, and Actions Implemented, to Solve the Problem:

1. I conducted keyword research using SEO Martech tools that provide real time data and insights into search volumes, keyword difficulty, and competitor usage.
2. Keywords highly relevant to the website and the target audience's interests were gathered and analyzed.
3. A task was suggested to align with the keyword and the user's search intent.
4. The optimized article was published, and the primary keyword was included in the title tag, meta descriptions, headers, and subheaders.
5. The primary and secondary keywords were naturally integrated throughout the content to create a keyword density that keeps the content natural and user-friendly.
6. The primary keyword was in the URL to help search engines understand what the page is about.
7. The optimized article was provided with high-quality and unique content that delivers value with the help of AI.
8. Interactive elements like infographics, images, and AI-generated visuals were created to increase user engagement and time spent on the page.
9. The content was updated to keep the content relevant and current, reflecting the latest Yahoo search intent.
10. After the optimized and enhanced content and keywords are published and indexed, the Yahoo/Bing Algorithm crawls and indexes the website's updated content, confirming the Experience, Expertise, Authority, and Trustworthiness, (E.E.A.T.), of the content and website.

My Achieved Outcome and Results:

When searching for the query “what is a dust explosion” on the Yahoo Search bar, the Dust Safety Science article weblink is displayed at the top of Yahoo's Page 1, with several, Top Ranking Positions, in Yahoo Organic SERP results, in the following Screenshot image capture:

en.wikipedia.org · wld · Dust explosion

Dust explosion - Wikipedia

A dust explosion is the rapid combustion of fine particles suspended in the air within an enclosed location. Dust explosions can occur where any dispersed powdered combustible...

People also ask


- What causes a dust explosion?
- What is an example of a dust explosion?
- What is a combustible dust explosion?
- What happens if a dust explosion happens?
- What are the worst dust explosion events?

www.osha.gov · combustible-dust


Combustible Dust: An Explosion Hazard - Overview | OSHA.gov

Any combustible material can burn rapidly when in a finely divided form. If such a dust is suspended in air in the right concentration, under certain conditions, it can become explosive.


Videos



YouTube
Dust Explosions - Cool Science Experiment
May 29, 2014 38.0K Views



YouTube
What is a Combustible Dust Explosion?
Mar 12, 2021 46.3K Views



YouTube
What is a dust explosion?
Aug 2, 2016 22.8K Views

View all

Dust explosion



A dust explosion is the rapid combustion of fine particles suspended in the air within an enclosed location. Dust explosions can occur where any dispersed powdered combustible material is present in high-enough concentrations in the atmosphere or other oxidizing gaseous medium, such as pure oxygen. In cases when fuel plays the role of a combustible material, the explosion is known as a fuel-air ex... Wikipedia



Feedback

***Organic SEO Search Results: Multiple, Top Ranking Positions, on Page 1

dustsafetyscience.com · combustible-dust-explosion

What is a Combustible Dust Explosion? - Dust Safety Science

Aug 12, 2024 - What are Combustible Dust Explosions? Explosions from combustible dust are violent and often devastating events that occur when fine, dry particles of combustible...

Searches related to what is a dust explosion

- what is a dust explosion caused
- what is a dust explosion in history
- what is a dust explosion called
- what is a dust explosion in california
- what is a dust explosion definition
- what is a dust explosion in the bible
- what is a dust explosion in science
- what is a dust explosion

dustsafetyscience.com · what-is-combustible-dust

What is Combustible Dust and Combustible Dust Explosions

Jun 22, 2024 - What is a dust explosion? Dust explosions are violent and often devastating events that occur when fine, dry particles of combustible materials become suspended in the...

People also search for

- what is a dust explosion caused
- what is a dust explosion called
- what is a dust explosion in science
- what is a dust explosion in california
- what is a dust explosion definition
- what is a dust explosion in history
- what is a dust explosion in the bible
- what is a dust explosion made

dustsafetyscience.com · what-is-a-combustible-dust

What is a Combustible Dust Explosion: Learn the Root Causes

Oct 22, 2024 - What is a Dust Explosion? Combustible dust explosions are violent and often devastating events that occur when fine, dry, particles of combustible materials become...

Images

