

Quick SEO Hack #2



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**Focus on topical
coverage while
targeting a niche.**

What do I **mean** by this?

Let's say you finalize the “**diabetes**”
niche.

Google “diabetes”

diabetes

×

 Mayo Clinic
<https://www.mayoclinic.org> › diabetes › syc-20371444

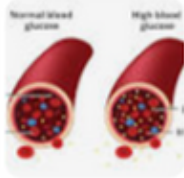
Diabetes - Symptoms and causes

03-May-2023 — **Diabetes** mellitus refers to a group of diseases that affect how the body uses blood sugar (glucose). Glucose is an important source of ...

 National Institutes of Health (.gov)
<https://www.niddk.nih.gov> › ... › Diabetes Overview

What Is Diabetes? - NIDDK

Diabetes is a disease that occurs when your blood glucose, also called blood sugar, is too high. Glucose is your body's main source of energy.



 Cleveland Clinic
<https://my.clevelandclinic.org> › diseases › 7104-diabetes

Diabetes: What It Is, Causes, Symptoms, Treatment & Types

17-Feb-2023 — **Diabetes** is a condition that happens when your blood sugar (glucose) is too high. It develops when your pancreas doesn't make enough insulin ...

[Symptoms and Causes](#) · [Diagnosis and Tests](#) · [Management and Treatment](#)



 Healthline
<https://www.healthline.com> › health › diabetes

Diabetes: Symptoms, Causes, Treatment, Prevention, and ...

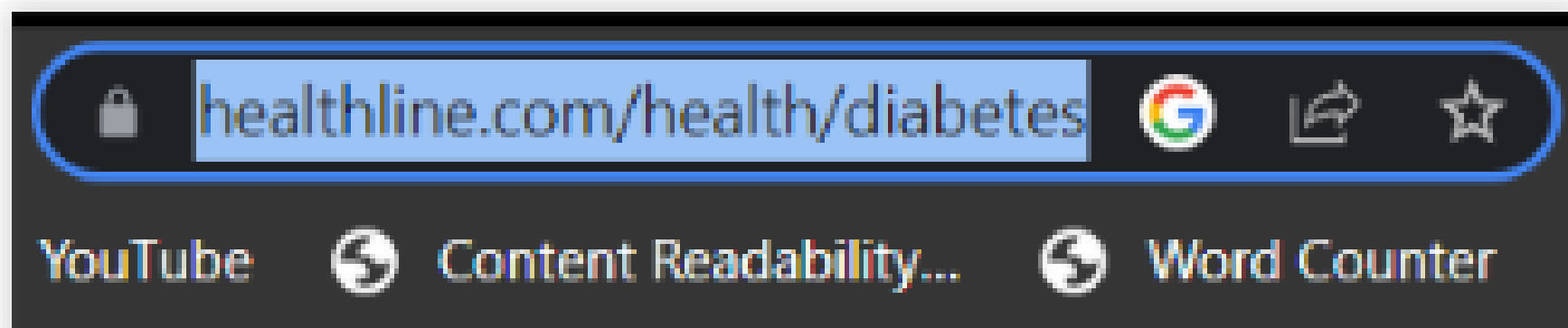
Diabetes mellitus is a metabolic disease that causes high blood sugar. Your body either doesn't make enough insulin or can't effectively use the insulin it ...



Open healthline

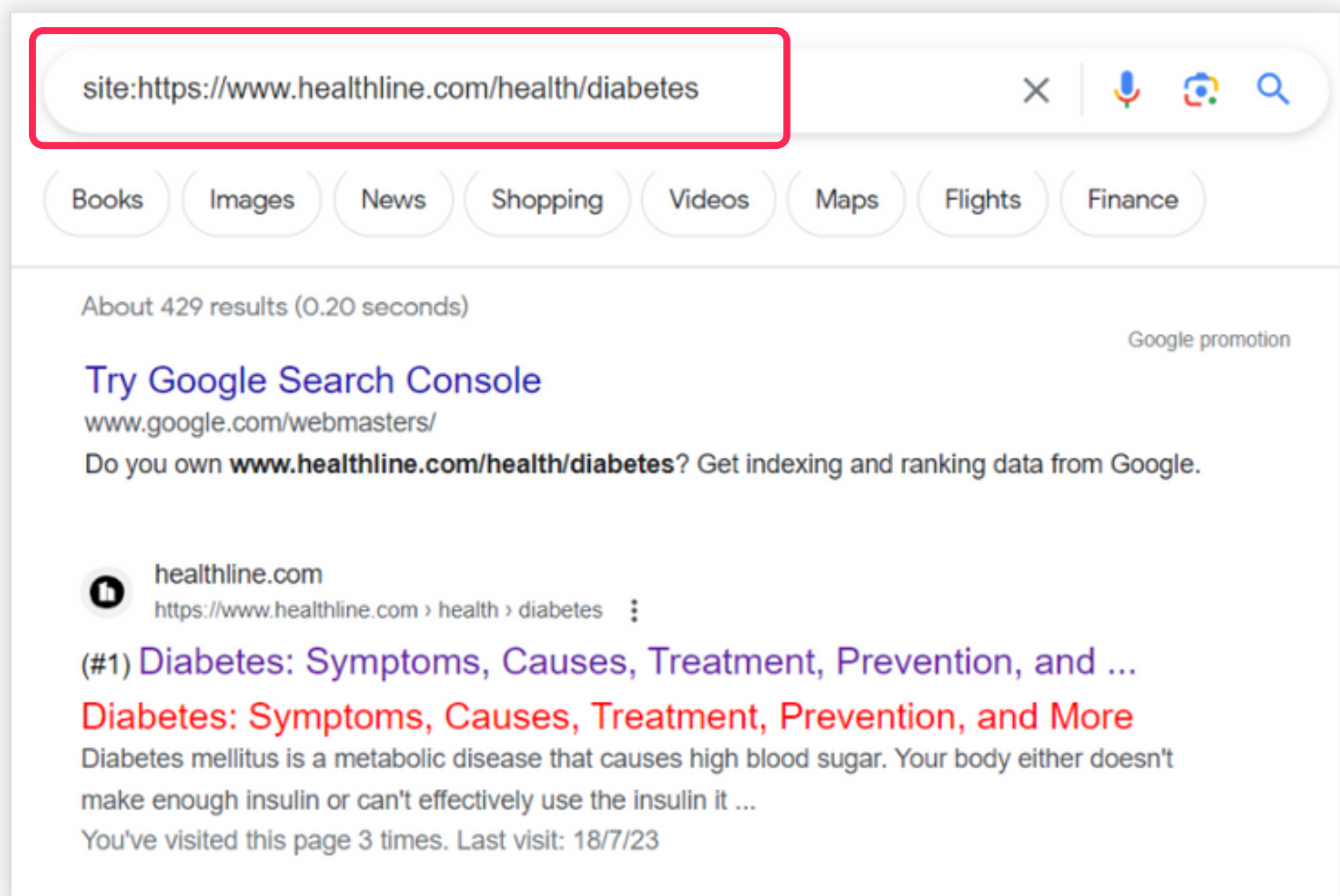


Copy their **URL**



Use **site operator**

site:<https://www.healthline.com/health/diabetes>



Check **total results**

About 429 results (0.20 seconds)

Google promotion

Try Google Search Console

www.google.com/webmasters/

Do you own www.healthline.com/health/diabetes? Get indexing and ranking data from Google.



healthline.com

<https://www.healthline.com> › health › diabetes

(#1) Diabetes: Symptoms, Causes, Treatment, Prevention, and ...

Diabetes: Symptoms, Causes, Treatment, Prevention, and More

Diabetes mellitus is a metabolic disease that causes high blood sugar. Your body either doesn't make enough insulin or can't effectively use the insulin it ...

You've visited this page 3 times. Last visit: 18/7/23

429 content on diabetes

Repeat for **top 10** results

About 429 results (0.20 seconds)

Google promotion

[Try Google Search Console](#)
www.google.com/webmasters/
Do you own **www.healthline.com/health/diabetes**? Get indexing and ranking data from Google.

 healthline.com
https://www.healthline.com > health > diabetes

(#1) **Diabetes: Symptoms, Causes, Treatment, Prevention, and ...**
Diabetes: Symptoms, Causes, Treatment, Prevention, and More
Diabetes mellitus is a metabolic disease that causes high blood sugar. Your body either doesn't make enough insulin or can't effectively use the insulin it ...
You've visited this page 3 times. Last visit: 18/7/23

site:https://www.mayoclinic.org/diseases-conditions/diabetes/ X   

[Books](#) [Images](#) [News](#) [Shopping](#) [Videos](#) [Maps](#) [Flights](#) [Finance](#)

About 447 results (0.21 seconds)

Google promotion

[Try Google Search Console](#)
www.google.com/webmasters/
Do you own **www.mayoclinic.org/diseases-conditions/diabetes**? Get indexing and ranking data from Google.

 mayoclinic.org
https://www.mayoclinic.org > diabetes > vid-20078274

(#1) **Diabetes and heat**
Diabetes and heat - Mayo Clinic
06-Dec-2022 — Vivien Williams: When summer heats up, so does your risk of heat-related health issues: dehydration, heat exhaustion, or heat stroke.

Note down the number of articles they have around “diabetes.”

Model their **content plan**

For “diabetes”...

- 6 of 10 sites have around 500 pages
- 1 site has 1200 pages
- 3 are govt. medical institutes

Try to model 500 pages for your website as most sites have those many pages. Ignore anomalies like 1200 pages

Use **SEMrush** for faster results

- Put URLs in organic research tool
- Click on top pages
- Evaluate the list of URLs



Top Pages			
URL		Traffic % ▾	Keywords
https://www.webmd.com/diabetes/podiatrist-facts ↗		8.51	2,777
https://www.webmd.com/diabetes/how-sugar-aff... s-diabetes ↗		6.79	5,641
https://www.webmd.com/diabetes/glycated-hem... test-hba1c ↗		5.99	3,993
https://www.webmd.com/diabetes/diabetes-insuli... tance-diet ↗		3.97	712
https://www.webmd.com/diabetes/understanding... s-symptoms ↗		3.79	1,352
View all 611 pages			



OverviewPositionsPosition ChangesCompetitorsPagesSubdomains

Filter by URL

Intent

Advanced filters

Organic Pages 1 - 100 (611)

URL	Traffic
www.webmd.com/diabetes/podiatrist-facts	61.2K
www.webmd.com/diabetes/how-sugar-affects-diabetes	48.9K
www.webmd.com/diabetes/glycated-hemoglobin-test-hba1c	43.2K
www.webmd.com/diabetes/diabetes-insulin-resistance-diet	28.6K
www.webmd.com/diabetes/understanding-diabetes-symptoms	27.3K
www.webmd.com/diabetes/diabetic-food-list-best-worst-foods	25.8K
www.webmd.com/diabetes/insulin-resistance-syndrome	24.8K
www.webmd.com/diabetes/type-2-diabetes	18K
www.webmd.com/diabetes/endocrine-system-facts	17.8K

Why check **topical coverage?**

- To find out if you can create those many pages
- To estimate budget in advance
- To make sense of content planning in advance
- To have realistic expectations with your content plan

Thing to **take care**



<https://www.mayoclinic.org/diseases-conditions/diabetes/symptoms-causes/syc-20371444>



<https://www.mayoclinic.org/diseases-conditions/diabetes>

Remove the **slug** and copy only the part till **/diabetes** while using site operator.



Was that helpful?

Feel free to drop the good, the bad, & the ugly comments.



Repost if you find it useful.

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