SXO Content Strategy Blueprint

Turn every page into a revenue asset.

SEO + UX + CRO = Revenue Per Visit.

$47 | SXO Authority

A RocketOpp Property | Powered by 0nMCP

The SXO Framework

> What SXO is and why traditional SEO is leaving money on the table

> The Revenue Per Visit (RPV) metric that changes everything

> How to calculate RPV for every page on your site

> The 3 pillars: Search (getting found), Experience (keeping them), Conversion (earning money)

> Why ranking #1 means nothing if your RPV is zero

> The complete SXO audit workflow (30-minute site assessment)

The SXO Audit Template

>   Page-by-page scoring system across 47 conversion elements

>   Technical SEO checklist (the basics that still matter)

>   UX scoring: load time, layout shift, interactive elements, mobile experience

>   CRO evaluation: CTAs, social proof, urgency, trust signals, friction points

>   Content quality score: depth, originality, search intent match, engagement signals

>   Priority matrix: which pages to fix first for maximum RPV impact

15 High-Converting Page Templates

> Product page template with 12 conversion elements pre-positioned

> Service page template with trust sequence and booking flow

> Blog post template optimized for both ranking AND converting

> Landing page template with problem-agitation-solution structure

> Comparison page template (your product vs. alternatives)

> Lead magnet page template with 2-step opt-in flow

> Pricing page template with anchor pricing and FAQ

> Case study template with metrics-first structure

> About page template that builds authority AND converts

> Resource hub template for topical authority

> Webinar registration template with urgency elements

> Free tool page template with viral sharing mechanics

> Testimonial gallery template with conversion CTAs

> FAQ page template optimized for featured snippets

> Contact page template with multi-channel options

The RPV Calculator

> Google Sheets template for tracking Revenue Per Visit

> Automatic data pull from Google Analytics

> Revenue attribution models for different business types

> Benchmark RPV ranges by industry

> Week-over-week RPV tracking dashboard

> Alert system for pages with declining RPV

47 CRO Elements Checklist

>   Above-the-fold CTA placement and design

>   Social proof positioning (reviews, logos, numbers)

>   Trust signals (security badges, guarantees, certifications)

>   Urgency and scarcity elements (ethical implementation)

>   Friction reduction (form fields, steps, page speed)

>   Mobile-specific conversion optimizations

>   Exit intent strategies

>   Micro-commitment sequences

>   Price anchoring and framing techniques

>   Testimonial placement strategy

Implementation Roadmap

> Week 1: Run the SXO audit on your top 10 pages

> Week 2: Apply template structure to highest-traffic pages

> Week 3: Implement CRO elements from the 47-point checklist

> Week 4: Set up RPV tracking and establish baselines

> Ongoing: Monthly RPV review and optimization cycle

> Advanced: A/B testing framework for continuous improvement