

SEO Content Writing

1-Follow the below SEO content writing blueprint for your posts and articles to harness the power of search engines. Invite a flood of traffic to your site with visitors, customers, fans, etc.

2- You normally 'google it' to find answers to your queries. Search terms are entered in the browser and search engines display answers as the results of your search.

3-As a content writer, write for your audience and not for search engines. Understanding how search engines scrutinize your content is key to write your content in a way for your audience to find it.

4-The technical aspect for writing better content online is SEO and keyword strategy. They allow search engines to decide how relevant your content is for users. So it is important to know the working of search engines with how they respond and analyze your content

5-Communicate to both your readers and search engines what your content is all about by providing a literal title that will want readers to continue reading. Search engines search and promote the most relevant content

6-Search engine-friendly titles are the most important aspect of SEO. Note that 90% of users that land on your blog is those who start with a search. So write effective titles so users find your content through search engines

7- Search Engines rely on keywords and search queries. While writing content keeps in mind what keywords your users will use to search about the topic you are writing.

8-Find some keywords that are relevant to your content by conducting keyword research using the free Google Keyword Tool. Find out 1 primary keyword and 3-4 secondary keywords

9-The primary keyword you choose should be relevant to your content and well-received by your users with a low competition score.

10-The secondary keyword phrases you choose should relate to your primary keyword. Use secondary keywords once in the content.

11- Use the primary keywords in the title tag, h1 tag, and h2,h3,... tags, or in the bullet list. The first paragraph and the end of your page should also contain the primary keyword. Other places where your primary title has to go are in the permalink, SEO title (160 words), meta description, and the image alt text.

12-Keyword density should be 2%. The keyword used in your content should flow naturally using about once for every 50 words or so.

Keyword stuffing will attract Google penalties.

13-Design your content structure with images, headings, font sizes, bullet lists, etc. Avoid large chunks of text with a few or no breaks in paragraphs

14-Your content should be original and have more than 300 words to avoid thin content issues. Content should be grammatically correct with no spelling mistakes. Make use of appropriate categories and tags.

15-Find what your audience interest would be that would be relevant whilst reading your post. Link back to those posts to build relevance and help users to find more meaningful content. Whilst linking with blog posts - use keywords that are relevant to the content.

16-Avoid many links in your content that give too many choices to your readers. Link spatter will lead to confusion for your readers and manipulation to search engines. Note that embedded links often distract your reader.

17-Use Images in your post and optimize them for SEO. Use image file names to describe your image and make sure to scale your image.

18-Search engines read the description of the image in the alt attribute which is rendered. if for some reason the image is not available for viewing the search engine interprets the meaning of the alt text in the image tag for vision-impaired users.

19-Write content that attracts both readers and backlinks. Make your content readable to an eighth-grade level which can be measured for readability scores using the Flesch Kincaid Grade Level.

20-Follow a robust keyword strategy that serves as a blueprint for creating new content, so that you are successful in your niche. Increase visitors to your site by including keywords that prospect type in Google browser.

21-Use visibility optimization tool to Test Page Title & Meta Description lengths. A Search Engine Spider Simulator SEO tool helps to identify if your content contains primary keywords in your title and metadata tags,

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