



How To Write SEO Friendly Content

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ARAIX | SEO BLOG POST | 15/02/2017

How can you write SEO friendly content that can keep both users and search engines happy?

What are the 10 most important things you should know for writing content that ranks well in search and at the same time is useful for your readers?

1 – Is your content unique and original?

Unique and original content does not necessarily mean that you have to propose something new or say something that no one said before; it means that your text should not be an exact copy from some other website or online source.

Google is very good in identifying duplicate content and there is no reason for them to rank a web page or website with copied content.

What they need in their index is web pages that answers people's search queries and the more unique web pages they have, the more are the chances to keep their users happy and come back again.

Adding a link back to the original source does not make your content unique – one of the mistakes many bloggers make is to copy content from a website, publish it in their own and then add a link back to the original source.

While this is proper to do ethically, in terms of content uniqueness it does not change anything. The content on your website is still duplicate and does not offer anything new to Google.

How do you ensure that your content is unique? – I use copyscape, a tool that allows you to enter a piece of text and it will tell you if it is 'unique' or not.

If not, then you can make changes until your copy is 100% 'original'.

2 – Do your homework before writing your post titles

The title of a post is important for many reasons and well structured titles will help:

- Search engines understand what the page is about
- Users understand if this is something they want to click and read
- Newsletter subscribers to decide if this is an email they want to open and read
- Advertising systems to decide if this is a page they want to advertise on or not
- It is also one of the most important on-page seo factors

So, how do you choose a post title that satisfies the above criteria:

- Do your keyword research to find out what people are searching that is related to the topic of your page.
- Search Google, Yahoo and Bing using your keywords to find related titles. Take note of the suggestions you get while typing keywords in the search box and also scroll down the search results page to see what other people are searching.
- Once you decide on the basic structure of your title (using the two methods explained above), try to make your title more social and attractive to users. Try to think like a user and judge whether your title would encourage you to click and visit that page.
- Make sure that your title length is less than 65 characters.

Important: While considering the above guidelines, have in mind that the order of keywords in a title is important – so try to have your keywords first and then the rest of the words.

For example: if your target keyword is “Google SEO”, then here are some suggested titles with the most effective being shown at the top of the list

1. Google SEO Best practices
2. Best practices for Google SEO
3. How to Google SEO your website
4. How do you keep Google Happy

3 – Pay attention to your introduction

When crawling a webpage, search engines want to understand the context of a page and decide if this is something to include in their index, in the fastest possible way.

Your job is to help them by mentioning your keywords in an introduction style paragraph at the beginning of your page.

Have a look at the first 2 lines of this article and see how my targeted keywords “**SEO friendly content**” are included in the introduction.

4 – Don't forget about the body of the page

Having said the above (point 3), and as Google's Matt Cutts mentions in this short webmaster video, don't forget about the body of the page.

This means that while you should give the necessary attention to the title and description of your page, you should also consider adding your keywords naturally in the body of the page as well.

5 – Interlinking is good for SEO

I am a big fan of internal links and I always advise my clients to use internal linking in their articles/pages to create their own small webs within their websites.

I wrote an article on internal linking guidelines you can take into account, but you can also take a quick look at any Wikipedia article to see how they are using internal links to ease user navigation.

6 – Beautify the text

Back in May 2011, Amit Singhal (Former head of Google Search Team), published a set of guidelines for high quality websites on Google Webmaster central.

Not surprisingly, a few of them had to do with how the text/content of a page is presented to the user.

It is important when preparing your page to give some attention to detail and make it easier for users to scan through the text to find what they want. Make the page look good by adding bold, italics, images, videos, small paragraphs and headings.

Let me clarify this, "If I beautify my text, will that give me better rankings?" . Of course not, but it can help in many other ways that can indirectly affect your rankings.

7- Show the author name and bio

The web is no longer anonymous, this means that when publishing content on a web page you also need to show details about the author. This is especially true for topics that are sensitive like health related topics, financial etc but in general showing the author information makes a page trusted.

The best way to do this is by adding a small author bio box below your articles, like the example shown below.



About the author

Digital Marketing Consultant and author. Alex has more than 12 years of experience in SEO and Internet Marketing. You can read more of his articles at [Digital Marketing Pro](#) and also connect with him on [Twitter](#) and [Google+](#).

8 -Use image(s) and optimize them

Images are good for the user as they make the content less tiring and easier to read. They are also good for search engines since it's an additional way to understand more about a given page.

Best practices for using images in your content include:

- Use images you have the necessary copyrights
- Optimize the image size because you don't want your images to slow down your website
- Use ALT text to describe what the image is about – you can use keywords as well
- Use meaningful image file names instead of numbers or unrelated characters

9- Read it again

It goes without saying but you don't want to publish something that has spelling mistakes, grammar errors, non-meaningful sentences or simply text that does not make sense.

Before hitting the publish button make sure that you checked for compliance to the guidelines mentioned above and that it reads well without errors or omissions.

10 – Is your content better than the competition?

This is my last advice, but one that is very important. We all know that there is a lot of competition on anything you publish on the Internet and search engines have a really tough job in determining what to show in their top positions.

In order to increase your chances of getting a better position in the SERPS, you need to make sure that your page is better than the rest.

You need to convince them that your content is more beneficial to the searcher than what it's already in their index.

Of course, there are a lot more factors that play a role like domain authority, backlinks, who wrote the page etc but what you can do as a first step is to do some checks before you hit the publish button.

So, when you finish a page and it is ready to go live, search on Google for the title of your page and examine very carefully the websites in the first 10 positions.

Compare them with your page in the following areas:

- What is the average length of content, in terms of words? If your copy is much less, then before proceeding you may consider adding more content.
- What type of content do the other pages have? Do they have a lot of images, videos? How does it compare with your page?
- Quality of information? When it comes to quality of the information provided, is your page better than the rest and is it more helpful to users?

13 Questions to Ask before Writing SEO blog Post

The Google Panda update ranks websites that publish crappy content lower than the sites that offer detailed, meaningful content. That's good news for you because you want to create content that makes the web better, right? But how do you create that kind of content?

Amit Singhal from Google suggests that you think like a Google engineer. So, in that spirit, I've come up with 13 questions that are designed to help you do that so you can create quality articles that your readers and search engines love.

Question 1: Is what you wrote original?

First and foremost, anything you write for your blog or website must be original. This means that the content can't be redundant, duplicated or stolen.

By redundant I mean content that basically repeats itself. For example, let's say one day you might write an article on 14 SEO copywriting tips, and another day you might write about SEO copywriting advice. Those two articles are redundant if they basically say the same thing, so you'll want to either get rid of one of them or revise the other to make it unique.

Stolen content is self-explanatory. So, let's look at duplicate content because you can have duplicate content problems without intending to.

For example, here are some common ways to create duplicate content:

- **Affiliate programs** – because of the way search engine spiders read links, any content your affiliates link to could be seen as duplicate, depending on how your affiliate program is set up.
- **Syndication deals** – when you spread your content through a syndication distributor, other websites will pick up the article and post it. Unfortunately, there is no way of telling which one Google will choose as the relevant article. The page on your site may get filtered out and rank below the syndicated version.
- **Subdomaining** – When you build a site and structure it like example.com, swimming.example.com and lifting.example.com, and then share content over all three, you can run into problems of duplicate content. You need to reunify duplicate content and get it right or perish.

When it comes to affiliates, the best and easiest answer is probably to ask your affiliates to not jack your content and make sure you aren't creating pages with duplicated content just for your affiliates. If you are, use the rel="canonical" tag.

When it comes to your own site, take some time to shut down any potential duplicate content problems you might have. For the variations of the pages that you have eliminated, 301 redirect them to the live version of that page. The redirect will tell the search engines that you have made that move.

Question 2: Can you provide practical advice or relevant research?

One of the best ways to create value for your readers and to earn great links is to think of problems or issues that your readers are dealing with and then provide how-to articles or tutorials on that topic.

Original research can serve the same purpose if it turns out to be something your audience wants or needs. Original research is content that has facts and ideas that have no known sources. You did the interview or dug up the story all by yourself and are providing not only the facts, but the analysis too.

You can also analyze or combine other analysis and facts to come up with original material.

Search Quality Strategist Kaspar Szymanski at Google Dublin suggests:

Survey or original research results can serve the same purpose, if they turn out to be useful for the target audience. Both methods grow your credibility in the community and increase visibility. This can help you gain lasting, merit-based links and loyal followers who generate direct traffic and “spread the word.” Offering a number of solutions for different problems could evolve into a blog which can continuously affect the site’s reputation in a positive way.

Question 3: Did you correct any spelling, grammar or factual errors?

Did you know that your site could rank low because of bad spelling? On October 5, 2011, Matt Cutts posted a video explaining that he and his team saw a correlation between sites with a high Page Rank and better spelling and sites with a low Page Rank and poor spelling.

Matt also mentioned that the quality of the reading level was also a signal they tried to study to determine a site’s quality level. In fact, you can determine the reading level of your site by using the advanced search function in Google.

You can see that 93% of content on Quick Sprout is basic, while 7% is intermediate, with 0% being advanced. Notice, too, that each search engine result has a reading level below the URL.

Writing for a fifth-grade level is something I try to do even with complex information, so it seems like I am succeeding!

Question 4: Is the topic of interest to a reader or a machine?

SEO copywriting is a hot field, but unfortunately there seems to be some misunderstanding about what an SEO copywriter is supposed to accomplish. I've always felt that by putting too much attention on the "SEO" part, you could provide content that search spiders love but people hate!

When you put the needs of search engines above your readers', you'll crank out some pretty bad copy. Machines may like it, but people won't! At the end of the day, it's people who matter because they are the ones who buy your products or subscribe to your email newsletters.

So, write for readers first and search engines second. It's important that you use keywords in your headlines and body copy when you write, but do that after you've written the content for your readers.

Question 5: Is the article well edited?

Another thing that Matt Cutts noticed was that pages that were well edited tended to be more reputable. People appreciate it when you take the time to not only spell correctly but to also organize your thoughts clearly and concisely.

How do you edit well? Well, my process is simple, and maybe it can work for you.

I like to do my research first and throw all my facts and thoughts on a page. Then, I start to sort through all that content, arranging, adding and deleting. When I have the first draft, I like to set it aside for a couple of hours, or even a day, if I have time. Then, I'll sit back down with a fresh set of eyes and revise it again. My final step is to have someone else look at it.

If you put in the time to edit, not only your readers will appreciate it, but so will search engines.

Question 6: Does your site have authority?

In general, authority means that people look to you as an expert on a particular topic. That's important on the web, but when it comes to Google and search context, authority means relevance, links, keywords and quality traffic.

The main things your site needs if you want it to have Google authority are:

- Natural, organic growth based on sound promotion behavior.
- Valuable and unique content tailored towards people rather than search engines.
- A solid foundation and human-centered design.

In the end, the big question that Google wants to answer when it comes to your site is this: Does it add value to the web?

Question 7: Are you providing insightful or interesting information beyond the obvious?

What gives the world of blogging a bad name are the thousands of bloggers who pump out the same-old content that is already out there.

Before you sit down and write an article, search the web for articles like your idea. One of the things that I do is take the headline I'm thinking about using and drop it into the Google search box. Then I look at what comes up.

Do I have a topic that is unique, or are there hundreds of titles similar to mine? If so, how can I make mine unique? Sometimes that means I have to narrow my focus. But after I narrow my focus, I have to make sure I'm providing information that goes deeper than the surface level.

For example, in my 7 Habits of Highly Successful SEOs post, I didn't write about the obvious habits of SEOs like page optimization or managing PPC campaigns. I talked about the not-so-obvious intangibles like creativity, risk-taking and the unexpected: highly effective SEOs don't just rely on SEO! I gave you something that was insightful and interesting – something you won't find anywhere else.

Question 8: Would you bookmark your article?

A good article is one that gets bookmarked because you've provided the reader with information he or she wants to use and reference in the future.

How do you write an article to get it bookmarked? Here are four key characteristics to think about:

- A detailed report with credible sources on a current event.
- A compelling story with believable characters.
- A thorough “how-to” article on a topic that has never been covered before.
- A long list of sources like The Social Media Handbook-57 Resources for First Time Entrepreneurs.

Question 9: Is your article cluttered with calls to actions, ads or promotions?

A simple test of figuring out if your site fails this question is to step back and look at your site. Where does it seem like your eyes should focus? Where do you want readers' eyes to focus? Is it obvious what you want people to do?

For example, when I was writing this blog post, one site that I was on was WebProNews. When I landed on the site, this is what I saw:



Do you notice all the ads? What about the headline? Where is it? It's below the fold on my screen.

Unfortunately, a great article is buried by ads and other 3rd party stuff. This might not be confusing to search engines, but when it comes to readers, it's confusing. So it's best if you keep a simple, clean design on your website that readers love.

Question 10: Would a magazine or journal print your article?

When the blogging world opened up over a decade ago, it gave people the power to publish without the typical gatekeepers like magazine and newspaper editors. It created an army of writers who have provided you and me with some exceptional stories, news and tutorials.

But this lack of a gatekeeper has its downside. There is no quality control unless you do it yourself. Like the above question about editing, this question forces you to look at how your work compares to the articles that are printed in professional magazines and journals.

To see if your work stacks up, spend some time in a bookstore, looking at all of the magazines you admire. It could be the New Yorker or Wired. Don't just read the articles, but try to analyze them.

How do they open the story? How do they close it? What makes this story so interesting? Was it because it was a tragedy with a happy ending?

You can find a good example of this process in the article [7 Proven Headline Formulas That Work](#). The article picked apart the headlines from the cover of Prevention magazine.

If you want your writing to improve, you need to look at examples of exceptional writing and model your writing after it. Your readers will not only appreciate it, but your pages will become more reputable in the process. And remember, it's a process, and it takes time.

Question 11: Is your article short, weak and useless?

Which article would you think Panda would reward and which one it would penalize on the topic of ACL injury: the top one or the bottom one?

Question 12: How much time and attention did you give to detail?

Your answer should be “a lot.” Like the two examples above, adding detail is important for building pages that are reputable. Google’s Panda update was meant to encourage the creation of long, detailed useful posts and discourage the creation of shorter, shallow posts.

How long should your posts be? While there is no magic number to the length of a blog post, it is important to have at least 300 words on the page. Don’t worry about making them too long because it’s not a question of the posts being too long. It is a question of the article being interesting.

Question 13: Would someone complain if they saw this article?

This may seem like a strange question to ask, but think back to the bottom ACL injury example. If you were looking for information on that topic and you came to that page, would you be pleased? You’d probably be unhappy and go elsewhere.

The content on your pages is like food at a restaurant that you serve to your customers. If you bring out a plate with a skimpy amount of meat and potatoes, the patrons have every right to complain. But if you bring out a loaded plate, they’ll be happy.

Think of your blog posts in the same way. Are you feeding people content so they are full when they leave your site, or are they hungry, looking for more? If they are still hungry, your readers probably won’t come back.

Conclusion

Writing high-quality content for readers and Google’s Panda update takes time. It takes patience and hard work. But the payoff is worth it because the community on your blog will start to grow, and your organic traffic will increase.

What other questions should you ask when it comes to creating high-quality content?

Resources

<http://www.makemoneywe.com/>

<https://www.reliablesoft.net/how-to-write-seo-friendly-content/>

<https://www.quicksprout.com/2011/11/17/how-to-write-seo-friendly-blog-posts-with-these-13-questions/>