

Ph.Creative presents

Writing SEO & User Friendly Content

> 1. Keep it Short

Try to keep the content between 250 -500 words. A long paragraph without breaks is boring...Google knows this and is very aware of the user's experience when on site.

Best is to put things in short points, and always consider the 'scanability' factor. User tend to skim read, so you only have seconds to convince them you have what they are.

> 2. Choose Keywords before writing

Before you write any article think of keywords you are targeting as you write SEO friendly content. Keep the page on 'theme and try not to target to many keywords.

> 3. Classic simple layout of content

Think about how you would write a report and it's structure.

Main Heading

Paragraph of content with your pages keyword in and possibly in bold .

Sub Heading

More content

Use bullets where possible:

- Bullet 1 – keyword rich / modifier version
- Bullet 2 – keyword rich / modifier version
- Bullet 3 – keyword rich / modifier version

Try and summarise at the bottom and again include the pages keyword.

NB – in your case it might be worth looking at how we include your locations – but let get the core elements of content written and go from there.

➤ 4. Multiplicities of Keywords BUT... try and appear natural!

Use your keywords multiple time in your content (remember each page will have slightly different targets).

Use them in title, headlines of sections, and in sentences. Don't abuse it though as Google has been studying literature and how people write naturally. So it's better to under do it at first and then look at changes once the pages have been 'seen' by Google.

➤ 5. Keyword Positioning

Keyword used at least two times. Best places to use are the beginning of sentence and at end of paragraph sentence. In addition try using the keyword as the first word of the first paragraph, as well as the last word of the article, can be even more effective(as an example see this article - Notice the first and last sentence in article both have SEO friendly article keyword)

> 6. Website Hierarchy and Internal Navigation

How easy and obvious is it for people to move around your website has an impact on how long they stay on the site – Very important.

How easy is it for Google and the major search engines to see all of your important pages within your website? Google ranks pages not websites.

The Search engine spiders move around your website through your navigations and internal links. If they can't get to it and read it...they can't rank it. Use simple text navigations and site maps.

Use links with the site as opportunities to have keyword rich links.

> 7. Keyword Rich Internal Links

Use your sites main keywords in the anchor text when linking to pages within your site. Google can provide extra weighting to pages that have this. Another tip is to consider the words around it.

Example:

“If you want your website to rank high for keyword research, then you can add weight with ‘internal links with the main body of your content and link ideally should be keyword rich.”

So – simply look for opportunities to use your content to link to other pages within your website. Using your keywords that that link will point into (and that pages keyword target) as the actual ‘link’ within the body copy.

➤ 8. Semantically linked Phrases

Some 'buzz' words - Core Keywords and semantically linked phrases. Google has invested heavily in understanding how people put words, sentences and paragraphs together. In the old days it was simply ensure that keywords had a certain density within the on page content.

Whilst keyword density and where they are placed in relation to a page is important. It is now more important than ever to 'write naturally'. If you're not careful, Google's 'spiders' will pick up keyword stuffing and act accordingly.

Therefore how you find and include 'semantically' linked phrases influences trust and integrity within the search engines.

Here's a list of semantically link phrases to you keywords, some will seem obvious:

- Teaching, teacher, teachers, learn, learning, school, lesson plans
- Jobs, job, recruitment, work, career, careers
- Supply, suppliers, provide
- Agency, employment, management, office, authority

So if you have an opportunity, add them in.

9. Duplicate Content Filter:

Be aware that Google is tightening up on this. So, if you are creating new pages, try and make them at least 30% different.

Often people have simply copied the page and changed a couple of words – Google is becoming better at recognising this...although we have seen examples where it doesn't seem to penalise e.g. search results pages for property etc.

10. Remember - write for readers not search engines

It's about balance – we want the pages to rank high for search engines whilst at the same time helping users take the required action when on the site.

Try and make it engaging, easy to read and clear call to action.

Want to know more?

Getting to the top of Google is both a science and an art. It's not the tools you use, but how you use them that makes the difference in finding creative solutions that work.

If you'd like to know more and discuss how we can help you be found by the people already looking for you... simply get in touch.

Don't be invisible. Be visible.