

# SEO Content Writing

7 Basic Elements



# What is SEO content writing?

*Search engine optimisation (SEO) is the art of creating content that optimises a webpage's ranking potential.*

*The way search engines (Google, in particular) rank content can be used to your advantage.*

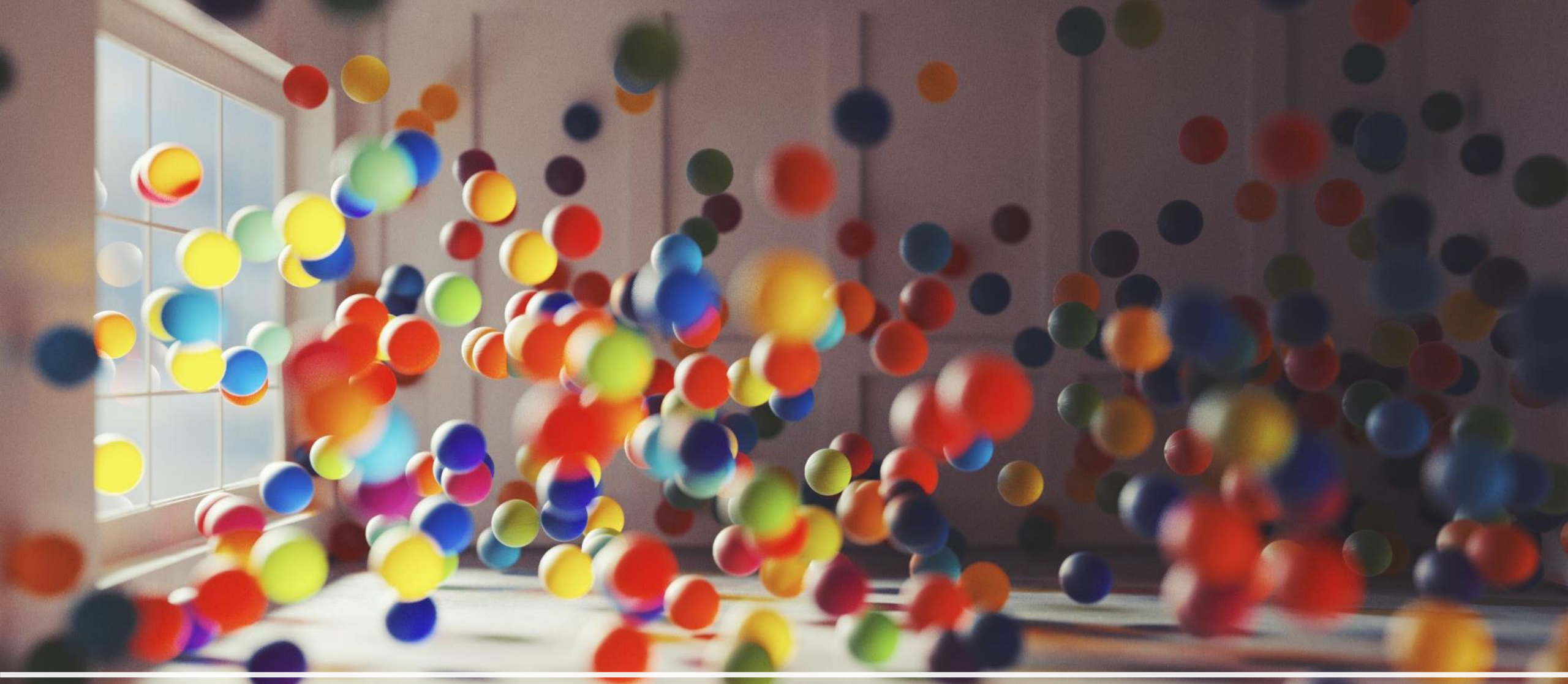
*Google judges content first and foremost on its relevance and value to Internet users.*



# What is “relevant and valuable content”?

- It's content that gives Internet users what they're looking for.
- It's honest content that's original and well supported.
- It's content that benefits Internet users and adds value to the Internet experience.





1) LOW BOUNCE RATE



*When someone stays on your page for just a few seconds, they're voting with their (virtual) feet. A high bounce rate tells Google that your content isn't what users are looking for.*



*However, if someone finds your content useful and/or interesting, they might actually read it! A visit that lasts for several minutes is a vote for value and relevance.*



*Google takes its cues from Internet users. So write for your readers. If they like your content, then so will Google.*





## 2) INTERNAL LINKS

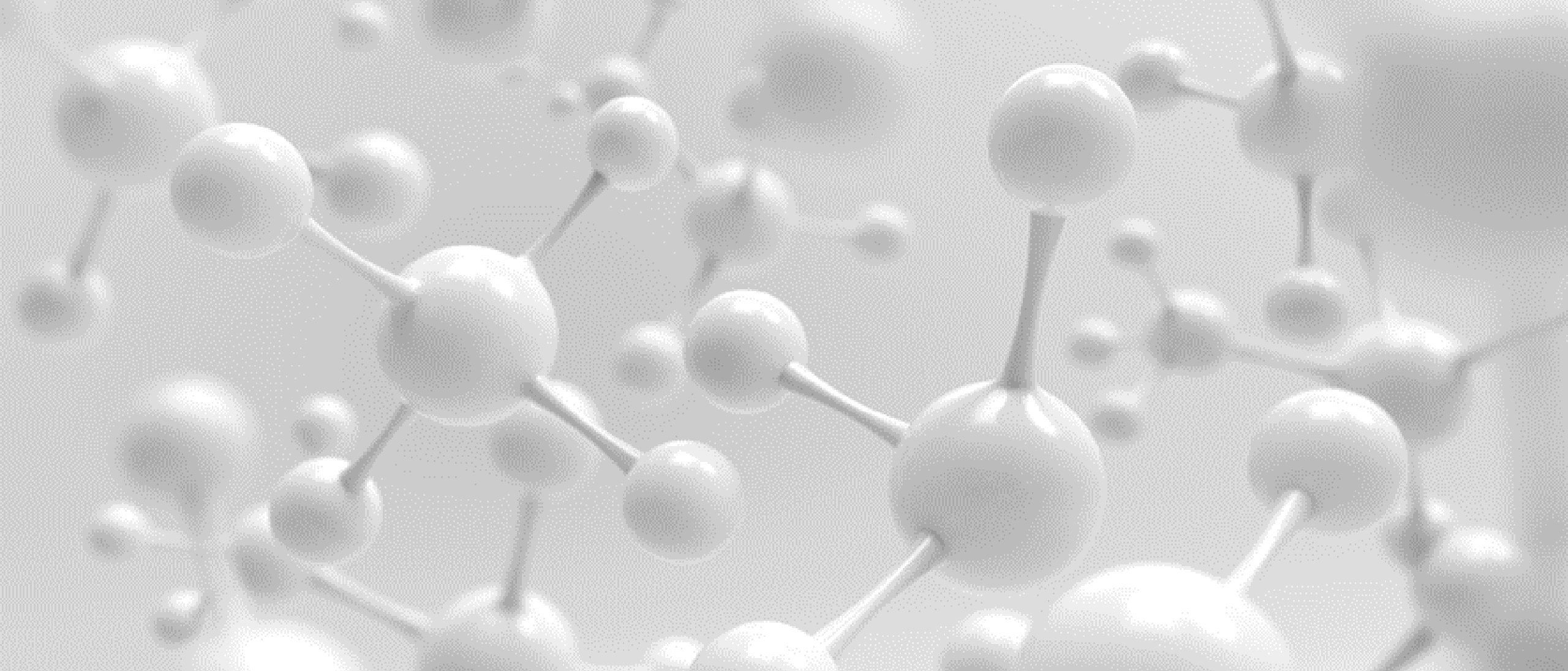


*Although inferior in value to external links, internal links are something you have control over.*



*By following links between the pages of a website, Google understands the relevance of these pages. The connection needs to be clear, though. An irrelevant link will flag up an attempt to manipulate search engines.*





### 3) EXTERNAL LINKS



External links provide readers with additional, related information – and, just like a bibliography in an academic publication, it shows that your content is based on sound research.

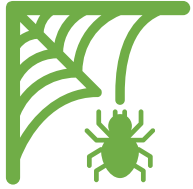
Consistently linking out to authoritative resources will help Google understand what your website is about, and it will establish your website as a trusted resource in itself.

Using external links can give value by association.





4) RELEVANT ANCHOR TEXT



*When establishing the relevance of links, search engine spiders will factor in anchor text.*



*Generic vocabulary in anchor text, such as “click here” or “find out more”, tells search engines and Internet users nothing about the target page.*



*Meaningful anchor text will help search engine spiders understand the nature of the content and determine the relevance of the link. And with a good idea of what the target page is about, readers can more easily decide whether or not to follow the link.*





## 5) KEYWORDS

Keywords are words and phrases that describe the nature of a webpage.

Google's response to a search query is to provide a list of URLs that best fit the user's requirements. The contents of this search engine results page (SERP) are based on Google's perception of relevance and value.

Keywords play an important role in this process.



Google's dependence on exact-match keywords has evolved into a humanlike affinity for natural language processing and an ability to understand contextual nuance. Through the process of latent semantic indexing (LSI), Google will recognise synonyms and other terms related to the topic.

Use your primary keyword in body text (especially early on), headings, title tag, and meta description, but also use synonyms and LSI keywords throughout your copy.





6) ORIGINAL CONTENT

Originality is essential for a good position on search engine results pages (SERPs).

All day, every day, search engine spiders crawl the Internet, looking for new content. The thing is, these spiders have perfect memories, and when they come across duplicated content, it won't be ignored. It will be penalised.

Google and other search engines are looking for value. Their top priority is the user experience. Duplicated content provides no value, and it will jeopardise a page's SERP ranking.







7) WRITE FOR YOUR READERS

*Every business strives for pole position on relevant SERPs. It's how we make a living.*

*But bear in mind that search engines are looking out for the welfare of users and will reward value and relevance.*

*Write for your readers. Don't use them as part of your SEO strategy.*



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