

SEO Template for new content

Target keywords: seo content creation

Page title

- Optimal title length: **55 characters**
- Add at least one of your target keywords to your <title> tag, don't use each target keyword more than 1 time: **seo content creation**

Meta description

- Optimal meta description length: **160 characters**
- Add at least one of your target keywords, don't use each target keyword more than 1 time: **seo content creation**

H1

- Add all your target keywords at least one time: **seo content creation**

Text

- Enrich your text with the following semantically related words: **quality content, blog post, piece of content, seo techniques, search engines ranked, keyword stuffing, user experience, potential customers, online marketer, content creation, optimization content, types of content, creating content, results pages, search engine results, content marketing, search engine optimization seo, ranking factors, social media, keyword phrases**
- Make sure that your text is easy to read with the Flesch-Kincaid readability test. The readability score should be **50** (<https://readable.io/text/>)
- Focus on creating more informative content. Recommended text length: **1446 words**
- Add at least one of your target keywords: **seo content creation**

Backlinks

- Try to acquire backlinks from the following domains: smartm.com.tw, sitereportcard.com, diigo.com, expresswriters.com, mybjblog.com, blogherald.com, tblogz.com, madcats.ru,

affiliateroyale.com, webuildpages.com, pages10.com, theoldreader.com, nodexlgraphgallery.org, commonstupidman.com, phoenixseoconsultants.com, pointblog.net, falcon.io, tribunablog.com, leightoninteractive.com, omahamediagroup.com

Analyzed top-10-ranking rivals for your target keywords

seo content creation

1. <https://www.wordstream.com/blog/ws/2012/01/17/seo-content-beginners-guide>
2. <https://neilpatel.com/blog/seo-copywriting-how-to-write-content-for-people-and-optimize-for-google-2/>
3. <https://moz.com/beginners-guide-to-content-marketing/content-creation>
4. <https://www.forbes.com/sites/ajagrawal/2017/08/30/how-to-optimize-your-seo-results-through-content-creation/>
5. <https://blog.kissmetrics.com/seo-is-content-marketing/>
6. <https://searchengineland.com/complete-guide-optimizing-content-seo-checklist-269884>
7. <https://www.internetmarketingninjas.com/seo-content.htm>
8. <https://izea.com/2017/12/05/seo-content-creation-guide/>
9. <https://www.brafton.com/seo/>
10. <https://coschedule.com/blog/seo-content-strategy/>

See how competitors write about targeted keywords:

seo content creation

1. <https://www.wordstream.com/blog/ws/2012/01/17/seo-content-beginners-guide>

Home : Blog : What Is **SEO Content**? A Guide to Creating **Content** for SE. **SEO** Marketin. If you're relatively new to the world of search marketing, you may have heard the term "**SEO content**" being thrown around in marketing meetings. What is "**SEO content**". If you have any questions about strategies for **SEO content creation** that I don't answer here, let me know in the comments and I'll answer them here or in a future blog post. What Is **SEO Content**. To understand what marketers mean by **SEO content**, it's helpful to break down the phrase into its component parts. "**SEO**" refers to search engine optimization, or the process of optimizing a website so that people can easily find it via search engines like Google. By "**content**," we mean any information that lives on the web and can be consumed on the web (more on the various types of **content**

below). So, putting these two concepts together: **SEO content** is any **content** created with the goal of attracting search engine traffic . I'm not going to tell you everything you need to know about optimizing your **content** for search engines here; that's a whole 'nother guide. But here's a super-quick refresher on what you'll need to do in order to **SEO** your web **content**. **Keyword Research:** If you want to generate traffic through search , it's best to do keyword research before you start writing. This way, you can focus on keywords for which a certain amount of search volume already exists – in other words, write toward topics that people are already searching for information about. **Keyword Optimization:** Know where and how to use keywords in your **content** for maximum searchability. (SEOMoz offers a great guide to on-page optimization.. **Content Organization:** The **content** on your site should be organized in a logical way. This is not only good for **SEO**, it also helps visitors on your site find other related **content** easily. (The longer they stay on your site, the better.. **Content Promotion :** Increase visibility to new **content** you create by sharing it on social networks and building links to your **content** (both internally and from external sites). A keyword research tool like the Keyword Niche Finder will help you identify specific topics to target in your **SEO content**. It's important to keep in mind that if search engine traffic is your only goal, your results will probably suffer. In order to please both the search engines (who will reward you with high rankings over time) and potential customers and return visitors, you need to offer value above and beyond search engine optimization. In other words, don't produce "thin" **content** that ranks and get clicks, but doesn't provide any additional value to the search engine user. Sites that promote "thin," low-value **content** run the risk of being penalized by Google; they also tend to have high bounce rates and low conversion rates. **SEO content** can include any of the following. **Product Pages** – These are the bread and butter of any retail e-commerce site. A good product page can serve as both **SEO content** and a PPC landing page. **Blog Posts** – A blog is one of the easiest ways to create a regular stream of **SEO content**. In general, blog posts are more engaging and more likely to attract links than product pages, so they can be a great way to build some authority for your site. (Keep in mind that blogs are very flexible, and you can use them to host any of the below types of **content** in this list.. **Articles** – Think news article, interview, or feature piece. This is the main kind of **content** you'll find on most newspaper- or magazine-style websites. **Lists** – A list is really just a kind of article, but framing it as a list (such as "10 Ways to Lower Your Energy Bill" or "101 Things I Hate About Google") makes it easier to scan. These types of titles also seem to be more clickable when found in search results or in social media feeds. **Guides** – A guide is a longer piece of **content** that explains in detail how to do something. (Guides are often broken up onto multiple web pages, though it's a best practice to allow users to view long **content** as a single page if they wish.) You can post a full guide on your website, or you can post a summary or excerpt, requiring visitors to fill out a registration form to read the full guide. This can be a good way to generate leads, but keep in mind that putting up a registration wall will likely reduce the amount of **SEO** traffic you can drive to that guide. **Videos** – In general there are fewer videos on the web than pages of text; consequently, it can be easier to rank on the first page for a competitive keyword by creating a video instead of an article. Depending on what type of site or business you run, videos can be a great way to attract and reach an audience. Consider creating video tutorials of how to use your products. Or illustrate a process that is related to your business – for example, a plumber could make a video showing how to unclog a sink. (A note on **SEO:** You might consider including a text transcript of your video. Here are some additional tips for optimizing videos .. **Infographics** – Infographics , or large-format images that contain a lot of data (often in the form of graphs or charts) on a single subject, can rack up a lot of page views and links. However, because so much of the **content** is embedded in the image and therefore not readable as text by search engines, it's important to carefully optimize the rest of the page. You can use one of these five free infographic templates to get started. **Slideshows** – A slideshow is a way to display a series of related images. Sometimes pictures are more important than text – say you're trying to show what all the stars wore to the Oscars. Here again, **SEO** of your title, captions, image file names and so on is important because there is less for the search engines to "read.. **Glossaries** – I swear more people use Google to look up terms than they use a dictionary. (Do you even know where your dictionary is?) If you work in a specialized industry, a well built-out glossary can be a good way to capture some search traffic. Think cooking terms,

medical terms, fashion terms, architectural terms . Directories – A directory is a useful taxonomy of links to sites or resources around a given topic. For example, a perfume blog might create a directory of places to buy perfume, from major department stores to independent shops around the country. These are just some of the basic types of **SEO content**, but don't let this list limit you – the possibilities are virtually endless. If you've been producing **content** in a haphazard manner, hoping and praying that some of it eventually ranks, it's time to buckle down and commit to a more methodical **SEO content** strategy for the web . First, determine your goals as a website or business. Are you looking to drive sales through your website? Do you monetize your site via ads and therefore just want to increase traffic and return readership? Your goals will determine what types of **content** you should focus on. A great example of a minimal, yet sleek and elegant, product pag. If you're primarily trying to drive product sales, your primary focus should be attractive, informative product pages that are optimized for both search and conversions. Your secondary focus could be helpful blog **content** that illustrates when and how to use your products, linking to those pages where relevant (it's best if your blog is not entirely self-promotional, though). If your site operates on an advertising model and the goal is to attract new readers through search, you'll want to focus on rich **content** (such as long-form articles or video resources that are informative, entertaining or both) with "stickiness" ("sticky" **content** keeps visitors on your site longer or encourages them to return). Consider your audienc. Know your audience – surveys and your analytics software can help you get a better picture of your typical visitor or client. Consider developing marketing personas, or characters that represent your ideal site visitors and customers. Then think about what kinds of **content** those personas would be looking for. For example, if you operate a B2B website that targets C-level executives, you might want to create high-level white papers that can be downloaded and saved to read later. If your business targets teens and tweens, you might want to focus on frequent updates with less text and more images and video. You'll also want to be sure your site is optimized for mobile usage. Create an editorial calenda. Once you have an idea of who you are targeting and why, you can start to build out an editorial calendar. An editorial calendar is a schedule that dictates when you will publish new **content** and what type of **content** it will be. This will help you stick to a regular schedule (it's especially important to create new **content** on a regular basis if you have a blog), as well as prevent you from scrambling to come up with a topic for new **content** at the last minute. A few tips for creating and adhering to an editorial calendar. Use Outlook (or Google Calendar) – Share the editorial calendar with your whole marketing team. Set up reminders for authors so they get a notification when a deadline is coming up. Consider creating ongoing features – For example, a food blog might do a meatless recipe every Monday. Many blogs do link roundups once per week (including this one). Create a category page for each ongoing feature, so visitors can find all of your Meatless Monday recipes or link roundups in one place. Give yourself plenty of lead time when producing more complicated types of **content**, such as videos and infographics. These often need multiple rounds of edits to perfect and can be more complicated to optimize for search. Don't plan too far out in advance – Calendars often get derailed after a month or two, due to changes in marketing goals, budgets, or staff, so don't try to plan out a schedule for the next year and risk wasting a lot of time and effort. Analyze and re-asses. Finally, stay on top of your site's analytics. Regularly analyze your **SEO content** to see what's working and what isn't. Good measures of success and engagement include page views, links, comments (on blog posts and some other types of **content**), social shares (Facebook likes, tweets, etc.), and conversion rates. Your analysis should have two goals. Study your successes so you can repeat those strategies – Look for patterns. Does your audience love videos? Then make more videos! Adjust your editorial calendar going forward so you can focus more time and effort on the **content** types that really resonate. Carve out time for updating and improving older **SEO content** – If you tried to optimize an article for a certain keyword, but it's getting more traffic for a different variation of that keyword, then go back in and re-optimize it for the new keyword. You might be able to significantly increase traffic by putting that keyword in the title, for example. There you have it – **SEO Content** 101. As mentioned above, please let me know in the comments if you have other questions about creating and optimizing **content** for **SEO**. Find out how you're REALLY doing in AdWords. Jan 18, 201. Nice article.Content is one of the main aspect SEO.Good quality and fresh **content** is

very useful to generate more traffic. Jan 20, 201. Wow, this awesome. Always wanted to learn about **SEO Content** and this article gives out the right insight. Thanks for posting! :- Jan 20, 201. **Content creation** and distribution is essential for **SEO**. **Content** is about much more than what's on your website. It's necessary to build your online real estate and create **content** that will improve visibility across the web. An **SEO** campaign without **content** is severely limited.. Mar 31, 201. Especially since Google's announcement that **content** is (currently) one of its top 3 ranking factors. Even if Google didn't exist, quality **content** would be important. Jan 24, 201. Hey there :) Found this on B2Community but I didn't see a profile on there so I wanted to make sure you saw my thanks! This is so insanely comprehensive, thanks for the hard work :) I wish more people pushed the assessment. I can't tell you (I'm sure you know) how many people work crazy hard but never check stats. Kudos :. Feb 15, 201. This is an excellent piece for Internet marketers who are at a more novice level, with enough information to make it interesting for more experienced marketers as well. The how-to part is especially informative, and points out not only how much is involved in doing **SEO content** right, but the importance of making sure that key role is being filled by someone with know-how and experience. So much on the web is done by trial and error, and this is an area where a mistake can be difficult to recover from. Aug 12, 201. I think the most basic definition of **SEO** has become; The process of building a websites reputation to place on top positions of competitive keyword phrases. **SEO** has come a long way since the first Search Engine. Before search engines ranked on **content** and information. Now it has become a fight for popularity and reputation. Keep up the good information. I look forward to reading more. Sep 11, 201. Hi Elisa, This is excellent! People don't focus enough on the value of their **content** these days. It's the only reason why people visit your site. **Content** should be everyone's priority. Cheers!. Oct 29, 201. Elisa, It has become obvious that **content** is king when it comes to **SEO**. I believe infographics will be my next goal. Thanks for the inf. Nov 27, 201. This is a good article, lots of good information to chew over here. I've tried rewriting old PLR articles with varying degrees of success. Feb 04, 201. Elisa, Thanks for the great information. I read through and started looking at my blog and realized that I really did not take into consideration any keyword research at all. I am going to start repairing that now but let me ask you. My average article is about 500 to 700ish words is that enough or should I write more? Thanks for your time I appreciate this was a well written article that I found very useful. Thanks Again SammyK :. Mar 25, 201. Elisa, It is true that **content** is king when it comes to **SEO**. I believe infographics will be my next goal. Thanks for the information.. May 13, 201. Great little article! Giving the basics of **SEO** in an incredibly light and informative way. Very easy to read and understand thank you for your help. Sep 29, 201. Hi Elisa! Thanks for the post! Do websites like Mashable have a **SEO** strategy? Rephrasing my question, if my articles have nothing to do with keywords and are more of a feature kind, how could it be **SEO-ed**? Thanks in advance. Yoosu. Oct 15, 201. **Content** no 1, i did it ;) It is true that **content** is king when it comes to **SEO**. I believe infographics will be my next goal. Thanks for the information. Nov 20, 201. Excellent post on **seo content**, **Content** is the 'King' of **SEO**, thanks for sharing keep updating on latest trends of **seo content** marketing. Thanks u.. May 01, 201. This has been an amazing **content** I have ever read. Its completely an thought-provoking information about basics of **SEO** and its importance. Thanks for sharing, as its been a effective guide for me as I am new to this industry and it helped me a lot with my queries & confusions. May 26, 201. If you are going to continue in this line of work, might I suggest you take a course in grammar first and foremost.. Please let me know if you're looking for a author for your weblog. You have some really great articles and I believe I would be a good asset. If you ever want to take some of the load off, I'd really like to write some materia. for your blog in exchange for a link back to mine. Hmm it appears like your website ate my first commen. (it was extremely long) so I guess I'll just sum it up what I submitted and say, I'm thoroughly enjoying your blog. I too am an aspiring blog blogger but I'm still new to the whole thing. May 16, 201. We know that **content** is king. If you've got a unique, high quality, and **SEO-friendly content** that will be use in marketing your products/services online, for sure you can drive more traffic to your website and boost your search engine rankings. Jul 31, 201. Please if you have a sample of the article you have designed please help see it because am new in, the industr. Jul 10, 201. To get 3,000 to 4,000 unique visitor per day the matter is good quality **content**. Each of my blog post get 1,000 to 3,000

natural links. Find professional writer is the best method and Justin Thosoju on Facebook is the good writer. Aug 12, 201. well..informative blog..I am planning to rewrite **content** for one of my websites.I would like to ask about keyword density. please guide for the same..thanks in advance ... Oct 14, 201. Coolest article ever !! Nicely written and explained. Though I have taken some idea from it and written it in my own words. I hope you don't mind and will love it :) . Sep 21, 201. I'm amazed, We have to admit. Seldom will I run into a blog that's both educative and interesting, and undeniably, you've hit the nail about the head. The issue is something that insufficient people are speaking intelligently about. Nov 04, 201. Optimizing website according to the search engines is one of the essential things to promote business online. You shared very interesting information out there. Keep posting such impressive information. Nov 08, 201. These tips are very useful and everyone should keep in mind these things while writing a great blog post. These things will make the post more informative and will bring more traffic. Thanks for sharing. .. Amazing! This blog looks exactly like my old one. It's on a totally different topic but it ha. Nov 14, 201. Hi Elsa, This article is indeed comprehensive and informative. I have found it very helpful for groping new oDesk contractors like me. **SEO** Marketing has been presented as a basic skill in writing. I hope you can share some articles and guidelines. Thank you so much. Oh my goodness! Amazing article dude! Thank you, However . am having problems with your RSS. I don't understand the reason why I can't join it. Is there anybody else having identical RSS problems. Nov 18, 201. Hello Elisa, Finally you have problematic questions. Now I can be able to write more great for my clients, informative, **SEO** optimized and blogs that can drive targeted traffic. Thanks for this information. It's a GREAT POST. Mar 30, 201. Finally you have problematic questions. Now I can be able to write more great for my clients, informative, **SEO** optimized and blogs that can drive targeted traffic. Thanks for this information. It's a GREAT POST.

2. <https://neilpatel.com/blog/seo-copywriting-how-to-write-content-for-people-and-optimize-for-google-2/>

Contac. **SEO** Copywriting: How to Write **Content** For People and Optimize For Googl. Home » Blog » **SEO** » **SEO** Copywriting: How to Write **Content** For People and Optimize For Googl. If you want to build your blog audience , you're going to have to get smarter with your **content**. One of the biggest challenges that bloggers and **content** marketers face is writing **content** that's optimized for search engines, yet will also appeal to people. According to Copyblogger , **SEO** is the most misunderstood topic online. But, **SEO content** isn't complicated, once you understand that people come first , before search algorithms. **SEO** firms make their money understanding these simple concepts. Thriving in your online business means that you must go beyond simply "writing **content**." Your **content** needs to accomplish two goals: first, appeal to the end-user (customers, clients, prospects, readers, etc.) and second, solve a particular problem. But, how do you create **content** that meets those goals? How do you create **content** that ranks well with Google and also persuades people? That's what **SEO** copywriting is all about. Don't worry if you can't afford an expensive **SEO** copywriter. You can do this following simple rules. We all know what happens when you type a search query into a search engine and hit "enter": You get a list of search results that are relevant to your search term. Those results pages appear as a result of search engine optimization (**SEO**). In a nutshell, **SEO** is a method of optimizing (enhancing the effectiveness of) your **content** for the search engines, in order to help it rank higher than **content** from other sites that target the same search terms. According to Redeolution , Google displays web pages in their search results based on the authority and relevance of the page to enhance the user experience. How does it measure authority and relevance. Google determines the relevance of your page by analyzing its **content** based on several factors, including where and how often you use certain words in that piece of **content**. Google measures authority by the number of links pointing to that page and how trustworthy those links are. On the internet, links are like votes, with a slight difference. The winner of the election is determined solely by the number of votes, whereas your web page's rank doesn't depend so much

on how many incoming links it has (quantity), but rather on the quality of those links. You and your marketing team need to understand this. Quality has become the #1 ranking factor in Google, especially since the Google Panda and Penguin updates. If you want more information on **SEO**, check out *The Beginner's Guide To SEO* and *The Advanced Guide To SEO*. Copywriting is the art and science of creating **content** that prompts the reader/end-user to either buy a product, subscribe to a list, take a test drive or take some other action that will benefit you. Copywriting is salesmanship, says Bruce Bendinger. His definition of copywriting will make you smile. Who drives a user to take action? A copywriter does. A copywriter is a skilled professional who writes copy for advertisements, promotions and customer engagement. In the marketing world, they're often referred to as "creatives." An **SEO** copywriter tailors this to online **content**. A copywriter is someone who understands people, knows what his audience likes and chooses the words that will appeal to them. The headline, words, phrases, sentences and paragraphs used in the **content** have to persuade and cause readers to take a specific action. An **SEO** copywriter also understands how Google feels about certain words and phrases, especially long tail phrases. If you're a blogger, freelance writer or online business entrepreneur, you can become a sought-after copywriter when you develop your creativity and perfect your writing skills. If you want to build a thriving online business and survive in this changing world of **SEO**, your job is to create useful **content** that's interesting, persuasive and well-optimized for search engines — and you have to do it consistently. That is part of the user experience, getting new fresh **content** on demand. **SEO** copywriting has evolved, since Google started rolling out their updates. If you want to create highly useful **content** that ranks well in Google and simultaneously funnels paying clients or customers to your online business, you must think about the components of Google's Ranking Algorithm. **SEO** copywriting is all about creating useful, compelling and valuable **content** that targets specific keywords so that other people will gladly promote it on social media platforms. This increases the authority and relevance of your **content** and improves its ranking in Google for the selected keywords. So when you highly recommend something, Google sees it relevant and you will achieve greater **SEO content** results. Certain elements of valuable **content**, such as visual appeal and timeliness, are the hallmarks of copywriting grace. Implementing **SEO** best practices consistently throughout your **content** will naturally push your **content** to the Google top 10 and increase your traffic. However, there are elements that will always enable you to rank highly in Google, as well as increase your conversion rate. Before you implement the elements of **SEO** copywriting, remember that there are things that should come before on-page optimization. A study by Akamai revealed these stats. Site speed has been a ranking factor since 2010 and it's good for users, too. If your load time is more than 2 seconds, which is the standard load time for sites, then you should take steps to improve it. That's because if your **content** is useful and interesting, but it takes a long time for your page to load fully, your visitors will leave, because their attention span is short. They leave because of a bad user experience. How do you measure your site load time? Follow these basic steps — I'll use Psychology Today as an example. You see that Psychology Today is fast. The load time is 1.97 seconds, beating the standard load time by 0.3 seconds. In our example, the history shows that Psychology Today had a load time of 2.58 seconds on January 10, 2015. The page size was 1.6 MB at the time. But today, the page size has been reduced to 1.5 MB and the load time improved to 1.97 seconds. This is what **SEO** firms first and so should you. According to Kathryn Aragon, speeding up your site's load time can improve your conversions by 7%. And, this case study reveals how Smashing Magazine experienced an impressive boost in their conversion rate when they cleared their database of all of the clutter that old plugins had created, then merged all of the databases into one. Your **content** may be valuable, but if your headline is mediocre, your click-through rate will be low. Don't waste valuable **SEO** copy. On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar. —David Ogilvy. Impression Marketing noted that a lot of bloggers and **SEOs** spend 55% of their time on **content** marketing: creating **content**, monitoring social signals and consumer reactions, tracking analytics, etc. But, how much time do you spend crafting the perfect headline. As you learn to become a better writer, focus on the things your leads will see first. Such as the headline. When you rank in Google's top 10, if your headline is clickable and attractive, it doesn't really matter whether you rank

#1 or #4, because you will still attract organic visitors to your site. As a rule of thumb, a successful **SEO** copywriter creates the headline before moving on to the body of your article or blog post. Note: Headlines that convey a specific message or idea work best with search users. According to Conversion XL, headlines with numbers are always winners so, if it makes sense, include a figure in the headline. Several authority **content** sites use numbers in their headlines. Three out of 5 post headlines use numbers on Lifehack. Sites like Inc, BusinessWeek, Mashable and Upworthy all understand the psychology behind numbers. Headlines that have numbers in them usually get shared more on Facebook and Twitter, as well. For example, the second most popular post on HubSpot is a number-type headline with over 10,000 tweets to date. Generate article ideas: If you're stuck and don't know what to write about, you can use the Inbound Now tool to generate blog post/article ideas before you hire that **SEO** copywriter. There are several resources for writing click-worthy and sharable headlines. To demonstrate, let's write some fresh headlines in three popular industries: small business, fitness and relationships. 7 Small Business Trends That Will Affect Your Sale. How To Start a Small Business That Customers Will Lov. **SEO** and user-friendly fitness headlines. 10 Workout Secrets For Women That Wor. Best Way To Lose 10 Pounds After Pregnanc. Well-optimized and catchy "relationship" headlines. 3 Funny Ways To Get Your Ex-Boyfriend Bac. How To Renew Your Love Life with Your Spous. What Does It Take To Have a Fabulous Wedding. Analyzing the search engine results: Let's say that we do a search in Google for "save money." You can see that most search results are **SEO-friendly** (and target a keyword), but some of the headlines themselves are not attractive to the user. Adding a long tail to the title might help for those with specific inquiries. New and experienced SEA copywriters highly recommend downloading Yoast **SEO** as a Wordpress plugin to help optimize **SEO** copy. Once you learn **SEO** copywriting, you can write **content** that will both rank highly in Google result pages and also attract clicks from prospective customers or clients. Note: If you want your whole title to be visible in search engine results, keep it under 72 characters. This will also increase your click-through rates. 3) **Content**. The **content** itself is a vital element of **SEO** copywriting. The major reason why people conduct searches in Google and other search engines is that they're looking for useful **content**. Search engines also feed on fresh **SEO content**, which is why you must consistently update your site. Marcus Sheridan grew his swimming pool company from less than 10,000 to 80,000 monthly visitors, within 6 months and he grew his organic traffic by blogging 2 – 3 times a week. When Marcus began to target long-tail keywords in his blog posts, everything changed. He said that "within hours of writing an article with specific keyword goals, we were showing up on the first page of Google.. If you want to write the best **content** that will rank well in Google, you have to target keyword phrases. Avoid stuffing keywords or over-optimization. Ideally, put the keyword in your headline, but make sure that it reads smoothly for your readers. The Google Panda 4.1 update was designed to penalize "thin" or shallow **content**, by keeping lousy **content** from ranking highly in Google. A typical blog post or article should be at least 1000 words. But, it's not all about length, because several detailed articles still struggle to rank and retain their position in Google results pages. Before you write your **SEO content**, it's essential to understand your reader. Then, niche down and focus on a particular problem that the reader is struggling with. Dare to solve that problem with your **content** – that's another goal of combining **SEO** and copywriting. Every piece of **content** you write needs a compelling introduction. The introduction is the portion that comes right after the headline (and sub-headline if you include one in your **content**). Your introduction should contain at least one of your targeted keyword phrases, especially a long tail keyword. However, it's crucial to understand that modern **SEO** copywriting has gone beyond keyword targeting and placement. The best approach now is to write **content** that addresses keyword intent. You will learn about that later on. 4) Meta Descriptio. Before writing your **content** and again, before publishing it, use meta descriptions to help guide search engines. Meta descriptions help search engines and searchers understand what the topic is and why your targeted keywords and phrases keep appearing in the **content**. This is where **SEO** firms earn their money, only because they understand this. Moz noted that the meta description is the HTML attribute that provides a "concise explanation" to the search engines of your page's **content**. The tag is enclosed with the <head> section </head> on your web page. This is the code sample. Google uses the meta description on your page as a snippet when people search for

keywords that are relevant to your page. This snippet copy is what will determine whether or not you get clicks, no matter how highly you rank in the search results. Note: If you own a WordPress blog, you can install the All-In-One **SEO** Pack plugin and use it to set up your title, meta description and relevant keywords. If you're new to blogging, this guide will help you set up the plugin. The Big Question: How do I write meta descriptions that catch people's attention, as well as rank well in Google. Step #1: Understand keyword intent. Keyword intent is the main purpose or reason behind keywords (whether seed or long-tail keywords). For example, say you're a social media consultant and you want to attract clients to your business. Then, your primary keyword might be "social media expert advice.. When prospective clients type that keyword into Google search, what do you think they're really interested in. What they want is clear – a social media expert with advice on how they can move their online or brick-and-mortar business to the next level. Maybe they want more Twitter followers, greater engagement or tips on how to acquire more leads. Your meta description has to be relevant and appeal to them. Step #2: Once your article or blog post has been written, the next thing is to write your meta description. Swell Path recommends you follow this checklist. To demonstrate, let's put the tips to work, by writing two meta descriptions that are **SEO** friendly and relevant to our target audience. a) Begin with a question: Looking for expert social media tips to acquire new leads, convert visitors to customers and improve your brand? First, set a definite goal. Length – 141 characters. b) State the obvious: Many companies have given up on social media marketing, because they don't know what to do. All you need is expert advice that has produced success. Length – 148 characters. Note: You don't necessarily need to include your exact keywords in your meta description, especially when it doesn't flow smoothly. I've seen a lot of web pages rank in Google's top 10 without the main keywords. 5) Keyword Frequenc. Keyword frequency means how many times your chosen keywords appear on the web page. For example, if your target keyword is "best london hotels," how many times will this exact keyword phrase appear in your 300, 500 or 1000+ word article? In contrast, keyword density is concerned with the ratio of "best london hotels," to other words on the same page. Keyword frequency and density are no longer as effective as they used to be, before Google started rolling out frequent updates, but are still important parts of **SEO content**. Avoid on-page optimization mistakes, like keyword stuffing, excessive keyword insertion and header tag stuffing. However, keyword density still impacts organic ranking to some extent. According to Brian Dean, keyword density/frequency is one of the 200 ranking factors, which means that you should still consider it. But, don't go overboard. Here's what Brian Clark had to say about it. The only way to tell if your repetition of keywords is super or spammy is to measure that frequency against the overall length of the **content**. A keyword density greater than 5.5% could make you guilty of keyword stuffing and your page could be penalized by Google. You don't need to mindlessly repeat keywords to optimize. In fact, if you do, you're likely to achieve the opposite result. Links are the basic building blocks of your web page. One of the 10 things Google knows to be true is that "there's always more information out there.. Page links tell Google that you're connected and sociable and that you've got useful **content** that people can access somewhere else. This **content** could be your own or it could be from another author or site. Linking out to other authority sites and pages is an indication that you value what other people create. Google will reward you for being in sync with their mission: organizing the world's information and making it universally accessible. A good marketing team would highly recommend to appropriately link. What copywriters usually do is to find appropriate keywords, research accurate data and then use both to craft irresistible **content**. That's why copywriting is one of the fundamental factors of search engine optimization. The rules for linking out to other sites are not set in stone. There are also no hard and fast rules for internal linking. However, as a smart online marketer who wants to achieve tremendous results in the search engines, you should. Link to relevant pages within and outside your site in your introductio. Link to more in-depth guides or **content** on your page or other site. As I said earlier, these rules are not set by Google or other search engines. If you can understand your target audience and you produce the best **content** that will solve your readers' problems, you don't need to worry about keyword density, page links and social signals, because they will occur naturally. Remember that highly useful **content** will always attract thousands of social shares, comments, leads, clients and sales.

This is your job as the **SEO** copywriter. **SEO** Copywriting Tools & Resources: To fully understand and implement **SEO** copywriting best practices, you need viable tools and resources. Here are some that I recommend. Unsuck-it: This is a free web app that you can use to make your words, sentences and paragraphs flow smoothly. You can replace jargon with fun words in five seconds. RhymeZone: A lot of people love reading poetry and admire poets. Use this handy tool to make your copy appealing to the right audience. Read-Able: This simple tool helps you optimize your **content** for 7th – 8th grade level. This ensures that a wider audience will enjoy your **content** and click the headline when it shows up in Google results pages. Live-Keyword-Analysis: Use this free **SEO** tool to accurately calculate the keyword density ratio for a piece of **content**. Kill Writer’s Block : Highly recommend this tool to generate creative ideas for your next blog post. Quick Sprout : Find out why you’re not generating enough traffic from Google, even when your long-tail keywords are ranking highly. EMV Headline Analyzer: How much does your headline appeal to your readers’ emotions? Highly recommend this free tool to analyze your headline and give you a score. Google’s 200 Ranking Factors: The Complete List – this one is self-explanatory. For a list of other resources and tools that are useful for **SEO** copywriting, check out Writtent. Copywriting optimization points: Search engine rankings can’t be predicted, no matter how knowledgeable you are, because Google is always updating their ranking algorithm. If you plan on hiring an **SEO** firm to create CEO copy, realize they are subject to a changing game as well. However, there are actions that you can take to increase the likelihood of your web page showing up in Google for relevant search queries. Let’s explore those factors. Title tags: It’s a good idea to know how to write title tags for search engine optimization. Again, Yoast **SEO** can help here. The title tag is a meta HTML tag, like the meta description we saw earlier. It is like the title of a book. It’s the first thing that appears in Google search results. The title tag should be a concise and accurate description of your web page. Google will display 50 – 60 characters of your title in their search results. As well as thinking about length, write titles that will align with your brand. Moz does highly recommend that the optimal format for your title is: Primary Keyword – Secondary Keyword | Brand Nam. Heading tags: The heading tags are labeled h1 – h6. The heading tags will enlarge your font size and make it stand out. When you write **content**, it should be well structured for readers. Optimizing your title: This is one of the most important things that you can do to ensure that your title ranks in Google, as well as attracting an audience. This screenshot of the Moz resource on title tags helps you optimize your titles effectively. Words are powerful. Words drive engagement. If you can piece words together to produce a valuable piece of **content**, your target audience will love you for it — and they’ll stick around. There is no alternative to writing great **content**. The number of blogs that produce fresh **content** daily is ever-growing. Remember that duplicate **content**, keyword-stuffed **content** and low-quality **content** will not help your target audience. This is not a good **SEO content** strategy and can’t be emphasized enough. It also won’t do a thing to improve your organic ranking. A recent study shows that even if your **content** is useful, it still needs three additional elements, in order to drive organic traffic. That’s how Brian Dean increased organic traffic by 110% in 14 days. Search users’ intent: Keyword research is still necessary. But, the most important aspect of any keyword used by search users is the intent. Before you can write great **content** that solves a particular problem, you’ve got to know what each keyword stands for. Greg Meyers advises that you pay attention to keyword classification. In other words, understand whether search users want to buy a product or not. Informational keywords: The major reason why people search with these is that they want useful information without having to pay for it. Informational keywords are usually “how-to” in nature. Here’s an example. The keywords highlighted in red are informational, because the searchers are probably only interested in free articles, videos, blog posts and lessons. As an **SEO** copywriter, you can write useful **content** around informational keywords, but don’t expect to convert readers into customers, because most of them don’t want to buy. Instead, use informational keywords in your **content** to nurture an audience, engage them and build your brand. Commercial keywords: Commercial keywords show an ‘intent’ to buy. These keywords usually show “desperation” from the searcher. They want solutions quickly – e.g., “lose 10 pounds in 3 days.. The person searching for commercial keywords is likely going to buy a product, or sign up to an email list that will eventually convert them into customers. The fact that someone typed a

commercial keyword into Google means the person is ready to take action. Commercial keywords usually contain certain prefixes and suffixes, like reviews, buy, order, review, comparison, compare, free shipping, best, fast, etc. See this example in the weight loss niche. Note: When you write **content** around commercial keywords, the ultimate goal is to provide useful information on how to use the product, its benefits and features and how to install it, if that's required. Should you target keywords? Yes. Google still uses keywords to gauge what a particular web page is about. But, use caution and avoid over-optimization. I include the primary keyword on the headline. For example if my keyword is: conversion rate optimization. My headline maybe, 7 Ways To Make Conversion Rate Optimization Work For Yo. I use alternative keywords in the introduction, meta description and title tags. For example, What is the best way to increase your conversion rate with every blog post that you write? You know how important this is, especially when it seems as though your best **content** isn't generating organic traffic, social shares and sales. Storytelling: As an **SEO** copywriter, storytelling can set you apart, because human beings love good stories. If you can weave your brand story into your blog post, article or video, you will attract more attention. Kzero research showed that storytelling has been the secret of exponential growth for several digital companies, like Google, Facebook, Netflix and even Zappos. Brand storytelling is not something new. Several brands have used it in the past and still do. According to Kristen Matthews, when you use natural storytelling in your **content**, you can make the maximum impact on the reader. I've shared the story of how a Ferrari made me a million bucks. Recently, I wrote a blog post on How Spending \$162,301.42 on Clothes Made Me \$692,500. So far, the two posts have been shared more than 2,000 times on Facebook, Twitter and Google+ combined. A great example of a successful brand story is The Lego Movie. According to Marcus Sheridan, who is also a great storyteller, "Lego doesn't sell 'blocks' at all, they sell possibilities.. (Read the full story here: The Best Example of Brand Storytelling Ever: The Lego Movie. . In other words, your story should show others the possibility of achieving the same results. Your story shouldn't be about you alone, however. Instead, find a way to make it appealing to your target audience. Humor: One of the reasons why you should write with humor is to keep the reader/audience engaged. You can also infuse humor to simplify an uncomfortable or controversial topic. **SEO** copywriting is not just about writing useful **content** that solves a particular problem in a boring manner. Your **content** also has to excite your readers. They should be excited to click your headline, read the introduction and then move slowly down the body. That's what it means to write persuasively. If you can do that, it doesn't matter what you create: people will love it. Whatever you highly recommend, they will buy. Here's an example. A professional blogger and public speaker who usually adds humor to her **content** is Marie Forleo. Each of her video intros always entertains me. Case study: The case study is one of the 15 types of **content** that will drive more traffic to your site. Case studies can make for powerful **content**. I've seen them rank in Google's top 10, because they're highly useful. A study at **Content** Marketing Institute shows that B2B buyers prefer case studies and research-based **content**. And, if you consistently write useful and detailed case studies, your major long tail keywords will start showing up in Google's top 10 for relevant keywords. Case studies usually explain what your products and services are. A good case study will show the experiments, research studies and interviews that you conducted, as well as the results that you got. An **SEO** firm can help in analytics but isn't absolutely necessary. You can share any type of case study, even ones that didn't get the results you hoped for. If you want to create a valuable and optimized case study, this screenshot will guide you. More than 66% of all clicks go to the top 3 search engine results. If you want to tap into this rare opportunity to rank in the top 3 positions, then you should learn keyword research best practices. Long-tail keywords are the best way to go in modern **SEO**, because top brands are not targeting those terms. And, if you can produce good **content** while naturally targeting these types of keywords, you will definitely dominate the search engines. **SEO** isn't complete without keyword research. That's part of how you determine the mindset and intent of your target audience. Long tails help define that mindset. In niche marketing, picking the right keywords is the most challenging aspect of building a profitable niche site. Once you've chosen your topic, it's time to find relevant keywords in that industry. Let's find keywords for "waterproof digital cameras.. First step: Go to Google Keyword Planner. Plug the topic into the search box, then click "Get Ideas..

disposable waterproof digital camera. Optimizing **content** for search robots: Search engine robots or web robots (e.g. crawlers, spiders and so on) are programs that constantly scour the web. When a Google spider crawls your web page, it's looking for fresh **content**. Some people even say that spiders/crawlers feed on fresh **content** and will reward you for freshly updating your site regularly. However, understand that when Google spiders index (add your fresh **content** to their search database), they're only interested in the meta tags (title tag and meta description). More importantly, they want to know the keywords that you're targeting. This helps Google determine the industry your **content** will benefit, e.g., health, business, small business, internet marketing, etc. For best results, you should optimize for search robots like this. Add the primary keyword in your title tag and meta description, once. Add alternative keywords in your introduction and make sure that it flows well. If the keyword doesn't flow well, ignore it and just write naturally. Keywords like "best **seo** web design NY" won't work in the title tag, description and **content**. The best approach is to use the keyword naturally, like this. On-page optimization: On-page **SEO** doesn't have to be tedious or complicated. A lot of posts have been written to address this topic. That's why Google pays attention to your web pages and measures the engagement, bounce rate, retention rate and social shares. The foundation of an effective **SEO** campaign is what happens in-house (on your site). In other words, pay attention to how you target your keywords, which anchor is used to link internal pages, meta tags, etc. Click here to view the full size. Off-page optimization: In today's digital marketing, the public determines how relevant and useful your **content** is. And, Google uses the off-page factors to gauge the authority and value of your **content** pages. Generally, you can't control what happens outside your site. For example, you don't control who links to you and you don't control the quality of sites that choose to reference your work. But, if you're smart, you can use off-page **SEO** techniques to build a solid brand online and increase organic traffic. Instill brand confidence through business review. Promote local citation and Name/Address/Phone (NAP) consistency. Link building through: blogging, guest posting, competitor link analysis, blog outreach & networking and dofollow blog commenting. Step #4: Copywriting – Getting People to Act. The final piece of the puzzle in this in-depth article is "persuasion" — the ability of your copy to drive people to action. This isn't difficult, because there are many high-quality resources and tools that you can use. Copy is written to sell a product, service or an idea. But, it all begins with selling yourself, because you've only got a maximum of 30 seconds to sell yourself and leave people wanting more. Use bullet points: One of the ways to push people into action is to highlight the key points of your **content** or topic using bullet points. Before you write blog posts or articles, Vivian Giang recommends you list 3 or 4 strong benefits that you will cover. This is very important, as it also helps you create powerful headlines and paragraphs. Derek Halpern, founder of Social Triggers, a giant **SEO** firm, combines the power of psychology and copywriting to produce compelling **content**. He also employs the same strategy on his landing page. Create irresistible and valuable headlines: Columbia University recognized headlines as the most important element of copy. They advise that you think like a reader and write the headline first. The headline should target a keyword and also look attractive. Let's craft more clickable headlines, using some of the results in Google. When I search for "diet plans," here are the results I get. Original headline. Here's a much better headline. The Best Diet Plans To Help You Stay Fit. 28-Day Fat-Burning Diet and Meal Plan | Muscle & Fitness. Let's make the headline more compelling and useful. BodyBuilding.com has compelling, catchy headlines that are the right length (50 – 60 characters) and target a particular keyword. Have clarity of purpose: Getting clear with your copy, blog post and message is very important. Wider Funnel increased their conversion rate from 10% to 277%, just by implementing clearer call-to-action buttons and reducing the number of form fields. When you write **content** for your blog, focus on one idea and write your post to address a challenge, solve a problem or explain a complicated issue. According to Success Consciousness, here are some of the ways that you can achieve clarity of purpose as you write your **content**. Research accurate data that are relevant to your topic. This study by Conversion XL shows that using a data-driven approach and creating infographics that have accurate data points will improve social shares. Target 2 – 5 keywords in a blog post and ensure they read naturally. See an example below. If you read it aloud, you will notice how the keywords flow smoothly with the rest of the **content**. I've used these **SEO** strategies to increase my blog's traffic by

203% . Even if you don't achieve the same growth rate, you will absolutely generate more traffic, improve your brand and fall in love with **content** marketing. If you're not leveraging "persuasion" and "psychology" to improve organic rankings and captivate your audience, I highly recommend that now is the best time to start. What's your take on **SEO** copywriting? Do you think it's a major factor for online **content** marketing success. About Neil Patel. He is a New York Times best selling author. The Wall Street Journal calls him a top influencer on the web, Forbes says he is one of the top 10 marketers, and Entrepreneur Magazine says he created one of the 100 most brilliant companies. He was recognized as a top 100 entrepreneur under the age of 30 by President Obama and a top 100 entrepreneur under the age of 35 by the United Nations.

3. <https://moz.com/beginners-guide-to-content-marketing/content-creation>

Log i. Learn **SEO** Broaden your **SEO** with marketing resources for all skill levels: best practices, industry survey results, webinars and more. **Content** Creatio. Quick note: this section is meant to apply to teams of all sizes, from the sole proprietor who spends all night writing their copy (because they're doing business during the day) to the copy team who occupies an entire floor and produces thousands of pieces of **content** per week. So if this section (or any sections in this guide) seem to require more resources than you can devote just now, that's okay. Bookmark it and revisit when you can, or scale the step down to a more appropriate size for your team. We believe all the information here is important, but that does not mean you have to do everything right now. If you thought ideation was fun, get ready for **creation**. Sure, we've all written some things before, but the **creation** phase of **content** marketing is where you get to watch that beloved idea start to take shape. Before you start creating, though, you want to get (at least a little) organized, and an editorial calendar is the perfect first step. Editorial calendar. Creativity and organization are not mutually exclusive. In fact, they can feed each other. A solid schedule gives you and your writers the time and space to be wild and creative. If you're just starting out, this document may be sparse, but it's no less important. Starting early with your editorial calendar also saves you from creating **content** willy-nilly and then finding out months later that no one ever finished that pesky (but crucial) "About" page. There's no wrong way to set up your editorial calendar, as long as it's meeting your needs. Remember that an editorial calendar is a living document, and it will need to change as a hot topic comes up or an author drops out. There are a lot of different types of documents that pass for editorial calendars. You get to pick the one that's right for your team. The simplest version is a straight-up calendar with post titles written out on each day. You could even use a wall calendar and a Sharpie. Teams who are balancing **content** for different brands or other more complex **content** environments will want to add categories, author information, **content** type, social promo, and more to their calendars. Truly complex editorial calendars are more like hybrid **content creation/editorial** calendars, where each of the steps to create and publish the **content** are indicated and someone has planned for how long all of that takes. These can be very helpful if the **content** you're responsible for crosses a lot of teams and can take a long time to complete. It doesn't matter if you're using Excel or a Google Doc, as long as the people who need the doc can easily access it. Complex calendars can encompass everything from ideation through writing, legal review, and publishing. You might even add **content** localization if your empire spans more than one continent to make sure you have the currency, date formatting, and even slang right. **Content** governanc. In addition to an editorial calendar, **content** governance is necessary to keep your **content** efforts focused and on-plan. Governance outlines who is taking responsibility for your **content**. Who evaluates your **content** performance? What about freshness? Who decides to update (or kill) an older post? Who designs and optimizes workflows for your team or chooses and manages your CMS. All these individual concerns fall into two overarching components to governance: daily maintenance and overall strategy. In the long run, it helps if one person has oversight of the whole process, but the smaller steps can easily be split among many team members. Read this to take your governance to the next level. So, you've got an editorial calendar, and have someone in charge of each step of the process.

Now, who is going to write the **content**? We've already taken a look at what it's like to work with freelancers (and what you should be looking for in an author), but working with guest authors is also an option for outsourcing some of your **content creation**. Here's a look at the pros and cons of outsourced authors versus in-house talent. Potentially huge. Now from that chart, it might look like in-house authors have a lot more advantages than guest authors and freelancers. That's somewhat true, but do not underestimate the value of occasionally working with a true industry expert who has name recognition and a huge following. Whichever route you take (and there are plenty of hybrid options), it's always okay to ask that the writers you are working with be professional about communication, payment, and deadlines. In some industries, guest writers will write for links. Consider yourself lucky if that's true. Remember, though, that the final paycheck can be great leverage for getting a writer to do exactly what you need them to (such as making their deadlines).

Tools to help with **content** creation. One of the beautiful things about the Internet is that new and exciting tools crop up every day. Here are a few of our favorites for each step in the **content creation** process. You can always use Excel or a Google Doc to set up your editorial calendar, but we really like Trello for the ability to gather a lot of information in one card and then drag and drop it into place. Once there are actual dates attached to your **content**, you might be happier with something like a Google Calendar. See above for more details on editorial calendars. Research what's trending with BuiltVisible's **Content** Strategy Helper. Community member Brett Hartland pointed out this gem that's a fast way to find out what's trending and what topics might be of interest to your audience. Or turn your keywords into wacky ideas with Portent's Title Maker. You probably won't want to write to the exact title you're given (although "True Facts about Justin Bieber's Love of Pickles" does sound pretty fascinating...), but it's a good way to get loose and look at your topic from a new angle. Once you've got that idea solidified, find out what your audience thinks about it by gathering information with Survey Monkey or your favorite survey tool. Or, use Storify to listen to what people are saying about your topic across a wide variety of platforms. You can also use Storify to save those references and turn them into a piece of **content** or an illustration for one. Don't forget that a simple social ask can also do wonders. **Content** doesn't have to be all about the words. Screencasts, Google+ Hangouts, and presentations are all interesting ways to approach **content**. Remember that not everyone's a reader; some of your audience will be more interested in visual or interactive **content**, so make something for everyone. Relevant, complementary illustrations can help get your ideas across in ways that text never could. You can always start with visual representations of data in your **content**. The right images can get readers in the right frame of mind, can help avoid the dreaded "walls of text," and can make your **content** more readable. If you don't have access to in-house graphic design, it's still relatively easy to add images to your **content**. Pull a screenshot with Skitch or dress up an existing image with Pixlr. You can also use something like Canva to create custom graphics. It's also not hard to find free stock images online (just make sure you aren't violating someone's copyright). We like Morgue File, Free Images, and Flickr's Creative Commons. Don't stop with static graphics, though. There are so many tools out there to help you create gifs, quizzes and polls, maps, and even interactive timelines. Dream it, then search for it. Chances are whatever you're thinking of is doable. Writing (assuming you're the one doing the writing) can require a lot of energy--especially if you want to do it well. The best way to find time to write is to break each project down into little tasks. For example, writing a blog post actually breaks down into these steps (though not always in this order). Select hero image (optional). So if you only have random chunks of time, set aside 15-30 minutes one day (when your research is complete) to write a really great outline. Then find an hour the next to fill that outline in. After an additional hour the following day, (unless you're dealing with a research-heavy post) you should have a solid draft by the end of day three. The magic of working this way is that you engage your brain and then give it time to work in the background while you accomplish other tasks. Hemingway used to stop mid-sentence at the end of his writing days for the same reason. Once you have that draft nailed, the rest of the steps are relatively easy. Even the headline, which often takes longer to write than any other sentence, is easier after you've immersed yourself in the post over a few days. Mediocre **content** will hurt your cause. Less is often more. That's not an excuse to pare your blog down to one post per month, but it is an important reminder

that if you're writing "How to Properly Change a Tire" two days after publishing "Tire Changing for Dummies," you might want to rethink your strategy. The thing is, and we're going to use another cliché here to drive home the point, you never get a second chance to make a first impression. Potential customers are roving the Internet right now looking for exactly what you're selling. And if what they find is an only somewhat informative article stuffed with keywords and awful spelling and grammar mistakes... well, you just don't want that. Oh, and search engines think it's spammy too... Editin. Your **content** needs to go through at least one editing cycle by someone other than the original author. As we discussed under "Building a **content** team," there are two types of editing, developmental (which looks at the underlying structure of a piece that happens earlier in the writing cycle) and copy editing (which makes sure all the words are there and spelled right in the final draft). If you have a very small team or are in a rush, you might be tempted to skip the developmental editing phase. But know that an investment in that close read of an early draft is often beneficial to the piece and to the writer's overall growth. Many **content** teams peer-edit work, which can be great. Other organizations prefer to run their work by a dedicated editor. There's no wrong answer as long as the work gets edited. Ensuring proper basic SE. The good news is that search engines are doing their best to get closer and closer to understanding and processing natural language. So good writing (including the natural use of synonyms rather than repeating those keywords over and over and...) will take you a long way towards **SEO** mastery. For that reason (and because it's easy to get trapped in keyword thinking and veer into keyword stuffing), it's often nice to think of your **SEO** check as a further edit of the post rather than something you should think about as you're writing. But there are still a few things you can do to help cover those **SEO** bets. Once you have that draft, do a pass for **SEO** to make sure you've covered the following. Use your keyword in your titl. Use your keyword (or long-tail keyword phrase) in an H. Make sure the keyword appears at least once (though not more than four times, especially if it's a phrase) in the body of the pos. We're not copyright lawyers, so we can't give you the ins and outs on all the technicalities. What we can tell you (and you already know this) is that it's not okay to steal someone else's work. You wouldn't want them to do it to you. This includes images. So whenever you can, make your own images or find images that you can either purchase the rights to (stock imagery) or license under Creative Commons. It's usually okay to quote short portions of text, as long as you attribute the original source (and a link is nice). In general, titles and ideas can't be copyrighted (though they might be trademarked or patented). When in doubt, asking for permission is smart. Working with design/developmen. Every designer and developer is a little different, so we can't give you any blanket cure-alls for inter-departmental workarounds (aka "smashing silos"). But here are some suggestions to help you convey your vision while capitalizing on the expertise of your coworkers. Ask for feedback. From the initial brainstorm to general questions about how to work together, asking your team members what they think and prefer can go a long way. Communicate all the details you have (especially the unspoken expectations) and then listen. If your designer tells you up front that your color scheme is years out of date, you're saving time. And if your developer tells you that the interactive version of that timeline will require four times the resources, you have the info you need to fight for more budget (or reassess the project). Check i. Things change in the design and development process. If you have interim check-ins already set up with everyone who's working on the project, you'll avoid the potential for nasty surprises at the end. Like finding out that no one has experience working with that hot new coding language you just read about and they're trying to do a workaround that isn't working. Your job isn't done when you hand over the copy to your designer or developer. They might need help rewriting some of your text so that it fits in certain areas, and they will definitely need you to proofread the final version. Accidents happen in the copy-and-paste process, and there's nothing sadder than a really beautiful (and expensive) piece of **content** that wraps up with a typo. Conflict isn't fun, but sometimes it's necessary. The more people involved in your **content**, the more watered down the original idea can get and the more roadblocks and conflicting ideas you'll run into. Some of that is very useful. But sometimes you'll get pulled off track. Always remember who owns the final product (this may not be you) and be ready to stand up for the idea if it's starting to get off track. Next step. Congratulations!

You're on the way to creating 10x **content** for your organization. Now that you're off and running, it's time to talk about how to get word out about what you're creating. The next chapter is all about effective promotion.

4. <https://www.forbes.com/sites/ajagrawal/2017/08/30/how-to-optimize-your-seo-results-through-content-creation/>

AJ Agrawal , Contributo. Shutterstock. It's now become pretty common knowledge that one of the best ways to increase brand exposure is through **content** marketing. However, the best **content** in the world won't help you generate leads unless the public is able to discover it in the first place. This is where search engine optimization (**SEO**) comes in. By optimizing your **content** for search, you can ensure that more people will find – and potentially engage with – your organization. 75% of Internet users never scroll past the first page of search results, which means you'll need to get on that first page to capture people's attention. One of the best ways to do this is by coming up with strong keywords that people looking for information about your niche would use when searching. Chances are you're already naturally including keywords in your **content**, since you're providing information about a topic. However, there are often keywords you haven't considered that can help you get higher in search rankings. Try brainstorming what kinds of language potential customers might use to ask questions or describe problems associated with your product or service. Think about relevant topics to your industry, and then create a list of potential keywords for each topic. You can also use keyword research tools like the Google Adwords Keyword Tool to come up with your keyword lists. At that point, you can optimize your **content** for relevant keywords. A good rule of thumb is to keep your focus on just one or two keywords per piece of **content**. This will help you keep the focus of your **content** narrow enough to make it easier to place keywords in strategic locations – like the first 65 characters of your headline – and avoid keyword stuffing. Along with the beginning of your headline, there are a few other strategic locations to place your keywords in order to help you best increase the **SEO** value of your **content**. For instance, one of the easiest – but often overlooked – areas to optimize your **content** is in the URL. Having a clear, simple URL with a keyword or two will help search engines easily figure out what's on the page, making it more likely that your **content** will appear higher up in search results. You should also take into account your post length when putting up written **content**. Although Google tends to prioritize long articles over shorter ones, which means that you should have at least 300 words or so, overly long posts can turn off potential readers. This means articles should be somewhere around 700 words, and you should try to put keywords in about 1 – 2% of your text. Finally, images are a great way to not only make your **content** aesthetically pleasing, but also boost your **content's SEO** value. When you upload a photo, include keywords in the file name and fill out the alt text field with a brief description that includes a lot of those same keywords. Alt text is how search engines understand what an image is about, so filling it with keywords will help your **content** sit higher in the search rankings. Since 93% of online experiences begin with a search engine, this is extremely valuable to getting more eyes on your website. Out of the top results on a Google search page, about 99% of the websites have at least one external link. It's important to place internal and external links in your **content** to increase its **SEO** value. Internal links are helpful because they help search engines index your site, pick up on your main keywords, and overall improve the pagerank of the pages that you link. Basically, it brings other relevant **content** you've produced to the attention of search engines, giving you more bang for your buck than keeping everything separate. External links lead to pages outside your website, which have a couple of uses. For one, they help search engines identify important keywords. More importantly, they help you gather incoming links from other websites as those **content** creators see you link to them. It's generally good etiquette to provide someone with a link who links to them, especially if the **content** is related. Although in an ideal world great **content** would be all you need to reach a wide audience, the reality is that you'll need strong **SEO** strategies to expose your website to viewers in the first place. By paying attention to certain **SEO** techniques, you will be on your way to boosting your **content** and boosting your marketing ROI. What are some other useful ways

you've been able to boost your **content's SEO** value. AJ Agrawal is an entrepreneur and marketer who helps venture backed startups and Fortune 500 companies optimize their growth channels.

5. <https://blog.kissmetrics.com/seo-is-content-marketing/>

A blog about analytics, marketing and testin. See Kissmetric. There's a bit of confusion over **SEO** and **content** marketing. The confusion comes over how **SEO** and **content** marketing fit together. Do they fit together? Are they at odds with each other? If so, is it possible to force them together. In a previous post, I explained why **SEO** and **content** marketing are like PB&J. They go together. They just fit. They work well together. Now, I want to share exactly why that is — why **SEO** is actually all about **content** marketing, and vice versa. Before I share the why of this article, let me be clear about the what — the problem I'm addressing. The Problem: **SEO** and **content** marketing are not integrated. The crux of the problem is that **SEO** and **content** marketing are separated, as if they were two very different things. The truth is, however, that they go together, overlap, cohere, blend. This makes no sense to me. How can "**content** marketing overtake **SEO** completely" when the only way to successful **content** marketing is to have **SEO**? How can you tear the two apart like that. Thankfully, there are voices of reason in the cacophony of confusion (e.g., the smallbusiness.yahoo article above). Careful marketers have observed the disconnect, and are trying to point out that **SEO** and **content** marketing go together. Yet the mistake persists. One of the popular articles that makes this mistake comes from an article in The Guardian, which states: "It looks like Google has tired of its old friend **SEO** and is instead cosying-up to the new kid on the block, **content** marketing" [sic]. It's a cute analogy, but it's simply not accurate. It's not as if **SEO** and **content** marketing are two different people. To borrow the same metaphor, **SEO** and **content** marketing are actually two personalities of the same person. The problem, then, lies in the disconnect between **SEO** and **content** marketing. It's time to bring the two back together. This is the only way you'll be successful in both your **SEO** and your **content** marketing. The Truth: **SEO** and **content** marketing overlap. A lot. When trying to understand the integration of **SEO** and **content** marketing, think of it this way. First, here's the incorrect view of **SEO** and **content** marketing. This is wrong. They overlap. There are differences between **SEO** and **content** marketing. Yes, **SEO** and **content** marketing are distinguished from one another in several critical areas. And while they have points of differentiation, you still can't separate the two entirely. **SEO** is narrower, and more technical. **Content** marketing is broader and more holistic. This is the way in which the two converge. The way to apply **SEO** in a broader way is to channel its specific technical endeavors into **content** marketing. Conversely, the only way to ensure the success of **content** marketing is to apply **SEO** techniques in its implementation. How **SEO** and **Content** Marketing Come Together. Another way to look at it is like this — **SEO** makes demands. **Content** marketing fulfills those demands. Think of it as a conversation between two people. **SEO** states the requirements. **Content** marketing fulfills them. Now, let me show you how exactly **SEO** and **content** complement each other. In each of the points below, I state exactly what **SEO** requires, and how **content** marketing meets that requirement. Keep in mind that conversation between **SEO** and **Content** Marketing (above) as you review each of the following points. **SEO** demands **content**. **Content** marketing is **content**. I wince whenever I have to say it, because it's so cliché, but it's true: **Content** is king. And what is **content** marketing all about? It's about **content**. The practical application of **SEO (content)** is the very substance of **content** marketing. When **SEO** shouts, "We need more **content**!" **content** marketing responds, "Gotcha taken care of!". **SEO** demands keywords. **Content** marketing means using keywords. No one would argue that a fundamental component of **SEO** is keywords — researching them, utilizing them, and tracking your ranking of them in the SERPs. It's called **content** marketing. The only way you can use your keywords is to be employing them strategically throughout your **content**. **Content** marketing consists of top-notch **content**, written for humans, and using the keywords that you're targeting. Obviously, Panda will nail you if you insist on stuffing your pages with keywords and over optimizing. But when **SEO** and **content** marketing do what they're supposed to do — work

in sweet harmony together — you'll be fine. **SEO** demands linkbacks. **Content** marketing introduces linkbacks. **SEOs** dream about linkbacks — a huge, fat, DA 98 linking to your site. Or, an incredibly powerful .edu tossing a link to your blog article. You can build links by contracting with a link building agencies. Some are reputable, some not so much. But the best way to build links is by publishing killer **content**, and letting the masses link back to it. This is the real way to continual **SEO** success. If you want this important component of **SEO**, you've got to have the indispensable element of **content** marketing. The only way to get a linkback — that dangling **SEO** carrot — is to have **content** worth linking to. **SEO** demands onsite technical optimization. **Content** marketing needs great UX. I anticipate that some **SEOs** may still object to my point, at least in part. Here's why. **SEO** is about more than just blog articles, keywords, and linkbacks. **SEO** is about optimizing the robots.txt, enhancing metadata, utilizing proper tags, and constructing a strategic sitemap. Technical stuff like that. Yes, it is. And, yes, this is also tangentially related to **content** marketing. This technical optimization is put in place for the good of the user — whether the user is searching, selecting, or reading your **content**. It's accurate to think of these enhancements from a user experience (UX) perspective. These technical **SEO** components are present in order to serve the user and promote your **content**. Again, the link between **SEO** and **content** is inextricable. Why do you want a good sitemap? So people can more easily find and access your **content**. Why do you want an optimized robots.txt? So search engines can better crawl your site, and so readers can see the **content**. Why do you want the right tags in the right places? So your **content** can get stellar indexing, accurate search results, and more readers of your **content**. It all comes back to **content**. Google likes fresh **content**, and they have for a long time. If you know **SEO**, you know that fresh **content** gets rapidly indexed, and registers higher in the SERPs than older low-value **content**. When this fresh **content** appears on a site with historic authority, you can be sure that it's going to have a SERP boost. Good **SEO**, then, means consistent output of **content**. Consistent output means that you're doing **content** marketing, and you're doing it right. There isn't any way around it. **Content** marketing is an active verb, with ongoing action. You don't just do it, and then stop. You do it, and keep doing it. And on and on. Conclusion. I could continue to discuss applications ad nauseam, but I hope the point is clear: **SEO** is actually all about **content** marketing. And **content** marketing is all about **SEO**. Here are two takeaways that I want to leave you with. 1. You're not an **SEO**, unless you're also a **content** marketer. You're not a **content** marketer, unless you're also an **SEO**. I'm not trying to be harsh or unkind, especially if you call yourself an "**SEO**" or a "**Content Marketer**" exclusively. That's fine, and you can keep doing that. The point I want to make is that your **content** marketing needs **SEO**, and your **SEO** needs **content** marketing. These are no longer disparate departments with disconnected efforts. An **SEO** needs to know about **content** marketing, and vice versa. I'd love to see these two occupations blend a bit more. I don't think that the acronym SEOCM (Search Engine Optimization + **Content** Marketer) is going to take off, but that's how you can think of yourself. 2. Your **SEO** campaign will fail unless you integrate **content** marketing. Your **content** marketing campaign will fail unless you integrate **SEO**. In a recent post, I explained why your **content** marketing is doomed to fizzle and die without several key features. Each of those features had to do with **SEO**. Clearly, **content** marketing is only going to be successful if it has **SEO** features. Look at it this way: Your **content** is going nowhere unless people search and find. In order to make it found, you need **SEO**. Bring these two together. Alone, they are impotent. Together, they are dynamite. How do your **SEO** and **content** marketing efforts complement each other. 5 Things You Need to Know About Social Media & SE. **Content** Strategy: A Development Guid. Customer engagement requires two components: behavioral analytics and engagement automation. We've combined them to introduce our new solution, Customer Engagement Automation. If you want longevity with your **content** then you definitely want to integrate **SEO** with it. From this stand point there is no way around it. Yes **content** is king but I have seen some seller **content** that weren't getting high rankings among search engines and as well as from other metrics. I believe it's imperative to include **SEO** in just about every post you create. I admit that I haven't included **SEO** on every post I created, but for the ones that I have sometimes I would share a link back to the ones that weren't **SEO** ready because of its relevancy. But yes you have a lot of great points here. You are definitely right that one can't really live without the other, especially to get organic traffic. Any **SEO** Campaign

will fail without proper **content** marketing. But these **contents** must be the right kind of **contents** that people would most likely share online. Because without good number of shares, i really feel **SEO** or **content** marketing will not work. By right **contents** what i mean that the information that people are looking for. There are hundreds of **contents** online about a particular subject. But there are many topics that are yet to be raised, but people are looking for the information. Creating **contents** on these topics would be the right kind of **contents**. Great **content** is not always sufficient. What we need is the right **content** and then **SEO**. Why write about a topic about which there are already hundreds of great **contents**? Don't you think we should write about topics that are not yet discussed actively, but people are interested in. Why don't we create great **contents** on that and let people share it. I think you are being very kind to all those naysayers who go about spreading this nonsense about **SEO** and **content** marketing. But then, you've always been classy. The fact is that **SEO** and **content** marketing as so linked that one will not succeed without the other. Think of it this way; imagine creating and posting **content** without adding all those basic **SEO** elements like title, description? How does Google index it? How will anyone find it. What about doing **SEO** without **content**? So you spend your days doing all those technical stuff? All day long? How far will that get you? Google is warning that links alone is not going to get anyone far so you need **content**. Like you Neil, when I hear people who know absolutely nothing about **SEO** say things like **SEO** is dead or **content** marketing is overtaking **SEO**, I shake my head at their level of ignorance. They are either doing **SEO** wrong, or they have no idea what **content** marketing is about. A few thoughts. 1. **Content** marketing, **SEO**, social media marketing (and more) are all becoming less silo'd. Web marketing as we know it is becoming more holistic because our online behavior continues to adapt and improve. You can't just rank 1st for "cheap TV" anymore and expect to make money – there are numerous touch points/attribution stages that take place throughout that consumer's online journey that need to be accounted for as well. 2. I have to be honest, when I saw the title and read the post I was excited. I've been trying to tell others in the **SEO** community that kick ass **content** is the MOST important part of **SEO**. It's not for 'link magnet' **content** – it's because of the TYPE of traffic that search engines provide. Search engine traffic isn't just about point of sale traffic anymore – it's most valuable at the top of the funnel. Your businesses are perfect examples of this – I was hoping you'd provide more insight into that. Kissmetrics, CrazyEgg and Quicksprout (neilpatel.com is pushing that way now as well) are literally fueled by **content** marketing + **SEO**. You've built platforms that provide industry leading **content** from industry leading experts (ahem, shameless plug, I've written for this website before). This brings in millions of targeted, top of the funnel traffic, that are MORE than willing to subscribe, follow of social media and try out your products. Feb 20, 2015 at 1:27 p. Even though I usually comment over on Quicksprout, but I thought I'd pop over here today... and it's a good thing I did! Loved this article. We're in the process of integrating our **SEO** and **content** marketing ideas. It's not that we didn't use it before—it's just that it wasn't as structured as it should have been. It's going to be a challenge to nail it down perfectly, but it's good to see all the other **SEO/content** marketing experts agree. Feb 22, 2015 at 12:47 p. Good article on the close relationship between **SEO** and **Content** Marketing. Surely keywords are important and your **content** needs keyword too. But clearly the old days of links and the old days of **SEO** are over. Feb 23, 2015 at 4:12 p. I've often blogged about the importance of **content** and social media marketing. With twitter's recent integration with Google for have tweets in search results, it could mean that social media may have a definitive impact on **SEO** in the future. This could happen, but time will tell of course. Great post Neil. I remember back in the day on Warrior Forum the huge battles that went back and forth between the **content** marketers and **SEOs**. Feb 24, 2015 at 2:09 p. I've always seen it like: if I had a B&M store, **content** marketing would be all the product I have on the shelves and **SEO** is the front door. **SEO** helps to find you, **content** marketing is what they do once they're there. What is the point of having shiny things to sell if no-one can find you? What is the point of people finding you and then you have nothing to offer. I totally agree with your statement. The role of social media is very important in Marketing. In fact it is very obvious that Marketing will be monitored by Socia. Feb 25, 2015 at 12:28 p. Feb 27, 2015 at 5:22 a. I enjoyed reading the article even though this was my first time reading about **SEO** and **Content** Marketing. I didn't have any interest about their relationship nor their value until now. To be honest, I thought I was just

pretending to understand what was written but surprisingly, I understood it well enough for me to have a comment. Thanks to the hyperlinks that the author provided in his piece. Moving forward, I agree with the writer's main idea and his supporting ideas. After doing some background study about the two subjects involved, I think that each entity play a major role in each other's success. If one is treated less, the other will fail and vice versa. I see **SEO** as the map to the hidden treasure which is the **Content** Marketing. Separating the two would be a bad idea. Its a great read. And it made me remember a quote after reading this article, "Two heads are better than one". Mar 04, 2015 at 8:23 a. I am a newbie and had many read posts which referred **content** marketing and **Seo** as two different things. Here, for the first time i have read that both are actually one. Thanks for this post. Mar 17, 2015 at 9:19 p. **SEO** and **contents** are complementary to each other. One is not complete without another. It's very true that **SEO** demands **content** and **content** need **SEO** because without **SEO** it can't be reach to reader inbox. If **content** is not good then it is worth finding in reader's inbox. So both need each other. Apr 03, 2015 at 5:19 a. I'm using **SEO content** and practical product description sufficient social media but could still come to the level I want, I do not know what more I have to do. Apr 20, 2015 at 1:48 p. I think most people agree that **SEO & Content** Marketing are interrelated. However, this article paints too narrow a picture of **SEO**. There are many aspects of **SEO** that have nothing to do with **content** marketing, such as site architecture, semantic markup, Knowledge Graph integration, etc. While **content** can be a powerful way to attract links, there are also many methods of link building that don't require **content** at all. So while the two ideas are related, not everything an **SEO** does has to do with **content**, and not everything a **content** marketer does is related to **SEO**. Jun 08, 2015 at 8:28 a. Very Important Article.. It gives clear idea to those peoples who don't understand what is **Content** Marketing and how to do it. What is the benefit of **content** marketing and all. The truth is that it's not given the importance it has to **content**... until Google penalizes. We have always heard that "**content** is the king" and becoming more real. Aug 26, 2015 at 8:18 a. When was this written? It would be nice if you added a date so I know how old this information is. Aug 28, 2015 at 6:54 a. Oct 12, 2015 at 6:07 a. I've always said **SEO** is about helping Google (and other SEs) understand what your **content** is about, in tandem with a focus on quality **content**. Unfortunately too many SEOers, especially in the IM industry, see **SEO** as trying to manipulate poor **content** to the top. They're continually battling with Google ... instead of just working with them to get more readers to your **content**. The latter makes much more sense, and I know is your own approach. Dec 15, 2015 at 1:26 p. I don't think you have to be a **content** marketer yourself to be a good **SEO**. At large organizations these are separate roles. What you do need to do, however, is work extremely close. Jan 08, 2016 at 11:32 a. The big challenge in **SEO** now is to find **content** marketers who are actually good enough to drive engagement and build an audience big enough to make a difference. The only companies that can afford that level of **content** marketer are the ones with the deep pockets. Smaller business owners are forced to sink or swim by their own efforts or take risks employing **SEO** agencies who themselves often don't have skilled **content** marketers able to produce the right level of **content**. Jan 18, 2016 at 9:15 a. The overlaps between **SEO** and **content** are usually ignored when agencies specialize in just one aspect of marketing e.g.: technical, on-page **SEO**. Unsuspecting clients usually end up paying for incomplete **SEO** services. I actually think the most effective marketing is when you integrate not only **content** marketing and **SEO** but also see email, paid search, customer service etc as integral components of the marketing mix playing off each other. Jan 21, 2016 at 10:39 p. Hey, I am new into online marketing. As I am reading your articles I am learning amazing new stuff – what kind of niches would you guys recommend for 2016. Jan 28, 2016 at 11:12 p. With thin low quality **content**, it doesn't matter how much **SEO** you implement because you aren't going to succeed. **Content** marketing is about providing blow out of the water **content** that visitors will follow and share. Embedding a video in your **content** surely sends a good quality signal to Google. Mar 02, 2016 at 3:24 a. May 19, 2016 at 4:01 p. "**SEO** demands onsite technical optimization. **Content** marketing needs great UX." I really like this line. It makes the complexity a little simpler and easier to understand. Jul 08, 2017 at 9:44 p. Good **SEO** all boils down to writing quality Evergreen **content**. The one thing many **content** marketers don't know to this very day is the longer the pages they publish and the more meaningful relationships they build, the faster they improve their natural search engine

rankings, the faster they improve their advertising revenue from promoting affiliate programs on blogs and websites, the more likes they get from people on Facebook, Twitter, LinkedIn, and Pinterest, and free advertising from people on social networks by way of sharing links to their published Evergreen pages on social networking profiles. However, I feel though important, there is an over emphasis of creating **content** based on a keyword research done. I believe Google has gotten wise to this and how **content** is written with too much or too little keyword weightage can literally mean being ranked in prime real estate or the boondogs. Fact is, if rankings is the prime motivation for creating **content**, then the other factors for ranking should be taken fully into consideration, like sitemaps, schema markups and a whole bunch of other little conditions. I guess we are getting back to basics with free traffic again, since Facebook is no longer giving the kind of reach that it used to with a mere post. Then it is back to Search Engine Optimization (**SEO**) or Search Engine Marketing (SEM). We're more than just a blog! Our online software helps marketers turn analytics into insights that guide decision-making and growth. Kissmetrics is different because it ties every visit on your website to a person – even if they're using multiple devices.

6. <https://searchengineland.com/complete-guide-optimizing-content-seo-checklist-269884>

7. <https://www.internetmarketingninjas.com/seo-content.htm>

Tools Featured Tools **SEO** Tools Webmaster Tools Social Tool. Reinforce your brand while expanding your ranking potential. As Internet marketing and search engines evolve, it becomes clearer and clearer that compelling **content** is integral to a website's success. Website **content** development supports **SEO** and paid search to create a clear conversion journey for prospective customers. For a winning online marketing strategy, businesses need to create **content** that is consistent, authoritative, relevant, and tailored to brand voice. Our team will collaborate with you to tell the story of your company and support onpage relevancy signals for organic and paid search. Optimized Web **Content** Services: Existing **content** can be optimized for greater relevancy or the **content** portfolio of your website can be expanded to include new optimized **content**. Digital Assets: Digital assets are fuel to drive **content** marketing and authority building. Learn more about linkable assets here. Blog Management: The Ninjas can employ a subject matter expert to provide key industry knowledge in a weekly or biweekly blog. A brand representative with one unique voice can inform customers and use **SEO** queries organically, turning visitors into returning visitors. First, Internet Marketing Ninjas will collaborate with you as part of a discovery process. It is during this stage that we learn about your specific requirements for **content creation** and develop a **content** strategy that will support your business objectives while creating a clear path for your users through every step of the customer journey. Once a **content creation** strategy is developed, a sample is created to provide your team an opportunity to review and comment. Next, the **content** will be created by a team of **SEO content** writers and subject matter experts. After the **content** is written, it is meticulously edited in-house to ensure a high standard of quality and that your specific requirements are met. In addition to a manual editorial process, the **content** is also verified for originality. Get monthly updates on industry news, great reads from around the web, ninja news and special deals! We greatly value your privacy. We promise never to share your email.

8. <https://izea.com/2017/12/05/seo-content-creation-guide/>

By IZEA December 5, 2017 No Comment. You can't get to the top of the search results without **content**, and your **content** is less likely to be found if you don't have a solid search engine optimization (**SEO**) strategy in

place. And the first step is often **SEO content creation**. But, as plenty of marketers learned during the great Google Panda and Penguin shake-ups, you can't just create **content** to make the search engines happy. **SEO content creation** involves a bit of balance. You need to keep the human reader and viewer in mind when producing any type of **content**, but you also want to create **content** that will rank high on the search results pages. What Is **SEO Content Creation**. Before we dive into the process of creating **content** for **SEO**, let's take a closer look at what **SEO** is. As Moz puts it, **SEO** "is a marketing discipline focused on growing visibility in organic (non-paid) search engine results.. Search Engine Land calls **SEO** "the process of getting traffic from the 'free,' 'organic,' 'editorial,' or 'natural' search results on search engines.. Simply stated, **SEO content creation** is a way of manipulating the meat of your **content** and a few technical aspects of it so that search engines like Google, Bing, and Yahoo look at your **content** as the most relevant for a particular search or keyword phrase. Perhaps most importantly, when done right, **SEO content** drives free traffic to your website. You aren't paying to have your site land at the top, nor are you paying an influencer to promote your **content** with a group of followers. As we mentioned above, successful **SEO content creation** results in free traffic. Freebie aside, there are a few other reasons why brands and **content** marketers should care about **SEO**. Perhaps the biggest reason why **SEO** matters is that it puts the experience of your customer or audience front and center. Changes and updates to the algorithms used by search engines (mainly Google, but also Bing and others) mean that there's more focus placed on user experience these days. Here's one more reason why **SEO** matters: Organic search is responsible for the majority of website traffic. Sure, your **content** might get a few visitors from social media, from paid search, or from someone typing the link into a browser directly — but it's very likely that more than 60 percent of your traffic is coming to you thanks to a search result. The Modern Marketer's Guide To **Content Creation** for SE. Discover the ins and outs of **Content Creation** for **SEO** in this new, hands-on guide. Learn the approaches both top brands and leading marketers take utilizing creating **SEO content** to gain leads, become thought-leaders and promote their brands to businesses & consumers. Inside the LinkedIn **Content** Marketing Guide, you will learn.

9. <https://www.brafton.com/seo/>

Brafton writers, strategists and consultants work together to develop engaging **content** marketing that resonates with target audiences and ranks on search engine results pages. Your brand requires high-quality **web content** crafted with search engine optimization in mind. Our **SEO** writing services provide the results you seek. Quantity-over-quality copywriting is no longer effective. Modern search engines feature complex algorithms built to separate relevant, valuable online marketing from **web content** utilizing outdated **SEO** practices. Haphazardly inserting keywords into shallow **content** now only serves to damage your brand's standing on search engine results pages and in the eyes of potential customers. That's why Brafton **content** writers are trained on the latest best practices for **SEO**, incorporating cutting-edge marketing techniques tailored to boost your online presence and cater to the wants and needs of the readers. Melding journalism, creative writing and digital marketing proficiency, our writers collaborate with strategists and **SEO** consultants to ensure every piece of marketing hits the mark, regardless of the type of **content**. Serve Searcher Inten. Search engines are no longer fooled by keyword stuffing and other black hat **SEO** techniques. Modern search functions are geared toward searcher intent. Your audience has questions, and your **content** must provide answers. Our **SEO** experts help you hit the mark, whether through blog articles, white papers, eBooks, custom graphics, video productions, social media or more. **Content** crafted to serve searcher intent turns visitors into clients, and ensures your website isn't lost in the digital shuffle. From commercial queries to informational searches, our **SEO content** writers work tirelessly to ensure your **content** marketing meets the demands of your target audience. **Content** Mappin. Every piece of **SEO** copy, from blog posts to gated downloadable assets and press releases, is mapped out by **SEO content** writers to ensure it serves searcher intent, supports your business goals, follows industry best practices, aligns with similar trending topics, features appropriate

keywords and phrases and stands out from existing **content** on the web. This way, we can optimize copywriting to encourage an **SEO-friendly** structure that also drives the most qualified traffic directly to your website. Project managers stand by to act as client advocates, examining every article outline for **SEO** and audience engagement opportunities. Following multiple rounds of edits and revisions, your **content** is delivered through our proprietary software. **SEO** Expertise. Beyond **SEO content** writers, the Braffon team is composed of certified strategists and consultants experienced in developing effective **content** strategies that enhance **SEO**. Utilizing the latest techniques in line with your commercial objectives, your team will execute organic, long-term action plans designed to maximize your search engine rankings and ensure you stay on top. In addition to online marketing insight, team members leverage industry-leading software products and **content** development services to provide results. Along with routine metrics reports detailing your **SEO** progress and return on investment, **content** analysis is performed on your competitors to identify potential **SEO** opportunities and make sure you're not falling behind. Media Boosts SE. You must create **content** to garner strong **SEO**, but text is no longer enough. Modern search engines give preferential treatment to websites featuring visual marketing assets, from custom images and infographics to live video and animated clips. Enhance your **content** marketing and support **SEO** by incorporating media into your strategy. Visual **content** marketing engages website visitors and helps your **content** stand out from competitors. Social **SEO** Opportunity. Our team members don't just write **content**, they post it and promote it. Social media can be leveraged to help boost **SEO** standing, making it an integral part of modern optimization efforts. Braffon social media strategists design robust campaigns to generate website traffic, increase brand awareness, grow social links and demonstrate thought leadership. In conjunction with website-focused **content** marketing efforts, social strategies boost online presence while targeting potential customers where they spend their time. User Experience Impacts SE. Well-designed UX is not only vital for guiding web visitors and keeping them on site, it's essential for **SEO**. Organic sharing of your website is among the most important **SEO** ranking factors, and UX plays a major role in whether visitors will share your site with others. Our **SEO** consultants can identify potential problems with your website UX and recommend fixes geared toward providing an enjoyable experience that is more likely to be shared. Consultants can also professional **SEO** health checks on your website as a whole to resolve any lingering issues interfering with your search engine optimization. Make Sure Your **SEO** Stays Strong. Achieving **SEO** friendly **content** is not a one-and-done affair. It requires continual upkeep and constant **content** production to support relevance and value in the eyes of target audiences and search engines. **SEO** best practices are always evolving, with some changes toppling once highly-ranked websites and forcing them into the oblivion of search engine results pages. Braffon writers, strategists and consultants pride themselves on staying up to date with **SEO** changes, providing appropriate recommendations to clients to keep **SEO** strategies effective for your business. We ensure that your **SEO** copy is well ahead of the curve.

10. <https://coschedule.com/blog/seo-content-strategy/>

Friends don't let friends write crappy **content**. Resource Librar. Thanks for Sharing. Follow on Twitter Follow on Google. Headline Analyze. The free blog post headline analyzer will score your overall headline quality and rate its ability to result in social shares, increased traffic, and **SEO** value. See Your Headline Scor. **SEO** moves fast. It's an ever-changing discipline where what worked six months ago, might be completely out of date. However, there are some fundamentals that stay more or less the same. When CoSchedule was first getting started, we knew we needed to attract the right kinds of customers. In order to pull those customers in, we also knew we needed to capture valuable search traffic. That led to a lot of research. Here are some of the basic strategies and tactics that guided our success. Focus on publishing compelling, quality **content** that is uniquely different and more valuable than anything else out there. That usually means it's long-form **content**. Use the keywords your audience is searching for. Search engines understand synonyms and similar

terminology, so using related keywords in multiple pieces of **content** helps the bots know what topics your site covers. That said, focusing on keywords for each piece of **content** you publish still matters. Offsite references, reviews, and social links play a role in how your **content** performs on search engines. Inbound links to your site are still important, and so is a logical sitemap with internal linking among pages. Want to use Click to Tweet on your blog. Know your goals. So let's see how this sort of **SEO content** strategy really plays out with a deep dive of how we do it at CoSchedule. Get Your Free Copy No. Results From Our **SEO Content** Strategy (Or Simply, This Stuff Works. While there's a lot to **SEO**, we primarily focus on applying keywords to compelling, quality **content**. There's not much more to it than that. And it's working. That's our 594% increase in organic search traffic from January 2015 through December 2016. Aside from some seasonal dips, it's mostly trending in the right direction. This screenshot was grabbed from our Moz.com account. Those results have helped us reach a larger audience, bringing in more than 150,000 email subscribers and increasing our customer base. **SEO** was one tactic of our **content** strategy that contributed to these results. We had a lot of growth with our marketing calendar itself that boosted these results beyond the **SEO** tactics you're reading about now. But it all adds up in the end. Did you know some folks in the **SEO** industry have actually talked about changing the term from search engine optimization to optimizing **content** for discovery and conversion or simply OC/DC. **SEO** has become an infamous initialism some people relate to **content** targeted at ranking for robots instead of answering real people's questions. That is exactly what a great **SEO content** strategy is not. At least, that's not how we got the results we saw at CoSchedule. OCDC compared to **SEO** with Google Trends shows which term is forecasted to stick around. While the term "OC/DC" hasn't widely caught on, the idea is perfect for setting up your **SEO content** strategy. Optimizing **Content** for Discovery and Conversion, or "OC/DC" for short, encapsulates this idea of amplifying the overall reach and results of **content creation**. On-site optimization is all about publishing awesome stuff in the first place. Interestingly enough, Sean didn't really cover growth hacks to optimize your **content** specifically for conversions, but this is definitely something we do at CoSchedule to turn traffic into subscribers. External optimization involves optimizing your **content** not only for search engines, but for tons of other referral sources, too. Republishing, repurposing, and distributing your **content** all fall within external optimization. Essentially, Sean is spot on with this idea: Your **SEO content** strategy is not about thin **content** targeted at appealing to robots, rather, it's about publishing timely, compelling **content** your audience is seeking, and helping them find it. Want to use Click to Tweet on your blog. Let's combine everything you just learned into the three steps you'll use to plan and execute your strategy. Start by brainstorming the core topics for which you'd like to be known for. CoSchedule is a marketing calendar for everything—blogging, social media, ads, e-books, brochures—you name it, you can plan it with CoSchedule. We could talk about **content** types... but it makes more sense for us to target keywords around marketing strategy, planning, and that sort of thing to help you gals and guys doing the work execute more efficiently than ever. Finding your marketing niche, especially in super broad industries, helps you hone in on your audience's needs really easily. This topic definition focused our vision from any willy-nilly marketing topic to purely marketing strategy, planning, and execution—all things our audience can do even better when they use CoSchedule. After you have the topics, it's time to find your keywords. First, watch this awesome video from Rand Fishkin at Moz to get started. Enter your topics into Google's keyword planner tool and check out the keyword ideas tab. That shows you a ton of related terms people are searching for. Select the best related keywords and start a list. Words with low competition will catch your eye as opportunities. Those are keywords people are searching for, but there isn't a hefty amount of **content** available to answer their questions. From here, whip out SEMrush's keyword research tool to understand if the keyword is predicted to grow in popularity (making it worth your time to target), gauge your competition, and get a feel for the difficulty. SEMrush's keyword research tool is a handy way to understand if it's feasible to target certain keywords and helps you find better related terms. Bonus: Combine your data from Google's keyword planner and SEMrush with Moz's keyword difficulty tool. For us, when a keyword is in the low 50s for a difficulty percentage, we rank well. From here, we took Brian Dean's advice and found keywords that our audience would use to find CoSchedule as a tool for planning your marketing with a calendar, as well as the

related keywords for our niche. To clarify that a bit, there are some keywords that we found people search for like marketing calendar tool that show the searcher's intent is on finding an app like CoSchedule. We should show up in their search results for these sorts of terms, so we're creating a landing page that provides helpful advice on using a marketing calendar, then ends with information about how CoSchedule fills that need. These keywords are very important because folks searching for these words are set on buying. If we can help searchers find CoSchedule as a solution for these terms, we have the opportunity to convert searchers into paying customers. It's demand generation. This list is perfect for blog posts with terms like social media strategy template. That keyword is a core element of CoSchedule, providing a template of how to share **content** more than once on social media. Yet when we target this keyword, the goal is to provide a sweet download that helps our readers plan this on their own. So these words are great because we know a need depending on the popularity of the keyword, so we can mention how CoSchedule is helpful. But really, these terms are usually the ones the doers search to learn how to do the work on their own without buying a tool like CoSchedule. They are perfect keywords to target, however, because we can provide helpful advice on how to do it on their own, but if they just used CoSchedule, their lives would be even easier by consolidating their tool base thus saving 30 minutes for every piece of **content** they share. Recommended Reading: Your Ultimate **Content** Marketer's Guide to Keyword Research. So you have a big list of keywords you could target with your **content**. Now it's time to plan how you'll actually accomplish your **SEO content** strategy to prioritize your projects and make execution a breeze. Your **SEO content** strategy is made up of multiple projects. The first step is prioritizing your keywords according to your goals. Start With Your Goal. We have three core marketing goals at CoSchedule that all build upon one another. Focusing on **SEO** helps us meet all of those goals. Grow traffic: Enabling our audience to find CoSchedule through search engines, guest posts, and republished **content** helps us grow our traffic. Increase subscribers: The **content** we publish on our blog, for the niche keywords specifically, always contains free downloadable **content** in exchange for an email address. In that way, we optimize our **content** not only to be found, but to also convert readers into subscribers by providing valuable bonus **content**. Get more customers: The **content** we publish that targets the product keywords helps us turn readers into customers by showing the value CoSchedule provides as a marketing tool. From the get-go, it just makes sense for us to prioritize **SEO** as a valuable component of our overall **content** strategy. That said, certain keywords have more impact on those goals than others. For us, it makes sense to focus on both product and niche keywords. Here's what to do. Prioritize each list of keywords according to importance for your business to help you reach your goals. Take a hard look at the average monthly searches, competition, and difficulty, and choose the ones that will be easiest for you to rank for now. You could turn those keywords into a million different **content** formats, right? For each keyword, determine the best **content** type you'll use to rank for that keyword. At CoSchedule, we specifically think about the keywords first, then apply our knowledge of why our audience is searching for that term to the process. That helps us choose the right **content** type for each. Product: Think e-commerce pages, landing pages, and feature pages. These aren't necessarily best for blog posts because folks searching for these terms are likely ready to buy. Use the best **content** types to help you sell your product or service. Niche: Think more traditional **content** marketing like blog posts, landing pages, templates, and tools. Pro Tip: Think about the **content** types that work best for your audience—not just what you can do in-house with your current resources. Plan How You'll Execute Your Project. Ask yourself, "Who's doing what, and how will they do it?". Resources: Take people, tools, and budget into account: How you'll actually create the **content**. Schedule: Plan to publish two pieces of **content** each week. That'll help you knock out your first project in about two months while staggering the workload to not overwhelm your schedule. Tasks: Look at each piece of **content** you'll create, and break it down into what needs to be done. It's like a workflow. If you have team members, meet with them to understand where their skills will come in handy. Calendar: Plan your **content** on your marketing calendar, and add in the tasks for your workflow to nail every deadline. Google's best results on **SEO content** strategy suggest tons of ways to optimize your **content** as you create and share it. Here are the main things we focused on to grow our #1–3 search results by 248%. Focus on Compelling, Quality Content.

Yeah, I know how many more times you can hear that before you go nuts. But it's a lot easier said than done. One of the top posts on this topic by Julia McCoy on Scoop.it suggests that brands like BMW, GE, and Red Bull are focusing on engagement tactics that are also helping people find their **content**. And it's no surprise that Neil Patel would say something similar with his take on interactive **content** reducing your bounce rate. Interactive education was originally studied at home and schools even before the Internet was a thing. Let me define interactive education: Interactive education is teaching that requires participation from students. So while Neil is focusing on bounce rate, it isn't that far of a leap to suggest that focusing on engagement as a tactic to reduce bounce rate keeps readers on your site longer, helping them understand your **content** is awesome and influencing them to share or convert. The more awesome it is, the more times it's shared. The more that happens, you'll see more backlinks to your site. All of that is a good thing for **SEO**. For CoSchedule, engaging **content** is actionable: Tips and advice to plan better, write better, share better —and all of that with free downloads to help you remember the tips you learn when you're ready to implement the advice. We started experimenting with long-form **content** in February 2014. In fact, Garrett did a whole little study with our data back then to share the results: [5 Things That Will Change Your Mind About Long Form Content Marketing](#). It's no guarantee that search engines will rank long-form **content** that's about 2,000 words higher in their search engine results pages (SERPs) than a post that is around 500 words. But there is a lot to be said for the quality and depth of longer **content** that seems to complement the previous point on quality. As Neil Patel puts it in another article on the KISSmetrics blog. My number-crunching, data-loving self has come to the conclusion that search engines and people are really into long **content**. It converts better, shares better, looks better, and just is better. But only to a point. I don't want you to grovel in guilt or give up on blogging, just because you can't write 2k-word articles. In an ideal world, we'd all be churning out 2k-word masterpieces. But in the real world, you don't have to write 2,000-word articles. That said, even when we recently published a blog post that reiterated that blog post length doesn't matter, it is now just part of our **content** culture to provide long-form, detailed, and actionable **content**. Jason's on to us. We like long blog posts because they go way beyond scratching the surface to provide super actionable advice. Build Internal Link. You never know which post will be the very first that someone sees on your blog. So we backlink to what we determine are the most important pages on our site from all of our new posts. And you know what? Those pages that get linked to all the time are now some of our highest viewed and best converting on the entire CoSchedule website. Internal linking is supposed to help search engines cruise around your site. We see this as an opportunity to focus on our audience, however, and direct them from new posts to some of the best **content** we've ever published. Image name and alt (mainly for organization. There are many times when we let the context of the post speak for itself without changing the verbiage to jam the keyword in there a few more times. Search engines are smart and can read deep into context —you don't necessarily need every word in your long-tail keyword in the exact order. In fact, Brian Dean, the wizard behind Backlinko, pulled together a bunch of stats to look for in your on-page **SEO** that you can focus on right now. Source: [On-Page SEO: Anatomy of a Perfectly Optimized Page – Infograph](#). Understand Latent Semantic Indexing. Once you understand basic keyword targeting, digging into latent semantic indexing is the next step. It's a term describing the process search engines use to understand the relationships and context between related keywords. For example, let's say you're writing a post about Chevy cars. If you included some text about the Impala and the Cruze, search engines can infer those are both types of Chevy vehicles. If your goal was to create a really comprehensive post about Chevy vehicles, you might include a subheader for each different model. Search engines would then be able to see your page thoroughly covers its topic. Therefore, it would be more likely to rank well and drive traffic. Find terms related to your primary keyword. These can be related terms you find using Google's Keyword Planner. LSI Graph is another great free tool that can help uncover related keywords, based off of one primary term. Include those terms strategically in your **content**. Section subheaders are one logical place for your LSI keywords. Weave them naturally throughout your **content** as well where it's natural and appropriate. By sharing, I mean optimizing your **content** for your readers to share it while distributing it yourself to reach more people (remember that OC/DC thing?). First,

we optimize our **content** to help you share it with social media buttons and Click To Tweet . We also use the social queue in CoSchedule to help us share our **content** with our followers. Sharing our **content** more than once has helped us get 3,150% more traffic. **Content** promotion including email distribution is a huge driver of traffic for us to keep our audience coming back. When we reference other folks' awesome **content** in our posts, we let them know through outreach marketing . We help our guest bloggers promote their **content** by providing helpful tips after their posts publish. All of these techniques help us gain the visibility our **content** needs to be shared, which grows our traffic and helps search engines understand its value. Claim Unlinked Mentions For Your Content. Once you've started publishing **content**, getting rankings, and growing your brand presence, people are going to start talking to you. And that's awesome. However, sometimes people might forget to link back to your **content** when they're mentioning your stuff. Those missing backlinks represent a missed opportunity to drive even more referral traffic and improve your search engine rankings. An easy way to monitor mentions is to set up a Google Alert for your brand name, and some terms related to your industry. Here's a quick video that'll show you how. Now, any time those terms are mentioned on the web, you'll get an email notification. Check those mentions to see if they include a link to your site. If they don't, find the contact information for those sites. Then, send them a quick email thanking them for the coverage, and ask if they'd consider adding a link. Here's some sample email text you can copy and paste. Hi,. My name is [INSERT YOUR NAME], and I'm the [INSERT POSITION] at [INSERT COMPANY]. I noticed you mentioned us on your site here. [INSERT URL]. However, we noticed the link to our [HOME PAGE/BLOG POST] is missing. Would you consider adding a link to make it easier for your readers to find us? Here is the URL. [INSERT URL]. [INSERT SIGNATURE]. Most of the time, people will be glad to add in the link. Since they've mentioned your company, they have to be interested in what you do, right. BuiltVisible's free Link Reclamation Tool . BuzzSumo 's monitoring and alerts can track unlinked mentions (and email you more detailed reports than Google Alerts). It's a paid tool, but it's indispensable for our team. This guide from Moz and this one from Ahrefs are packed with more detailed information on turning brand mentions into links. Here is our best advice to get started on your **content creation** process while taking into consideration everything you just learned about optimizing your **content**. Angles: Know exactly what you'd like the outcome of your **content** to look like. A great angle is appealing to real readers while targeting a keyword just helps them find your **content**. This is where the compelling nature of your **content** comes into play. Outlines: Stay on point in your **content** by beginning with an outline. This is also a great way to make sure you cover your angle. Headlines: Write emotional headlines . There is some research out there to show that a variation of your keyword in your headlines to help them feel less like search engine bait is a good thing. Introductions: Focus your first 100 words on drawing the reader in. Start with interesting facts, stories, anecdotes, and similar hooks to keep your readers reading. Brian Dean suggests using your keyword at least once in your introduction. Body: Follow your angle and outline and write your **content**. Use your keyword naturally. Take Julie's advice: How To Write A Blog Post: Your 5-Point Checklist To Rock A Perfect Post . Calls to action: Provide free **content** in exchange for email addresses and include calls to action for hard sales of your product or service. You're blogging to make money ; don't forget to ask for it. Knowing what worked is all fine and dandy. But we made a few mistakes you can learn from and avoid ever making in the first place. Adding in keywords after the post is written: Boy, this is super tough and feels like keyword stuffing. It's great to write posts that cover an idea no one has ever searched—that's thought leadership. Just know in your head that thought leadership is the point and adding in a keyword here and there may just make it awkward. Guest bloggers: It's super great to help them know exactly which keyword to use and your expectations before they get too far along. See point #1 for why. Headlines: Having your keyword in your headlines is important. But it's not worth the risk if you make it unreadable for humans. Don't be afraid to use a synonym for your keyword in your headline if you have to because your primary audience is, and will always be, people over robots. To top it off, here are the things I want to target in the near future to improve even more. Choosing the right keywords faster: I've been known to drag my heels on certain **content**, searching for a millennium for the perfect keyword. It is a super important process, but we plan to publish for a long time to come. So it's easiest to just pick a few and run

with them now to keep us moving. Improving older **content**: There are tons of ways to optimize the **content** that's already published on your site. Lately, I've been researching the Google's 200 ranking factors in a list from Brian Dean and plan to check out no-follow links, headlines, last updated dates (freshness), and just plain old better on-page optimization in old posts. More product-centric landing pages for demand generation: There are lots of product keywords out there that people could use to find CoSchedule. I'd like to target all of them with dedicated features pages and landing pages. More super long landing pages because we know they work: Our blog posts convert readers into subscribers really well. But. Our landing pages perform even better. That said, we're going to publish more keyword-targeted landing pages with free offers to convert readers into subscribers. (By the way, some of those landing pages are only able to be found by search engines, so that tells you how much we rely on the robots to help people find our **content**.. More interactive **content** and tools: You guys love the headline analyzer . It's the #1 search result for that term. So it would make sense to bring you more interactive **content** we know you'll love. Good luck as you get started with your **SEO content** strategy. And please, if you know of other marketers who may benefit from this information, please share it with your friends. Friends don't let friends write crappy **content**. See Upcoming Demo. Join one of our CoSchedule experts for a guided tour of our newest features, followed by a Q&A session. Written By Nathan Ellerin. Conten. Make sure your organization delivers consistent messaging to your audience. Make sure you get it right with our communication plan guide + template. Conten. **Content** calendars can make or break the successful implementation of your **content** strategy. Why? Because they help keep your team on track, let them see what's coming next, and help [... Debbie Rodrigue. I am finally wrapping up things about my blog, how I want it to look and my (almost endless) search for the right person. Things are finally falling into place and I see the end of the tunnel. MOZ video was mind-blowing to me, but I will have those in mind. I went and back with the links that you mentioned (thanks for including them) and did some research in my niche. Landing pages are in my projects lists. I think I will be able to tackle them as soon as I finalize what I am on working on now. Drew Alle. Great stuff guys. It feels a little like overview to a guy like me, but for someone who doesn't really understand **SEO** but knows the need for it, this is a fantastic intro that's informative and actionable. Kudos for that. Taylor Paluc. @drewplaysdrums:disqus So great to hear that you find the post actionable. Every time we write or edit a post we try to focus making it actionable for our readers to be able to use. Hopefully this helps you get started targeting **SEO**. Best of luck. Very indepth post Nathan, this is one for the corkboard above my desk! I'll need to read this a couple more times to digest the **content**. Ed Ferriga. Taylor Paluc. @edferrigan:disqus That is great to hear. Hope this helps with your future **content**, let us know how it works out for you. MoneyGuide.xy. Focus quality over quantity. Prepare high quality **content** for your audience, instead of the robot. If people love it then Google and other search engines also love it. Taylor Paluc. Eyal Kat. Great post. What I like about it is not that it's full of new info because all this stuff isn;t that new. What I like about it is that it's not another post about **SEO** that claims "just write your **content** for people and Google will find you" Wrong. **SEO** is still alive and Google still needs help to find **content**. Sure, it needs to be good quality but that's a diff. story. Nathan Ellerin. Hey @disqus_jZZXluT0iN:disqus, I'm late on this reply, but I still want to thank you for stopping by for reading. I couldn't agree more with what you wrote: This isn't new stuff. I read a bunch of **content**, and cherry picked the best tactics that would work for us here at CoSchedule. I wanted to provide the data to back up that even some of the basics can really add up to a solid strategy. oCod. It is very true that if your website has a quality links and good **SEO** than only you will get right audience. Before starting you must know about you audience, business and goals, only this will help you to reach the target. Quality **contents** are the core of **SEO**. This article gives brief description of **SEO**, it's a good start for those who have no idea what **SEO** is all about. This article is fantastic as every point is well explained. Nathan Ellerin. Hey there @disqus_cmN2azJcsT:disqus, thank you so much for the kind words! I wholeheartedly agree with you that the tactics in this post must be complemented with awesome **content**. Also, I should have probably mentioned a bit more about how we've been working on backlinks—maybe a future post. Actually i have just been hired by a company to do basic **SEO** for the website and I'm looking for ideas on how to send a plan in. This is great. Nathan Ellerin. Great

post indeed. Having a successful **content** strategy can be both easy and hard at the same time. Actionable and useful **content** always make a positive impact. Determine your goals as a business, find your target audience, target keywords, create and share your **content** is the simple yet difficult task. To create and distribute **content** you must study your niche keywords. If executed correctly, it is the best **SEO content** strategy.

THOUSAND NATIONS 1 SOU. Muhammad Usma. saffrontra. Nikhil Makwan. And I always eager to know more about **SEO** and **content** strategy. And this is a unique and exciting article I found here. Eric Piel. George Valle. Patel Nish. Good one! As per my point of view social media is very much important for the purpose of growing business and generating leads. Jennifer L. This is one of the best piece I've read on **SEO**, keyword planning and how to implement it all in a **content** strategy that drives results! Often when it comes to **SEO** and keyword planning, it's a bit overwhelming, but I really enjoyed this read. It gave excellent actionable advice to get the marketer started if they have no idea where to start. Eric Piel. Knuts Hannelor. spear digitalwe. SE. Vinay K Bharga. Literally a good article and got very good knowledge about **seo** related activities and task. Thanks for this informative article. Aja. omkarsof. This is very useful post for me and it helps me a lot. Thank you so much for this and have a great time. Sign Up.