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## A SIMPLE GUIDE TO WRITING WEB CONTENT FOR SEO



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## Introduction

Whether you are a business looking to improve your SEO performance or you are a professional already working in the industry, it will be clear to you that one of the most important considerations is content.

Businesses use their content as a way to communicate with their audience. They use it to offer insight into new products or services and communicate through social media. SEO, on the other hand, focuses on the actual performance of the words and whether or not they are meeting the criteria that will harness the greatest increase in visibility and send websites up the search engine results pages (SERPs).

In this eBook we will cover every aspect of content creation from planning and production right through to the social sharing and the analysis of its performance.

## What Makes Good Content?

In order to produce the best content, you have to have structure. If you think first of the SEO process and format your content accordingly you will be in a strong position. A common representation of the SEO cycle is as follows.



We'll look at this first but, according to Moz, some of the key things to remember when it comes to the creation of content are:

- Use your keyword in your title
- Use your keyword (or long tail keyword phrase) in an H2
- 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 post
- Use image alt text (including the keyword when appropriate)

## Research

At this point, the first phase of an SEO content strategy, you have to answer questions about the business with which you are writing for. Who is the audience? What is the end goal of the content? And, most importantly, what keywords do you want the content to rank for?

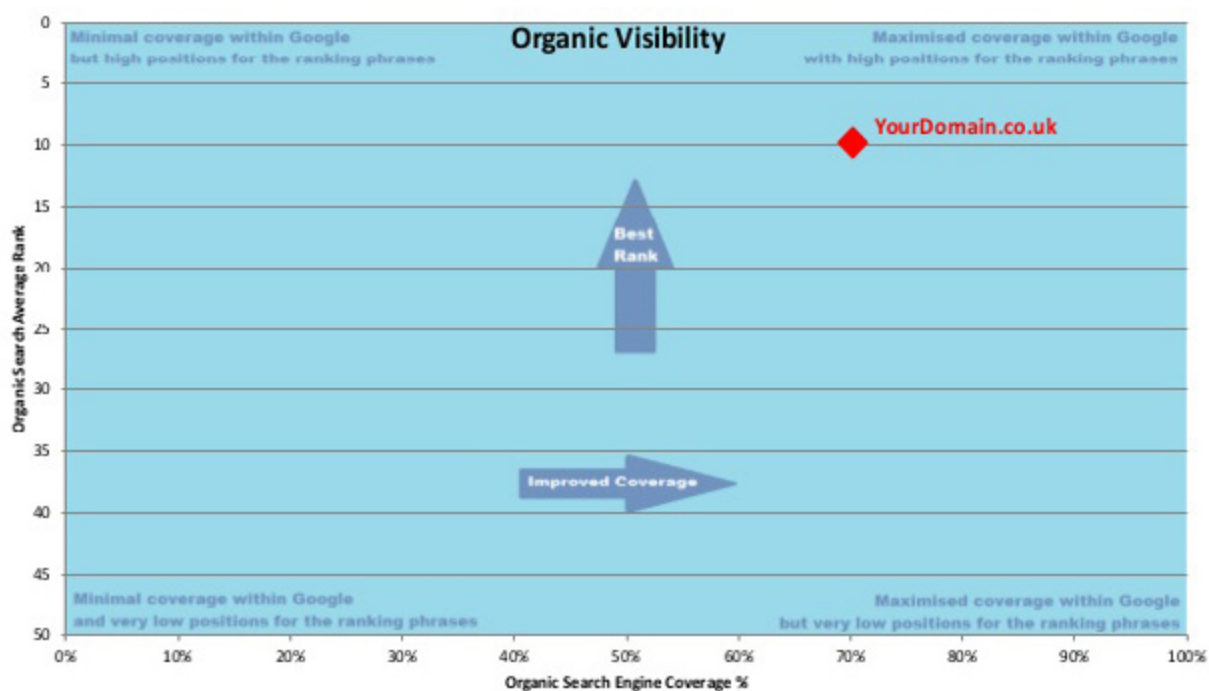
Before you start a piece of copy, keyword analysis is vital. You should use multiple tools where possible to identify these keywords. It is important that you look at not only the industry specific keywords – those that are high volume and high relevancy – but long tail keywords which are less competitive but still relevant. You must also complete competitor analysis.

The below example shows a website's organic search engine coverage and the average ranking of its keywords.

This is a starting point and you should add in your current position as the base. If you look at the market you operate in and the keywords for that industry, you will soon be able to find out your market coverage. This falls along the X axis of the graph. You can then look at the average position of your keywords and this gives your location on the Y axis.

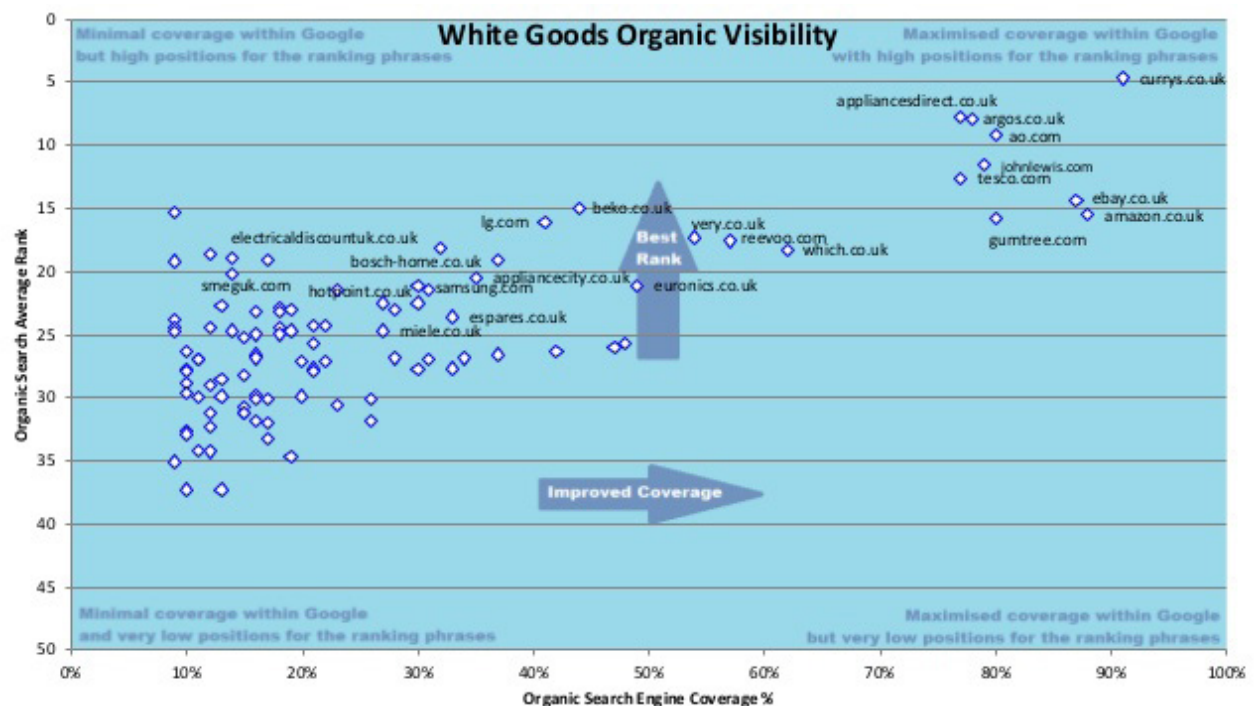
The aim is to get your position as close to the top right corner of the graph as possible. The very tip of the graph is 100% coverage and an average keyword position of 1. Businesses that fall here are often the likes of Amazon and eBay.

Repeat the process for your competitors and plot them over you base graph. Those that are in or around you are direct competitors and should be studied as a priority. You can look at these, especially the ones who are closer to the top right and find out what they are ranking for. These are the keywords to target and must form part of your content strategy.



Once you have the keywords that you are targeting, and you should have over 300 according to Click Consult's Director of Search, Alan Reeves, you need to look at where you currently rank for them. You should also cross reference the keywords with your competitors; find out where they are ranking for them.

Below is a look at the white goods market and highlights where you should target your content and so that you can track you rise up the SERPs and as a business.



Once you have all of this information you can identify the quick wins where you can pick up rankings quickly and you can adopt a strategy to deal with the main keywords over a longer period of time.

## Structure

This is the main area for you to focus on the strategy of your keyword placement. You don't want your copy to appear stuffed with keywords. It is at this phase of the cycle that you must decide which terms you are going to use, on which pages and in which locations.

## On-page SEO

In terms of the on-page SEO, you need to make sure that you are optimising all of your pages so that they contain all of the keywords you are targeting or at least the ones that naturally fit in with the rest of the content on the page. Relevancy here is imperative.

## Link Building

Link building is one of the most important things you can do if you want to improve both your Domain Authority and overall visibility. This is the process of getting other websites, businesses or bloggers to link back to your website through the content that they publish. There are times where you can contact a blogger and see if they would be interested in posting information on their site that links to your homepage or one of your product/services pages. This process will help greatly with SEO but you have to make sure that there are no paid links and that the pattern is organic.

## Improve

The one thing about SEO that we can say for definite, is that there is no end point to SEO. If you are fortunate to appear in P1 for a specific term you cannot rest on your laurels. There will be competition for those keywords and, with analytical tools and some algorithms taking time to update, you may well have lost the ranking without knowing. As P1 is seen as the endgame it will be the same for you competitors, you therefore need to keep updating your content and adding to your keywords.

## Analyse

Analytics are two-fold; they not only give you your actual results but also show where you may be missing out or underperforming. Monitoring your traffic and your rankings can tell you what you are doing right and where you need to increase your focus. Tools such as Searchmetrics can help you here. The example below shows the winners in terms of rankings for Amazon.co.uk

just eat	www.amazon.co.uk/Just-Eat-JUST-EAT/dp/B01L...	10	3 ↑	26,388	4,292,316	£ 0.21
blackboards	www.amazon.co.uk/blackboards-/b?ie=UTF8&node=...	1	1 ↑	19,060	182,585	£ 0.50
tv	www.amazon.co.uk/tv-bluray-dvd-home-cinema/t...	1	1 ↑	17,808	170,600	£ 0.74
just east	www.amazon.co.uk/Just-Eat-JUST-EAT/dp/B01L...	10	3 ↑	14,120	2,296,092	£ 0.19
iphone 5	www.amazon.co.uk/Apple-iPhone-16GB-Black-Sm...	1	2 ↑	13,324	111,840	£ 0.71
bb weather	www.amazon.co.uk/BBC-MEDIA-APPLICATIONS-T...	9	3 ↑	12,260	6,721,919	£ 0.58
curry	www.amazon.co.uk/Curry-Guy-Recreate-British-R...	12	2 ↑	9,040	2,734,146	£ 0.43

Below are the weekly losers in terms of rankings:

gazebos	www.amazon.co.uk/gazebo/b?ie=UTF8&node=42...	3	-2 ↓	-11,096	93,129	£ 0.63
alarm clocks	www.amazon.co.uk/alarm-clocks/b?ie=UTF8&node=...	3	-2 ↓	-9,536	80,028	£ 0.29
timers	www.amazon.co.uk/Timers-Kitchen-Home/b?ie=UTF8&node=...	n/a	-95 ↓	-7,120	280,298	£ 0.29
laptops for sale	www.amazon.co.uk/laptops/b?ie=UTF8&node=42...	3	-2 ↓	-5,960	20,889	£ 0.74
speakers	www.amazon.co.uk/Speakers-Music-Hi-fi-Sound-V...	2	-1 ↓	-5,312	50,891	£ 0.58
calendars	www.amazon.co.uk/Calendars-Diaries-Annuals-Bo...	8	-3 ↓	-4,776	354,096	£ 0.48
xbox one	www.amazon.co.uk/Xbox-One/b?ie=UTF8&node=...	5	-1 ↓	-3,992	450,541	£ 0.33

These charts can be expanded further as you can click into them and see who is above or below you for each term. This not only tells you about performance but could highlight new competitors or those who have upped their SEO game. Below is the weekly update for the term 'alarm clocks'.

www.johnlewis.com/browse/home-garden/clocks/alarm/_/N-cccZ1z0rlmv	Alarm   Clocks   John Lewis	1	1 ↑
www.argos.co.uk/browse/home-and-garden/home-furnishings/clocks/c:29525/type:alarm-clocks/	Alarm clocks Clocks   Argos	2	2 ↑
www.amazon.co.uk/alarm-clocks/b?ie=UTF8&node=376321011	Amazon.co.uk: Alarm Clocks: Home & Kitchen: Electronic Alarm ...	3	-2 ↓
www.amazon.co.uk/Best-Sellers-Kitchen-Home-Alarm-Clocks/zgbs/kitchen/376321011	Amazon.co.uk Best Sellers: The most popular items in Alarm Clocks	4	97 ↑
newgatedclocks.com/alarm-clocks	Alarm Clocks   Newgate Clocks	5	2 ↑

So what are the most important factors to consider when it comes to SEO optimised web content?

## Make It Valuable And Relevant

When web users type into a search box on Google or any other search engine, they expect the search engine results to provide information relevant to their search.

With this being the case if they find you in SERPs and click on your site only to find irrelevant or outdated information, they will bounce from your site to the next result to find what they need. This will have an effect on potential conversions and represents a loss of business. What's worse is that you are losing both brand reputation and business to a competitor.

## Keep It Concise

There is no need to ramble. The majority of all website visitors are skim readers and prefer to quickly review information. They are looking to see if first of all you offer the product, service or information they are looking for so call to actions, titles and headlines are very important. You can also get plenty of relevant information into bullet points.

## Stay On Topic

Visitors usually search for specific terms and become frustrated if they have to trawl through a lot of information to find what they are looking for. It is understandable that you may be covering plenty of topics depending on your business, but you have to be savvy.

If you have a very broad topic, consider breaking your content down and introducing one topic per paragraph or page so your readers can find specific information easily.

Another good way to ensure that the meaning isn't lost is to add links within your page content to related topics on other pages of your site. This stops all of your information appearing on one page and makes your website more user-friendly.

## Check Grammar And Spelling

Nothing says unprofessional like a website full of spelling or grammatical errors. After you have finished copywriting, step back from the content and come back later with fresh eyes. You may notice errors that might have otherwise been overlooked. If you have capacity then make sure you get somebody else to check your copy. Proofing is vital.

## Use The Inverted Pyramid Method

Many professional web content creators and bloggers swear by this method for web content but what does it mean?

Put simply, you should put the most important at the beginning of your content. This improves the user experience (UX) as you have the best part of the content at the start. Your audience are more likely to stay on page and convert if you answer their questions early.



## Write Assertively

No one knows your products or services like you so don't be afraid to write with authority. Your content gives you the chance you get to answer questions and market your product to the user once they have reached your website. It also helps you to fulfil your keyword research as you will know the terms that are most frequently used when it comes to your products. You can also pick up on new trends and keywords as you develop your physical and content offering.

## Write For The Buyer

So you know the importance of making your website content search engine friendly by using keywords, links, and other SEO techniques. This is important, but so is making your content readable and engaging for the humans visiting your site. After all, your goal is to convert visitors into customers. Use a conversational tone to connect with your audience and avoid fluff and marketing jargon.

## Add Images

Use relevant images to compliment your text and enhance your site's visual appeal and don't forget to add in the alt tags with keywords in them.

## Make It Multi Purpose

When you are producing your content one of the key considerations should be that it may be used more than once in more than one location. This isn't a case of duplicate content but repurposed, multi-faceted content. When you produce a piece think if it can be a blog, item description or feature on a newsletter. Can it be a Tweet, a Facebook post or form part of a longer interview? These are all considerations you must have.

## Use The Tools

If you're using WordPress or a similar platform to host your content there are a whole host of tools that you can use. Repeating your targeted keywords a couple times isn't enough so utilising the SEO information boxes such as those that Yoast provide is vital.

Once you've placed your target keyword in the URL, in H2 headers, in the meta description and the alt tags of your images remember to expand the Yoast box and look at the Content Analysis portion about what you should improve before you publish.

The below example gives you a feel as to how the piece might perform:

#### Content Analysis



- You're linking to another page with the focus keyword you want this page to rank for. Consider changing that if you truly want this page to rank.
- The keyword density is 0.5%, which is a bit low; the focus keyword was found 19 times.
- The slug for this page is a bit long, consider shortening it.
- No subheading tags (like an H2) appear in the copy.
- The copy scores 71.6 in the [Flesch Reading Ease](#) test, which is considered fairly easy to read.
- This page has 0 nofollowed link(s) and 27 normal outbound link(s).
- The images on this page contain alt attributes with the focus keyword.
- The focus keyword appears in the first paragraph of the copy.
- The meta description contains the focus keyword.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The page title is between the 35 character minimum and the recommended 65 character maximum.
- The focus keyword appears in the URL for this page.
- You've never used this focus keyword before, very good.
- The text contains 4183 words. This is more than the 300 word recommended minimum.

Whilst these aren't the only considerations you should have, they are widely recognised in the industry.

## Summary

When it comes to writing web copy for SEO purposes remember the following:

- Use ordered/unordered lists instead of paragraphs when possible. Limit your lists to ten or less.
- Write short, meaty paragraphs and put white space between them.
- Focus on one topic per paragraph.
- Include internal subheadings to make scanning easier. Having keyword-rich headings and subheadings will also make you copy more search engine friendly.
- Use internal links to related topics instead of cramming too much information onto one page.
- Personalise your content, use "you" instead of "I" to connect with readers.
- Keep sentences short.
- Perform keyword research and include relevant keywords throughout your text, especially in headings/subheadings, links, and the first paragraph of text.



EXPERTS IN SEARCH. SIMPLE.

## ABOUT US

Located in North West England, Click Consult is a multi-award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Best Digital Agency in 2017, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

## ADDITIONAL RESOURCES

### Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

### eBooks

Click Consult produces in depth eBooks on aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

### Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

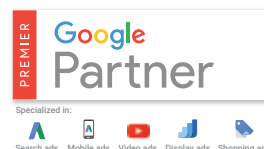
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