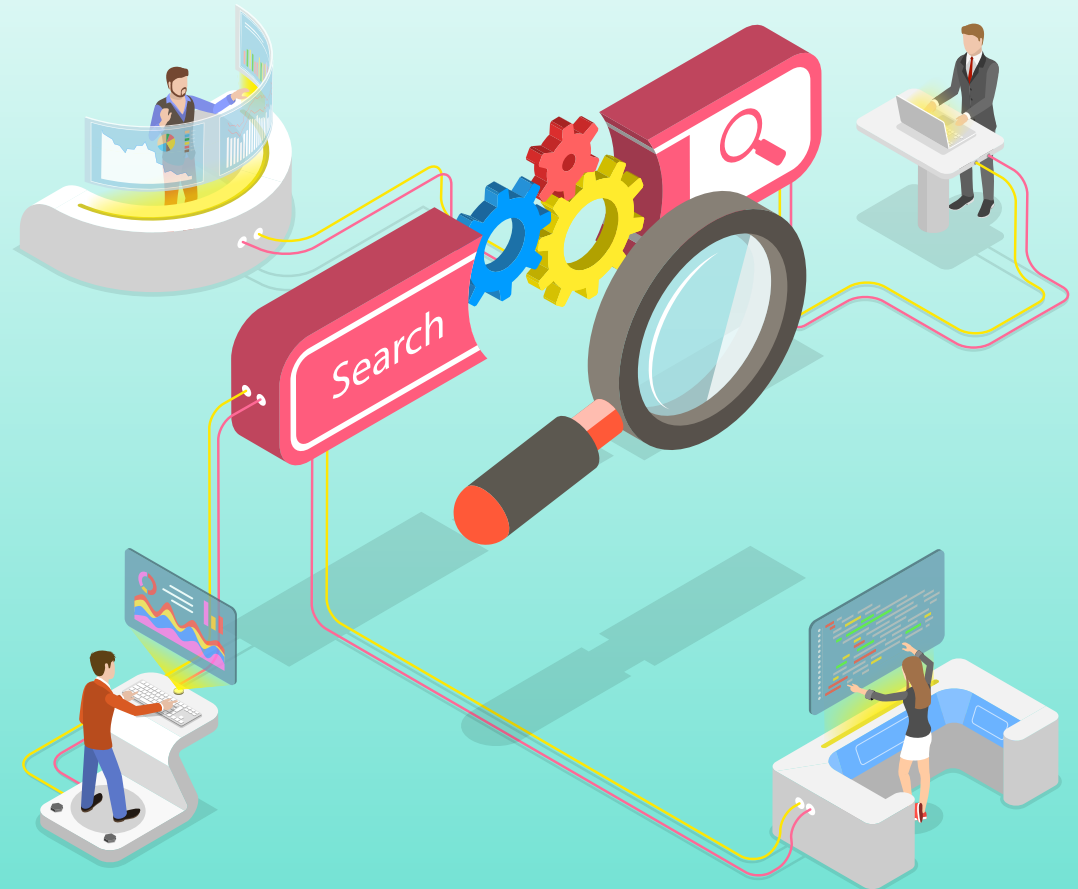


HOW TO WRITE SEO CONTENT

-CHEAT SHEET

If you produce content that is informative, entertaining, solves problems and provides readers with something worthwhile, this will generate traffic, will be more shareable on social media sites and will better place your brand as a good source of knowledge about your industry. This is what will get you good results in the search engines.



CREATE CONTENT PEOPLE WANT TO READ

Clearly, this should be your first priority!

- Grab your audience's attention with a killer intro: pose a question, use a quote, tell an anecdote, use an analogy, paint a picture in your reader's mind or quote an interesting fact to engage your readers' from the start.
- Write headlines and titles that capture attention. If it isn't enticing the content won't be read. Create headlines that solve a problem, create a debate or offer guidance. Bear in mind that the headline will be used when shared on social networks.
- Your content needs to deliver on the headline. Most people skim articles first and if they don't think the copy delivers on the headline, they won't stick around, giving you a high bounce rate.
- Make it easy to read. Use sub headings, short paragraphs, pull quotes and bullet points

KNOW YOUR AUDIENCE

You should have a specific purpose in mind for the content and a specific type of reader to write for. Don't rely on assumptions about your customer, their needs and their online behaviour. If you're new to writing for the web, or are trying to reach a new audience, it's worth going through a formal process to define your buyer personas. This is a series of fictional, character representations of those individuals that define your brand's audience, helping you to better understand their needs and write content specifically for them.

If you want to dive deeper into audience research and creating personas, download [Understanding Your Digital Audience.](#)



LOOK FOR CONTENT GAPS

One way to generate content ideas that are relevant to your SEO efforts is to look for content gaps – are you missing content that could give you a boost in organic search? Are there wider topics relevant to your products and services that you could create content about? Consider all the ways in which you can tell search engines, and ultimately customers, about what you have to offer. You can use things tools such as Ahrefs, which has a specific ‘Content Gap’ tool which allows you to nominate some of your competitors and search for keywords for which you do not presently rank..

You can then export this report and, once you’ve filtered out their brand terms, you have a list of keywords you can potentially look to build content around. Download our [Content Gap Analysis eBook](#) to find out more.

The screenshot shows the Ahrefs Content Gap tool interface. The left sidebar contains navigation links for Overview, Backlink profile, Referring domains, Anchors, Organic search, Top pages, Top subfolders, Top subdomains, Competing domains, Content gap, Pages, Outgoing links, and Paid search. The main content area is titled 'Content Gap' and shows a comparison of three target domains (seobook.com, backlinko.com, pointblankseo.com) against a source domain (ahrefs.com). The tool displays a list of keywords where the source domain is missing, such as 'google search console', 'search console', and 'youtube studio'. The interface includes filters for volume, KD, CPC, word count, and SERP position.

Keyword	Volume	KD	CPC	SERP	Highest position
google search console	235,000	84	3.00	SERP	6
search console	124,000	85	3.00	SERP	6
youtube studio	12,000	42	1.80	SERP	9

KEYWORD RESEARCH

Get into the mindset of your audience and what they're likely to be searching for at different stages of intent.

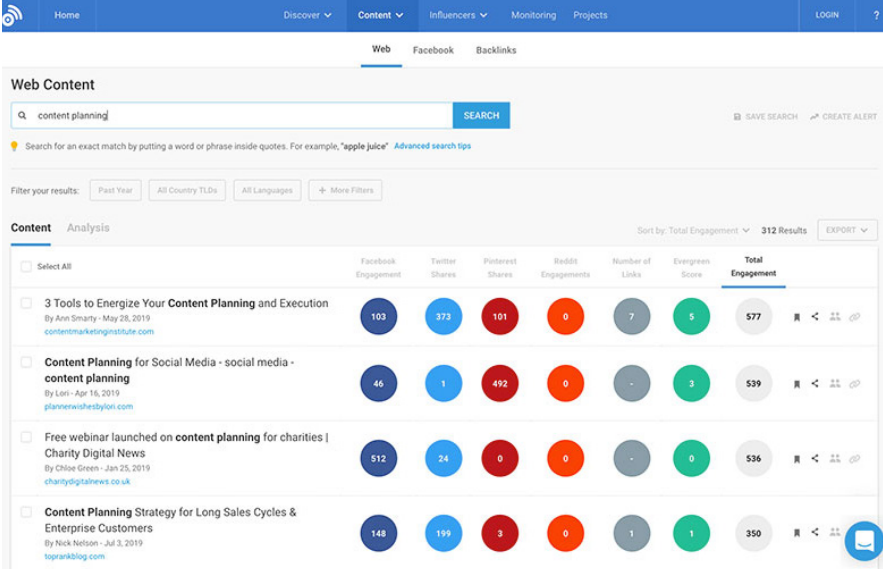
According to Search Engine Land: "The user intent of a keyword is the goal of the user typing the search query, and it typically falls into three categories: Do something, know something, or go somewhere. In fact, there's often more than one intent per query"

Take into account that most Google searches now take place on mobiles and many are now voice queries. We may still search for "keyword" on our desktops, we are much more likely to search for "best+keyword" or "keyword+near me" from our mobiles and there is plenty of research that suggests voice searches are much longer again.

GET THE TOOLS

- Google Keyword Planner Tool and Google Trends can help you to quantify search volume and identify which of these should be the focus of your efforts. Ideally you're looking for the golden ratio of low competition and high volume. The focus should be on quality as well as quantity: effective keyword research requires an understanding of searchers' intent.

- Google Search Console offers you a list of the search terms that are bringing people to your site, as well as how well you're satisfying various terms. For example, CTR will show you how appealing your particular result is comparable to the competition. Are you getting a lot of impressions but a low CTR? It might be time to update your meta titles.
- BuzzSumo, SEMrush or Ahrefs discover which keywords your competitors rank for – and the type of content they're using to do it.



The screenshot shows the Click Consult Web Content tool interface. At the top, there's a navigation bar with 'Home', 'Discover', 'Content', 'Influencers', 'Monitoring', and 'Projects'. Below this, there's a 'Web Content' section with a search bar containing 'content planning' and a 'SEARCH' button. Below the search bar, there's a filter section with 'Filter your results:' and options for 'Past Year', 'All Country TLDs', 'All Languages', and 'More Filters'. The main content area shows a table of search results for 'content planning'. The table has columns for 'Facebook Engagement', 'Twitter Shares', 'Pinterest Shares', 'Reddit Engagements', 'Number of Links', 'Evergreen Score', and 'Total Engagement'. There are four results listed, each with a checkbox, a title, a byline, a source, and a row of colored circles representing the engagement metrics.

	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagement
<input type="checkbox"/> 3 Tools to Energize Your Content Planning and Execution By Ann Smarty - May 28, 2019 contentmarketinginstitute.com	103	373	101	0	7	5	577
<input type="checkbox"/> Content Planning for Social Media - social media - content planning By Lori - Apr 16, 2019 plannewshesbylon.com	46	1	492	0	-	3	539
<input type="checkbox"/> Free webinar launched on content planning for charities Charity Digital News By Olise Green - Jan 25, 2019 charitydigitalnews.co.uk	512	24	0	0	-	0	536
<input type="checkbox"/> Content Planning Strategy for Long Sales Cycles & Enterprise Customers By Nick Nelson - Jul 3, 2019 toprankblog.com	148	199	9	0	1	1	350

CREATE SHAREABLE CONTENT

People share content that engages them emotionally, reinforces how they want to be perceived (helpful, insightful, edgy or funny, for example), reflects their values and beliefs, and, ultimately, helps to strengthen their own relationships. As with everything in marketing: understand what's **important to your audience** and tailor your approach to tap into it.

MAKE EVERY PIECE OF CONTENT COUNT

Content shouldn't be produced for content's sake – each individual piece should fulfil a purpose for both you and your consumer. While your content plan may well require a blog post per week, if it takes two to get something worth publishing, then it's the content plan that needs to change, not your work. If you need more time to make sure your content is the best you can produce, you should take it.

CREATE LINK-WORTHY CONTENT

A major ranking signal for Google is the number of sites (or, at least, of quality sites) that see you as a worthy reference source. The production of creative content which is relevant and useful to consumers can make you a reference point for consumers, earning links from other websites and bloggers that have a passion for your industry.

LEVERAGE A VARIETY OF STYLES

It's not all about written content - people prefer to consume content in various styles – including infographics, videos, podcasts, recipes, guides and more – which opens up your content plan to a host of different content types. Some of these types will even open up their own unique types of appearance in the SERP rich results positions – whether that's in text, as part of video carousels, or in image search. Repurposing all of or part of existing content in each form extends the lifespan of your content as well as increasing its possible reach and usefulness to various types of learner.

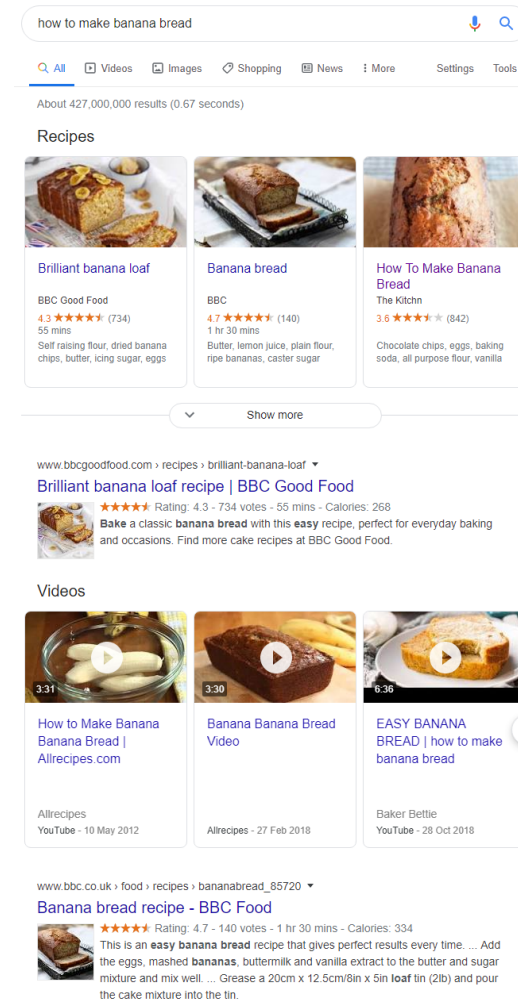
THINK TECHNICAL

With any piece of content you should always write the meta title and a description, add images that have alt text, make use of the right headings (H1, H2, etc) and optimise your URL so it looks neat and explains to the user and to Google exactly what the page or article is about. Provide alt tags for images and make sure you're using appropriate anchor text for links. (Find out more about [technical SEO](#)).

All of these things could make a big difference when it comes to your content's rankings and performance in the SERPs – as well as whether a user decides to click on your link.

REMEMBER YOU'RE WRITING FOR HUMANS, NOT ROBOTS

Overly optimised meta tags and pages of content that were stuffed with certain keywords and phrases were past tactics used to rank highly in search engines - often at the expense of producing content that was useful and provided a positive experience for users. Ensure your keywords (or variants of them) appear naturally in your copy and don't try to mislead - this will alienate both them and Google and ensure.



REMEMBER THE USER PRINCIPLE

Unique

Google and other major search engines demand that content is unique to your site and, wherever possible, not available elsewhere on the internet. They also don't want to see the same content appearing many times on your own site.

Substantial

Content must be valuable to your audience. If you are writing on a subject covered by your competitors, search engines will expect your content to be as, or more, substantial than theirs and of a similar quality.

Engaging

By analysing your bounce rates, page views and other statistics using Google Analytics, you can accurately measure the engagement levels of your website. This can help you to find out what your audience is interested in and build a strong content strategy. Websites that search engines do not consider engaging can suffer from low rankings, while websites which are considered engaging rank more highly.

Relevant

The content of every page needs to be relevant to the subject matter of that page and to the keywords and search terms at which it is targeted. If content is not relevant, it should be moved onto another page or deleted altogether. Google will rank pages with significant amounts of unrelated or irrelevant content lower in SERPs.



ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named SEO Agency of the Year 2019, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

Follow us on [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

0845 205 0292

OUR ACCREDITATIONS



OUR AWARDS



OUR TECHNOLOGIES

monitor **TRAX**™ rank **TRAX**™ feed **TRAX**™ link **TRAX**™ pro **TRAX**™ page **TRAX**™