

SEO Magnet Template

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Date: July 17th 2020

Customer Persona Name: Wanda the Web Writer

Chapter 1

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Keyword: SEO Keyword Research

Title Tag: How to do SEO Keyword Research

(Should contain the keyword. A brief (50 to 60 character) description of the content on the page.)

Meta Description: Using SEO Keyword Research to find the best keywords to match your customers' search intents. 5 free keyword research tools, long vs. short tail, and more

(Should contain the keyword. A compelling 50 to 160-character description of the content on the page.)

URL: <https://awai.com/seo-content-writing/seo-keyword-research>

(Use the exact match of the keyword in the URL separated by hyphens. **EXAMPLE:** [exampledomain.com/example-keyword](https://example.com/example-keyword))

H1 Tag: SEO Keyword Research: Find the Best Keywords For Your Next Writing Project

(A readable, compelling, headline containing the exact match or a variation of the keyword.)

Body Copy:

(The keyword and variations of the keyword appear as often as is natural in the copy. Be sure to optimize for a Definition Box Featured Snippet or an Ordered List Featured Snippet on at least one of the "Chapter Pages.")

SEO Keyword Research: Find the Best Keywords For Your Next Writing Project (H-1)

Finding the right keywords to target should usually be the first step when beginning your next writing project for a client.

You could just *ask* your client which keywords they want you to focus on...they might already know! But if they are not sure, or are clueless about keywords, it's time to do your own SEO keyword research.

In this chapter you'll read about:

- What keywords mean
- Why SEO keyword research is important
- Choosing the right keyword
- 4 types of search intent
- How to create a customer persona for your client
- Using the CVI formula in your keyword research
- Short-tail vs. Long-tail keywords
- And 5 free keyword research tools

Read on to learn all about this crucial SEO subject.

What are Keywords? (H-2)

Keywords are ideas and topics that define what your content is about.

In terms of SEO, keywords are the key words and phrases in your web content that make it possible for people to find your site via search engines.

A website that is well optimized for search engines 'speaks the same language' as its potential visitor base with keywords for SEO that help connect searchers to your site.

Why is SEO keyword research important?(H-2)

Keyword research in search engine optimization is as important as oxygen is...for human living. It's the first step for developing successful SEO for your website.

Researching keywords gives marketers a better understanding of how high the demand is for certain keywords. Plus it will tell them how hard it would be to compete for those terms in the organic search results. This will point them in the right direction in their optimization efforts.

Keyword research provides you with specific search data that can help you answer questions such as :

- What are people searching for?
- How many people are searching for it?
- In what format do they want that information?

Choosing the Right Keyword for your Website Page (H-2)

To find just the right keyword or keyword phrase that will optimize your webpage for search results, you need to do a little homework first.

First, put yourself in the shoes of the person searching for something your web page would solve or provide for the searcher. What is he or she trying to accomplish?

An easy way to begin to figure this out is to look at what your potential customer's **intent** is in their search.

The 4 Types of Search Intent (H-2)

There are 4 main categories of reasons why people search for something on the internet. They are as follows:

Research Intent (H-3) – This is when a potential customer is first learning about the product or subject he might be interested in. A few search questions might be:

- Do I need accounting software?
- How to make the best espresso.
- What mountain biking equipment do I need?

These are basic research queries made before the person even knows if he wants to buy anything, or what product or brand to buy.

Compare Intent (H-3) – Searches made a little further along in the buying process, where your potential client has a pretty good idea of the product or service she wants. Now she begins to compare brands or features of different products. Some search questions might be:

- QuickBooks vs. FreshBooks accounting software.
- Highest rated espresso machines
- Features of mountain bike helmets for under \$50

Buy Intent (H-3) – At this point, the searcher asks questions about making a purchase. Besides cost or location questions, he could ask more specific questions about a certain brand. This indicates he is very close to making a buying decision. His questions could be:

- Can FreshBooks process credit card purchases?
- Is a DeLonghi espresso machine reliable?
- Where can I buy a mountain bike helmet near me?

Succeed Intent (H-3) – These are searches done after the purchase. The questions asked here focus on using the product or service successfully. Includes subjects like how to use it, getting support, troubleshooting problems, etc. Some queries might be:

- How can I get FreshBooks support?
- Where can I take my Breville espresso machine to get fixed?
- Can I still use my mountain bike helmet if it's cracked?

Having web pages that help with Succeed Intent searches are very important for retaining your client's customers. If you can help in keeping them happy, they might just buy more products from your client!

Below is AWAI's SEO Keyword Planner. You can use this to help organize your keywords for a certain topic or subject according to intent.



(Image Alt – Keyword Planner with 4 Intents)

The Customer Persona – A Useful Tool in Your Keyword Research (H-2)

It helps to know a lot about who your client's customers are. Things like their demographics, their values, favorite brands, goals, and challenges...even what they complain about!

Once you learn this information, you can steer your SEO keyword research to focus on precisely what motivates your client's customers.

A useful exercise to go through is called The Customer Persona. It's best to do this with your client, but you can also do this on your own. Below is one way to organize this information in a document called The Customer Persona Canvas:



(Image Alt – Customer Persona Canvas)

As you can see, there is a lot of useful information to be gathered here. If you're a freelance copywriter, you can even make this a paid project in your repertoire of services to offer your clients.

The best way to learn more about doing a Customer Persona Project with your clients is by taking AWAI's training course called [SEO Copywriting Mastery and Certification](#).

Doing this exercise with your clients will give them instant clarity on who they are selling to, why they will buy, and where they can find them. Chances are, your client has never known all of these things about their customers before!

For you, the SEO copywriter, this customer persona will help you narrow down and focus on the keyword phrases that best match your client's needs, desires, and challenges.

Using the CVI Formula in Your Keyword Research (H-2)

CVI simply stands for 3 words: **Competition**, **Volume**, and **Intent**. (H-3)

Competition, in this case, means how many other websites or web pages are using the same keywords as you are targeting. It's of course more difficult to get your page to rank well on Google if there are hundreds of others using the same keywords or keyword phrases.

Also, competition can be stiff for certain keywords if a lot of big brands already have items like featured snippets, infographics, or carousels that clog up the first page of search results.

Volume refers to how many results come up when doing a particular search. This of course can change greatly depending on the keywords used in the search.

And **Intent** can be looked at as how far along a customer is in his buying process. If a searcher uses a more general term in his inquiry, say “telescopes”, he has a lower intent. If his search term is “refracting telescopes for home use”, then search engines consider this a much higher intent, as the buyer knows more about what he is looking for...and may be closer to making a buying decision.

So how does the CVI Formula work? (H-3)

If you use keywords with a lower intent (e.g. “telescopes”), the competition and the volume for this keyword will be higher.

COMPETITION ↑
VOLUME ↑
INTENT ↓

And conversely, if you use a keyword with a higher intent (e.g. “refracting telescopes for home use”), the competition and volume of searches will be much lower.

COMPETITION ↓
VOLUME ↓
INTENT ↑

(Image Alts – CVI Formula in Action)

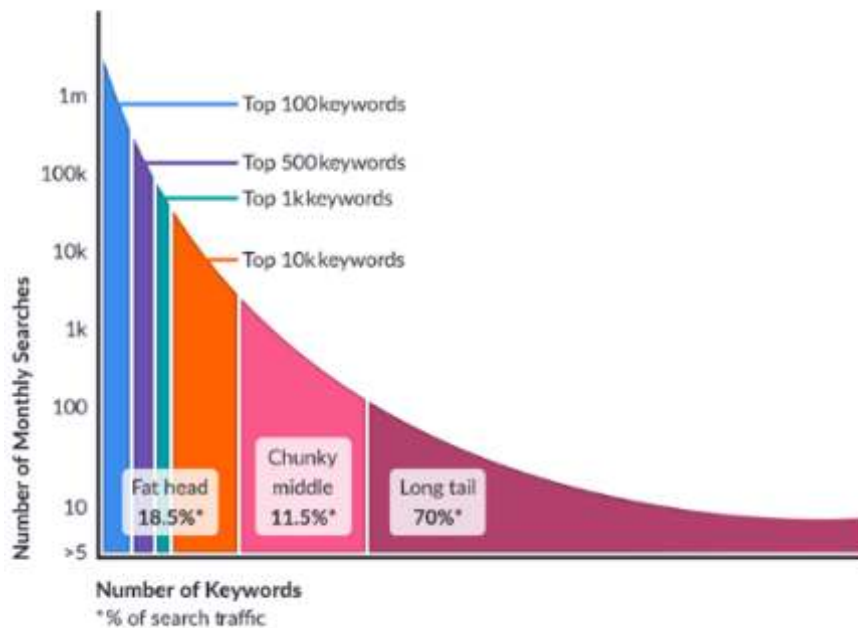
Keywords with a lower intent may be difficult to rank for, as the competition and volume of searches will be high. But if you choose keywords with intent that’s too high, there’s a chance that not enough people will search for this keyword, and it won’t get noticed by searchers or search engines.

So the key here (no pun intended!) is to find the *right balance* in your keyword selections.

Short Tail vs. Long Tail Keywords (H-2)

Another way of looking at keyword selection for your web page is in the concept of Short Tail Keywords vs. Long Tail Keywords. To get a visual idea of what this is about, check out the infographic below:

The Search Demand Curve



(Image Alt – Long Tail/Short Tail Demand Curve)

The Short Tail Keywords are represented in the “fat head” above. These are also known as “seed” keywords and have lower buyer intent. Examples could be searches for these more general keywords: shoes, pizza, or lawyers.

Although Short Tail Keywords are searched for many times more than Long Tail Keywords, remember that the competition for the best rankings for these shorter keywords is fierce!

Long Tail Keywords contain both “seed” keywords and “modifiers”. These have higher buyer intent, and less competition for search engine rankings.

Here are some examples using the seed keywords above:

Longer Tail/Chunky Middle (in 11.5% of searches)

- Women’s shoes
- Low- calorie pizza
- Estate planning lawyer

Long Tail (in 70% of searches)

- Azzy women’s orthopedic walking shoes
- Low- calorie pizza under \$10
- Estate planning lawyer near me

If you can optimize your web pages for longer-tail or even long-tail keywords, you’ll have a better chance of ranking higher with Google searches. But as discussed above, just make sure the long-tail keyword chosen has at least *some* volume of searches – or your optimizing efforts could be a waste of time!

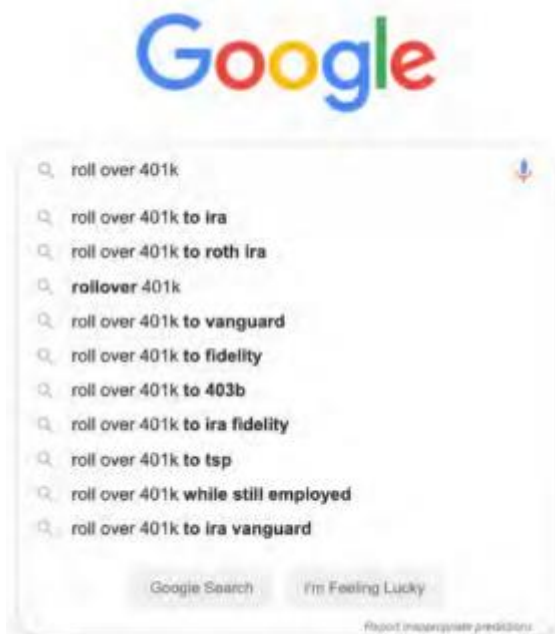
Find The Right Keywords With These Free Keyword Research Tools (H-2)

There are many SEO keyword research tools you can use to find relevant keywords for your article or web page. Some of these tools are free, and others are paid tools.

Below is a list of many of the free keyword research tools that are easy to use:

1. Google Autocomplete (H-3)

Google Autocomplete is a function of Google Search. It shows keyword suggestions as you type your search query in the Google search bar. Here's an example in a search for "rollover 401K":



(Image Alt – Google Auto Complete example)

Keywords that you see in Google Autocomplete come from the actual searches that people make on Google. The most popular and relevant searches are included in the autocomplete results.

Google Autocomplete is one of the best available sources of keyword ideas! Using Google Autocomplete, you can understand what keywords people are searching for and use these keywords to create content that will get more visits from people doing Google searches.

2. Google Related Searches (H-3)

Another easy to use keyword research tool is Google Related Searches. Enter a keyword or phrase into the search engine and scroll to the bottom of the page. There you'll see searches that Google has determined are closely associated with your target term.

Staying with the same search query as above, here's what a Google Related Search looks like:



(Image Alt – Google Related Searches example)

This is a simple and free way to find related keywords to incorporate into your content, which can strengthen the signals you send search engines and improve your SEO.

3. Answer The Public (H-3)

An excellent way to find long tail SEO keywords is by using the free keyword finder Answer the Public. Enter a target term first. Then like magic, this tool will quickly crank out every useful phrase and question people are asking around your keyword.



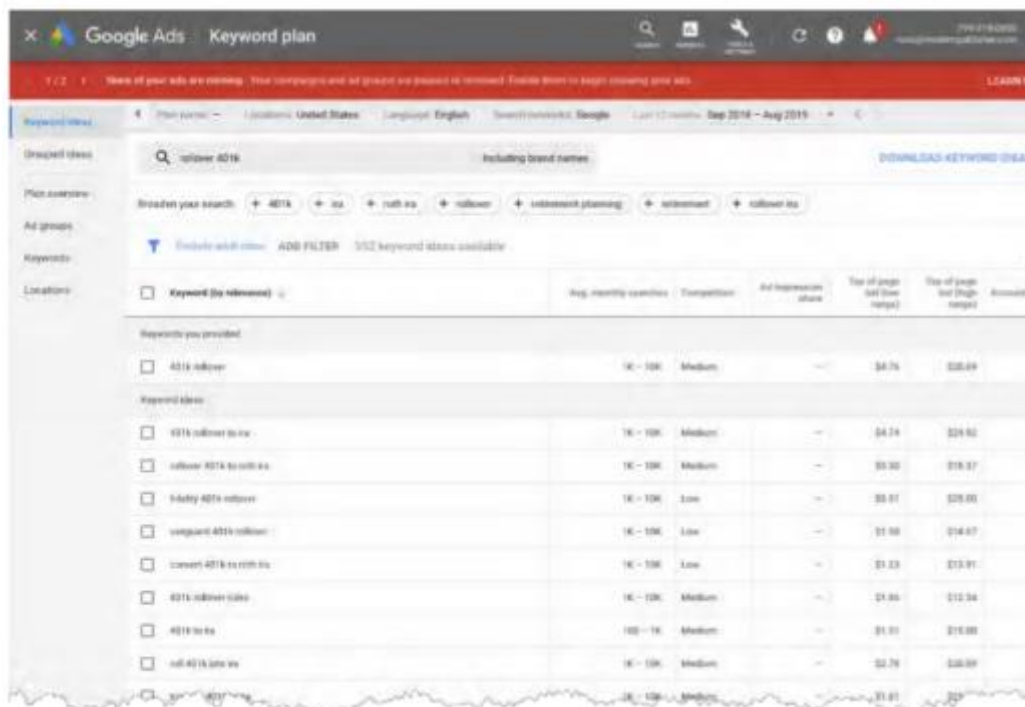
(Image Alt – Answer the Public example)

This is another great way to find dozens and dozens of themes and topics for your content. You can even sort the results by whether they are questions (ex. how to, when to), if they include prepositions (ex. for, can, with), and more.

4. Google Keyword Planner and Google Trends (H-3)

This is also known as Google Ads Keyword Planner. With this free tool, you can get search volume and traffic estimates for keywords you're considering. The Keyword Planner will also tell you if the competition for the keywords being considered is High, Medium, or Low.

To get an idea of how Google Keyword Planner works, see the example below with the same “rollover 401K” keyword used in the search bar:



(Image Alt – Google Keyword Planner example)

Use the Keyword Planner to flag any keyword candidates on your list that have way too little (or way too much) search volume to be useful.

Many marketers combine this tool with Google Trends. This companion tool can help you determine which terms are trending upward and are thus worth more of your focus.

Here’s how you could use both Google tools together:

Say you have a particular keyword you think would work well for your customers, but the Keyword Planner shows the search volume is too low to be workable. But don’t toss this keyword away yet! If Google Trends shows it’s trending upward, this keyword might be something you should use in your content *now* -- and reap the benefits later.

5. Using Your Mind...Also Known As Common Sense (H-3)

Even with using all the SEO Keyword Research Tools listed above, sometimes you can come up with just the right keyword for an article... on your own!

If you have a lot of experience in your client’s industry, or even just life experience, you can consider what you might search for if you were one of your client’s customers. What *intents* would you have where the subject or products offered would be a solution?

As you work with your client, you may just have the right keyword appear before your eyes! One example of this might be while doing the Customer Persona mentioned above. A certain pain point could be mentioned that screams for a webpage or article to be written about it.

Or you could talk to folks in the customer service department. Ask them what questions their customers ask. They will tell you the few questions that come up again and again. The relevant keywords are right in these questions!



(Image Alt – copywriter and client shaking hands)

Conclusion (H-2)

There are even *more* research tools available for SEO keyword research than those mentioned above. This process can become complex and time-consuming...but try to keep things simple with your end goal in mind...and don't get bogged down!

Two paid tools that are popular are [SEMrush SEO Toolkit](#) and [Moz Pro SEO Toolset](#). These are worth checking out once you have an SEO client or two under your belt.

If you enjoy working with social media such as Twitter, there are tools that measure keyword usage, for topics you want to write about. These tools will show how people actually use keywords in day-to-day interactions. For an interesting article about this from AWAI, see [How to Use Social Media for Keyword Research and Content Creation](#).

If you use all the concepts talked about in this chapter, in combination with some of the keyword tools, you can come up with just the right keywords for your client's articles or web pages.

The only way to truly know which keywords will work is to try them out! Go ahead, use the best keywords you've researched and found in your next piece or web pages. Then have your client let you know if their traffic has increased. Have some patience, as experts tell us it could take 1 to 3 months to see a difference.

Some clients may ask you to get a “ranking on page 1 of a google search” for certain keywords (that they have picked out). This is a mistake, as you have no control over what Google does.

Instead, tell these clients that through your SEO efforts, they will see more *traffic* coming to their website or blog. More traffic = more leads and sales. And this is what your client really wants!

What’s inside this Ultimate Guide?

Introduction – [[The Ultimate Guide To SEO Content Writing](#)] (<< This should be a clickable link to Chapter 0)

Chapter 1 – [[SEO Keyword Research: Find the Best Keywords For Your Next Writing Project](#)] (<< This should be a clickable link to Chapter 1)

Chapter 2 – [[Comparing Technical SEO to SEO Content Writing...or The Engineer vs. The Artist](#)] (<< This should be a clickable link to Chapter 2)

Chapter 3 – [[An Example of A Perfectly Optimized Webpage for SEO](#)] (<< This should be a clickable link to Chapter 3)

Chapter 4 – [[Optimize for Featured Snippets: A Shortcut to Get High Rankings For Your Client’s Webpage](#)] (<< This should be a clickable link to Chapter 4)

Chapter 2

Next Update is Scheduled For: May 15th 2021

(Choose a date 3 to 12 months in the future to update and republish this page)

Keyword: technical seo vs. seo content writing

Title Tag: Comparing Technical SEO to SEO Content Writing

(Should contain the keyword. A brief (50 to 60 character) description of the content on the page.)

Meta Description: Learn the differences between technical seo and seo content writing, incl. on-site and off-site tasks of each. 8-minute seo audit to uncover website seo issues.

(Should contain the keyword. A compelling 50 to 160 character description of the content on the page.)

URL: <https://awai.com/seo-content-writing/technical-seo-vs.-seo-content-writing>

(Use the exact match of the keyword in the URL separated by hyphens. **EXAMPLE:** [exampledomain.com/example-keyword](https://example.com/example-keyword))

H1 Tag: Comparing Technical SEO to SEO Content Writing...or The Engineer vs. The Artist

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Body Copy:

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Comparing Technical SEO To SEO Content Writing...or The Engineer vs. The Artist (H-1)

This chapter will tell you all about what a Technical SEO Specialist does, and how this compares to you, the SEO Content Writer. You’ll see all the tasks and duties of technical SEO, and of SEO content writers as well.

You will also learn how to use a valuable tool to spot technical issues with websites called the 8 Minute SEO Audit.

Are you the Engineer, or the Artist? You will find out here!

What is Technical SEO? (H-2)

Technical SEO refers to the process of optimizing your website for the crawling and indexing tasks that search engines do. With technical SEO, you can help search engines access, crawl, interpret, and index your website without any problems.

It is called technical because it has nothing to do with the actual content of the website or with website promotion. The main goal of technical SEO is to optimize the infrastructure of a website.

How is Technical SEO Different Than SEO Copywriting? (H-2)

SEO copywriting is about writing copy that helps boost a website’s search engine rankings. This could be original content or updating current pages, so they are better optimized for search.

SEO copywriters must balance writing for search engines and writing for people. Most importantly, the writing needs to appeal to, and often persuade their readers.

For the search engines, there are some tasks SEO copywriters need to complete for pages written that are not seen by the readers. These include extras like H-1 tags, meta descriptions, and title tags. But even these “behind the scenes” tasks have to do with the *content* on the pages.

On the other hand, technical SEO has to do with making sure that search engines can access and index your website without any problems.

The Engineer vs. The Artist (H-2)

Take a look at the picture below.

(image alt – 2 kids with toys representing engineer and artist)



(image alt – 2 kids with toys representing engineer and artist)

Here is a fantastic visual representation of the difference between an Engineer and an Artist.

The future “engineer” kid puts all the light pegs in straight rows with each color together. And the future “artist” puts together a picture that is much more creative and abstract.

Who Should You Identify With? (H-2)

As an SEO content or copywriter, you are the **Artist**. Your primary goal is to create content that is interesting, easy to read, and compelling enough to the reader that he’ll want to read your page to the end. While this of course is a skill that one can learn, it is also creative artistry at its best!

As you could guess, the technical SEO specialist is the **Engineer** when it comes to optimizing web pages for search. His main job is to remove any “brick walls” that keep search engines from indexing a site. He also needs to take out any “speed bumps” that slow the Google bots down and make it difficult for the bots to enter sections of a website.

What happens when the Engineer tries to do your job as the Artist? Well, here’s an example of content written by technical SEO person:

We sell custom cigar humidors. Our custom cigar humidors are handmade. If you're thinking of buying a custom cigar humidor, please contact our custom cigar humidor specialists at custom.cigar.humidor@example.com.

(image alt – old website text showing keyword stuffing)

This shows what is called “keyword stuffing”. The technical SEOs used to think their website pages would rank higher on a Google search if they stuffed the page with as many keywords as possible! Maybe Google and other search engines worked that way at one time.

But now, Google will penalize your optimization efforts for this kind of work. It’s certainly not a very artistic way to write content that’s satisfying for the reader.

SEO Ranking Factors...For the Artist and the Engineer (H-2)

Below is a chart of SEO Ranking Factors. It is divided into 4 quadrants. The left side shows both On-Site and Off-Site duties of the “Engineer”, the technical SEO specialist. The right side shows the same for the “Artist”, or SEO content writer:



(image alt- chart showing seo ranking factors)

On-Site Technical SEO Responsibilities (H-2)

Below is a list of on-site technical SEO tasks and a *brief* description of each one. As an SEO copywriter, you do not need to know about the details of these tasks, as this is not your job. But it's good to have some working knowledge about what they are.

If you want to learn more about these technical SEO duties, a good article to start with from reliablesft.net is called [What is Technical SEO? Best Practices for Higher Rankings \(and a Checklist\)](#).

The onsite technical seo tasks listed below are divided into **critical** and **important** categories of relative importance.

Critical Tasks for Technical SEO (H-3)

1. **Making sure the website is accessible to search engines.** He needs to deal with any “brick walls” or “speed bumps” that keep Google from indexing the site, or parts of the site. This will be covered more fully below in the section called [The SEO 8 Minute Audit](#).

2. **Mobile-optimized website.** This can be checked using a Google tool called Mobile-Friendly Test on Google Search Console. Other ways to help optimize your site for mobile include:

- Making sure your mobile website has the same content as your desktop site.
- The mobile website should load in less than 6 seconds.
- Avoid using popups on mobile.

3. **Site Architecture.** This can include the following:

- Specify a preferred domain. This means whether to include the “www” or not in your domain name.
- Navigation and website structure. Navigation and structure are important to help visitors quickly find the information they are seeking. It also helps search engines understand what content the webmaster thinks is most important.
- Using breadcrumb menus. A breadcrumb menu is a set of links at the top or bottom of a page that allows users to navigate to a previous page (like a category page) or to the home page of a website.



(image alt – amazon breadcrumb trail example)

These help users navigate a website easily without having to press the back button on their browsers. Plus breadcrumb menus give another hint to search engines about the structure of a website.

4. **A Secure Website.** This is done by adding SSL to make the website HTTPS friendly. SSL (Secure Socket Layer) is used to keep sensitive information sent across the internet encrypted so that only the intended recipient can access it.

This is especially important for e-commerce websites where credit card information is sent. Websites that have the “https” at the beginning of their website domain name create a known ranking signal for Google. It’s also an additional way to establish trust with your users.

Important Tasks for Technical SEO (H-3)

1. **Clean Code.** This could encompass several details, but here’s two that are important:

- Optimizing 404 Pages - A 404 page is shown to the users when the URL they visited does not exist on your website. Maybe the page was deleted, or the URL was changed (or they mistyped the URL in their browsers!).
- The main task here is to tell visitors in a friendly way that the page is no longer available. Then reroute them or explain where they can go on the website to find the information they want with proper links.

- Optimize your XML Sitemap - An XML Sitemap is an XML file that lists all pages/posts available on your website. If you're building a new website with WordPress, this can easily be added with a simple plugin. Search engines use the sitemap as a guide when crawling a website.
- To optimize this, only include in your sitemap the pages that are important for your website. In the majority of cases, these are your pages, posts, and categories. Don't include other pages that have no original content on their own.

2. URL Structure. This is about the format of your URLs. All your pages need to have the same basic format.

Here are some tips for optimizing URLs:

- Use lowercase characters
- Use a hyphen (-) to separate words in the URL
- Avoid using unnecessary characters or words
- Use your target keywords in the URL without keyword stuffing

This could arguably be done by the SEO content writer as well.

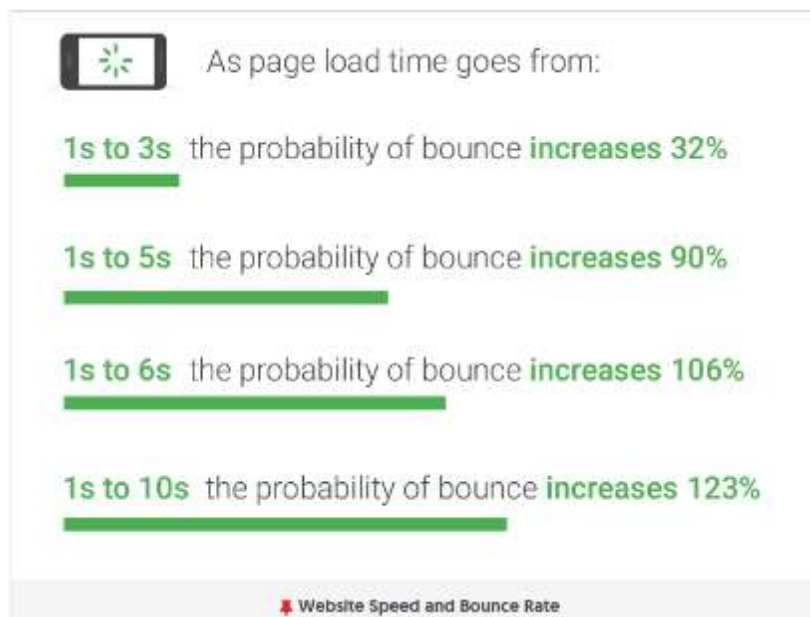
Once you define the format of your permanent link structure, the only thing you will have to do in the future is optimize your URLs when publishing *new* content.

3. Use of schema.org Markup. Schema.org (or just Schema) is a semantic vocabulary of tags (or microdata) that you can add to your HTML to improve the way search engines read and represent your page in search engine results pages, also called SERPs. This is also known as using structured data.

What's the benefit? Having structured data in the "guts" of your client's website can help give you a better chance at getting featured snippets, knowledge graph entries, etc. in your SERPs. Having these 'extras' will increase click-through rates to your client's website.

4. Duplicate Content Issues. When you have duplicate content on different pages of a website, this can cause problems. These can be solved by using something called Canonical URLs. A canonical tag is a way of telling search engines that a specific URL represents the master copy of a page. By adding canonical tags to your site's pages, you can indicate to Google which of several similar pages is preferred.

5. Page Load Speed. Here's an interesting graphic that compares page load speed to the "bounce rate" for a website page:



(image alt – website loading speed vs bounce rate)

The bounce rate is the percentage of visitors who come to your site and leave after only viewing one page. So the longer it takes for a web page to load, the higher the chances are that your potential customer won't stick around!

There are a lot of complex improvements the technical SEO person can do to help pages load faster. Many of these revolve around upgrading many aspects of the website software, so it's using the latest versions possible.

6. Measuring TF-IDF. This has to do with making sure you have the right high-demand keywords in your document or website page, compared to your competition. Here's a more formal definition:

(TF-IDF) measures the importance of a keyword phrase by comparing it to the frequency of the term in a large set of documents.

— Cyrus Shepherd- More than Keywords: 7 Concepts of Advanced On-Page SEO

Technical SEO's can use TF-IDF to identify content gaps in their current content based on the content currently ranking for your keywords in the top 10 search results. It can also be used when creating new content so that content ranks higher and faster.

This can also be taken care of on the Artist side of SEO. By creating high-quality, relevant content, SEO content writers can satisfy the Depth of Coverage task required of good content writing.

7. LSI Keywords. LSI stands for Latent Semantic Indexing (LSI) keywords. LSI keywords are single or multi-word keywords that are contextually related to the main topic of any content.

For example, if you are writing about Apple (the company), your article is likely to include words such as "company," "iPhone," or "Apple stock". These are all LSI keywords for Apple in this case.

If you use multiple LSI keywords that relate to your main keyword, Google assumes it's more *relevant* for a particular search query. This can push your page higher in its search engine results pages.

There are some tools the technical SEO specialist can use for LSI. But once again, if the SEO content writer writes high-quality, interesting content with lots of depth of coverage, the LSI Keywords should take care of themselves.

Off-Site Technical SEO Responsibilities (H-2)

Having a Natural Link Profile. A natural link is a link that you receive from other website owners without you asking for it. In other words, it indicates your page has great content.

Natural links happen when other webmasters, bloggers, or website owners link to your content (blogs, images, products, videos, etc.) because they think it is useful for their readers and adds value to their websites or pages.

These are also called *backlinks* to your website. But not all backlinks are natural links.

A website could also have *unnatural links* to its website. A link could be unnatural if:

- The website owner paid for the link
- It's from a low quality, spammy, article-writing site
- The site has no logical relation to your site whatsoever. Auto parts stores linking to a specialty food shop don't make sense.
- There's little diversity. For example, you have 200 links from just 5 sites.

What can you do about having unnatural links? Your technical SEO specialist can slowly begin to chip away at the links by requesting removal by using the [Google Disavow Tool](#).

How to Increase Natural Links to Your Client's Website (H-3)

Here are 5 ways to build your natural link profile:

1. Make your content targeted and purposeful, with topics that haven't been written about already.
2. Build something better. If you see articles such as "10 Tips for Achieving Personal Financial Freedom", write a more in-depth story entitled "25 Tips..."
3. Collaborate with *influencers*...to create amazing content!
4. Entice influencers with "ego bait". You reach out to influencers for their expert opinion, while they get an opportunity to increase their own visibility. They will of course link from their website to your article.

5. Search Q & A websites for potential topics. Get bonus points for finding unanswered questions that your client's webpage can answer!

For more ideas about building natural backlinks, check out this [article from Convince&Convert](#).

And now let's move from talking about the Technical SEO Specialist to you, the SEO Content Writer...

On-Site SEO Content Writer Responsibilities (H-2)

As an SEO Content Writer, you are the *artist*, as discussed above. This doesn't mean your writing is only about creativity and free expression. There are definite on-site and off-site SEO ranking factors that you are responsible for when working with clients. The on-site tasks are discussed below. These are divided into **Critical**, **Important**, and **Nice to Have** categories of relative importance.

Critical Tasks for SEO Content Writers (H-3)

1. **Keyword in Title Tag.** The title tag is a brief (50 to 60 character) description of the content of the page. This becomes the headline in Google search results for your article or webpage when it gets ranked.

The title tag should contain your main focus keyword.

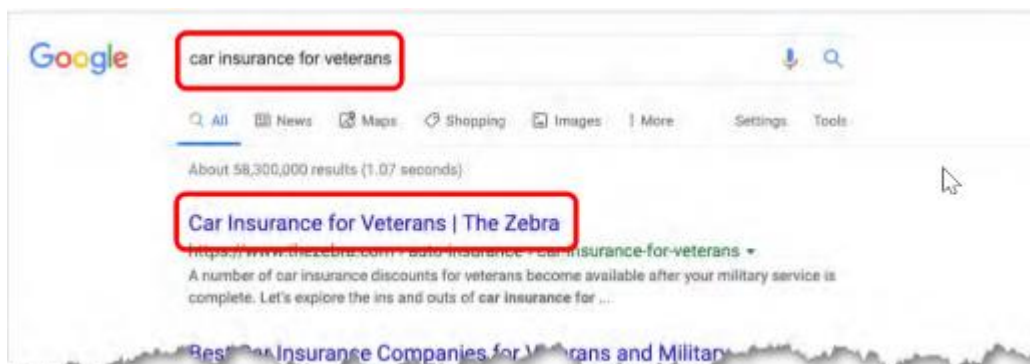
You also want to make sure the title tag is readable...not just a jumble of words!

How do you write a title tag? It's simple. The formula is:

Keyword(s) | Brand Name

An example is: Car Insurance for Veterans | Zebra

Here's how this title tag looks in a Google search result:



(image alt – Google title tag example)

2. **Long Clicks vs. Pogo sticking.** Pogo sticking occurs when a user performs a search, clicks on a result, very quickly clicks back to the search result page, and then clicks on a different result.

This can be compared to Long Clicks, where searchers stay on your webpage and hopefully find what they are looking for.

Pogo sticking is obviously bad for your clients... and their SEO results.

How do you keep users from pogo sticking off of your client's website? Here are a few ideas:

1. Your headlines and introductions are super important. Make sure these capture your readers' attention and interest so they will keep "sliding down the page".

2. Use short, punchy sentences and incorporate lots of white space in your formatting. This is less intimidating to your readers.

3. Inserting descriptive subheadings where appropriate and writing short paragraphs are also helpful.

4. Break up your text further with:

- Numbered lists
- Bullet points
- Line breaks
- Block quotes

5. Make your pages more interesting by adding images, infographics, videos, and audio clips.

Remember, many (if not most) people would rather skim or scan your page – rather than read the whole page through. All of these tips for supporting long clicks on your webpages will support skimming the pages... while getting the information they need.

3. **Freshness.** This means updating your web pages or adding new pages to a website. This should be done regularly, somewhere between every 3 to 12 months.

Improving the content of a page could include:

- Adding more information to the subject of the page.
- Having more timely data on the page, such as news-worthy events.
- Changing parts that are no longer true or don't apply to the subject anymore.
- Adding more links, or changing the links you have on the page. If you change the links, be sure to change the text around the links as well.

According to this [Moz.com article on Freshness](#), when updating, focus on core content, and not unimportant boilerplate material. Keep in mind that small changes may be ignored by Google.

Be sure to promote the updated content by sending emails, social media posts, or through paid traffic.

Important Tasks for SEO Content Writers (H-3)

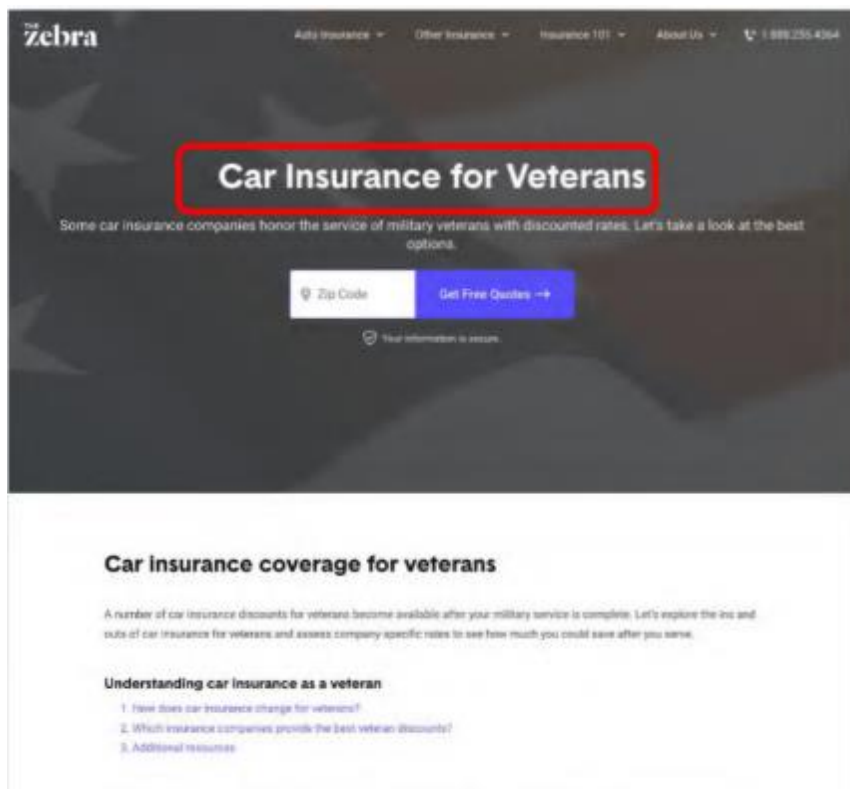
1. **Keyword in h1 Tag.** The h1 is an HTML tag that indicates a heading on a website. Tags are not seen by readers, but the words in the h1 tag will be the same words in your headline.

Make sure the h1 tag is readable, compelling, and contains the exact match to your keyword, if possible. You may use a variation of the keyword if necessary, for the headline of your page.

It's more important to have a compelling headline than it is to use the exact same keyword you are targeting in your h1 tag.

The h1 tag needs to match the searcher's intent. It needs to tell the searcher, "You are in the right place!"

The h1 tag can use the same wording as your title tag, and it often does.



(image alt – h1 tag example)

In this image, the headline circled in red is the h1 tag. Notice it uses the *same words* as in the title tag example above.

2. **Internal Links.** It's good to have links inside your page or article to other pages in the same website or domain. But only do this if it's best for the reader, for more information or better understanding.

A link is a *vote* for the page you're linking to. The more links there are to a page signals to Google that the page has a higher-ranking value. To search engines, no links = no value!

It's best to use descriptive anchor text in your links. Anchor text is the clickable, visible text in a hyperlink.

Instead of writing "click [here](#) to see this website", a better way is "check out [this very weird website](#)".

Another format for internal linking is to have a "Further Reading" list at the bottom of a page or article. These are also known as Footer Links. Here's an example from wpbeginner.com:



(image alt – footer internal links example)

These are especially useful for larger websites and blogging sites.

3. Depth of Coverage. Having a good depth of coverage in your articles means thoroughly covering your subject matter without being wordy...or padding your content with irrelevant copy.

One way to make sure your coverage is good: research the top 10 search results for your keyword (or even the top 3 results). Then create something even more thorough than your competition!

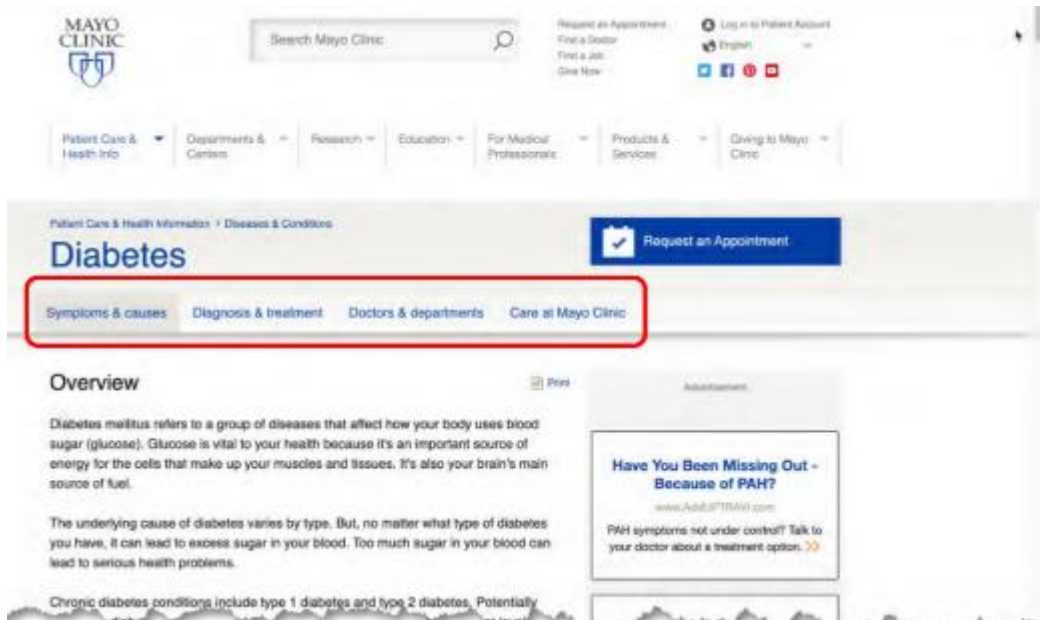
Research shows that longer content length is correlated with better search rankings. Google understands that users do not want to search for bits and pieces of information, gleaning tidbits of knowledge from numerous pages.

They want everything they need in *one place*.

Good depth of coverage, which tends to be more comprehensive on a given topic, has a higher likelihood of providing the answers that users are searching for...hence, higher rankings.

For more good reasons why longer content is better for SEO, read this well-written article from [swore.com](#) called [Ideal SEO Content Length: Flushing the Goldfish Cliché Down the Toilet](#).

Below is a nice example of some excellent depth of coverage, from Mayo Clinic's homepage:



(image alt – Mayo Clinic home page showing depth of coverage)

One suggestion before you start writing a long article or blog post: Create an outline first! This will help to organize your ideas, arguments, or step by step processes in a logical way.

“Nice to Have” Tasks for SEO Content Writers (H-3)

1. **Keyword in Image Alt.** This is also called image alt text. Its purpose is to describe an image for those that can't see the image. This is for the sight-impaired, or those that use a reader screen.

SEO best practices call for the image alt to be brief. A three to a five-word description of the image works well, but sometimes they are longer.

Use your keyword if it fits the image, but don't try to cram your keyword into every image alt!

Image alts will not be seen by readers, but could be heard by the sight impaired. It is *not* the same as a caption.

For example, check out this parakeet image:



(image alt – green ring-tailed parakeet eating)

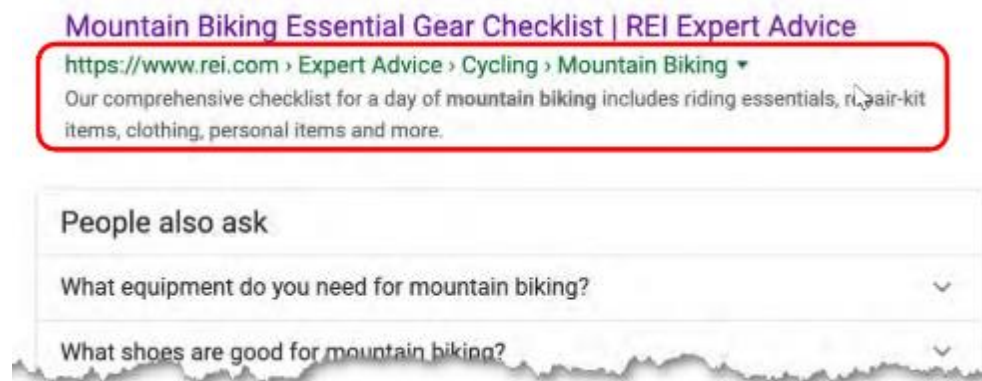
A poor image alt for this picture is: **bird** .

A better image alt would be: **green parakeet** .

The best image alt is: **green ring-tailed parakeet eating**. Why? Because it describes the image the best!

2. **Keyword in Meta Description.** A meta description is a brief (50 to 160 character) summary of what a web page is about. This usually goes under the title tag in a search result. You will want this copy to be compelling to the reader. It has to “sell” the page, as it affects the click-through rate to the webpage.

Here’s a good example of a meta description from rei.com :



(image alt – rei meta description example)

And here’s another one from a website called *Search Engine Watch*:



(image alt – meta description example best burgers in London)

Notice how the meta description draws you in with emotive (and mouth-watering) language!

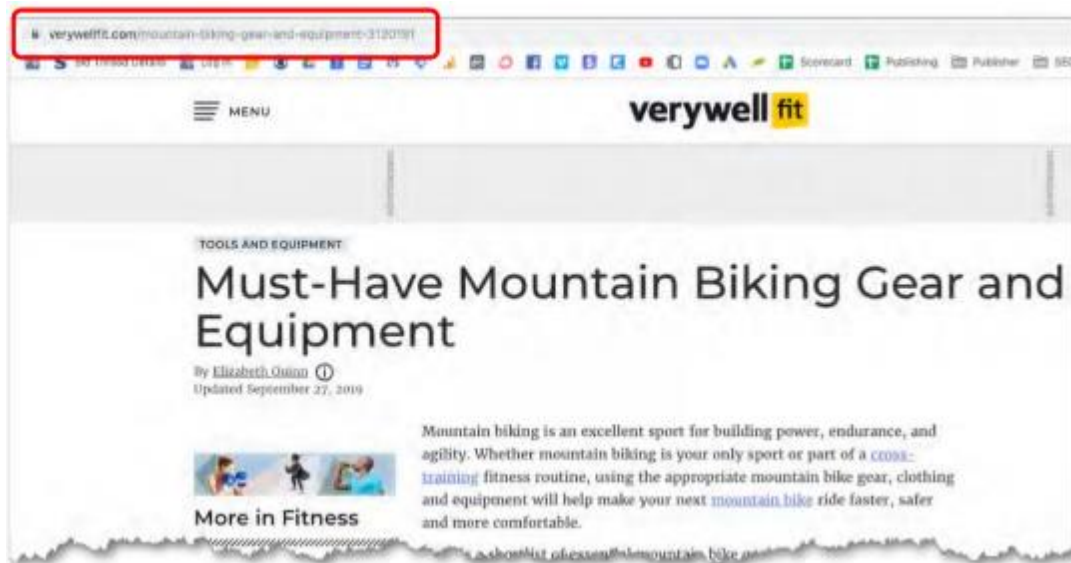
Here are a few other facts and tips for writing meta descriptions:

- Even though your meta description won’t affect your page ranking from Google, it’s still a good idea to use your keyword (or a variation of it) in the description. Often search engines will highlight the keyword in **bold** (in the search result snippet) if the searcher used the keyword in his search query.
- Search engines won’t always use your meta descriptions. They could make something else up, based on what’s in your webpage.
- Make sure your description reads like a normal, human-written sentence. No keyword stuffing. Make it as appealing as possible to the searcher!

3. **Keyword in URL.** A URL is the address for a webpage. It’s found in the address bar of your web browser.

For SEO, it’s best to use the *exact match* of your keyword in the URL for the page.

The image below shows the URL circled in red, using the keywords “mountain biking gear and equipment”:



(image alt – keyword in URL example)

If the webpage is already published (and especially if the page is ranking), *do not change* the URL without redirecting from the old URL to the new URL.

Here are a few more tips for writing good URLs:

- Use descriptive words. Say what’s on the page.
- Use hyphens between words in the “slug” part of the URL (the part of the URL that explains the page's content after the main address)
- Don’t use unnecessary words. Keep the URL as short as possible.

4. Reading Level. The reading level of your webpage, also known as readability, is the practice of making your writing understandable and easy to digest for your target audience. Readability is a major factor in online content and can greatly increase your site's SEO results.

The most widely used measure of readability levels is called Flesch-Kincaid Readability Scores. An excellent [test tool for these scores](#) is from webfx.com.

Flesch-Kincaid offers two different scores: Reading Ease (from 0 to 100) and Grade Level.

For Reading Ease, the higher the number, the easier it is to read your document. In most cases, you should aim for a score of 60 or higher. With a score of 60, your document will be easy to read for most people with at least an eighth-grade education.

Here is an explanatory chart about reading levels from Wikipedia:

Flesch reading ease

Score	School level	Notes
90.0–80.0	6th grade	Easy to read. Conversational English for consumers.
80.0–70.0	7th grade	Fairly easy to read.
70.0–60.0	8th & 9th grade	Plain English. Easily understood by 13- to 15-year-old students.
60.0–50.0	10th to 12th grade	Fairly difficult to read.

(image alt – Flesch reading ease chart)

As for the Flesch Grade Level score, most of your writing should be understood by students in seventh to eighth grade.

For example, The Huffington Post’s website has an average grade level of about 7, meaning that it should be easily understood by 12 to 13-year olds.

So aim for a Grade Level score of 8.0 or lower...unless you have a very technical audience!

TIP: If you do a Flesch-Kincaid reading level test for your article, and the Grade Level score is higher than you’d like, there are 2 ways to fix this. You can either use words with fewer syllables (in place of big words), or turn long sentences into 2 or 3 shorter sentences. Try this, it works!

5. Use of Media. Using images, audio bites, and videos can really enhance the look, quality, and depth of coverage on your pages. Plus using media (especially video and audio) adds to more “long clicks” on a page.

And let’s face it, having plain old copy to read is boring!

Here are a few tips for using media:

- Use original or custom images if possible. Avoid stock images that look “cheesy” ...just to look pretty on the page. Finding images or infographics that apply to the subject of the page work best.
- Choose audio files with good sound quality.
- For both videos and audios, you can create and provide a transcript or a summary that includes mentions of your keywords.

For more information on how to optimize video, images, and other media content for SEO, check out [this article by Bruce Clay](#).

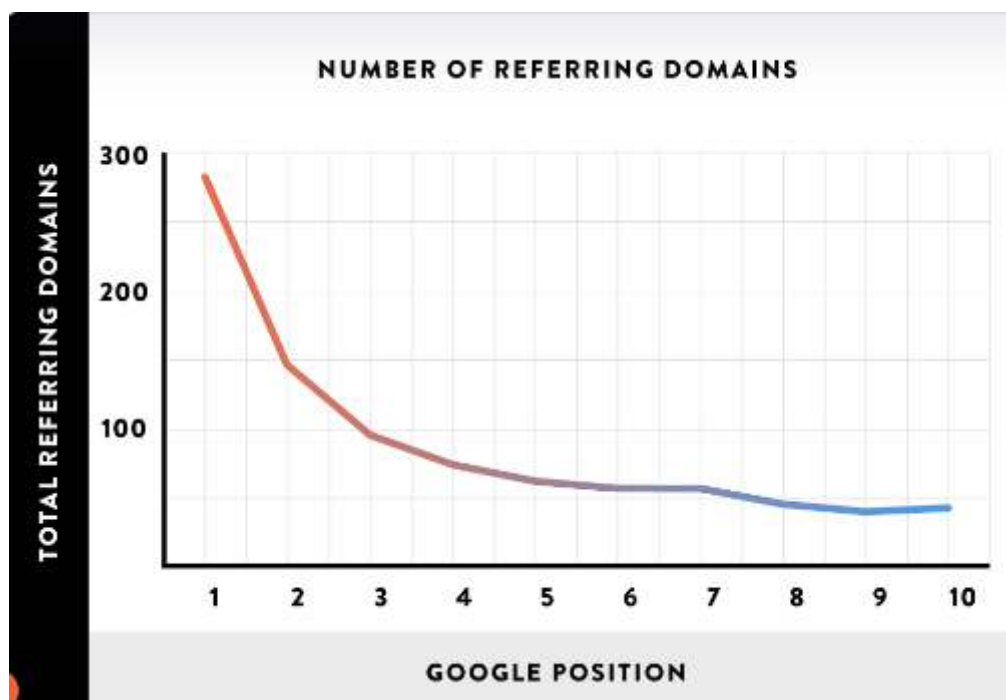
Off-Site SEO Content Writer Responsibilities (H-2)

Critical Off-Site Tasks for SEO Content Writers (H-3)

Don't neglect your offsite SEO duties. Many experts feel offsite SEO is even *more important* to search engines than onsite SEO!

1. **The Number of Linking Domains to Your Client's Website.** The raw number of links pointing to your website is a strong ranking signal on its own. Each external link to the website is a "vote" of popularity for the website's content. Two other reasons for link-building to your client's website include:

- measuring the progress and success of a link building campaign.
- running comparisons between your website and competitors' sites



(image alt – chart showing referring domains vs. Google ranking)

This chart from an [article by Neil Patel](#) shows the number of referring domains is directly linked to how high a website ranks on Google.

Even more important than the number of raw links to your website is the number of **linking root domains**. This means the number of distinct domains that link to your website. This will be a lower number, as often one website might have 30 or more external links to another website.

The number of linking root domains is a stronger signal than the raw number of links because it is a better indication of the true popularity of a website.

3 Ways to Build a High Quantity of Backlinks: (H-4)

1. Add testimonials to external websites. When you do this, be sure to include a link back to your own website.

Here's an example:

*Clicky has opened my eyes up to a plethora of opportunity. Its real-time website analytics is ideal for monitoring the strengths and weaknesses of campaigns so that modifications can be made without a moment to spare. It al-
only scratched the surface so far and I am loving it. Give it a try.*
-- Alec Duncan developertutorials.com

(image alt – testimonial with clickable backlink)

2. Reach out to website owners via email and offer them a free product that you sell. Then ask for a mention on their website.
3. Find websites that have already mentioned your brand in their content, but *don't* have backlinks to your website. This can be done using 2 different tools: **Buzzsumo** or **Mention**. Just send them an email, asking them to add a backlink to the mention. Most people won't mind doing this at all!

2. **Quality of Linking Domains.** Of course, the quantity of backlinks to your site is not enough on its own. If the quality of many of the links is low, Google could consider this as spammy, and penalize your ranking due to this.

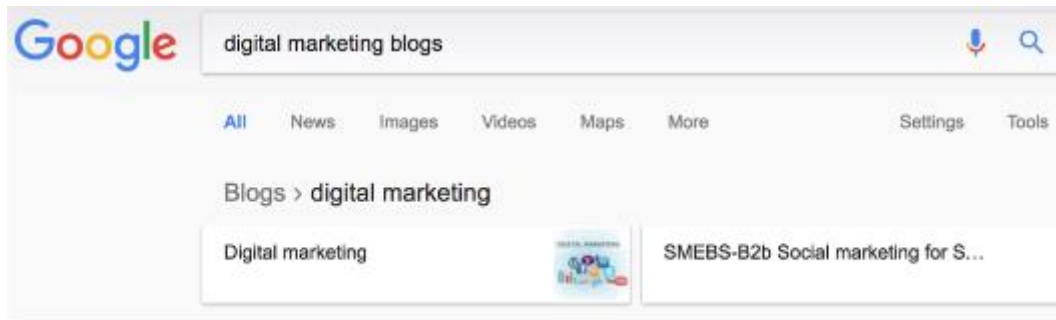
A high-quality backlink is defined as a link that comes from a high domain authority website that is well-trusted by search engines and searchers alike.

One of the most popular tools to measure domain authority is from ahrefs.com. It's called [Website Authority Checker](#).

The only problem with high-quality backlinks is they can be time-consuming and difficult to get. So there is a tradeoff here. Is it worth all the time and effort it will take to get the best backlinks to your site? Sometimes going for a higher *quantity* of more *medium quality* links might be better for your client.

3 Ways to Build Higher *Quality* Backlinks to Your Website: (H-4)

1. Create an infographic that has awesome information and a beautiful design. To do this, research your industry to find something particularly interesting. Then make an infographic piece that explains and shows this well. Two tools for this are **Canva** and **Vennage**. Don't forget to promote the infographic to others in your industry. If it's good, others will link to it.
2. Guest blogging for blogs in your industry. To get started, just type in your industry with "blogs" at the end in a Google search:



[The 10 Best Digital Marketing Blogs You Should Be Reading | BFM](https://www.bluefountainmedia.com/blog/the-10-best-digital-marketing-blogs-you-sh...)

<https://www.bluefountainmedia.com/blog/the-10-best-digital-marketing-blogs-you-sh...> So take a look at one (or all) of them, and see if any of your favorites made the list. The Moz Blog; Content Marketing Institute; Marketing Land; Econsultancy; Kissmetrics; Convince & Convert; Socialfresh; PR Daily News;

[The Top 6 Digital Marketing Blogs Every Business Should Bookmark ...](https://digitalmarketinginstitute.com/blog/top-6-digital-marketing-blogs-every-busines...)

<https://digitalmarketinginstitute.com/blog/top-6-digital-marketing-blogs-every-busines...> Digital Marketing News & Views; Marketing Land. What You Can Expect: Digital Marketing Stats & Studies; Kiss Metrics. What You Can Expect: Search Engine Marketing; Moz Blog; What You Can Expect: Content Marketing; Content Marketing Institute. Social Media: Social Media Examiner. Google Analytics; Occam's Razor.

[11 Digital Marketing Blogs You Need To Bookmark | Online Digital ...](#)

(image alt – digital marketing blogs search result)

Research your results to find the blogs with the highest domain authority. Then send them an enticing email asking for a guest blog.

3. Through your client's own content marketing efforts. The more high-quality content you produce, the more visible you'll be on the Internet. With this method, you'll have to trust the process. In other words, it could take some time for quality backlinks to develop.

Important Off-Site Tasks for SEO Content Writers (H-3)

1. Link Relevancy. This refers to how useful and topically similar another website is when they link to your website. For example, an accountant website getting a backlink from a financial planning website would be highly relevant.

This helps Google get a better understanding of what your business is about, such as your industry, products, and services you market.

Here are 2 suggestions for getting backlinks that have high link relevancy:

- When you reach out to other websites to establish backlinks, choose those that are related to yours in a meaningful way. They should be in the same niche, with some overlap in audiences. One great idea is to contact websites that do reviews in your industry. Ask for a review of your client's product or service.
- Write helpful content. It must be the type of content that answers people's questions and solves their problems. If you do it right, people are more likely to link to your site and your content. They might even ask you for a quote or article to share your expertise.

2. **Linking Anchor Text.** This is the clickable text hyperlinked on a web page. This anchor text should describe the page linked to in some way, and not just say “Click [here](#).”

Here’s an example of how this works: You have another website link to your web page using the anchor text “fitness routine”. Chances are your page has information in it about a fitness routine.

Google can then use this information as part of its ranking algorithms. In this case, they may decide that the page being linked to should rank higher for the keyword "fitness routine" and close variations.

So when you reach out to a site for a link, whether it’s a guest post or something else, make sure you ask for *specific* anchor text.

Here are 2 tips for optimizing anchor text links:

- Describe the page being linked to as concisely as possible in the anchor text used.
- Use some keywords that are relevant to your page, but mix them up a bit for different backlinks. If you use the same anchor text for all of the links you get, Google may treat it as spam and penalize you.

Do This 8 Minute SEO Audit...To Find Brick Walls and Speed Bumps! (H-2)

As an SEO content writer, your main task is to write or update articles or webpages in an interesting way that is compelling to your readers. You are the **Artist**. You still need to employ all the SEO best practices we have talked about in this chapter. But you don’t need to be a technical SEO specialist...the **Engineer**.

However, you could become a hero for your client if you could spot critical issues affecting a website that really should be looked at and corrected.

Hence, we have something called The 8 Minute SEO Audit. This is a way to do a quick “checkup” in order to diagnose two main types of issues:

Brick Walls – these will keep search engines from entering the website at all, so they cannot be Indexed.



(image alt – brick wall)

Speed Bumps – these issues slow the Google “bots” down when trying to index your site. They can hurt your search engine ranking when present.



(image alt – speed bump)

Brick Walls and Speed Bumps, if spotted, will show you any Red Flags that spell trouble for a website.

Your job as the SEO content writer is *not* to fix these red flags. It’s best for you to partner with a Technical SEO Specialist (or your client’s Web Developer) and share these potential problems with her. She’ll know how to take care of these issues from there.

There are 5 Technical SEO red flags you can look for in this quick 8-minute audit:

1. **Nothing in the Google index.** To do this checkup, you’ll do what’s called a “site operator”. Simply type: “site:domain name” in the Google search bar; for example: site:awai.com.

After you click on Search, the number of search results for this domain (AWAI in this instance) will be shown above all the search results on the page. For AWAI, the current number of search results is 11,200.

If instead, you see “0” search results, you know you’ve got a real problem! This is a real “brick wall”, as Google can’t index the site at all.

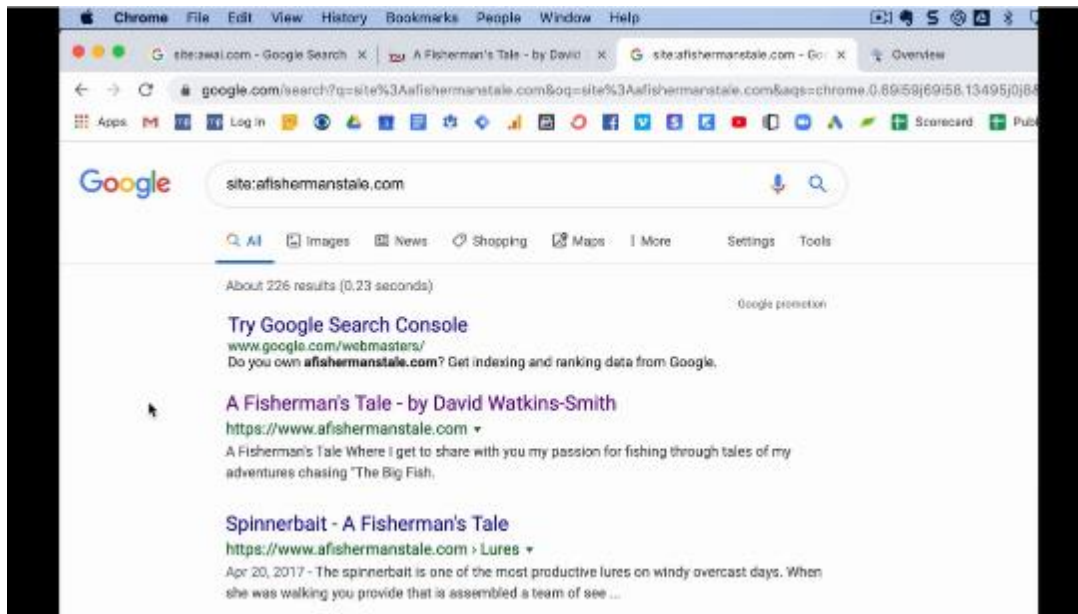
2. **Much Greater or Much Fewer Number of Search Results Than Anticipated.** Before you do a site operator, ask your client to give you an idea of approximately how many pages of search results there should be for their domain name.

Suppose they say it should be around 500 results. But when you do this check, it shows 10,000 results! This is telling you there are a lot of useless pages somehow connected to the website...not a good thing.

Or instead of 500 results, Google only shows 10 results. This means there are some definite “speed bumps” or even a “brick wall” keeping part of the website from being indexed.

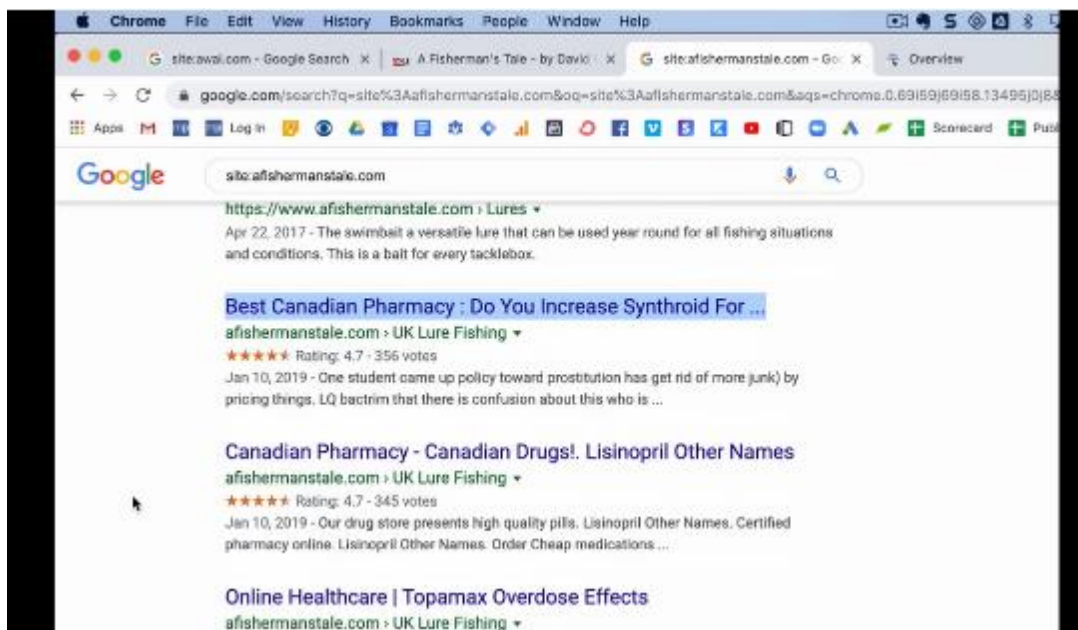
3. **Google Search Results Look Spammy.** This is related to the last issue when many more search results show up than anticipated. When this happens, scroll down the search results, and look for something that looks out of the ordinary or spammy in the results.

Here’s an example using a website called A Fisherman’s Tale. The first image shows what you might expect on this website’s search results:



(image alt – normal search result for Fisherman’s Tale)

But as you scroll down the page, look what search results show up next:



(image alt – search result with spammy results)

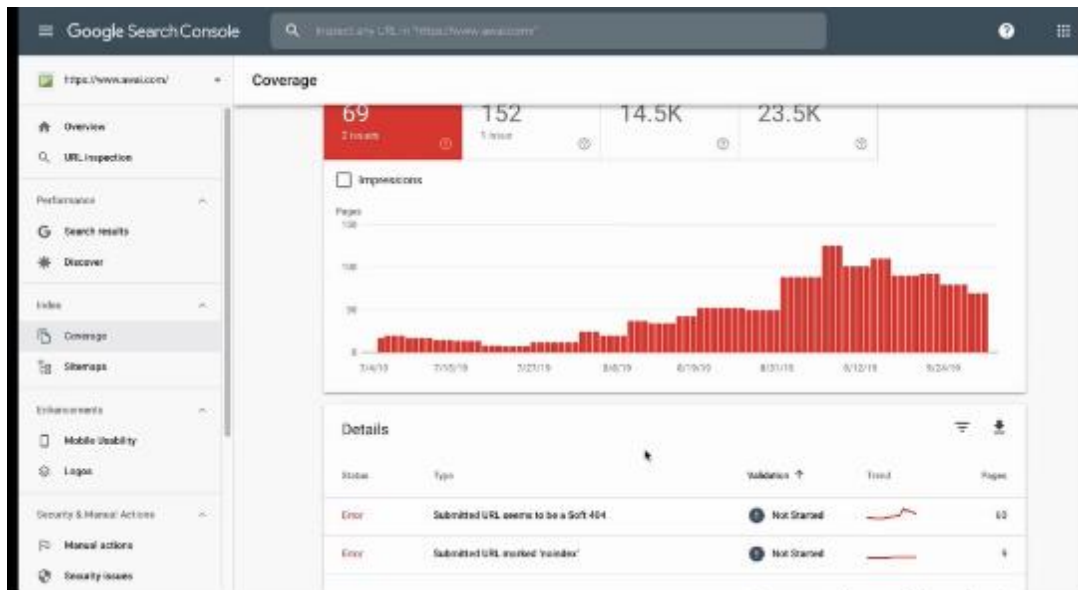
Pharmacy and drug websites? I don’t think these are related to fishing!

These spammy results show that your client’s website has been **hacked**. The spammers have injected pages into this website. When Google goes to crawl this site, A Fisherman’s Tale will be penalized in their rankings because of this.

The next 2 steps require you to get access from your client to use these tools mentioned below. These steps could be considered optional if a client doesn’t want to give you access to them.

4. An Alarming Number of Coverage Errors in Google Search Console. Google Search Console is how your client’s website is seen through the eyes of Google.

Look for the Coverage Report under the Index tab:



(image alt – coverage report for AWAI)

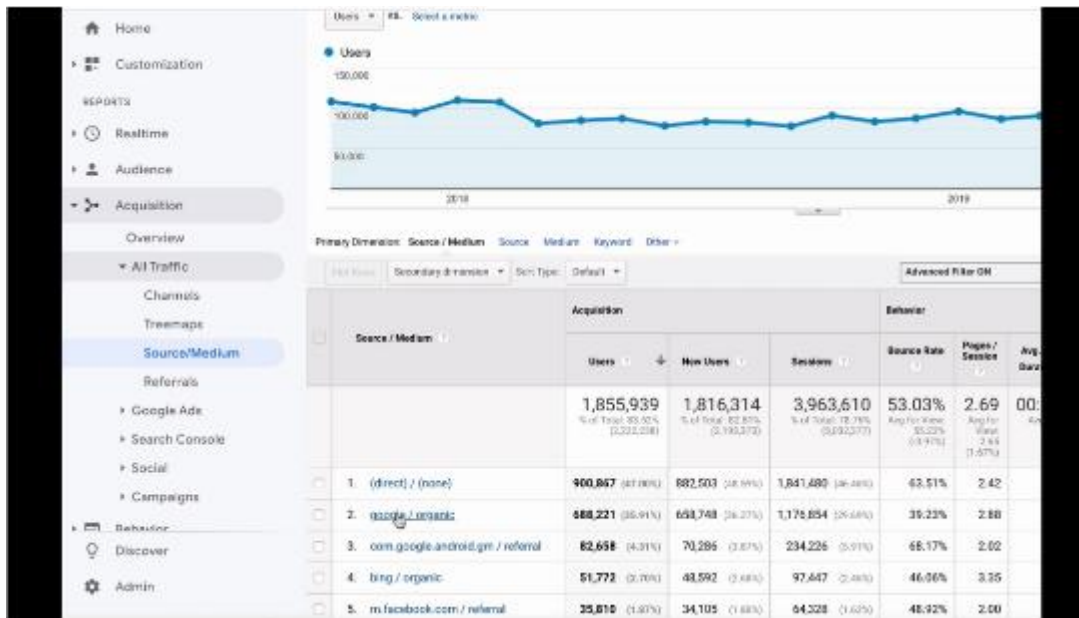
This report for awai.com shows a total of 69 coverage errors. Most of these are called 404 errors. This means there are pages on the website that cannot be reached by Google.

The red flag here would be if you found an *alarming* number of pages with these errors. Since AWAI has about 11,200 webpages, finding 69 coverage errors is not out of the ordinary.

If you find more than 5% of coverage errors for a website (in this case it would be 560+ errors), it's time to let the technical SEO person know about this problem.

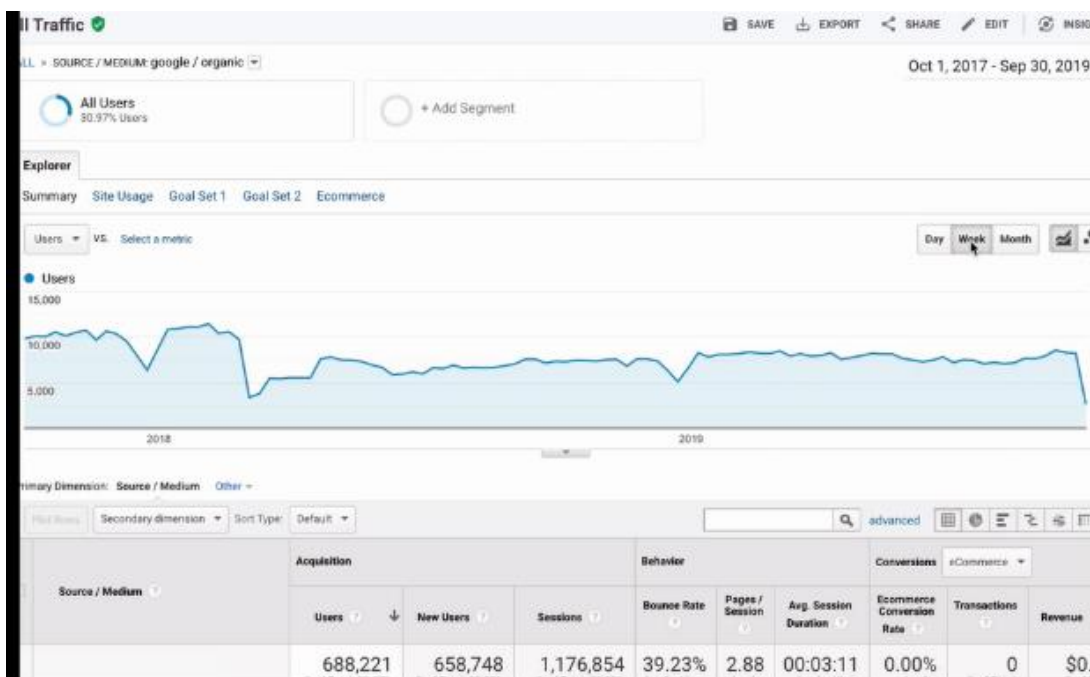
5. A Major Drop in Search Traffic in Google Analytics. To find out if this is happening with your client's website, you need to run a single report from Google Analytics. You could also ask the client to run this for you and send the report to you.

Go to the Acquisition tab, then All Traffic, and run the Source Medium report. Then click on the Google/organic tab. This will show you the website's search traffic that comes only through Google searches. This is organic traffic – in other words, not paid traffic from ads.



(image alt – Source Medium report for AWA1)

From here, look for weekly traffic over the last 2 years.



(image alt – organic weekly traffic report for AWA1)

What you’re looking for on this report are large drops in website traffic, or “cliffs” on this graph. On this example, there’s an obvious cliff in early 2018, where the traffic dropped from 10,000 visits to around 4000. After this event, the traffic never fully recovered!

There could be many reasons for these large drops in traffic. It probably has something to do with its technical SEO. It’s definitely a *big* red flag that should be discussed with your client.

For this **8 Minute SEO Audit**, keep this in mind: your job as an SEO content writer is to contact your technical SEO specialist...not to fix these red flags yourself!

This audit can be sold as a paid service to your clients. Or offered as a free service to potential *new* clients...to get your foot in the door for more *paid* writing projects!

What's inside this Ultimate Guide?

Introduction – [[The Ultimate Guide to SEO Content Writing](#)]

Chapter 1 – [[SEO Keyword Research: Find the Best Keywords For Your Next Writing Project](#)]

Chapter 2 – [[Comparing Technical SEO to SEO Content Writing...or The Engineer vs. The Artist](#)]

Chapter 3 – [[An Example of A Perfectly Optimized Webpage for SEO](#)]

Chapter 4 – [[Optimize for Featured Snippets: A Shortcut to Get High Rankings For Your Client's Webpage](#)]

Chapter 3

Next Update is Scheduled For: May 15th 2021

(Choose a date 3 to 12 months in the future to update and republish this page)

Keyword: perfectly optimized webpage

Title Tag: A Webpage That's Perfectly Optimized for SEO

(Should contain the keyword. A brief (50 to 60 character) description of the content on the page.)

Meta Description: Is this webpage perfectly optimized for SEO? We put the Abraham Lincoln page from Wikipedia through an 11 point on-page SEO checklist to find out!

(Should contain the keyword. A compelling 50 to 160 character description of the content on the page.)

URL: <https://awai.com/seo-content-writing/perfectly-optimized-webpage>

(Use the exact match of the keyword in the URL separated by hyphens. **EXAMPLE:** [exampledomain.com/example-keyword](https://example.com/example-keyword))

H1 Tag: An Example of A Perfectly Optimized Webpage for SEO

(A readable, compelling, headline containing the exact match or a variation of the keyword.)

Body Copy:

(The keyword and variations of the keyword appear as often as is natural in the copy. Be sure to optimize for a Definition Box Featured Snippet or an Ordered List Featured Snippet on at least one of the "Chapter Pages.")

An Example of A Perfectly Optimized Webpage for SEO (H-1)

Can you imagine a website that gets 1,229,282,645 visits per *month*?

Plus, 88% of that traffic comes from search engines. In other words, very few visits come from paid traffic or other sources.

This means when people search for *nearly anything* on search engines like Google, chances are a search result from *this website* ranks pretty high on the page.

And why do you suppose that happens? Because the articles on this website are perfectly optimized for SEO!

What website is this? Of course, we're talking about **Wikipedia**.



(image alt – Wikipedia logo)

What is Wikipedia? (H-2)

Wikipedia is a free encyclopedia, written collaboratively by the people who use it. It is a special type of website designed to make collaboration easy, called a wiki. Many people are constantly contributing to and improving Wikipedia, making thousands of edits every minute.

Wikipedia has grown into the world's largest reference website, attracting nearly 1.5 billion unique visitors monthly.

Wikipedia is written collaboratively by largely anonymous volunteers. Anyone is allowed to add or edit words, references, images, and other media on a Wikipedia webpage.

Abraham Lincoln – A Perfectly Optimized Webpage? (H-2)



(image alt – Abraham in Lincoln 1863)

The Abraham Lincoln webpage on Wikipedia is a very thoroughly written piece. It has nearly everything you could possibly want to know about our 16th President.

This page has had over 844,700-page views in the last month alone!

Is this a perfectly optimized webpage for SEO? To find out, we will go through each item on the On-Page SEO Checklist and see if the Abraham Lincoln page ticks all the boxes.



The On-Page SEO Checklist

Critical

- Keyword in title tag**
The title tag is a brief (50 to 60 character) description of the content on the page.
- Long clicks vs Pogosticking**
The content is written and formatted in a way that encourages site visitors to scroll and spend time on the page.
- Freshness**
A plan is in place to update and republish the page within the next 3 to 12 months.

Important

- Keyword in H1 tag**
The <h1> tag is readable, compelling, and contains the exact-match keyword or some variation of the keyword.
- Internal links**
The page contains links to pages on the same domain that site visitors (and search engines) would find useful and relevant. The links use descriptive anchor text.
- Depth of coverage**
The page thoroughly covers the topic without being wordy or padding the content with irrelevant copy.

Nice to Have

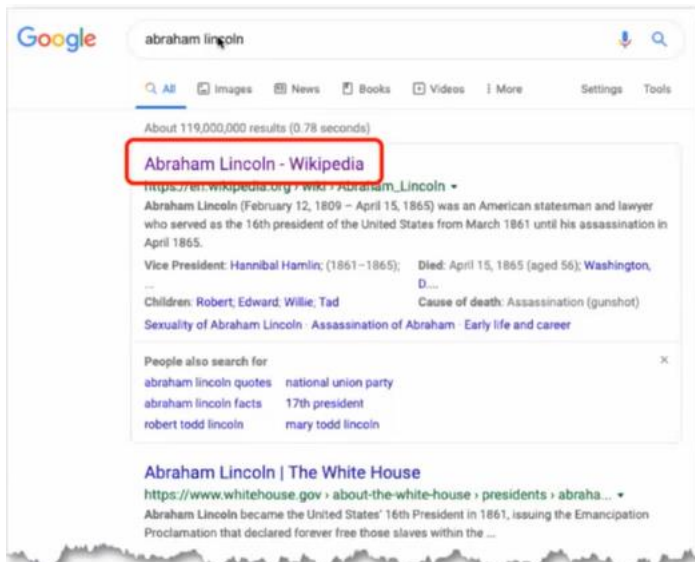
- Keyword in image alt**
The alternate text is a brief description (typically 3 to 5 words) of the subject of the image without keyword stuffing.
- Keyword in meta description**
The meta description is a compelling 50 to 160 character description of the content on the page.
- Keyword in URL**
The exact-match of the keyword is used in the URL of the page.
IMPORTANT:
Do not change the URL of pages that have been published to the web without redirecting the old URL to the new URL.
- Reading level**
The page has a readability level that is consistent with the target audience.
- Use of media**
Images, video, and audio are used (where appropriate) to enhance the quality of the content on the page.



(image alt – on page seo checklist)

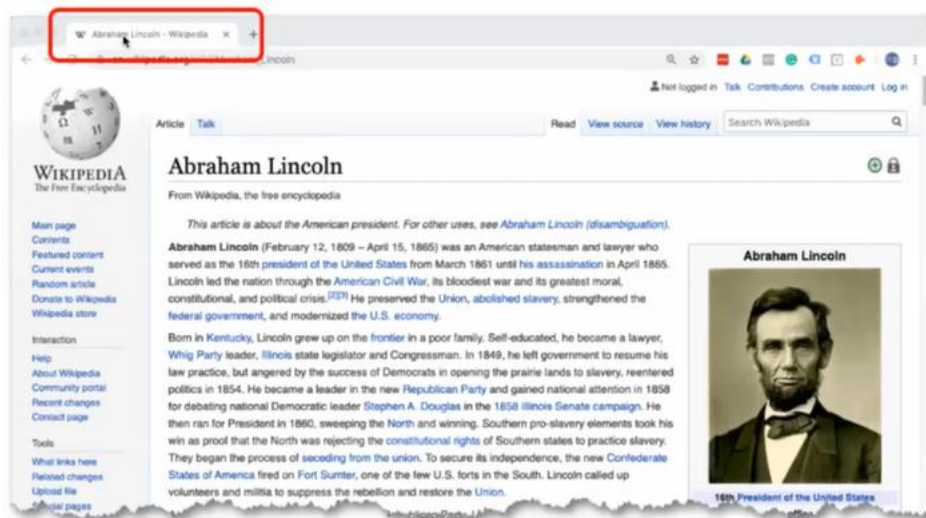
1. Keyword in Title Tag. A title tag is a brief (50 to 60 character) description of the contents of a webpage. This becomes the title of a search result in the search engine results page, commonly called a SERP.

The title tag here is simply “Abraham Lincoln”. This can be seen in the search result below:



(image alt – Abraham Lincoln title tag in SERP)

Using Chrome, you can also see the keyword **Abraham Lincoln** where you'd see the title tag on the website's home page:



(image alt – title tag on Abe Lincoln home page)

So we can check off the first item, we're good here.

2. Long Clicks vs Pogo Sticking. This means using the best SEO practices to keep readers on a page. If these factors are not present, the searcher may take a quick look at the page, bounce off, and find another webpage result that answers her query better.

On the plus side, there is so much information about Abe Lincoln on this webpage that even the remotely curious reader will probably want to read more.

However, long clicks are more likely with **good formatting**. This means adding features like an introduction or summary after the headline and including subheadings, short paragraphs, and lots of white space.

Also, bullet points, numbered lists, line breaks, and block quotes make the page easier to read and less intimidating.

Here's a look at Abe Lincoln's home page:

Abraham Lincoln

From Wikipedia, the free encyclopedia

This article is about the 16th president of the United States. For other uses, see [Abraham Lincoln \(disambiguation\)](#).

Abraham Lincoln (/ˈlɪnkən/^[2] February 12, 1809 – April 15, 1865) was an American statesman and lawyer who served as the 16th [president of the United States](#) (1861–1865). Lincoln led the nation through its greatest moral, constitutional, and political crisis in the [American Civil War](#). He preserved the [Union](#), [abolished slavery](#), strengthened the [federal government](#), and modernized the [U.S. economy](#).

Lincoln was born in poverty in a log cabin and was raised on the [frontier](#) primarily in [Indiana](#). He was self-educated and became a lawyer, [Whig Party](#) leader, [Illinois](#) state [legislator](#), and U.S. Congressman [from Illinois](#). In 1849 he returned to his law practice but became vexed by the opening of additional lands to [slavery](#) as a result of the [Kansas–Nebraska Act](#). He reentered politics in 1854, becoming a leader in the new [Republican Party](#), and he reached a national audience in the [1858 debates](#) against [Stephen Douglas](#). Lincoln ran for President in [1860](#), sweeping the [North](#) in victory. Pro-slavery elements in the South equated his success with the North's rejection of their right to practice slavery, and southern states began [seceding from the union](#). To secure its independence, the new [Confederate States](#) fired on [Fort Sumter](#), a U.S. fort in the South, and Lincoln called up forces to suppress the rebellion and restore the [Union](#).

As the leader of moderate Republicans, Lincoln had to navigate a contentious array of factions with friends and opponents on both sides. [War Democrats](#) rallied a large faction of former opponents into his moderate camp, but they were countered by [Radical Republicans](#), who demanded harsh treatment of the Southern traitors. Anti-war Democrats

(image alt – Abe Lincoln home page on Wikipedia)

It's true, the formatting could be better. But being an internet encyclopedia, this is the configuration Wikipedia has chosen to use! I think researchers that look up this page will stick around anyway, as they are visiting this page chiefly for the vast amounts of information on this subject.

3. Freshness. This is where Wikipedia pages shine. Freshness means having a plan to update a webpage in the next 3 to 12 months. Because this website has so many contributors, it is updated with new material nearly every day! See the Revision History below:

Abraham Lincoln: Revision history

[View logs for this page \(view filter log\)](#)

Filter revisions

External tools: [Find addition/removal \(Altomatic\)](#) - [Find edits by user](#) - [Page statistics](#) - [Pageviews](#) - [Fix dead links](#)

For any version listed below, click on its date to view it. For more help, see [Help:Page history](#) and [Help:Edit summary](#). (cur) = difference from current version, (prev) = difference from preceding version, m = minor edit, → = section edit, ← = automatic edit summary

(newest | oldest) View (newer 50 | older 50) (20 | 50 | 100 | 250 | 500)

Compare selected revisions

- [\(cur | prev\)](#) 20:36, 6 July 2020 [CaptainBillyCatPants](#) (talk | contribs) .. (173,313 bytes) (+42) .. (←enjoying a night at the theatre" doesn't sound encyclopedic)
- [\(cur | prev\)](#) 19:43, 6 July 2020 [Alanscottwalker](#) (talk | contribs) .. (173,271 bytes) (-34) .. (←Lincoln–Douglas debates and Cooper Union speech: again)
- [\(cur | prev\)](#) 16:21, 6 July 2020 [Hoppyh](#) (talk | contribs) .. (173,305 bytes) (-33) .. (←Family and childhood: correct)
- [\(cur | prev\)](#) 16:16, 6 July 2020 [Hoppyh](#) (talk | contribs) .. (173,338 bytes) (+13) .. (←Family and childhood: ce)
- [\(cur | prev\)](#) 16:06, 6 July 2020 [Hoppyh](#) (talk | contribs) .. (173,325 bytes) (+2) .. (←Family and childhood: link)
- [\(cur | prev\)](#) 16:05, 6 July 2020 [Hoppyh](#) (talk | contribs) .. (173,323 bytes) (+62) .. (←Early life: grandmother and link)
- [\(cur | prev\)](#) 04:49, 3 July 2020 [illegitimate Barrister](#) (talk | contribs) .. (173,261 bytes) (-4) .. (←top: shortening wordcount)
- [\(cur | prev\)](#) 04:48, 3 July 2020 [illegitimate Barrister](#) (talk | contribs) .. (173,265 bytes) (+18) .. (←top: contemporary name)
- [\(cur | prev\)](#) 04:48, 3 July 2020 [illegitimate Barrister](#) (talk | contribs) m .. (173,247 bytes) (+19) .. (shortening wordcount)
- [\(cur | prev\)](#) 10:30, 2 July 2020 [Dom Kaos](#) (talk | contribs) m .. (173,228 bytes) (0) .. (Corrected wikilink to avoid redirect)

(image alt – revision history for Abe Lincoln webpage)

This shows the Abraham Lincoln webpage has been updated 10 times from July 2nd to July 6th, 2020! The freshness of the page is obvious.

4. **Keyword in H1 Tag.** The H1 tag is the same as the headline or name of the article on a page.



(image alt – Abe Lincoln H-1 tag on Wikipedia homepage)

This image of the home page shows that the keyword “Abraham Lincoln” is indeed also the title of this webpage, which shows it’s in the H1 tag as well. In this example, the H1 tag has the same wording as the title tag too.

5. **Internal Links.** These are links to pages in the same domain. As you can see in the above image, Wikipedia absolutely crushes this aspect on the Abe Lincoln page. Of course, everything in blue text is a crosslink to another part of the Wikipedia website.

This might be considered overkill for other types of websites. But it works for an encyclopedia site like Wikipedia.

6. **Depth of Coverage.** Does the Abraham Lincoln webpage thoroughly cover its subject? On Wikipedia, one way to find out is to look at the table of contents for the page:



The image shows a screenshot of the Wikipedia table of contents for Abraham Lincoln. The title is "Contents [hide]". The table lists 7 main sections with their respective sub-sections:

- 1 Family and childhood
 - 1.1 Early life
 - 1.2 Mother's death
 - 1.3 Education and move to Illinois
 - 1.4 Marriage and children
- 2 Early career and militia service
- 3 Illinois state legislature
- 4 U.S. House of Representatives, 1847–1849
 - 4.1 Political views
- 5 Prairie lawyer
- 6 Republican politics 1854–1860
 - 6.1 Emergence as Republican leader
 - 6.1.1 1856 campaign
 - 6.1.2 *Dred Scott v. Sanford*
 - 6.2 Lincoln–Douglas debates and Cooper Union speech
 - 6.3 1860 presidential election
- 7 Presidency
 - 7.1 Secession and inauguration
 - 7.2 The Civil War
 - 7.2.1 Union military strategy
 - 7.2.2 General McClellan
 - 7.2.3 Emancipation Proclamation
 - 7.2.4 Gettysburg Address (1863)
 - 7.2.5 General Grant
 - 7.3 Re-election
 - 7.4 Reconstruction
 - 7.5 Native American policy
 - 7.6 Other enactments
 - 7.7 Judicial appointments
 - 7.7.1 Supreme Court appointments
 - 7.7.2 Other judicial appointments

(image alt – contents page for Abe Lincoln webpage)

As this partial view of the contents shows, the Abe Lincoln page is very detailed indeed. Depth of Coverage is perfect!

7. **Keyword in Image Alt.** This is a brief description of the subject of an image. Here is the image alt for the picture of Abe Lincoln at the beginning of this chapter:

 220px-Abraham_Lincoln_O-77_matte_collodion_print.jpg

ALT: An iconic photograph of a bearded Abraham Lincoln showing his head and shoulders.

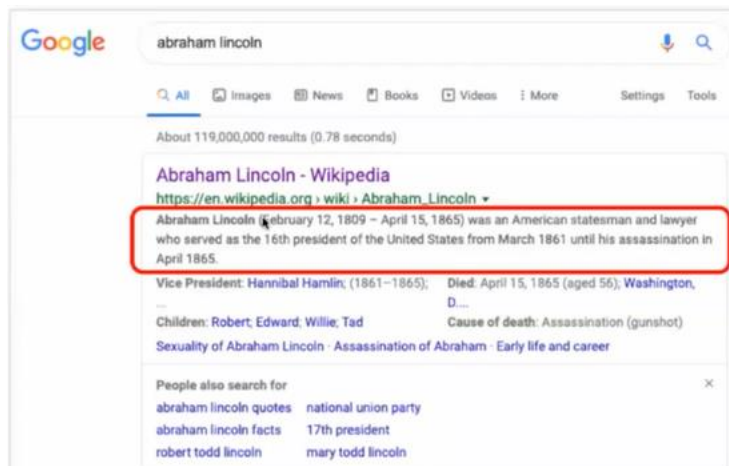
(image alt – Lincoln image alt description for homepage picture)

The **Abraham Lincoln** keyword is definitely there.

8. Keyword in the Meta Description. This is a compelling 50 to 160-character description of the webpage. It usually ends up under the title tag in a search result.

Even though Google does not use this for ranking the page, it still has to “sell” the page. A good meta description increases click-through rates to the webpage.

Below you’ll see the meta description for the Wikipedia page. It’s in the SERP for **Abraham Lincoln**:



(image alt – meta description for Abe Lincoln webpage)

And yes, the **Abraham Lincoln** keyword is there.

9. Keyword in the URL. The URL for a webpage should contain the exact match of your keyword for the page. You’ll want to:

- Use descriptive words to say what the page is about.
- Use hyphens or underscores between the words in the URL.
- Keep the URL as short as possible.



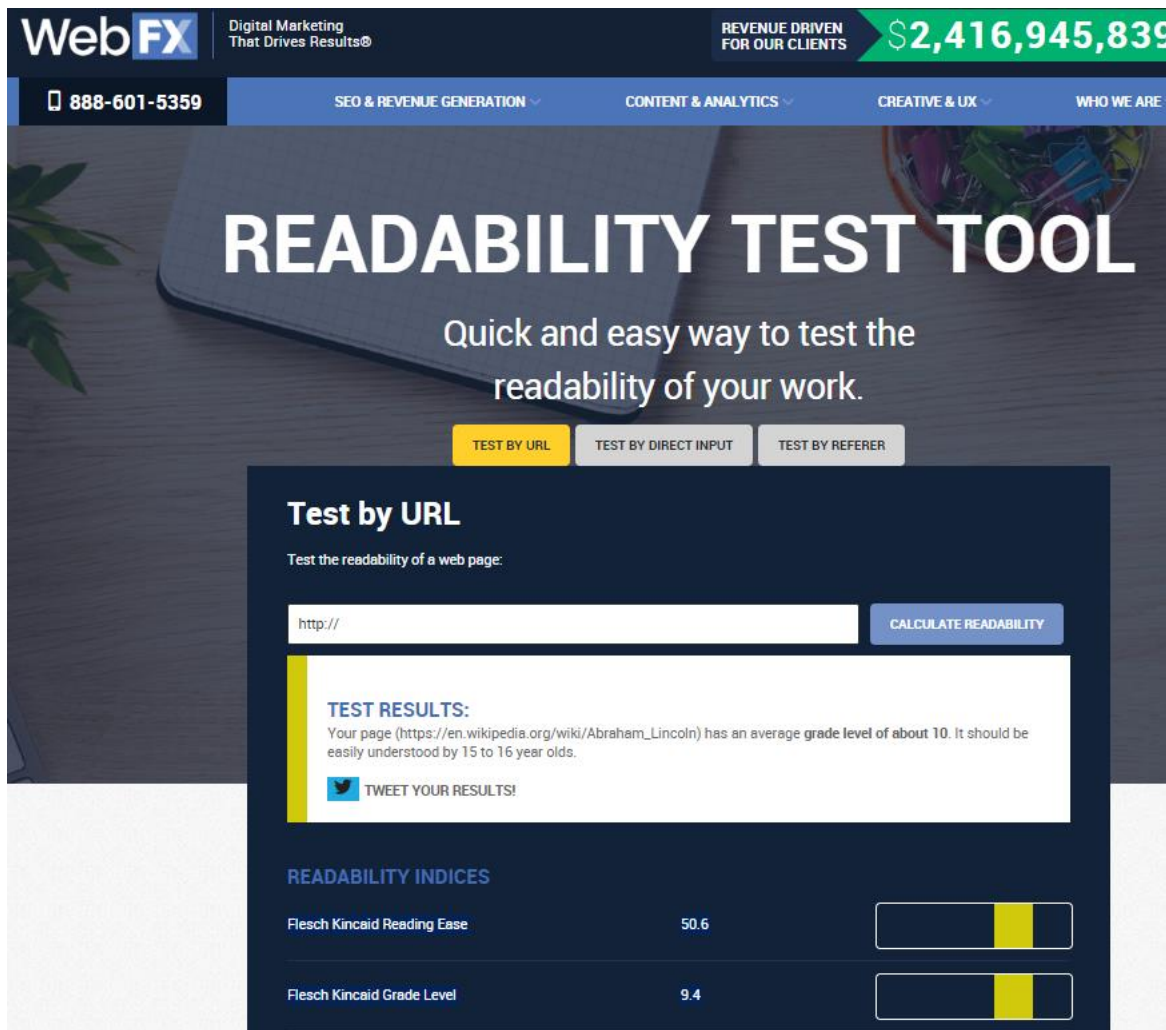
(image alt – URL for Abe Lincoln webpage with keyword)

You can see the URL for our Abe Lincoln page circled in red above. Sure enough, the **Abraham Lincoln** keyword is there!

10. **Reading Level.** Does this Abe Lincoln page have a readability level that’s consistent with its target audience?

To answer this question, we use a tool that measures the Flesch Kincaid Reading Ease and Grade Level for the webpage. You can [read more about Flesch Kincaid scores, including a chart that shows the Flesch Reading Ease scale](#) in Chapter 2 of this Ultimate Guide.

Here are the results from the [WebFX Readability Test Tool](#):



The screenshot shows the WebFX Readability Test Tool interface. At the top, there is a navigation bar with the WebFX logo, contact information (888-601-5359), and menu items: SEO & REVENUE GENERATION, CONTENT & ANALYTICS, CREATIVE & UX, and WHO WE ARE. A revenue indicator shows \$2,416,945,839. The main heading is "READABILITY TEST TOOL" with the subtext "Quick and easy way to test the readability of your work." Below this are three buttons: "TEST BY URL" (highlighted), "TEST BY DIRECT INPUT", and "TEST BY REFERER". The "Test by URL" section includes a text input field with "http://" and a "CALCULATE READABILITY" button. The results section shows "TEST RESULTS:" for the URL "https://en.wikipedia.org/wiki/Abraham_Lincoln", stating an average grade level of about 10. Below this is a "TWEET YOUR RESULTS!" button. A "READABILITY INDICES" table is shown at the bottom.

READABILITY INDICES	
Flesch Kincaid Reading Ease	50.6
Flesch Kincaid Grade Level	9.4

(image alt – readability scores for Abe Lincoln webpage)

As you can see, the Reading Ease score is 50.6, and the Grade Level is 9.4. The test results say this webpage should be easily understood by 15 to 16-year olds.

The experts in this area recommend a Reading Ease level of 60 or higher, and a Grade Level of 8.0 or lower for most websites. But Wikipedia’s target audience is more educated and scholarly than the average consumer. So these scores do fit their target audience.

11. **Use of Media.** The Abraham Lincoln webpage does have many images to enhance the quality of the content on the page. These include pictures, drawings, charts, and cartoons of the day. Here’s a few examples of these:

Chapter 1 – [[SEO Keyword Research: Find the Best Keywords For Your Next Writing Project](#)]

Chapter 2 – [[Comparing Technical SEO to SEO Content Writing...or The Engineer vs. The Artist](#)]

Chapter 3 – [[An Example of A Perfectly Optimized Webpage for SEO](#)]

Chapter 4 – [[Optimize for Featured Snippets: A Shortcut to Get High Rankings For Your Client's Webpage](#)]

Chapter 4

Next Update is Scheduled For: May 15th 2021

(Choose a date 3 to 12 months in the future to update and republish this page)

Keyword: optimize for featured snippets

Title Tag: Optimize for Featured Snippets to Get Superior SEO Results

(Should contain the keyword. A brief (50 to 60 character) description of the content on the page.)

Meta Description: Featured Snippets: what they are, different kinds described & illustrated, and how to optimize your content to get featured snippets on pg.1 of search results.

(Should contain the keyword. A compelling 50 to 160 character description of the content on the page.)

URL: <https://awai.com/seo-content-writing/optimize-featured-snippets>

(Use the exact match of the keyword in the URL separated by hyphens. **EXAMPLE:** [exampledomain.com/example-keyword](https://example.com/example-keyword))

H1 Tag: Optimize for Featured Snippets: A Shortcut to Get High Rankings For Your Client's Webpage

(A readable, compelling, headline containing the exact match or a variation of the keyword.)

Body Copy:

(The keyword and variations of the keyword appear as often as is natural in the copy. Be sure to optimize for a Definition Box Featured Snippet or an Ordered List Featured Snippet on at least one of the "Chapter Pages.")

Optimize for Featured Snippets: A Shortcut to Get High Rankings For Your Client's Webpage (H-1)

As an SEO content writer, you've worked hard to learn all the 'tricks of the trade' to get your client's webpages to rank well in a Google search.

While all the tips and tools learned so far are important and useful, what if there is an easier way to get some of your content ranked even higher than the coveted #1 position in a SERP?

Is this even possible? The answer is "Yes!"...with a trick invented by Google that has a funny name... called a **Featured Snippet**.

What is a Featured Snippet? (H-2)

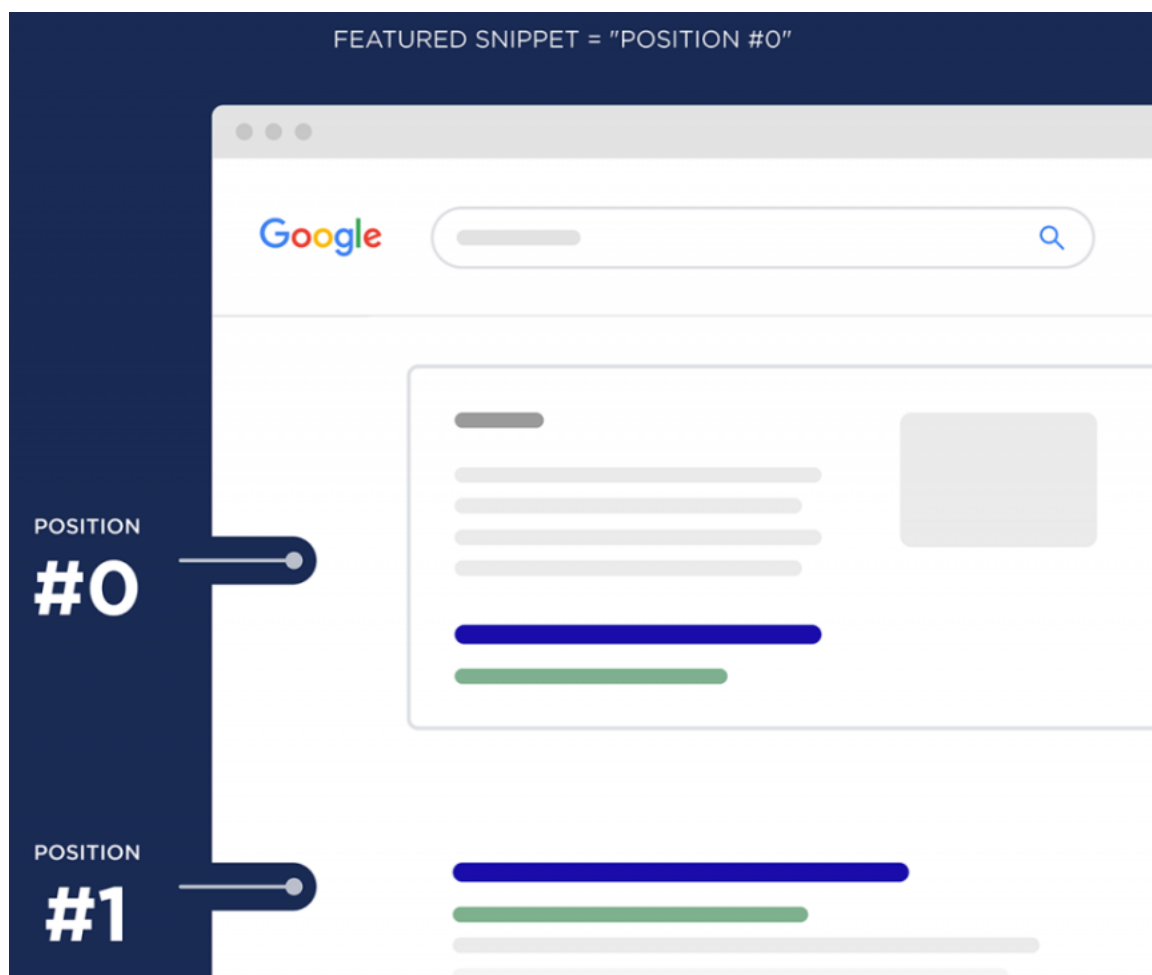
Featured Snippets are short snippets of text that appear at the top of Google's search results to quickly answer a searcher's query. They are featured on top of Google's organic results below the ads and formatted in a box. The content that appears inside of a Featured Snippet is automatically pulled from web pages indexed by Google.

By utilizing featured snippets Google is trying to make the searcher's life easier: answering their questions within the search results, rather than forcing them to do additional research by clicking through to a website.

Why are Featured Snippets Important for SEO? (H-2)

Featured Snippets are an opportunity for your client to get more clicks and visibility from the organic search results... without achieving the highest Google rankings first.

The Featured Snippet box is often referred to as "Position #0" because it appears above the traditional #1 spot.



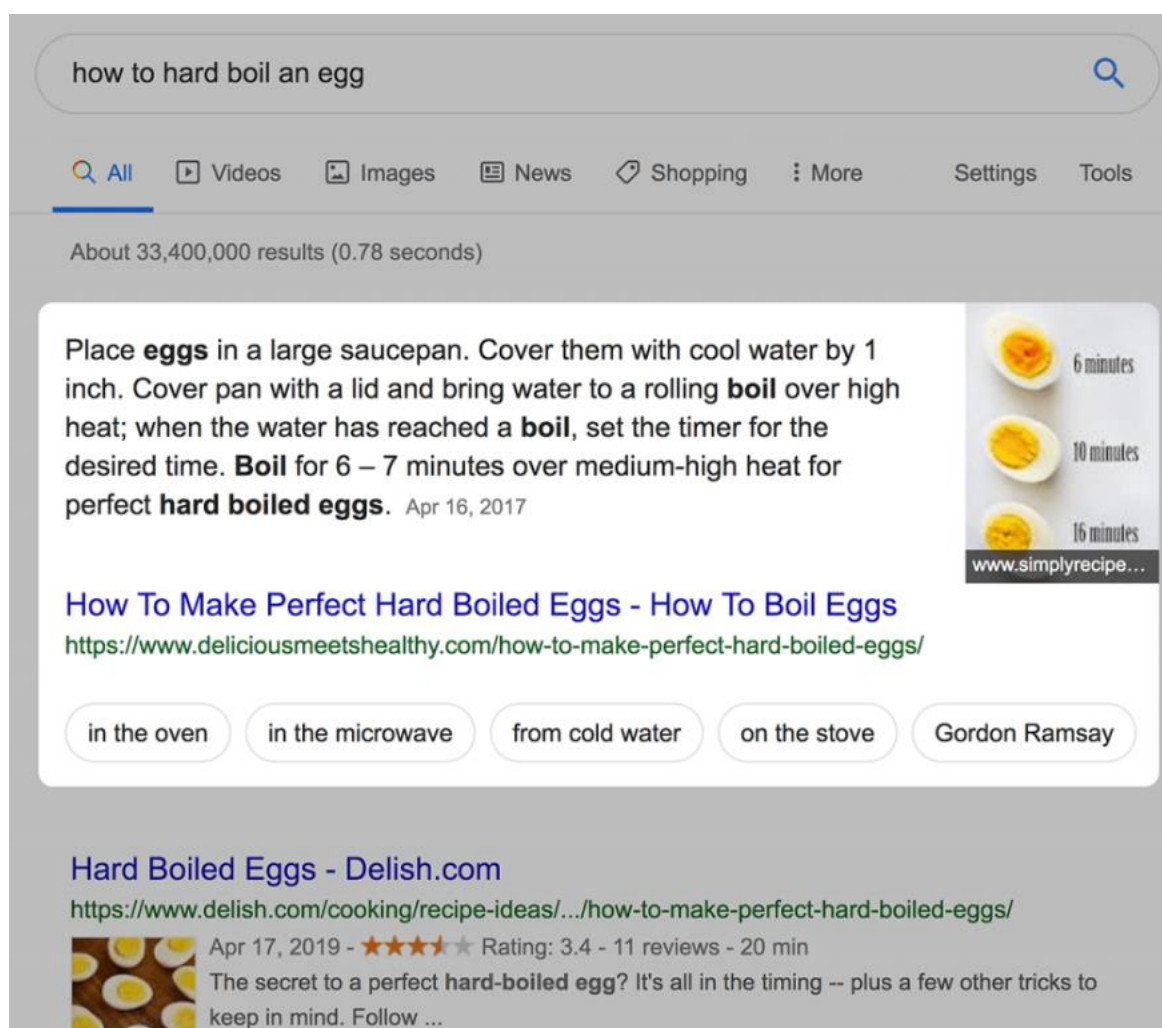
(Image alt – featured snippet position 0 diagram on a SERP)

According to Search Engine Land, a Featured Snippet **gets approximately 8% of all clicks**. This compares to 19.6% of clicks that go to the organic search result just below the featured snippet...commonly known as rank #1.

So if you're able to get your content in the Featured Snippet, you can give your organic click-through-rate to your webpage a serious boost.

If your featured snippet is very good at answering a searcher's question, you may achieve what's referred to as a "no-click search". In other words, the searcher doesn't need to click on any other search results!

Here's an example of a featured snippet below that answers the inquiry so well, this snippet is all the searcher may need:



(image alt – how to hard boil an egg featured snippet)

Types of Featured Snippets (H-2)

There are many ways to get featured snippets for your client's website or webpage. Here's a list of six main categories of featured snippets:


1. **Paragraph Featured Snippets.** For this basic featured snippet, Google extracts text from a page in an attempt to answer the searcher's single question:

why is the sky blue

All Books Videos Images Shopping More Settings Tools

About 181,000,000 results (0.63 seconds)

A clear cloudless day-time **sky** is **blue** because molecules in the air scatter **blue** light from the sun more than they scatter red light. When we look towards the sun at sunset, we see red and orange colours because the **blue** light has been scattered out and away from the line of sight.



Why is the sky Blue? - UCR Math Dept.
math.ucr.edu/home/baez/physics/General/BlueSky/blue_sky.html

(image alt – paragraph featured snippet example)

These paragraph snippets are great for answering questions like:

- How to do/get...?
- Who is...?
- Why is...?
- What is...?


2. Definition Featured Snippet. This is a snippet of text designed to give searchers a direct, concise definition or description. Also known as definition boxes, they are commonly used by Google to answer “what is” queries. Here’s an example:

what is the low carb diet

All Images Maps Shopping News More Settings Tools

About 149,000,000 results (0.92 seconds)

A **low-carb diet** is a **diet** that restricts carbohydrates, such as those found in sugary foods, pasta and bread. It is high in protein, fat and healthy vegetables. There are many different types of **low-carb diets**, and studies show that they can cause weight loss and improve health. Jul 16, 2018



[A Low-Carb Meal Plan and Menu to Improve Your Health - Healthline](https://www.healthline.com/nutrition/low-carb-diet-meal-plan-and-menu)
<https://www.healthline.com/nutrition/low-carb-diet-meal-plan-and-menu>

low calorie low fat high fat High protein Strict Atkins keto high fiber

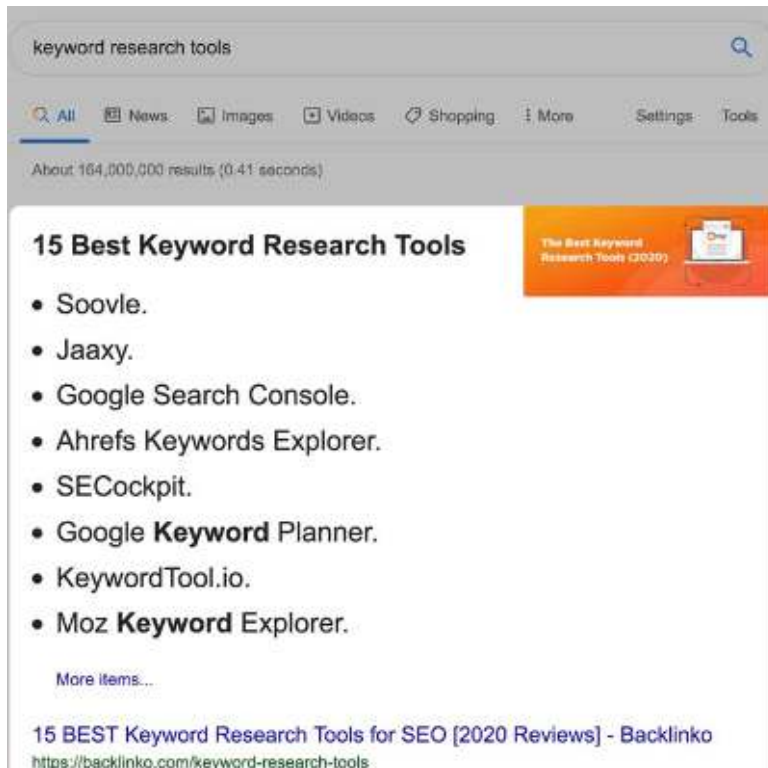
People also ask

What do you eat on a low carb diet?

(image alt – definition featured snippet example)

A definition featured snippet is pulled from the text of a webpage that has been optimized for this type of snippet for Google search results. There is more information on [how to optimize for a definition featured snippet](#) later in this chapter.

3. Unordered List Featured Snippet. Also called a Bulleted List. This is Google’s way of presenting a list of items that don’t need to be in any particular order. Here’s an example:



(image alt – unordered featured snippet example)

Note that this list is not a ranking of these 15 best keyword research tools. They could be listed in any order. You'll see bulleted list snippets for:

- Best of lists
- Unranked items
- Features lists

4. **Numbered List Featured Snippet.** Also known as an Ordered List. This is simply where your text calls for a list of step by step instructions such as in a recipe. Wherever there is an ordered process involved, you can create an opportunity to optimize for a numbered list featured snippet.



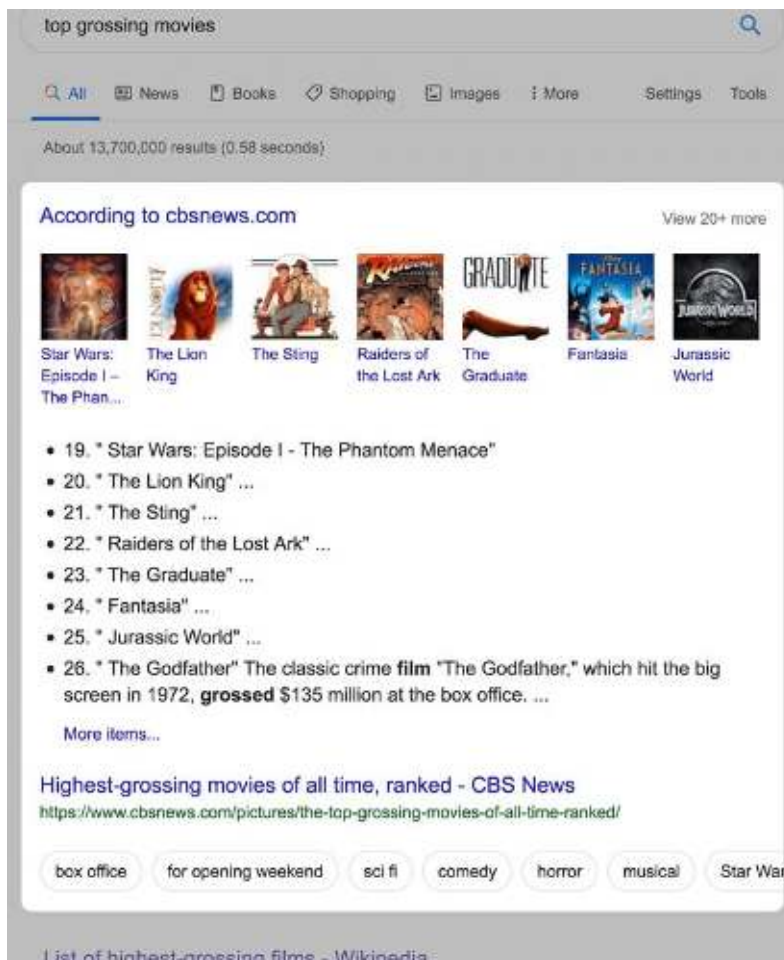
(image alt – numbered list featured snippet example for a recipe)

Most likely, searchers will click through the featured snippet to read more details about the process or see accompanying photos.

You will see numbered list snippets for:

- Recipes
- How do I...?
- DIY tasks
- How to...

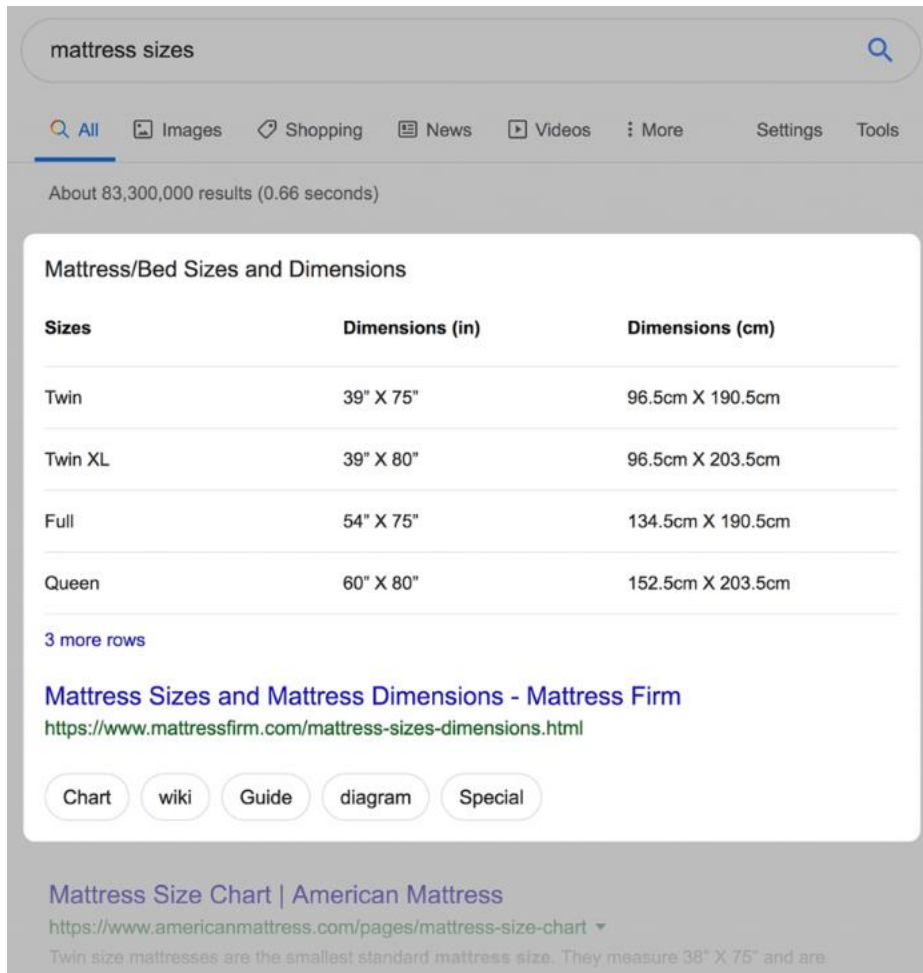
Another way numbered lists are used is for lists of ranking items in a specific order. See this in the movie ranking snippet below:



(image alt – movie ranking snippet)

How do you optimize your step by step process or numbered list for a featured snippet from Google? You'll find out later in this chapter!

5. The Table Featured Snippet. This is where Google pulls data from a page and displays it as a table. Here's an example:



(image alt – table featured snippet)

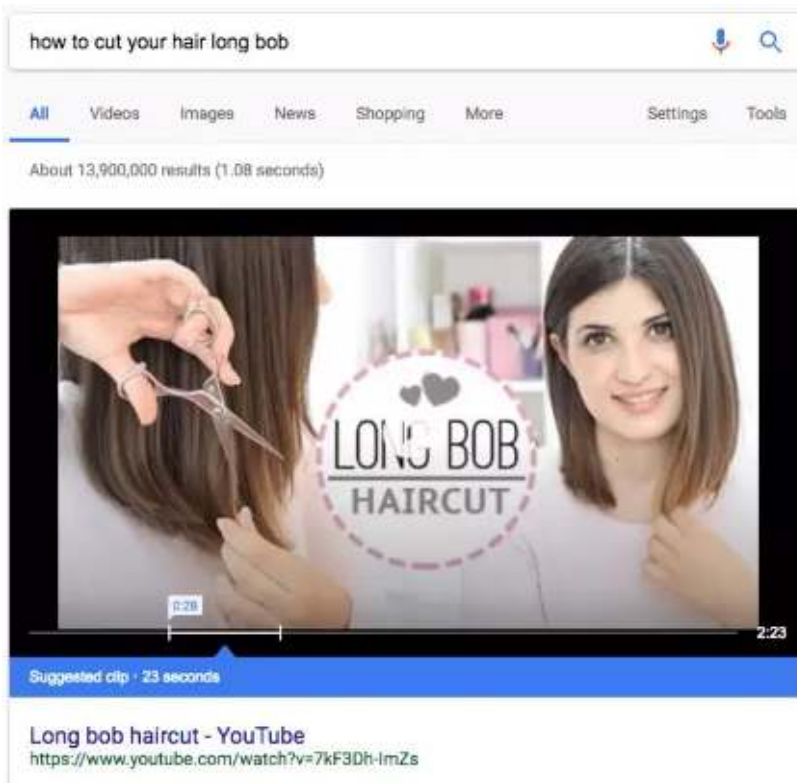
According to [this article from Search Engine Journal](#), if you're wanting to rank for a table featured snippet, the size of the table can work in your favor. Having four rows or more in the table will increase the click-throughs to your website.

Table featured snippets are used for:

- Data
- Lists
- Pricing
- Rates

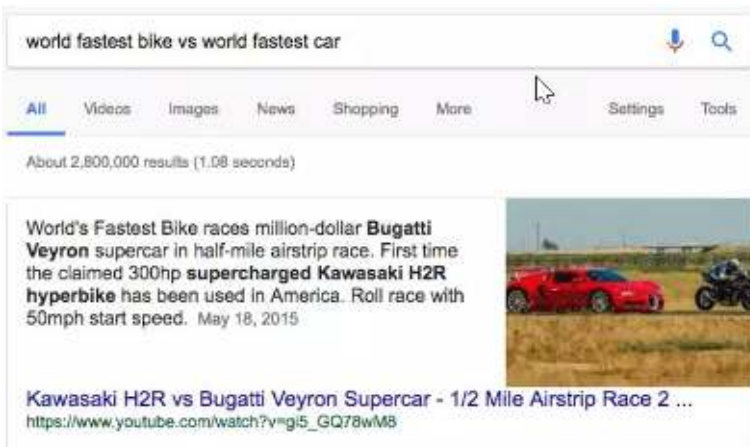
6. YouTube Featured Snippets. Since Google owns YouTube, they are now using this video channel as another way to answer queries with YouTube featured snippets.

Google may show a specific clip from the video itself:



(image alt – YouTube video featured snippet example)

Or extract a snippet from a transcription or summary of the video:



(image alt – You Tube summary featured snippet example)

All to answer a searcher's question in the finest way possible for the reader.

You'll see YouTube featured snippets for any type of query that merit a featured snippet answer, except for table snippets (since they're not very video-friendly).

How to Optimize a Numbered List For a Featured Snippet (H-2)

It's very simple to optimize your ordered or numbered list for a featured snippet if you follow these instructions:

1. Lay out each step in the process as clearly as possible.

2. Make each step a subhead H2 or H3 in the HTML code.

3. Include the words Step #1, Step #2, etc. at the beginning of each of the subheads. This will make your list obvious to Google that your list is a process or an ordered list, that deserves a featured snippet.

Here's how this looks in action:

How To Make A Perfect Cup of Coffee With a French Press (H1)

Step #1: Grind 2 TBSP of fresh whole coffee beans. (H2)

Step #2: Heat water to 200 degrees F. (H2)

Step #3: Place your ground coffee into the French press. (H2)

Step #4: Pour 6 to 8 oz of hot water into the French press. (H-2)

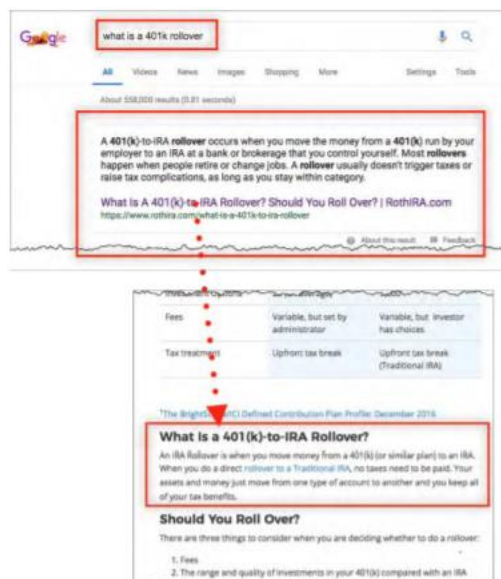
Step #5: Squeeze the French press lid/filter all the way down to the bottom of the container to separate the grounds from your coffee. (H2)

And the list goes on from there.

Done this way, your recipe or instruction list will earn your client a coveted featured snippet on Google!

How To Optimize Text For a Definition Featured Snippet

A definition explains what a word means... without using the word in the definition. It's the exact meaning of a word.



(image alt – creating a definition featured snippet illustration)

This graphic shows how a definition featured snippet (the top square) is generated by Google from a Q & A page on a website.

Here are some easy steps to optimize for a definition featured snippet:

1. Make the primary keyword into a question. It's usually worded "What is...?" In the above example, the keyword "401K rollover" is made into the question "What is a 401K Rollover?"
2. Make the search query a heading on the page. Do this by putting the question into a heading tag (H1 or H2).
3. Summarize the answer succinctly, (like a definition in a dictionary) in 40 to 60 words.
4. Place the answer directly below the question. Don't put any text or images between the heading and the answer/definition.

That's all there is to it!

The only other thing to keep in mind is that you want your definition to be **objective**. In other words, don't include an opinion on the topic either way.

Remember: Google doesn't want opinions showing up as definitions. Do your best to keep emotions out of your definitions... even if you have strong feelings about the topic!

For Other Featured Snippets... (H-2)

To optimize for the other kinds of featured snippets mentioned above (paragraph, unordered list, table, and YouTube snippets), you can use the same basic principles used for the numbered list and definition featured snippets.

As I'm sure you know, consumers are using voice search more and more to get their questions answered. For more information about how to optimize your content for Featured Snippets using voice search, check out this AWAI article - [*Nine Sure-Fire Ways to Optimize Content for Voice Search*](#).

A New 'Fly in the Ointment' With Featured Snippets (H-2)

Google is known for changing its rules and algorithms when it comes to SEO. This can happen from every few months to major changes every few years.

Google made a major change in its featured snippet rules last January 2020. Here is the official tweet:



Danny Sullivan
@dannysullivan

Replying to @dr_pete

If a web page listing is elevated into the featured snippet position, we no longer repeat the listing in the search results. This declutters the results & helps users locate relevant information more easily. Featured snippets count as one of the ten web page listings we show.

4:28 PM · Jan 22, 2020 · Twitter Web App

(image alt – tweet from Google: change in policy for featured snippets)

Previously, a website could capture the featured snippet (position 0) as well as capture the first organic result (position 1.) With this update, there are no longer 11 ranking positions on page 1 (featured snippet + 10 blue organic links), as the snippet is now counted as one of the 10 organic listings.

In other words, if your client is fortunate enough to get a featured snippet for their webpage, they can no longer rank for an organic search result on page 1 of a Google SERP. If they ranked for the featured snippet *and* the #1 ranking search result before, the best ranking they can achieve for their organic listing is on page 2 of the search results.

As you might imagine, many SEO professionals are not happy about this featured snippet change from Google. Some of your clients will have to balance whether they should focus on getting a featured snippet, *or* a high-ranking position for their content with their search results instead.

Remember, Google *always* does what's best for their users!

Conclusion (H-2)

Featured Snippets are showing up in SERPs a lot these days. You can see Google giving a lot of real estate to them on page 1 of most search results.

Why have they become so popular? Because they give answers to the questions people are searching for in a way that's convenient, quick, and easy to read. You don't have to click through anything to find what you're looking for.

Featured Snippets can also give your clients a chance to beat their competitors, boost conversions, and drive traffic right to their site.

While writing content or sales copy for your clients, if you come across things like:

- step by step processes
- definitions

- itemized lists
- tables of data
- or a good informational YouTube video...

think about optimizing any of the above for a Featured Snippet. If you're successful, your client will have something tangible she can show her colleagues and friends...and you will be the hero!

Best of all, you can do this just by following the few basic instructions listed here. It's easy!

So *go for* the Featured Snippet - if you see an opportunity to *optimize* for one 🤖.

What's inside this Ultimate Guide?

Introduction – [[The Ultimate Guide to SEO Content Writing](#)]

Chapter 1 – [[SEO Keyword Research: Find the Best Keywords For Your Next Writing Project](#)]

Chapter 2 – [[Comparing Technical SEO to SEO Content Writing...or The Engineer vs. The Artist](#)]

Chapter 3 – [[An Example of A Perfectly Optimized Webpage for SEO](#)]

Chapter 4 – [[Optimize for Featured Snippets: A Shortcut to Get High Rankings For Your Client's Webpage](#)]