

9 Steps to Creating SEO-Friendly Content



1

Start with keyword research

A piece of content should:

- Target one primary keyword
- Target 5-10 additional keywords

To identify your primary keyword, ask yourself:

- What is my audience looking for?
- What questions do they ask online?

Seed keyword

=

High search volume

+

Low keyword difficulty
(lower than 80)

2

Determine search intent and identify the right format

Identify **keyword search intent** by clue words in SERP titles:

Informational 'guide', 'tutorial', 'what', 'how'	Navigational name of a brand, product or service	Commercial 'best', 'cheapest', 'top', 'review'	Transactional 'buy', 'price', 'coupon'
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Select the format:

Check top-10 articles	Check SERP features for potential indicators
<ul style="list-style-type: none">• What are the formats out there?• What are their CTAs?• What are their titles and descriptions?	<ul style="list-style-type: none">• Featured snippets, People Also Ask – Informational intent• Site links – Navigational intent• Google Ads, Google Shopping – Commercial or Transactional intent

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Create a Well Optimized Meta Title

H1 tag ≠ Meta Title tag, but can be similar

Title is important for SEO:

- Is unique
- Corresponds to search intent
- Contains target keywords
- Consists of 15–45 (max. 60) characters
- Motivates users to go to the website
- May include call to action

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Create a Catchy H1

H1 is less important for SEO but introduces your content to the audience:

- Is unique
- May include “how”, “why”, “what”, etc. *
- May include numbers, e.g. “top 10”, “5 best”, “N things” *
- Describes what is discussed in the text body

* Guides and numbers drive 2x more traffic →

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Optimize the meta-description

The meta-description encourages a user to click on the link on SERPs:

- Is unique
- 1–2 sentences (140–160 characters)
- Describes a specific page
- Has target keywords
- Doesn't have to be a sentence (may include price, manufacturer, etc.)
- Targets an emotion 😊 😠 🙌
- Calls to action

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Structure your content and make it readable

Great content is well structured and easy to scan:

- Use **H2+H3** tags *
- One paragraph = one idea
- Divide long sentences
- Highlight main ideas: bold, italic, change font size / style
- Add bullets and numbered lists
- Make content long enough to cover a topic (Longreads 👍) **

* 36% of articles with H2+H3 tags have higher performance in terms of traffic, shares, and backlinks →

** Longreads of 3000+ words get 3x more traffic, 4x more shares, and 3.5x more backlinks →

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Add visual content and optimize it

Visual content, such as infographics, checklists, templates, videos and images deliver value to your audience faster and in a more catchy way:

Visual content > Shares > Backlinks > Trustworthiness for Google > High Ranking

Optimize image size:	Optimize image Alt tags:
<ul style="list-style-type: none">• Make it load faster	<ul style="list-style-type: none">• Make them unique and descriptive• Describe exactly what an image shows
Optimize image names:	
<ul style="list-style-type: none">• Make them unique• Make them readable	<ul style="list-style-type: none">• Make it related to the content topic• Include as much detail as possible

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Make your URL readable

URLs help users understand what is inside:

- Descriptive
- Easy to read
- Has target keywords
- Uses hyphens (-) instead of underscores (_) between words
- Lowercase
- As short as possible

9

Adjust interlinking

Before you add new links	Create a strategy	In progress
<p>Conduct an audit of existing content and answer these questions:</p> <ul style="list-style-type: none">• Which topics does your content cover and which ones does it not?• Which articles are relevant and worth referring to?	<ul style="list-style-type: none">• Make a list of the hub pages.• Think through the <u>topic clusters</u>.	<ul style="list-style-type: none">• Find relevant materials on the site and add links pointing to a new article.• Create relevant anchor texts.• Awareness content should link to Consideration articles, and Consideration articles should link to Decision content.• Add “Related Articles” at the end of an article.