

1.0 Search Engine Optimization (SEO) Guidelines for Content Writers

Site content should be relevant and targeted to attract and engage specific visitors. Also, key words, key search phrases, alt tags, and Meta descriptions must register precisely and optimally with search engines and the spiders used to crawl and index the Web site. Optimization is crafted through keyword phrase selection, title and copy wording, add-on text, language targeting, content placement, action provisions, and linking strategies—all this, while still delivering a compelling message.

2.0 Keyword Phrases (terms that describe the web page)

Optimize the “invisible” SEO parts of the site that only search engines can see, a brief description of what the site is about when you are listed in search engine results.

Description - is an “abstract” or summary of the web page into which important words and terms about the site should be crafted. Engines use this to “match” on a given search term, and it has to show a small summary of the site below the title.

Keywords are designated in the site’s HTML code to give search engines a general idea about the content of the site.

For each page, select and liberally use popular, specific, competitive Keyword Phrases (that answer who, what, where, why, when, how, tested for viability on AdWords and Wordtracker)

Use keyword phrases in headlines, subheads, tags, and descriptions on every page.

Push 2-3 key phrases per 250 words in the first few sentences of copy body.

Work off an extensive keyword list with a lot of multiple keyword phrases that tend to rank higher.

Find groups of keywords (keyword niches) that target customers search with (e.g. using Wordtracker’s lateral research tool).

Research each keyword niche - its size, the competition, the site’s current traffic and sales from it. (using Wordtracker’s lateral research tool)

Compare and prioritize target niches in order of profitability.

For each niche, starting with the first on your prioritized list, plan and optimize content.

After working on your first niche, move to the next niche but monitor and return.

No more than 3 keywords should be used per page to maximize potency.

Keyword Density - a 3%-7% goal is targeted for density, which is defined as the keyword count divided by total word count.

Keyword Proximity - keywords should be kept as close to the top of a page as possible,

Encase the primary keyword with <h1> tags

Encase secondary keywords with in <h2> tags.

Keyword Relevance - use constantly evolving proprietary internal standards for the header portion of a site to maximize results.

Copy, rank, improve, and exploit a competitor's best organic keywords to build an SEO strategy

Be sure to use the right keywords in the page content.

The page title needs to be short and use the right keywords.

Use the same keywords in the H1, H2 and H3 HTML tags on the page

Putting the keywords into the URL is even better.

Pick key phrases that are not only relevant for your business, but also not so competitive they have little chance of ranking well.

3.0 Titles and Copy

Optimize site copy, titles, and labels to improve natural search results.

Title - is the meta-data title, the default title your browser and book-marking sites will automatically use when people decide to "save" your site for future use. Second, it is what search engines also use to figure out what the site is about.

To optimize a Web site for natural search results, start with making titles and category labels keyword-specific and adding a glossary.

Optimize what is visible, what you can see as the page title in the top bar of your browser.

The home title page <title> tag goes in the <head> area of the page. Don't make it just your company name. Enter key words and phrases for which you want to rank highly on the search engines.

Limit titles to 60 characters in length or less; the home page title should be shorter.

Compose compelling title tags and descriptions (in 25 words or less), so every page has its own title tag and description.

Do not use special characters in your title. Limit yourself to words, numbers and simple punctuation (hyphen, colon, etc.)

Page text is also somewhat important, especially bold text.

Avoid flash and graphics in headlines you want searched or provide alt text tags.

Craft short, concise, unique, catchy, semantically correct keyword title/marketing messages to increase click-through and achieve higher rankings.

Change 1 -2 titles and wait 2-3 weeks, then change another 1-2 titles, etc. (don't modify too much, too often).

4.0 Add-ons

Keep adding new brochures, newsletters, white papers, press releases to your site with your key phrases.

Start a blog and provide fresh content to capture a long tail (i.e. highly focused and narrow traffic).

5.0 Language

Make sure titles, headings, keywords, description, and URL reflect the actual content on each web page.

Put emphasis crisply on what is needed, without technical jargon, and on "you" and "your," not "us" and "our"

Use fewer and more focused words.

6.0 Placement

Give most important information top priority upfront, then build or flow to logical conclusion.

See how things are being indexed.

Work your way up at least to no.2 on the first search page.

Duplicating titles, keywords, and content on multiple pages may be interpreted as spam by search engines, so make each page of your site unique.

Words used earlier in the title, URL, heading, and page content are given more weight than later words

Early words matter more - even if you do put your company name in the title, it is better to lead with the key phrases you want to rank for.

7.0 Links

Add link-worthy content, preferably with some spectacular content that is irresistibly link-worthy.

Make extensive use of text links and inbound links from a key phrase.

Promote the content to build inbound links, with appropriate link text and to relevant pages (deep links).

Get more links into your website. Each link into your site is a "vote" that tells the search engine that your site is important.

Avoid link exchanges (where you and another website agree to link to each other), because the search engines will likely discount them.

Be careful of directories, especially if they accept tons of free links and don't reject at least some listings.

Note the anchor text (the text that is in the link to you) – your industry, product, or city is better than company name, because contexts are more competitive.

Find the right balance in the number of long-tail terms.