UNDERSTANDING SEO

TO BOOST YOUR BRAND ONLINE

Writeable!

WRITING TO RANK...
Content to connect!

UNDERSTANDING SEO

COVERING:

What is SEO?

Do you Know your Target Audience?

What is Keyword Research?

What is Content Optimisation?

Understanding HTML Tags

Is your Website User Friendly?

Is your Website SEO Friendly?

Writeable!

ABOUT WRITEABLE

We produce highly effective SEO content writing, using the perfect combination of words to help your brand communicate its message and improve how your website ranks in search results. We achieve this through targeted copywriting aimed at the people most likely to purchase from you.

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Getting to grips with the concept of SEO will help you boost the online visibility of your website.

SEO STANDS FOR SEARCH ENGINE OPTIMISATION.

Businesses use SEO to:

Help their websites rank in search engines.

Ensure their target audience can find their website.

SEARCH ENGINE OPTIMISATION

These days search engines are vital for the success of online brands, therefore embarking on an SEO campaign makes good business sense.

Potential customers are conducting searches using search terms relevant to your business every minute, of every day. Once a search is submitted, search engines return pages of search results.

Websites regarded as the most relevant to the search term are featured on page one. But it is a competitive business and that's why every brand needs to stand out.

Having a website and social media profiles has become essential for brands, but an SEO campaign is also imperative if your website is to rank well and be found in search engine results.

Search Engine Optimisation involves a series of actions. Having a beautifully designed website is irrelevant unless you understand the importance of:

Your content

Keywords and phrases

Internal and external links

Understanding of your target audience

Your SEO process

SEO is a continuous process that requires time and commitment. It is not a process you stop because you have reached your target of getting ranked on page one of Google. This will only spur your competition on to compete further.

TO LAUNCH AN SEO CAMPAIGN:

RESEARCH

Know your Target Audience

Conduct Keyword Research

Understand your Competition

ENGAGE

Interact with your Target Audience

Frequently Update your Website

Be Present on Social Media

WRITE

Create Relevant Content

Only Publish Unique Content

Write Blogs

Build Landing Pages

OPTIMISATION

Optimise your Content

Ensure your Website is Mobile Friendly

Implement title tags and meta descriptions

Ensure your Website is Secure

To conduct an effective search engine optimisation (SEO) campaign, it is important to identify your target audience. Knowing who to engage with empowers you to focus your content to expand your customer base and increase sales.

WHAT IS A TARGET AUDIENCE?

Your target audience is the group of people you aim your marketing campaign at. These people are the ones most likely to need your products or services. Understanding your target audience means knowing:

Who they are
Where they are from
What they do
How old they are
What specific needs they have

When you understand these things, you can target your content, with relevant keywords and phrases, more thoroughly. This will help generate relevant traffic to your website.

IDENTIFY YOUR TARGET AUDIENCE

EXISTING CLIENTS

Consider your existing client base:
What are their needs?
What do they have in common?
How does your business benefit them?
Profiling your existing customers can help you discover the traits of your target audience.

YOUR SERVICES

Consider what you have to offer:
Who benefits from your products or services?
Contemplate the issues your target audience are experiencing, and how to position your products/services as the solution.

PROFILE

Produce a profile of who your potential customers are. Establish details about them such as:
Their location
Online behaviour
Age range
Family status
Employment status
Wealth

ENGAGE

Gaining fresh insights from different people can help you understand the perception of your business, products and services. While also ascertaining the needs of your customers and the uses they have for your products or services.

COMPETITION

Competitor analysis will help you discover information about your competition, such as what they are doing well and not so well. Use this information to your advantage to help you discover areas you had not considered before, helping you to pinpoint your niche.

SOCIAL MEDIA

Social media provides a wealth of information. You can locate industry-related content, view comments and visit the profiles of your competition to learn more about how your target audience interacts with the world.

ANALYTICS

Google Analytics provides insights into:
Who visits your site
Who returns to your site
How long do people stay on your site
Which pages are most popular
Such data helps you target your content and identify where you need to improve.

IDENTIFY YOUR TARGET AUDIENCE

Keyword research is the process of identifying the search phrases that your target audience will use in search engines to find your products/services. Identifying the keywords relevant to your business will enable you to target your content at your audience. This is an important part in planning your SEO campaign and will help your content rank better in search engines result pages (SERPs).

KEYWORD RESEARCH

Keyword research is also known as keyword analysis.
Below are the steps involved in the process.

MAKE A LIST OF KEYWORDS RELEVANT TO YOUR BUSINESS

- Get your employees to help you compile your list.
- Reach out to your customers for their input.
- Search Google to discover related keywords.
- Check out the keywords your competitors use.
- Use location SEO to rank for targeted locations.

USE KEYWORD TRACKERS TO UNDERSTAND THE VOLUME YOUR KEYWORDS RETURNS.

USE KEYWORDS THAT GAIN THE MOST TRAFFIC TO OPTIMISE YOUR CONTENT.

Content optimisation is about ensuring your web content is written for your target audience. When you have completed your keyword research, it is time to optimise the content within the pages of your website. It is also necessary to use your keywords when you create relevant meta descriptions, title tags and links, as this will help your SEO campaign prove successful.

CONTENT OPTIMISATION

BLOGGING

Your blog is your chance to educate, entertain and inspire your audience. Use it to answer questions they want answers to and your content will help you rank well and become known as experts in your field.

YOUR MESSAGE

Use simple language when communicating with your audience. Avoid industry jargon and technical language. Your aim is for your target audience to understand what you are saying.

LINKING

Link to sites that support your content to validate your message and show readers you are a well-researched authority. Link to other pages from your site, to offers or services that benefit visitors and keep them on your site.

SEARCH ENGINES

Your content should include keywords to help you get found in search results. Meta descriptions and title tags also must be optimised with keywords. These details show on search pages and should entice readers to your site.

FORMATTING

Formatting can make your text easier to read. Avoid chunks of heavy text. Use H (header) tags to break up content. Use bold or italics to highlight vital details. Use bullet points and lists. Add spacing between paragraphs.

CALL-TO-ACTIONS

A call-to-action encourages readers to take next steps and can convert visitors into customers. Examples include: Get in touch. Request comments or questions. Request a quote. Follow us on social media. Banners/buttons/forms.

SHARING IS CARING!

Your content needs to be accessible, and that is where social media can help. Publishing across social networks enables you to spread your word to a wider audience, via multiple platforms. So, always encourage your audience to share. For example, if you find this useful:

Post to Facebook

Tweet us

Share on LinkedIn

Also include articles in company newsletters, enlist you team to post to personal social media profiles and share with industry contacts, influencers and bloggers.

Content optimisation is important because it helps you rank and provide your target audience with the information they need. And you do this while encouraging them to engage with your business.

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Websites are written in HTML. But you don't need coding experience to make your SEO campaign work. HTML tags will help your content rank.

Each page of content should have:

Title Tags

Meta Description

Header Tags

Slug

Image Alt Tags

TITLE TAGS

- A title tag refers to the HTML name of a web page.
- The title of your content should use keywords relevant to the page.
- A title tag should be succinct and be no more than 60 characters.
- Search engines and your target audience identifies what your content is about based on the title.

META DESCRIPTION

- A meta description is an HTML tag that summarises the content of a web page.
- Information from the meta description is shown on the search engine results page (SERP).
- Relevant keywords should be specified in your meta description.
- It should be catchy as it's the first impression your target audience has of your content.
- A meta description should contain no more than 160 characters.

HEADER TAGS H1-H6

- Header tags are used for headings and sub-headings within your content.
- H1 is the most important header tag.
- Your title should be an H1 header tag. There should only be one H1 tag per page and it should not exceed 60 characters.
- Header tags should include keywords relevant to your content.
- H2 and H3 are less important but usage of these can see you rewarded by Google.

SLUG

- A slug is part of your URL.
- It uses your keywords to identify the page content.
- The slug comes at the end of the URL after your domain name.

IMAGE ALT TAGS

- An Image Alt Tag is a title for an image included in your content.
- It is usually a description of the image, or details what the image represents.
- The Alt Tag appears in the image box when it is not possible to display the image.
- Alt Tags improve accessibility for users that might be visually impaired and using a screen reader.

It is important to remember to write for your audience and not for search engines. Keywords should only account for 3% of your content, much more than this and Google can penalise you for excessive usage of keywords. Search engines like descriptive content, and should contain both words (at a minimum 400 words) and pictures.

Good usability is Important to how a website ranks, this is usually achieved by keeping web pages simple and intuitive.

WHAT MAKES A WEBSITE USER FRIENDLY?

- Easy to navigate page structure
- Fast page load speed
- Content that educates, entertains & inspires.
- Avoids using duplicate content
- Uses appropriate visuals
- Has no broken links
- Includes call-to-action
- Uses simple functionality
- Is responsive

RESPONSIVE DESIGN

Responsive websites allow visitors the same experience across any device, desktop, tablet or mobile phone. Google algorithms will rank responsive websites positively. When designing for the mobile audience ensure text is readable, button size is adjustable and avoid Flash content.

PAGE LOAD SPEED

Web pages shouldn't take longer than 3 seconds to load. Google rewards sites if pages load optimally. Keeping load times optimal means limiting large images and videos, and avoiding too many adverts on a page. Your website theme can also impact page load speed, so opt for something light.

SSL CERTIFICATE

Purchasing an SSL certificate ensures your website shows as secure in search results and when visitors access. Google rewards sites with HTTPS at the start of a website URL, which tells your audience that your website is secure. This is essential if purchases are made through your website.

SITE MAP

A sitemap includes all the pages of your website. It is helps search engines identify all the pages of your website and enables them to crawl and index them. Search engines need to understand what the pages of your website are all about, to rank accordingly.

An SEO friendly website is a site that search engines can easily 'crawl'. That means, navigate the content and structure to categorise and index appropriately.

SEO FRIENDLY WEBSITES

UNIQUE TITLES & META DESCRIPTION

Each page needs a title and meta description that describes the content of the page. Include keywords specific to your business and target audience. Meta descriptions are up to 160 characters.

WELL FORMATTED URLS

URLs should be simple but descriptive and relevant to the content of the page.
Each word of a URL should be written in lower case letters and separated by dashes.

FAST LOAD TIMES

Web pages should take no longer than 3 seconds to load. Large image and video files should be avoided to keep load times down. Hosting needs to be sufficient for the size of your website.

UNIQUE CONTENT

Content should not be copied or duplicated from elsewhere across the internet. Duplicate content is penalised, and will affect your search engine ranking.

OPTIMISED CONTENT

Ensure your text and images use relevant keywords. Avoid over stuffing content with keywords. They should not be more than 3% of your page content. Remember to write for people, not for robots.

WELL STRUCTURED PAGES

Well-structured pages are easy to navigate and for bots to crawl when indexing your site. Format sub-headings using the H tags, these help break up large blocks of text. Include links to relevant content to support your point of view.

IN SUMMARY

A well ranked website is far more likely to gain organic traffic than those further down the ranks.

The purpose of an SEO friendly website is to ensure search engines understand your website.
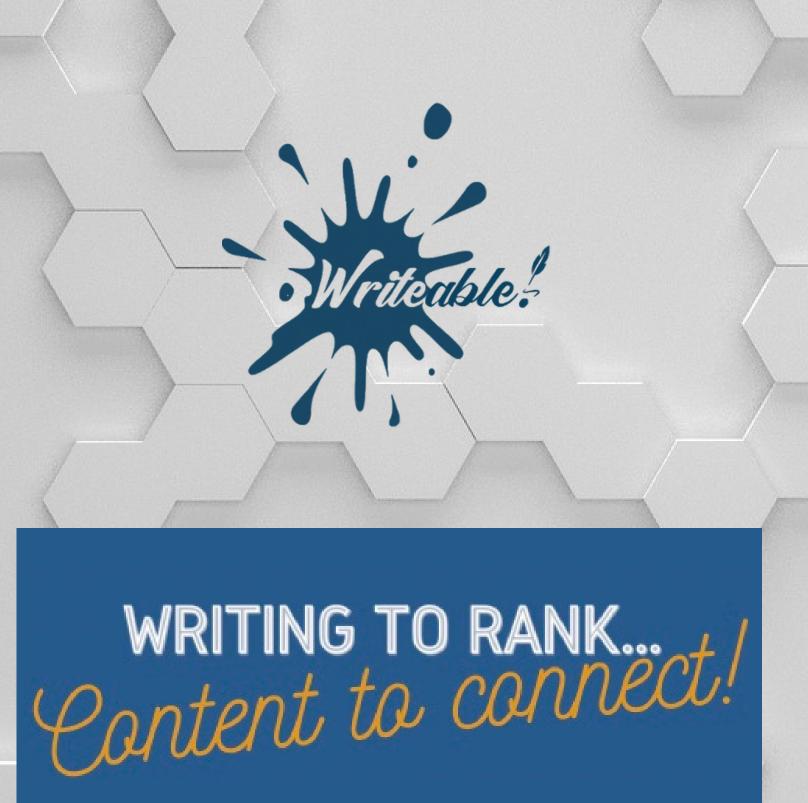
Your site will rank well based on your content and how well you optimise it.

Cleanly structured content that educates, entertains and enthrals your target audience will keep both users and search engines happy.

By taking time to understand SEO, you can benefit the internet marketing strategy of your business.

For help with SEO content writing, the professional team at Writeable, based in Buckinghamshire are here to help.

Get in touch on +44 (0) 7814 655 438 or email hello@writeable.co.uk.

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