



THE MARKETING
WRITER'S GUIDE FOR
EFFECTIVE SEO
IMPLEMENTATION

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What Makes for Strong SEO?

Search engines assign rank based on three critical factors:

RELEVANCE

Understanding what your audience is searching for

Delivering a content experience that satisfies audience interest and search intent

ACCESSIBILITY

Communicating your brand's content experience to the search bots

Providing a technical framework to ensure the content can be understood

AUTHORITY

Providing relevant 'authority' sites to vote for your content via linking

Being seen and known as an authoritative expert within your respective space

Identifying Your Audience & the Tone of Your Article

As you begin to map out your article, it's important to consider your desired audience and the overall intent of your piece.

As a jumping off point, start by trying to answer these questions thoroughly:

What question do you intend to answer?

Who is the target audience?

What tonality should the article possess?

From there, overlay the page intent with a keyword and theme that will enable you to reach your target audience.

Take a moment to examine the search results for the article you're planning to write. Based on what you find, you can tailor your piece to help it stand out from competing content.

The Role of the Keyword

Keywords are target words that are commonly searched for on Google. The keywords you choose to target for your article serve as guides that will influence how your article is written.

As you sit down to write, keep these keyword guidelines in mind:

Primary keywords should be used 2-4 times per 100 words; in other words, your keyword density should be 2-4% per page, with anything over 7% running the risk of being flagged as spam.

Maintain semantic value for the keywords within the article.

Ensure the content and intent of the article supports the targeted keywords.

Tips for Writing SEO-Friendly Headlines

Headlines are critical for many reasons, particularly for conveying the context of your article, as well as for hooking in your audience and driving clicks to the full version of the content.

Arguably, your headline is the most important aspect of your article because it is what readers will first look at. To optimize your headlines, you should:

Include your primary keyword target within the `<h1></h1>` header tags, making an effort to integrate the keyword in the first three words.

Aim to make the headline catchy in an effort to maximize clicks.

Study Google search results to get a better sense of how your headline is likely to stack up against the competition.



Bad Copy Example

How to Save Money: 8 Ways to Save Money on a Budget - Bankrate

www.bankrate.com/.../savings/how-to-save-money-8-ways-to-save-money-on-a-budg... ▼

Don't rule out **saving money** just because you're squeezed. Try these simple tricks.

*Search term: How to save money



Good Copy Example

54 Ways to Save Money - America Saves

<https://americasaves.org/for-savers/make-a...to-save-money/54-ways-to-save-money> ▼

There's a difference between **saving money** and **saving money** for your future. So don't just spend less, put the money you save into a savings account to plan for ...

[How to use the envelope ...](#) · [Save for Emergencies](#) · [Set a Goal: What to Save For](#)



Tips for Writing SEO-Friendly Body Copy

Writing strong body copy is critical to the success of your page ranking in Google. In order to optimize your page's organic ranking, the body of your article should include:

Unique copy that features no duplication

Content that is topically relevant to the headline you've chosen

Integrated target keyword

A total word count target of between 800-1000 words



SAVE MONEY BEFORE YOU GO

The key to any trip is being smart with your money – and that starts even before you hit the road. It's important to know how to save and plan your trip so you don't find yourself running out of money on the road. Here are my best tips and tricks on how to save money for any trip. You'll find a plethora of resources, interviews with other travelers, and secret ninja hacks that will jump start your travel fund!

*Search term: How to save money



The best way to save money

When we demonize the Small Things in life we enjoy, we ignore the Big Wins where we can save and earn the most.

If you want to save money without demonizing the small things in life you truly enjoy – like lattes or Uber rides – there are two things you need to focus on:

1. Automating your finances – eliminate the stress of figuring out what to do with your savings
2. Earning the Big Wins – it's way easier to earn an extra \$30 a day than to save \$3/day

Without a doubt, those are the two biggest game changers when it comes to saving money – not clipping coupons or driving across town to find a cheaper gas station or whatever.

When you automate your finances and focus on the Big Wins, you'll see explosive growth in your savings and earnings almost instantly. And the best part: You can do all these things in a few hours and then you never have to think about them again.

Here are 5 money saving wins that incorporate one or both of those aspects.



Using Keywords in Body Copy

In order for your page to have a chance at ranking sufficiently, be sure to:

Spread keywords out across the article and page and avoid packing them close together

Use the keywords together in a succinct fashion. For example, the phrase “small business owner” is preferable to writing, “There is a business with a small sign that showcases the owner.”

Remember, your keyword density need to remain between 2-4% (this is absolutely critical)

Here is an example of proper keyword density across both article headers and body copy:

Planning for Growth > Market Analysis

Business Expansion: The Do's and Don'ts

Ready to expand your small business to the next level? Take a look at these 5 tips for business expansion.

MARCH 04, 2016 So your small business is running smoothly and you're ready to take your business to the next stage in growth. Congratulations! But how do you know if your company is ready to expand? Check out our list of do's and don'ts for business expansion.

1. Do research and make a business expansion plan

Needless to say, opening a second location can take a lot of skilled planning. Consider hiring a financial advisor and attorney to assist you with your business expansion. A financial advisor can help create a comprehensive analysis of the financial investment required and tax implications for another store location. An intellectual property attorney can help ensure that your business's important assets are in place and protected.

2. Do stay realistic about your business expansion expectations

While you may dream about having store locations from coast to coast, try to be realistic on the location of your second store. Understand that the further apart your stores are, the more difficult it may be for you to travel between each location. Consider finding a store location that will be close enough for you to easily travel to, but not so close that it will cannibalize sales.

What You Can Expect to Find the SERP

Google's search engine results page (SERP) has undergone quite a few changes over the years, although the organic results have remained fairly static in the appearance.

In 2017, here's what you can expect to see for an organic result:

The screenshot shows a Google search interface. The search bar contains the text "5 Productivity Tips From Incredibly Busy People | OPEN Forum". Below the search bar, there are tabs for "All", "News", "Videos", "Images", "More", and "Search tools". The search results show "About 1,05,000 results (0.63 seconds)". The first result is highlighted with a red box and has two annotations: "Meta Title Tag (55-60 characters max)" pointing to the title "5 Productivity Tips From Incredibly Busy People (Infographic ..." and "Meta Description (150-160 characters max)" pointing to the description "Jul 28, 2014 - 5 Productivity Tips From Incredibly Busy People (Infographic) ... and American Express OPEN Forum for more productivity tips from CEOs and ...". The second result is "12 Productivity Tips From Incredibly Busy People | OPEN ..." with a description "From Eric Schmidt to Danny Meyer: How super successful, super busy entrepreneurs organize their day.". The third result is "5 Productivity Tips From Incredibly Busy People | OPEN Forum" with a description "Jun 8, 2013 - Has your productivity been slipping? Get back on track by practicing what these successful business leaders preach."

Optimizing Your Images

Believe it or not, images can also be optimized for search.

Before posting your article, be sure to thoughtfully consider and integrate the following best practices into each of the images that will appear in your post:

What you name your image makes a BIG difference. If you're uploading an image, make sure to change the file name. Avoid a name that's too short. Rather, be descriptive and integrate your keywords into the image. For example, "Soccer.jpg" doesn't provide the same value and impact as "boy-kicking-soccer-ball.jpg"

Avoid stuffing keywords; however, as this can be detrimental to your optimization.

Separate words by hyphens as opposed to underscores because Google reads a hyphen as a space.

For your alt tag, write a short sentence describing what the image contains. For example, "Young boy kicking a soccer ball on an outdoor soccer field in Brooklyn, NY".

Compress your image to a .jpg with 60-70% compression.

The Importance of Internal Linking

Internal linking refers to any links from one page on a domain which leads to another page on that same domain. It's one of the few methods site owners can use to tell Google (and visitors) that a particular page of content is important.

As you considering integrating internal links throughout your article, be sure to:

Always link relevant keywords as opposed to linking some like "For more information, click here."

Use at most two internal links throughout your piece.

Limit any external links, and utilize "nofollow" tags if you absolutely need to include them. For example, this looks like:
`Article Example`

Your Final SEO Checklist

ARTICLE INTENT & KEYWORD SELECTION

Define your article intent, audience and topic

Select keywords that support your page intent with search volume

Consider a new URL naming scheme and navigational label based on search volume and intent

DEVELOPING YOUR CONTENT

Write unique page copy that integrates keywords and semantic values (keep it between 500-1200 words in total length)

Ensure the content is unique and has not been copied from existing pages

Identify supporting images and infographics that will be needed to optimize the piece

ON-PAGE OPTIMIZATION

Approach keywords holistically, effectively integrating them throughout the page in the header and body copy

Verify that the density for primary target keywords is 2-4% of body copy

Define one H1 tag: Headline should be top of page and include primary keyword(s)

Define H2 tags: This tag can be more used more than once and should include the keyword

Define H3 & H4 tags: Like H2 tags, these tags can be used more than once and should include the target keyword and maintain semantic value

Define 1-2 internal links that anchor keyword phrases other internal pages

Write a title tag that leverages the primary keyword; this should be 55-60 characters max, and should include your brand name at the end separated by | symbol.
For example: "Title text | Brand Name"

Write meta descriptions that integrate the primary, secondary and semantic keywords which describe page value (totaling 150-160 characters)

Create and add a list of keywords to your metadata (be sure to separate with commas!)

Optimize images, including file names, alt tags and title tags

Additional Resources

Explore these additional resources that can help you choose which topics to write on in order to strengthen your organic ranking:

Google Trends - See what's trending for just about any topic according to Google: <https://www.google.com/trends/>

Keyword Search Volume - Determine which keyword is best suited for the article you plan to write: <http://www.semrush.com/>



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