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SEO Copywriting 101 eBook

20 TIPS FOR PRACTICAL SEO COPYWRITING

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Introduction

These guidelines explain best practices for SEO copywriting new web pages on your domain. When implemented correctly, these recommendations will improve the organic ranking potential of new content through keyword research, target keyword insertion, technical optimizations, internal linking and more.

There's always a balance between marketing messaging and SEO copywriting, which must also consider the overall user experience of each page. For many B2B startups and SMBs, the focus on balance will mainly apply to the choice of seed (focus) keyword and supporting keywords when creating messaging for the page title, meta description, HTML headings, and page copy. We'll go into these specific page elements below.

It is essential to understand the new page's theme, goal and target persona, so that you can identify the ideal keyword profile based on marketing relevance – but also based on technical SEO metrics such as search volume and difficulty to rank. Writers then need to balance keyword insertion (for maximum SEO benefit) with readability and conciseness (for easy to understand and relatable messaging). This is the art and science of SEO copywriting.

What is Search Engine Optimization?

Increasing your website's visibility in search engine results is the goal of search engine optimization (SEO). Without paying for advertising, you want more people to visit your website.

Your website should be optimized for all major search engines, but since Google accounts for more than 69% of the US search market share (90% if you include Google Images), it's usually best to adhere to Google's guidelines.

For example, E-A-T, or Expertise, Authoritativeness, and Trustworthiness is a popular factor that Google uses to evaluate the overall quality of a web page. To satisfy E-A-T, you must publish high-quality, easy to digest content that helps educate and inform users about the various nuances of your field.

Before going into the 20 guidelines of SEO copywriting, here's a quick recap of how Google approaches search. There is a lot more detail in Google's search mission statement, but to sum it up, Google's goal is to provide the most accurate answers to a user's query as simply and clearly as possible.

By crawling and indexing, Google gleans this information from the web. To begin, Google uses crawlers (collectively referred to as Googlebot) to scour the web for new content, changes to existing content, dead links, and more. Afterwards, this data is stored in a database, ready to be returned in response to a subsequent relevant search.

There are billions of websites within the Google Search Index, and making yours appear at the top may sound like a daunting task. However, the tips in this guide will ensure your content has the greatest potential for first-page results.

01 Identifying the right content

At the start of the SEO process, start by thinking about the topics you want to rank for on search engines. There could be five to ten buckets that are essential to your business, and from these, you can come up with more specific keywords.

For example, bloggers can frequently pick the topics that explain their unique differentiation, or those that come up the most when talking to customers. Think about your buyer personas and the topics your target audience will expect to find your business against in searches. If you are B2B advertising platform like LinkedIn, you might have overarching topics like below:

- Social Media Marketing
- Lead Generation
- Advertising Campaigns
- Retargeting Audiences
- B2B Marketing
- Brand Awareness

If these topics have high search volume, you can assume they are important to your target audience, and then you can begin to understand the type of keywords required within those topics to guide your content.

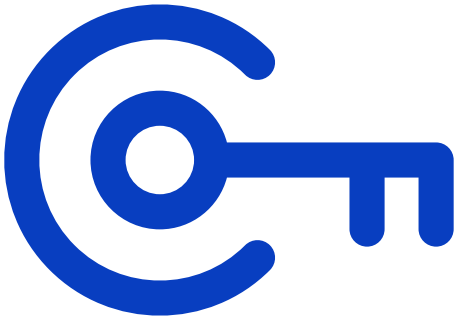
One powerful SEO content creation strategy is to create long-form content pillars, or anchors, that provide in-depth research into these overarching topics your potential customers are searching for. These are often unbiased and very educational, answering the common questions that users have about the topic. This allows you to rank for many related keywords, and provides a central location that other related content can be internally linked to and from, enabling a connected content strategy that increases expertise in that subject (and drives organic traffic).

Keep in mind, however, that this broad pillar page will bring in more novice users to your site trying to learn more about the subject, so it is important to create content clusters – opiniated blog posts, related case studies, industry pages, solution briefs, etc. – that link throughout the pillar page in order to nurture more qualified users further down the marketing funnel, and bring in organic traffic from cluster pages optimized around higher intent keywords.

Once you've identified the overarching topics that define your business, you'll need to identify the different types of content within those themes you want to create to fill out different sections within the marketing funnel.

02 User Intent and Keywords

The term used to describe the purpose of an online search is search intent (also known as user intent, audience intent). It's the motivation behind a particular search. Everyone who searches on the internet is looking for something. Is there a specific query that someone is trying to find an answer to? Is there a particular website that they wish to see? Is it possible that they are looking for something to buy online? Searches like these are part of the online journey, but they can represent different stages.



Google has worked hard over the years to improve its algorithm to determine users' search intent. There are various factors that Google considers when ranking web pages, including search terms and user intent. As a result, you must ensure that your post or page matches your audience's search intent.

There are four typical types of search intent.

Source: https://www.rebootonline.com/blog/what-user-intent-and-why-important/

We can learn a lot about what people are looking for by analyzing the search terms they use. This is also true in the opposite direction. You can improve your chances of being found by people conducting relevant searches by creating keyword phrases that include intent-specific words. For example, someone with transactional intent will usually contain words like “buy,” “deal,” or the name of a product in their search. In the B2B context, keywords that include qualifiers such as “solution”, “platform”, or “tool” are great for core web pages.

Your page content should fit the search intent of your audience. If you are writing top of the funnel content (awareness stage), people are likely to be looking for information, so you don’t want to send them straight to a product page.

Long-form SEO blog content or content pillars optimized around broader keywords could be the best content type for this stage as a way of educating visitors, increasing brand awareness, and driving demand for your industry.

On the other hand, if you're writing a landing page for a whitepaper, you'd be better off finding a long-tail, high intent keyword that is easy to rank for since your page likely won't have a lot of words on it, making it difficult to rank for higher volume keywords.

03 Research Keywords Based on Intent and Marketing Funnel

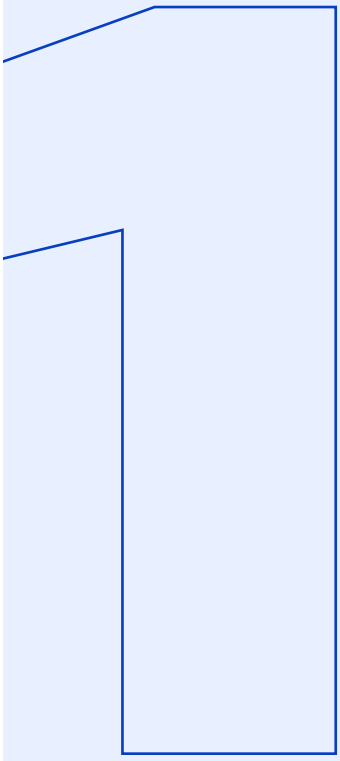
The content marketing funnel aims to take prospects and turn them into lifetime advocates of your business and brand. It is a four-stage process that describes the buyer's journey.

Source: https://www.adrienneksmith.com/resources/content-to-use-each-stage-of-b2b-marketing-funnel

Some buyers will drop out at each step of the journey, while the most engaged will continue to the next phase. It's an excellent method to track whether your content is working. If prospects are making their way to the bottom of the funnel, it implies whatever you are doing is successful.

Different search intents will match different types of keywords that will fit different parts of the content marketing funnel.

Top-of-Funnel (ToF) Keywords



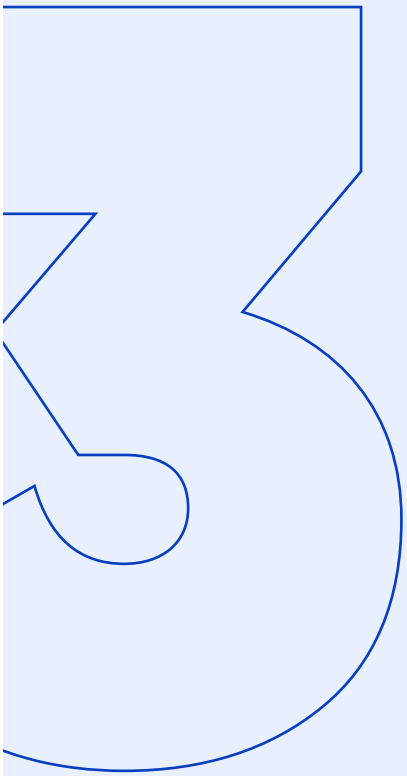
Users that search with ToF keywords are looking for information about a topic. Although they are not in a position to purchase yet, these keywords are the ones that get a lot of search volume. For example, somebody could search for "how to get cat hair out of carpet" or "how to get rid of a red wine stain" as they look for general information. These ToF keywords are perfect to live on a long-form blog page, content pillar or category page.

Middle-of-Funnel (MoF) Keywords

As users move through the funnel, keywords focus on a specific problem, solution, or activity. Carrying on from above, people will now search for “best products to remove a red wine stain” as they research more granularly and narrow down the results. MoF content is very important in the B2B space as the consideration phase is much longer than most consumer purchases, creating a need for nurture.

You can create all the ToF content in the world and drive impressions and clicks to your site, but conversion rates will remain low if you do not provide content that educates users of your unique solution. For many B2B SMBs, this is realized by use case pages, industry pages, role pages, customer stories / case studies, and thought-leadership blog posts.

Bottom-of-Funnel (BoF) Keywords



At the bottom of the funnel, users desire to purchase a product. The keywords here will have lower overall search volume as they are far more specific. For example, they will now search for "Where to buy Chateau Spill Red Wine Stain Remover Spray." In the B2B space, users may search for a whitepaper, solution brief, free trial or demo request, all of which can contain an SEO optimized landing page. Research keywords accordingly based on your unique value offering.

You should develop content for each of these keywords, ranging from the broader awareness stage to the niche bottom-of-funnel buyers.

Now that you've understood what types of content you'll need to create, you need to identify the exact phrases that the majority of users query when searching for this type of content. This will be your seed keyword for the page you're creating.

04 Determine Seed Keyword

The seed keyword determines the page theme and is the primary word/phrase:

You want the page to rank for

Users are actually typing into Google / Bing

The seed keyword is chosen by looking at many factors, including:

01 The page's broad message, search volume, keyword difficulty, competitive density, click potential, CPC if planning to create paid SEM campaigns, and the current state of your domain and page authority.

02 You can use many free keyword research tools, such as Google Keyword Planner, to prioritize seed keywords based on search volume and page relevance alone. However, this tool has limitations, and we recommend using a platform like SEMrush Keyword Magic or Moz Keyword Explorer.

Place the seed keyword in:

- Meta title - at the front if possible
- Meta description - at the front if possible
- H1 - at the front if possible
- The first paragraph of page copy as close to the front as possible
- Include in one H2 near the top of the page if possible

The seed keyword should have a target density of 2-3% on the page

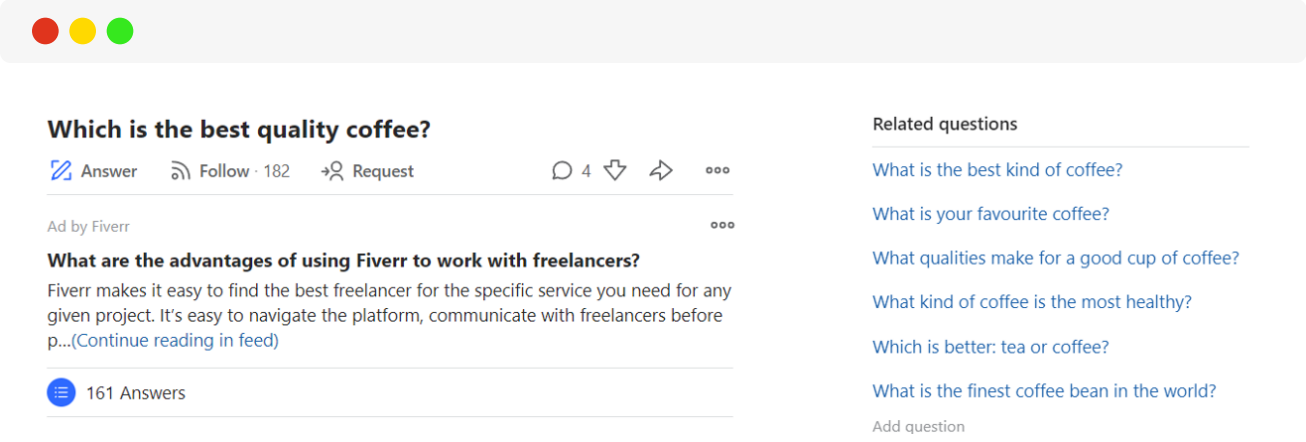
If there are 1000 words on the page, the seed keyword should be included in 20-30 of them (although HubSpot recommends 2,100-2,400 words per blog post).

05 Determine Supporting Keywords

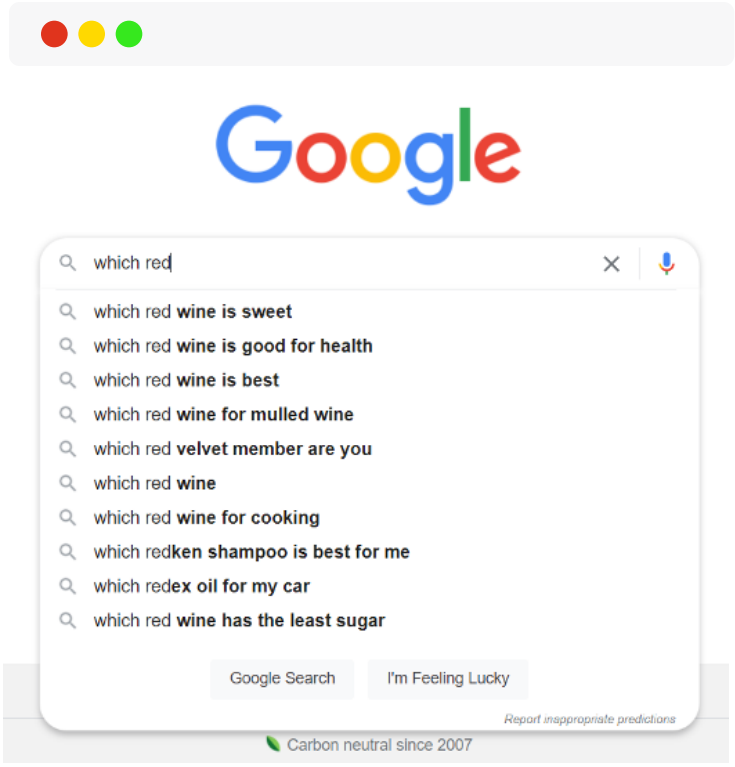
The supporting keywords are related to the seed keyword by theme or semantics.

- Use as many supporting keywords as possible throughout the page copy with one limitation: the number of times a supporting keyword can be placed on a page is limited when it includes the seed keyword (see target density above).
    - Thus, when calculating the density of seed keywords on a page, supporting keywords that also contain them must be included.
- Changing an existing word to a synonym with a higher search volume or inserting new sentences to accommodate new supporting keywords is good.
- It is also good practice to export your keyword research and organize the keyword profile via color-coding so that editors can refer back when optimizing a page/writing content.

When generating variations of your seed keyword, sites like Quora, Answer The Public, and Related Searches on Google can help you learn more about customers and their intent. For example, if you search Quora for "which is the best quality coffee?" on the right-hand side are related user questions. These questions can guide what you use as sub-topics or supporting keywords.



Google Autocomplete can be one of the fastest techniques for discovering supporting keywords. If you start typing in Google Search, you will see suggestions based on the most popular user queries. Those queries can dictate your long-tailed keywords.

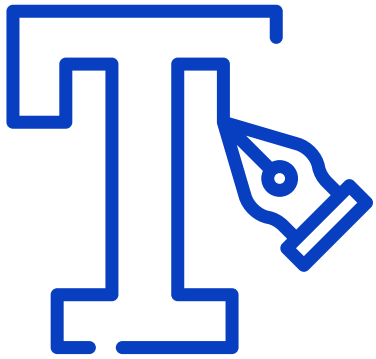


A red wine seller might use supporting keyword phrases based on sweetness, health, and mulled wine around the seed "red wine" keyword.

Both seed and supporting keywords should consider user search intent and the content marketing funnel, as mentioned above.

Now we will focus on how to implement these keywords onto a new or existing web page.

06 Optimize Page Title



Meta Title Tags are HTML elements that appear on SERPs as clickable headlines and play a significant factor in SEO, user experience, and social sharing. This should be a concise description of the overall theme of the page, following these rules:

- Include the seed keyword as close to the beginning of the title as possible.
    - Optimal structure: “Seed KW - Supporting KW(s) or Content Identifier | BrandName”
- Keep titles between 40-60 characters to show them correctly on the SERPs.
- Make it unique, accurate, and differentiated from all other pages. No duplicates.
- Think like a searcher - would you click on that page title?

Search engines often display just the first 50–60 characters of a page's title in their search results. When optimizing your SEO title tags, strive to stay inside this restriction so that any additional characters aren't chopped off by Google with an ellipsis, potentially affecting your title's legibility.

As a result, it’s best to include the most critical keywords (seed keywords) at the beginning of the title tag—the section that’s least likely to be cut short.

Some brands like to include their name in the title tag to increase authority. For example, you are more likely to click on a link if NASA created the content. Add the brand to the end of the content so even if it gets cut off, you will still have the seed keyword included in the title. Conversely, when creating a title tag for your homepage, you might include the brand name at the beginning so that it’s shown to top of funnel users in the browser tab.

To put this in context, imagine you are selling electric toothbrushes and your seed keyword is “best electric toothbrushes”. A good title tag could be as follows:

> The Best Electric Toothbrushes You Can Buy | [BRANDNAME]

On the other hand, a bad title tag doesn’t include the seed keyword, supporting keyword, or brand name.

Where You Need to Shop To Buy a Toothbrush

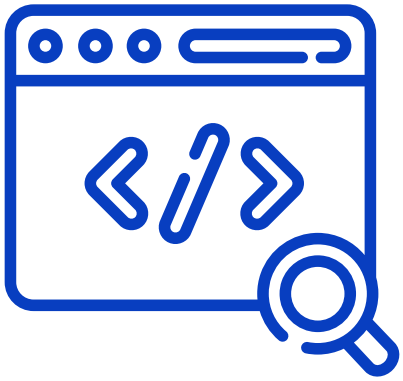
The title above is not specific enough to the user intent and unlikely to be clicked on.

Google prefers that each page on your site have a distinct title tag so that everyone understands the objective of that page and why you'd want to visit it. If every page on your site just states "used cars for sale," readers and Google won't know which pages genuinely include the cars they're looking for, as opposed to your contact information, privacy policy, or any other page on your site.

Accurate descriptions and clear titles assist search engines in understanding the nature of your material. Simultaneously, they help people seek solutions that your content supplies.

07 Optimize Meta Description

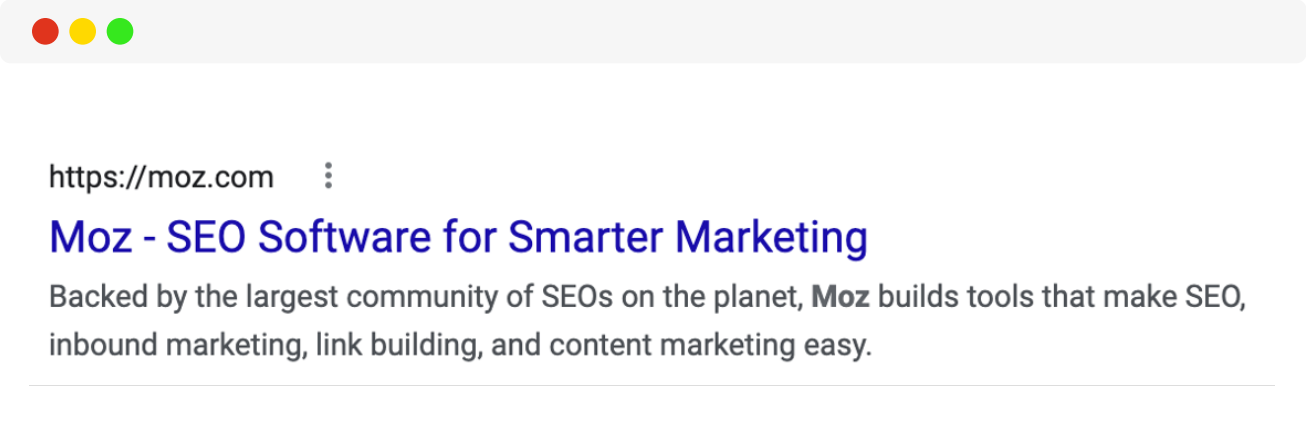
Meta Description Tags are HTML elements that appear on SERPs as the description of a web page under the title tag. Doing well can improve user click-through rate (CTR) to your site and send positive signals to search crawlers.



- Include the seed keyword in the description and 1-3 supporting keywords.
    - It is good to include H2's (we talk about H1 and H2 later in this guide) with strong supporting keywords because that provides accurate context as to what the page is about and will show higher in the SERPs when the supporting keyword used has a high search volume.
    - Try not to use the seed keyword more than two times in the meta description. Any more could be seen as keyword stuffing by search crawlers like Googlebot.
- Keep the description between 120-165 characters to show properly within the SERPs.

- Craft a readable, compelling description that provides the user with a meaningful experience.
- Try only to use alphanumeric characters, as others can truncate the description unintentionally.

The meta description appears below the URL and title in SERPs. Let's use the Moz description as an example.



The Moz meta description tells users precisely what they will find on the site using industry-specific terms to help users understand their offerings. Since this is a homepage meta description, it also aims to establish credibility and create demand with their target audience by stating it is backed by the largest community of SEOs on the planet. Users understand what they're offering, who the product is intended for, and why they should continue before they click. There is a clear focus on what the end-user is searching for.

08 Optimize H1 (Header 1)

The H1 is the most crucial heading element on a page. It denotes the page's theme to both search crawlers and users, and all content should cascade into a hierarchical structure of topics thereon from the page (similar to an outline format).

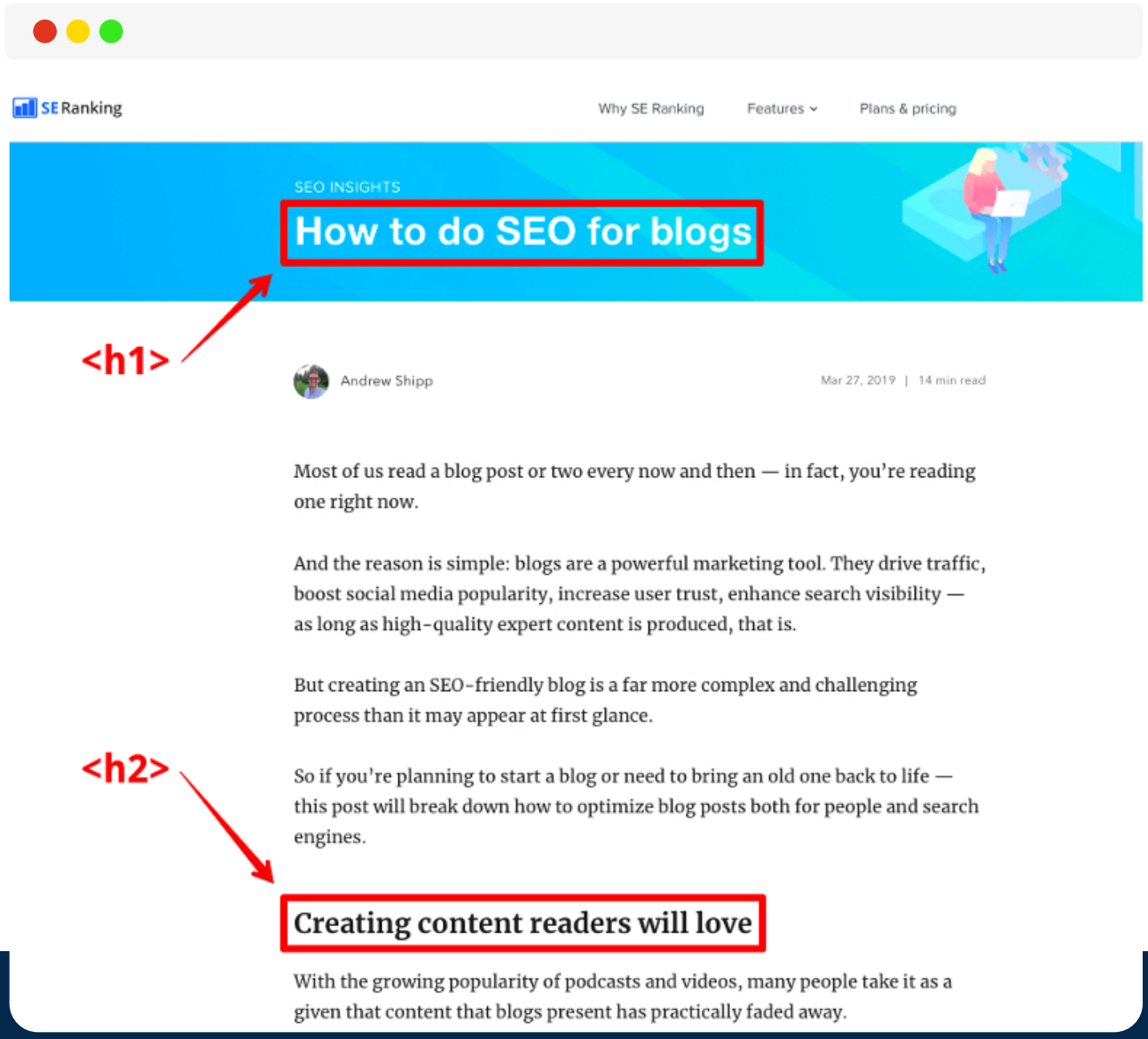
Tips:

- There should only be a single H1 on each page.
- The H1 should always include the seed keyword. Some larger brands can get away with using more of a marketing message in the H1 instead of researched keywords, since they already have a very high domain authority due to the consistent positive behavior of users on that site, among other things. Small sites need more of a boost to identify what their page is about and should try to tailor their H1 around the seed keyword, even if that means using design tactics to disguise the H1 as subtext.
- Like the Title Tag, each H1 should be unique, accurate, and differentiated from all other pages on the domain. It is good to include the H1 in the title tag, although some SEO thought leadership states that the title tag should be slightly altered, while still very similar.

- It should be between 20-80 characters.
- In terms of format, the H1 should be big, strong, noticeable, and stand out among other headlines on the page - as this will make it clear what the specific topic of the page is to both users and search crawlers. Using the subtext design hack mentioned above should only be a fallback plan.
- H1 tags should match user intent.

When visiting a webpage, if you see something that resembles a big title at the top, that is most likely the H1 text. The H1 value is wrapped in <h1>Text Goes Here</h1> tags when seen in HTML code.

The H1 element is frequently structured differently than the rest of the page tags to make the content stand out. Content pages should also have at least one H2 tag which we will discuss next.



Source: https://seranking.com/blog/header-tags/

You shouldn't confuse the H1 tag with the title tag. Unlike H1, the title is shown in SERPs and in the browser tab rather than visually on the page. The page title is arguably the most essential part for SEO, but search engine spiders will always read the HTML code to identify sentences enclosed in H1 tags and other headers when crawling your page content.

Using the seed keyword in your H1 tag ensures the search engine knows what the page is about.

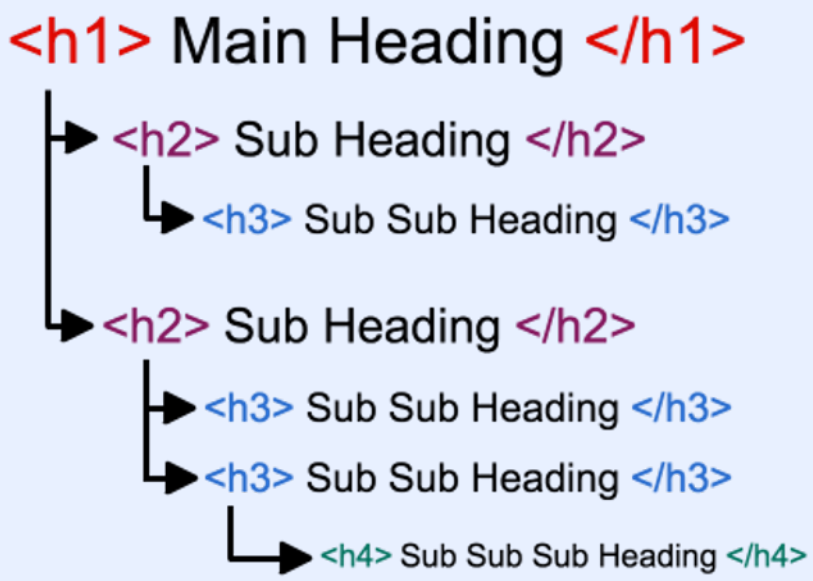
09 Optimize H2 and Beyond

H2's are an excellent place for supporting keywords and natural language style headings that have high search volume. They act similar to an index of chapter headings, where the reader can scroll until they find the topic within the overall theme that they want to explore further. Some pages such as long form content pillars will even have jump links to each H2 section to improve navigability, increasing the user experience of the page (which is increasingly a factor for search engine rankings).

- Include stronger supporting keywords (higher relevance & search volume) in the H2's closer to the top of the page.
- Make H2's descriptive and accurate as to what the following information will include.
- Although not as important as H1's, less H2 duplicates across different pages is beneficial.
- Do not overuse the H2. If there are subtopics, introduce H3's to further explain concepts that branch out from the H2 theme. Remember the outline format.

- Try to omit the seed keyword in at least 25% of your H2s, as overoptimizing can cause search engine penalties.

A typical heading tag structure is shown below.



Source: https://loganix.com/heading-tag-seo/

Occasionally, the sequence can go all the way through to <h6> tags, but it is rare to have content with such a deep hierarchy. Technical content is one instance where that might happen more frequently.

When writing your content, map out the subject to determine the most effective keywords. Make sure your headline tells your viewers what they're about to read. In certain circumstances, catchy H1, H2, and H3 titles that keep the reader guessing what the content is about may succeed, since it can increase the average user session duration.

However, if you are straightforward, you will likely have better results with search engines using Natural Language Processing (NLP) to index page content.

Use one keyword-rich, confusion-free H1 tag for summarising the entire content. Expand on the various parts of your H1 with each H2 tag. Then, to improve readability, utilize your H3 tags for different segments. The example below from SEMrush shows how header tags work from h1 through to h6.

Source: https://loganix.com/heading-tag-seo/

Remember that your H1, H2, and H3 (and beyond) tags help in communication. The more effectively your content targets principal points of interest, the more likely the audience will continue reading. This is why you should find the questions that users are asking online (with tools like AnswerThePublic) to structure what your page discusses. However, excessive keyword usage or unnecessary jargon should never take precedence over quality.

10 Insert Internal Links

Research suggests that each internal link pointed to a page will improve that page's average position by 2.6. Internal links send users on desired paths down the funnel, spread SEO equity to other pages, and provide positive signals to search crawlers.

Tips:

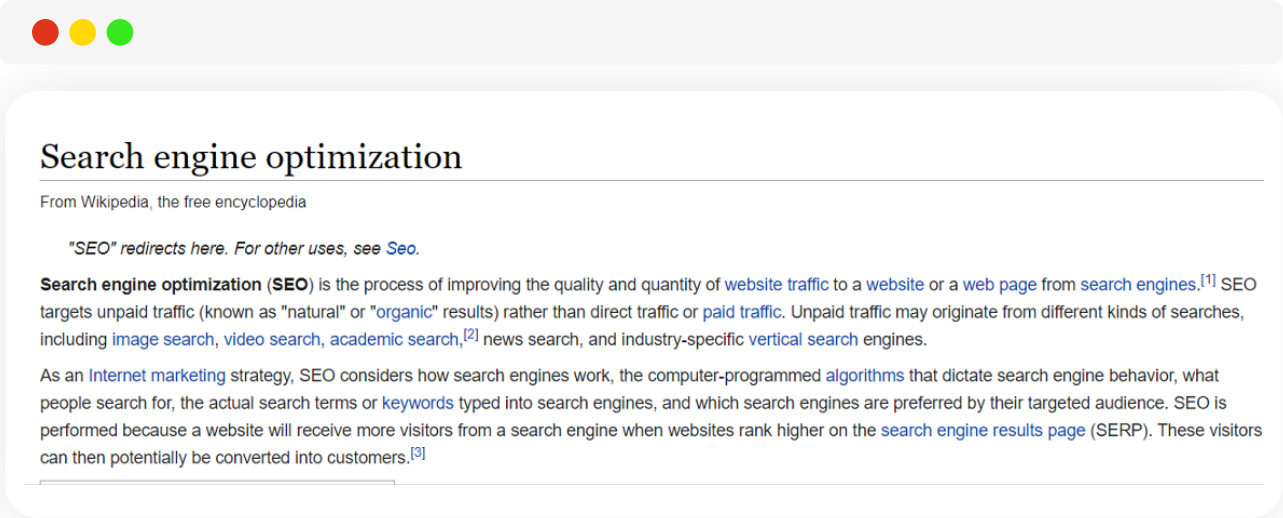
- Use the descriptive seed keyword of the page your link points to in the anchor text (hyperlink). This tells users and search crawlers precisely what that page is about. For example, if we were linking to our SEO copywriting services page, the anchor text should ideally be "SEO Copywriting Services".
- Add 1-3 internal links under each H2 section if possible. Around one link per 300 words.
- Link to both other pages of the same content type so users can quickly navigate additional info they would likely be interested in, as well as pages higher in the site architecture like industry, product and solution pages.

- Keep in mind where your page lives in the marketing funnel when establishing internal links. If this is a top of funnel blog post, you might want to lead users to other ToF content, or start to nurture them with MoF use cases, personas, etc. If your page is a MoF case study, you might want to focus on linking to bottom of funnel content like whitepapers and solution briefs.
- Don't link to two different pages with the same anchor text, even if the hyperlink is on a separate page. This will confuse search engine crawlers on which piece of content is actually about the topic you're referring to.

An internal link is generated when a hyperlink is established from one page to another page on the same website.

Assume you have a sports goods e-commerce site that directs visitors to the blog. A page on that blog lists the top ten sports sneakers. Because each shoe is for sale on the site, you provide a direct link to each unique product page to convert users into potential consumers.

Because they all share the same root domain, they are all internal links. If you visit Wikipedia and look at the Search engine optimization page, all the blue links in the screenshot go to other Wikipedia domain pages (internal links).



Search engine optimization

From Wikipedia, the free encyclopedia

"SEO" redirects here. For other uses, see Seo.

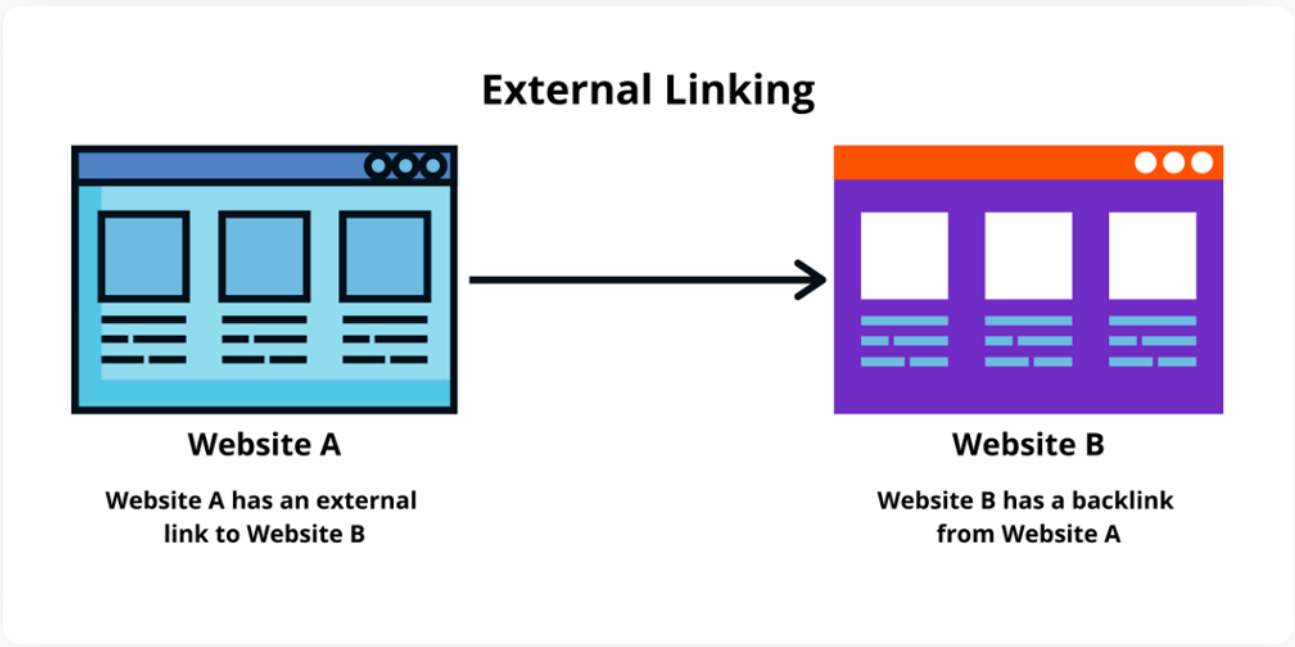
Search engine optimization (**SEO**) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.[1] SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. Unpaid traffic may originate from different kinds of searches, including image search, video search, academic search,[2] news search, and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, the computer-programmed algorithms that dictate search engine behavior, what people search for, the actual search terms or keywords typed into search engines, and which search engines are preferred by their targeted audience. SEO is performed because a website will receive more visitors from a search engine when websites rank higher on the search engine results page (SERP). These visitors can then potentially be converted into customers.[3]

Internal links and anchor text on your website are critical for search engine optimization. These connections, especially when a website is brand new, will be the only links to your website's pages and are critical to Google's comprehension of your website's content. They also enable a better user experience and aid in the education of the overarching topics your website is trying to convey.

11 Insert External Links With High Domain Authority

Adding external links to high-authority websites is just as important as adding internal links. Google can see that you're linking to high-quality content relevant to your content using this method. In addition, it enhances the user experience by providing your visitors with more information.



Source: https://www.infidigit.com/blog/external-links/

Some brands may find this helpful in starting conversations. Posting a link to another company's website is great, but you might also want to follow up with an email or a tweet to the webmaster of that domain to ask for a share or backlink in return.

It's good to open external links in a new browser window or tab to keep visitors from leaving your site. This strategy keeps your users on your site, increasing the average time on page which is a metric Google uses to rank content in organic SERPs.

Despite some people not liking new tabs, this can also help entice visitors who might otherwise have forgotten about your site to return and take another look at it.

Your business's growth can be significantly aided by finding relevant links to your blog content. Adding external links to website content is something that many publishers shy away from doing because they believe it takes too much time. However, your content becomes more relevant due to the inclusion of external links as part of an SEO strategy.

Only include links to well-known, reputable websites. It's also vital that the page you link to is relevant to your blog's content. Don't link to websites that don't have anything to do with what you're trying to say. The audience will view it negatively and may harm your search engine results. Similar to internal links, using a relevant anchor text in the hyperlink helps users and search crawlers understand what it is you're trying to elaborate on.

12 Optimize Images

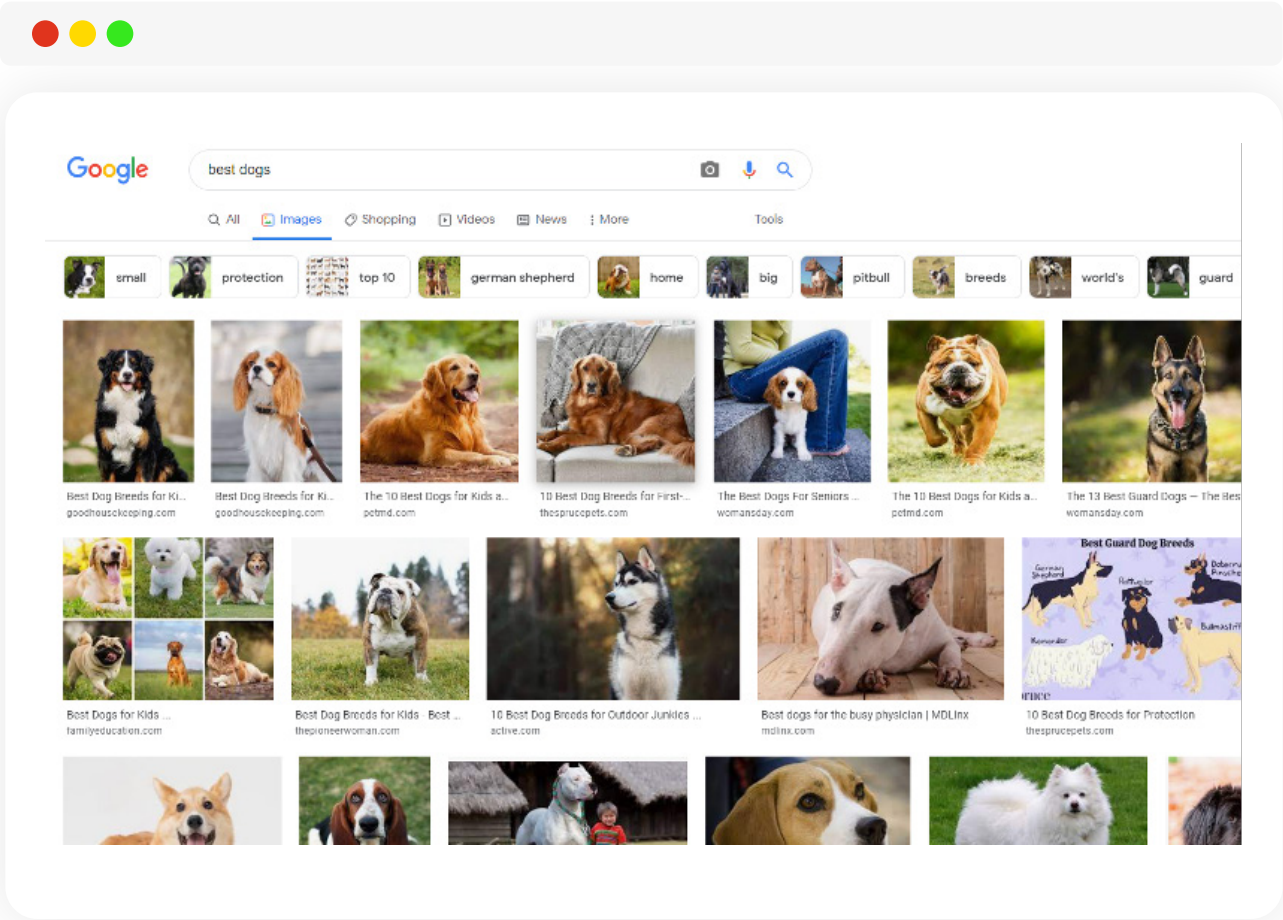
Adding images (photos, graphs, charts, illustrations, etc.) to every new piece of content improves user experience. It makes the article more appealing to read, but it also adds another opportunity for organic visibility. The image should reflect the post's topic and be close to relevant text.

Tips:

- Keep the image near the top of the page if possible.
- Use original images rather than stock photos.
    - If you cannot create unique images for every post, try Flickr, Unsplash or Pixabay, and try to give the photographer or site credit in the image caption.
- Title: Before uploading your image to your page, rename the image so that the title includes the post's seed keyword or a supporting keyword. Make the title descriptive and use hyphens between words.

- Image file type:
  - Large GIFs are inefficient for delivering animated content. By converting large GIFs to videos, you can save on users' bandwidth. Consider using MPEG4/WebM videos for animations instead of GIF to save network bytes.
  - JPEG 2000, JPEG XR, and WebP are image formats with superior compression and quality characteristics compared to their older JPEG and PNG counterparts. Encoding your images in these formats rather than JPEG or PNG will load faster and consume less cellular data.
- Resize images to the size they will be displayed on the page - if you have a fixed image size of 250×150 on the page, an entire 2500×1500 image will still have to load all the way, slowing down your site speed.
- Compress images before uploading to your site if they are large.
  - Tools for this: ImageOptim, Squoosh, Compressor.io
- Add Alt Text to every image used, and include the seed keyword for at least one image, but not for more than 75% of the images.

Image SEO gives search engines more information about a graphic, which helps them interpret the content and can lead to a rise in ranking and exposure. It may also result in a picture being displayed in Google's image search.



Search crawlers can read and interpret text but cannot see photos. Alt tags, also known as "alt attributes" and "alt descriptions," assist them in processing a picture without viewing it by informing the search engine about the visual.

Image alt tags, in addition to assisting with SEO, also benefit internet users. Some users have their picture displays turned off, and browsers cannot load images due to a poor internet connection or use a screen reader due to visual impairment. In these instances, the alt tag informs the viewer about the image.

Source: https://accessibility.huit.harvard.edu/describe-content-images

According to reports, after Google removed the “view image” button from search results in 2018, some pages saw a 37% increase in visitors. Optimizing image tags drives user to your site and helps your page rank.

13 Avoid Keyword Stuffing

Content creators might think that if search engines like Google use keywords to match pages with user intent, the best way to rank is to "stuff" as many as possible into a single page.

A decade or so ago, the "keyword stuffing" technique did work, but current algorithms view it as a black hat SEO tactic that will do more harm than good.

You're practising visible keyword stuffing if you're using a specific keyword or number multiple times out of context in a piece of content that your readers can see. A basic example is shown below.

Welcome to Red Apples Online!

If red apples are what you're looking for, then you are definitely in the right place to buy red apples. When it comes to red apples, you won't find a higher quality selection of red apples anywhere! Our red apples experts know how to pick only the best, most savory red apples from the bunch, and we sell these premium red apples right here for you to enjoy (red apples). Seriously, go to another red apples website and try their red apples. We guarantee you'll come crawling back to buy our red apples, buddy.

Source: https://www.fusionseo.com/5-reasons-why-keyword-stuffing-is-bad-for-your-website/

The number of times a keyword appears in a piece of content is known as keyword density. The total number of words in the copy divided by the number of times a keyword appears in the copy is how this formula is calculated. A 2% density is ideal for content optimization.

Sometimes, content creators will hide keywords by making the font the same colour as the page background. These tricks don't work either, as crawlers will still find the text and treat the keywords negatively if they are stuffed.

Instead of focusing on a single repeated seed keyword, there are ways to ensure your content meets crawler requirements and avoids stuffing.

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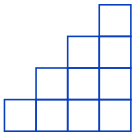
- Sometimes, content creators will hide keywords by making the font the same colour as the page background. These tricks don't work either, as crawlers will still find the text and treat the keywords negatively if they are stuffed.
- Instead of focusing on a single repeated seed keyword, there are ways to ensure your content meets crawler requirements and avoids stuffing.

You can't expect people to stay on your site if your content is difficult to read or robotic. Having a high bounce rate will hurt your search engine rankings, as the time spent on a site is a ranking factor in and of itself.



14 Avoid Keyword Cannibalization

Using too many similar or identical keywords on your website can lead to keyword cannibalization. As a result, a search engine such as Google cannot determine which content deserves to be placed higher in search results.

The web page you don't intend on prioritizing might get a higher ranking. When these keywords are used on multiple pages, the ranking of those pages may also be affected.

There are several ways to mitigate keyword cannibalization.

MERGE CONTENT IF IT IS DOING SIMILAR THINGS.

For example, if you have two pages for the pros and cons of your product, put them into a single page. That may also help with user intent at the awareness stage of the marketing funnel, as you are providing visitors with everything in one place.

DELETE CONTENT IF IT IS NO LONGER RELEVANT TO YOUR SITE.

Sometimes the business changes, and content that was once valuable depreciates.

REMOVE KEYWORDS FROM THE OFFENDING PAGES OR REPLACE THEM WITH ALTERNATIVE COMPETITIVE PHRASES.

Discussing various terms within the overarching theme of your site throughout different pages is the best way to gain expertise in that topic, holistically boosting the organic rankings of your content.

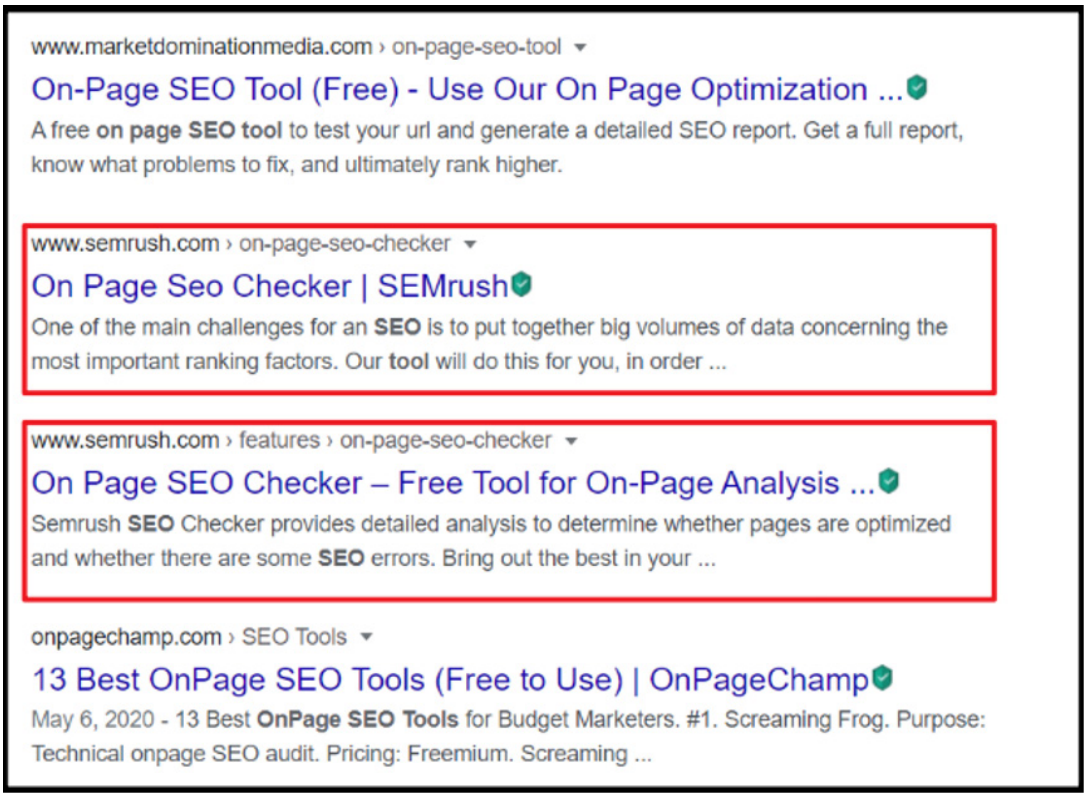
ADD OR ALTER YOUR WEBSITE'S INTERNAL LINKING STRUCTURE FROM LESS IMPORTANT CONTENT LINKS TO YOUR MOST IMPORTANT CONTENT.

Search engine results pages (SERPs) will know that the linked content is more important and will give it more weight.

HOW MANY OTHER PEOPLE HAVE LINKED BACK TO YOUR CONTENT IS ANOTHER FACTOR THAT SEO CONSIDERS WHEN RANKING SEARCH RESULTS.

A search on your website may reveal that your older, less relevant content is still ranked higher than your newer content because other websites are linking to it. Tracking backlinks can be done using software, and you can then contact the web admins to request that they change or remove the links if you have the time and resources.

Content level keyword cannibalization is when two or more pages talk about the same topic but with different words. It is common in blog posts where writers try to explore various aspects of the same subject. The result is similar to below, where you have identical looking links in search engine results.



Source: https://onpagechamp.com/keyword-cannibalization/

In this scenario, you are effectively competing with yourself for keyword ranking. It can devalue the content, reduce domain authority and create poor user search experiences, which are negative for SEO. Google has also recently implemented an algorithm update that reduces the number of listings a single domain can have for a certain query. This makes it difficult for two pages optimized around the same keywords to rank well.

15 Considering Voice Search

With voice search, you can use your smartphone, smart speaker, kitchen appliance, or any other smart device to search the web and issue voice commands.

Your website must be optimized for voice search if you want to take advantage of the growing popularity of voice assistants like Alexa, Cortana, Siri, and Google Assistant.

Voice search is much more conversational than a typical text search. For example, instead of typing "beef lasagne recipe", a user might ask, "Alexa, How do I make a beef lasagne?"

When optimizing your content for voice search, use a conversational tone. Your content strategy may also include FAQ pages for voice search, as users frequently ask questions to voice assistants. In other words, you should be able to answer the following questions: who, what, where, when, why and how with your content keywords.

The FAQ page can answer all of your customers' most frequent queries if it is properly laid out. Make sure to include long-tail keywords in your content with complete questions and answers that match the conversational tone of a voice search.

To put it another way, the more relevant questions and answers you have on your FAQ page, the more likely you are to rank higher. The example below shows how you can optimize pages ready for voice search.

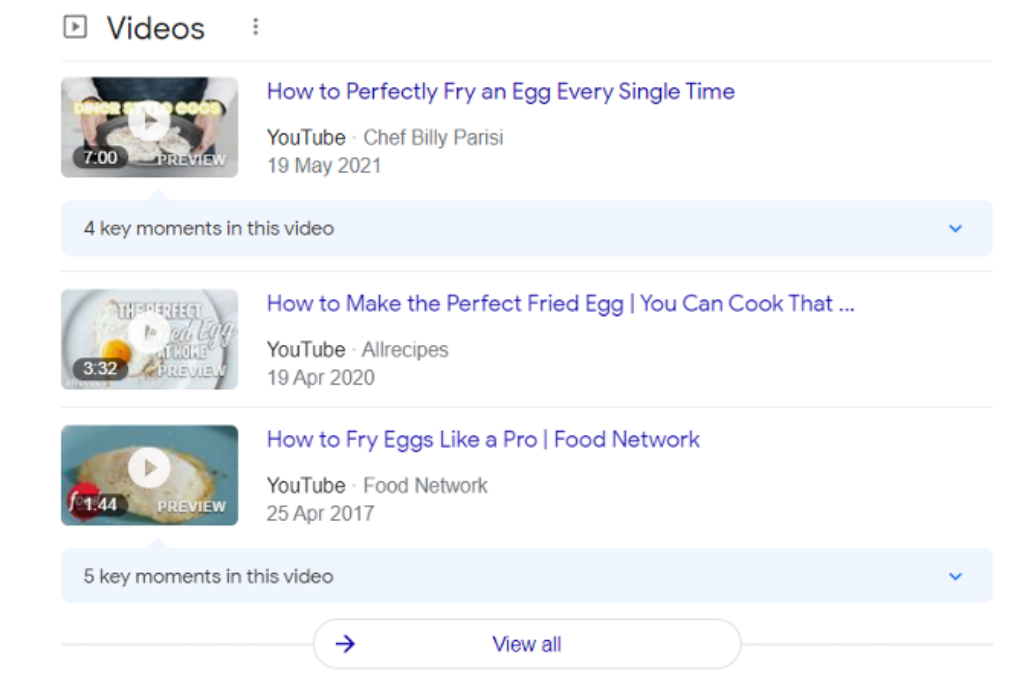
Voice-based Search	How to optimise your site for Voice Search
Where's the closest pub to me right now?	ACTION: Make sure your Google My Business listing is up to date
Show me the nearest bars to work	COPY: We're a favourite gastro pub of locals in the Richmond area
Which bars serve a good margarita in this area?	COPY: Not just a place to grab a bite from our tasty menu after a day out at nearby Richmond park, we also serve a good cocktail or two, such as our signature margarita.
Where are the best places to get a drink in Richmond?	ACTION: Make sure your Google My Business listing is up to date with plenty of positive 4+ star reviews.

Source: https://www.coussins.co.uk/voice-search-seo-101/

Statistics show that Google prefers answers around 29 words long and exist in long-form content of about 2,300 words.

16 Embed Video to Improve SEO

You have likely noticed that video snippets appear in many Google search results.



According to HubSpot, 43% of people want to consume more video content. If it isn't part of your content strategy already, then it should be, because video helps to improve SEO.

Video content works similarly to images. You can add a title, description, and alt tags that should include seed and supporting keywords.

- When embedding video on your page, compress it and avoid endless loops to optimize page load times.
- If the video is the page's primary content, place it near the top.
- Make a transcript available for the video. As well as offering a better user experience, the text provides additional SEO support.
- Include title tag information, keywords in the description tags, and video tags so search engines know how to categorize your video.

BrightEdge research shows that Google shows a video thumbnail next to 26% of search results. The thumbnail creates a "rich snippet" SERP feature with a higher click-through rate than regular snippets.

The key to employing video as part of your SEO strategy is to take the time to create high-quality content that is targeted toward a specific objective.

Video boosts your ranking, allowing more people to view your site in organic search results, which means more people will click on your link. They will, however, leave your site quickly if your on-page material isn't of good quality.

Hosting a low-quality video with little or no context may cause your rank to tumble since the search engine does not want to direct consumers to a useless website. At first, more visitors may notice your site in the SERPs, but they will leave if your website does not meet their intent.

17 Leverage Google Ads for Omnichannel Benefits

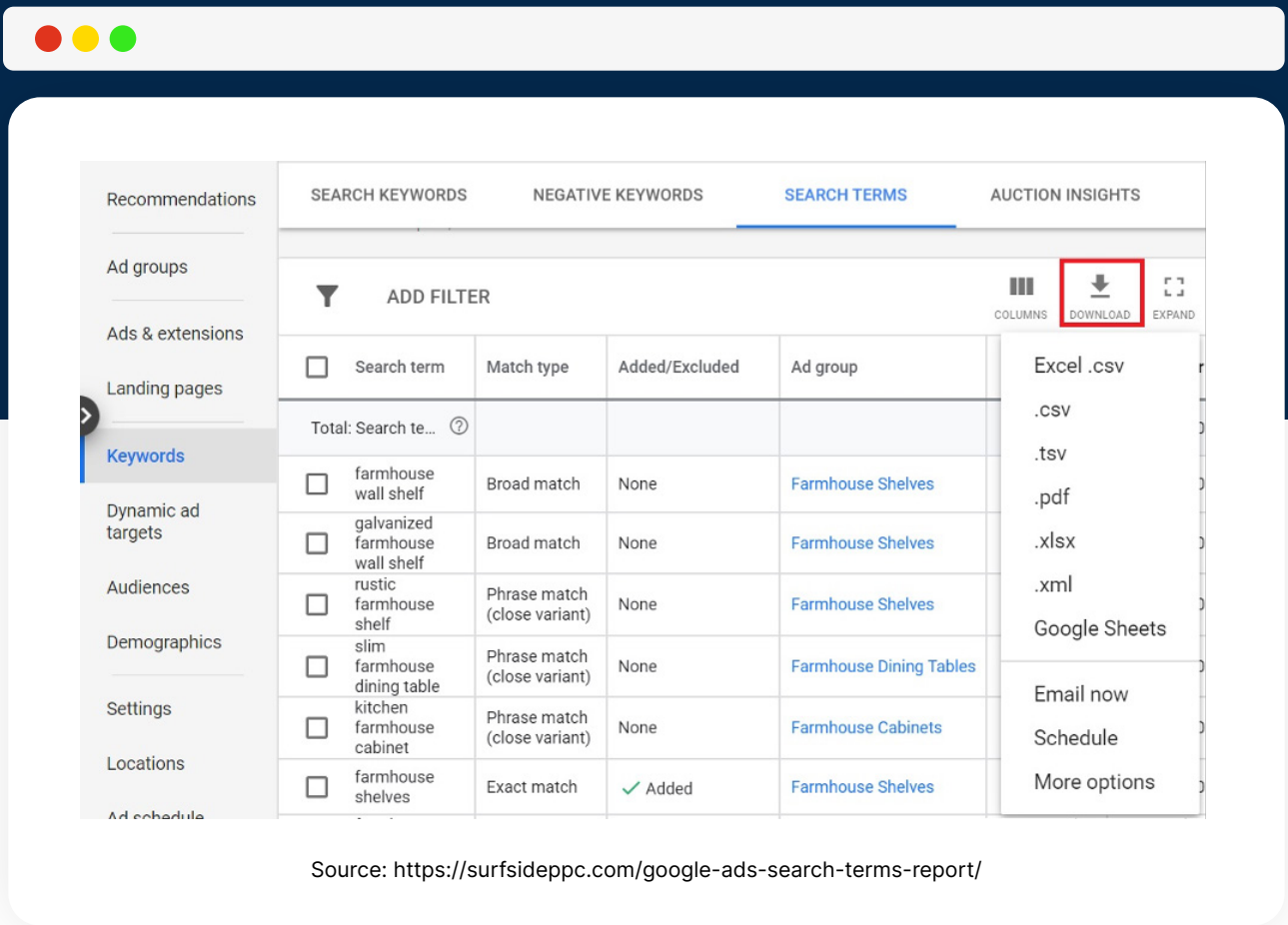
When starting out with SEO strategy, you will likely start with tools we mentioned earlier like Ahrefs, SEMrush and Moz for identifying keyword opportunities. You will be looking for keywords with high search volume and low competition as a basis for your content.

Given those keywords are what people are looking for, in theory, it should guarantee success, but that's not necessarily the case. Although such tools can assist you in determining how to drive traffic from search engines, it isn't very beneficial for most of us until it leads to conversions.

This is where PPC campaigns via Google Ads or LinkedIn Ads can shine. You can use those to analyze the terms that drive conversions, unlocking an SEO strategy that delivers a higher return on investment.

- Remarketing (retargeting) shows targeted ads to people that previously visited your site. Given those visitors know about the brand, they are more likely to convert. For SEO, you can analyze the remarketing list and understand your audience. Use that data to refine content and keywords for SEO.

- Google Ads provides a Search Term Report so you can see what people who visit your site are actually typing into Google. The terms can be very valuable for SEO strategy.



Source: https://surfsideppc.com/google-ads-search-terms-report/

- If you have ads with high click-through rates, it typically implies it is well-written. You can translate the paid ad into your organic meta tags in these cases. A/B testing ad copy can help you identify the best messaging for page titles and meta descriptions.

- Geographic data from Ad campaigns can fuel your local SEO. If you have visitors from a specific region, enhance your SEO with regional, nationwide or international campaigns.

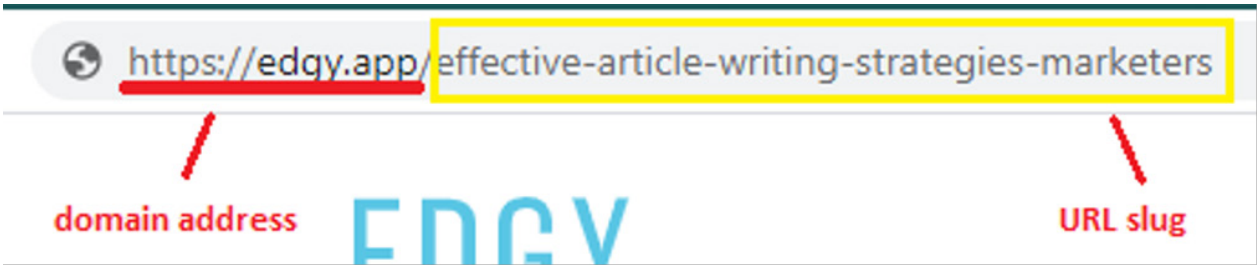
18 Location-based SEO

Optimizing your content to appear for your target area is known as location-based SEO or geo-targeting. It's fair to say that Google is becoming increasingly adept at producing location-based search results on more general themes where searchers are looking for something.

Although location-based search phrases have significantly smaller search volumes, they carry far more intent and can drive traffic to your site with a higher conversion rate. Local searches are considerably more likely to be in the consideration or purchase stages of the buyer's journey.

There are a few ways to include location-based SEO in your content.

- Target location-based keywords such as the postcode/zip area, town, or state. For example, a San Francisco based digital marketing agency might optimize their About page with the keyword "Digital Marketing Agency in San Francisco" as a generic example.
- Ensure you have a Google My Business (GMB) page set up, which is filled out accurately.
- Embed a map onto your About page and/or homepage to display your proximity to customers.



Source: https://blog.inkforall.com/what-is-a-url-slug

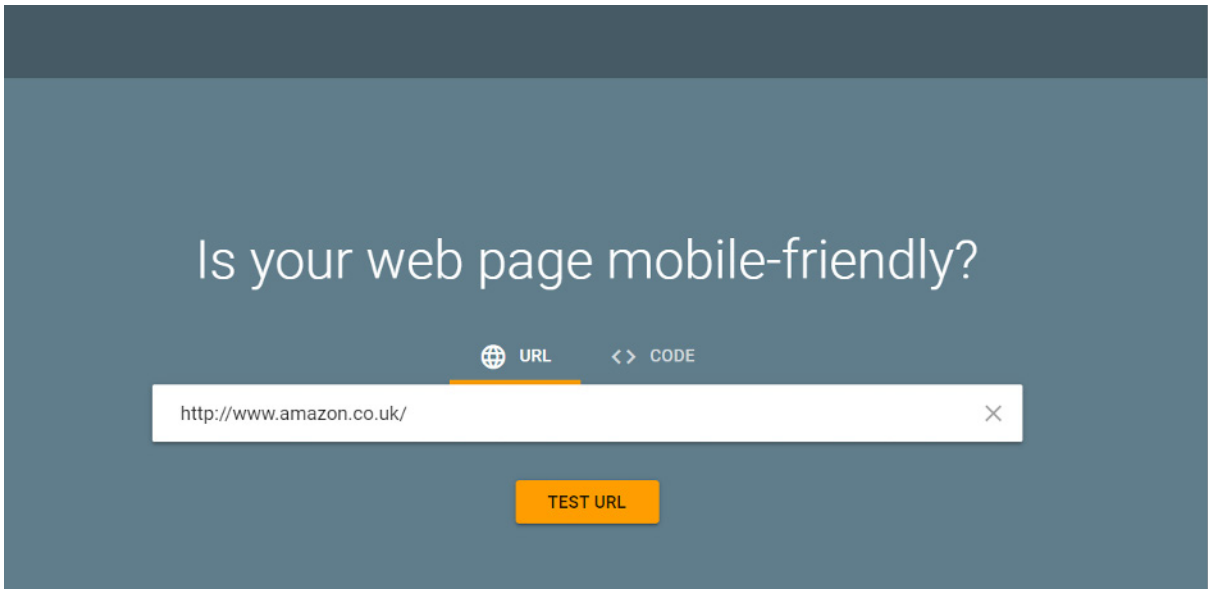
Remember that people that search with local intent are generally ready to buy. This should be reflected in a strong call-to-action on your landing pages.

19 Remember, Google is "Mobile-First"

Since Google implemented mobile-friendliness as a ranking criterion in 2015, it has become a cornerstone of SEO. However, because Google launched mobile-first indexing in 2019, it is more important than ever to optimize your content for mobile devices.

This implies that when ranking material, the search engine looks mainly at the mobile version of a website, as this is deemed the "primary" version rather than the desktop one. Many people were not surprised by this change, as it is anticipated that approximately 75% of internet users will access the internet only through mobile devices by 2025.

Fortunately, Google's free mobile-friendly test makes it simple to determine how effective your mobile site is.



You may also use Google's Mobile Usability Report to see whether there are any issues with your mobile website and what you can do to resolve them. Using these tools might be crucial in assisting you in identifying and correcting mobile usability issues on your website that may be harming your SEO. The reality is that as mobile devices become more popular for internet access, you will need to ensure that your content is designed with these people in mind.

The most common issues we find is that content is too close together, or certain links are not clickable due to styling misconfigurations when a page is built only with the desktop view in mind.

20 Evergreen Content

While it is a good idea to go back and refresh your old material, let's talk about creating additional evergreen content.

Both approaches stem from the same underlying value: content is still king of SEO trends, no matter the year.

You cannot rely solely on your existing content to bring in new traffic. Instead, make a strategy to add more evergreen content to your website's architecture.

Source: https://www.govloop.com/community/blog/what-is-evergreen-content-and-why-you-should-be-creating-it/

After all, the more pages you have with various keyword focuses, the easier it is for someone to access the content you provide.

You establish your brand or organization as an authority in your sector by providing additional knowledge.

Experts in a particular sector are regarded as more trustworthy, making it simpler to obtain first-party data such as testimonial requests, lead generation form fills, and email marketing signups.

Typical evergreen content is:

- Lists
- Tutorials
- Videos
- Top Tips
- Reviews
- Glossaries

Make sure you add these formats to your content mix, and never stop creating high-qualty SEO content.

About the Author

Startups are in constant competition to be found. Without a proper omnichannel marketing strategy, customers can't engage with your brand in the modern ways they are comfortable with.

Stark Visibility is a boutique lead generation marketing agency in San Francisco. We work with tech startups and SMBs to generate the brand visibility, website traffic, and high-quality leads they need to hit growth targets.

We are specialists in **B2B SEO**, **Google Ads Management**, **LinkedIn Lead Generation**, and **SEO Copywriting Services**. We help startups prepare their website for lead generation with the integration of marketing tools and creation of highly optimized content / landing pages, then by implementing digital marketing programs that drive sustainable growth in your target market.

Reach out to us today for a free consultation on how we can help you implement these 20 tips into your unique marketing strategy.

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