

030 - SEO Content Writing

Gert Mellak 0:00

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SEO Leverage Podcast Intro Music 0:25

Welcome to the SEO Leverage Podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:35

Hello, and welcome, Gert Mellak here, SeoLeverage.com. Today, I would like to answer a question I get all the time. How can I write content for SEO? The reason why I get this question so often, is because obviously, if you spend time writing content for your website, you also want to rank for it. Rankings automatically translate if there is search volume to traffic. Traffic coming to your site that might then end up being a conversion, buying your products. Inquiring about your services, getting in touch with you following you on social media. Traffic is valuable and traffic only arrives at your website if you have the appropriate content. When writing content for SEO, there's a lot of research involved. A lot of research. And I'm really stressing this because I feel that very often, people expect that they just write content they think is interesting. And Google is going to do some magic trick to make sure this content then finds a Google user that's clicking on a research result, and then happy with what they find. However, Google has completely different interests. Google wants to make Google users happy. I can't stress this enough. So if you were Google, how would you select a content that makes users happy, given that you have tons and tons of data points where you could essentially measure user experience and measure how people are really engaging with brands with websites, etc. I definitely know that if I were googling, I would leverage all the data ahead and make sure that I only rank content that's in line with what my users want to see when they perform a certain search. Every keyword, so to speak, triggers its own algorithm, its own way of determining what should be ranking for that keyword. That's and I'm sure about it heavily informed by Google's signals. The signals they pick up from search users when they show them a certain search result, and they then click on it. So the first thing you need to do when trying to write content that actually ranks on Google is to do a lot of research, research the keywords people are searching for, but not only the keywords, but also the topics they're searching for. It might be different angles to a keyword, different angles to a topic, and you might want to cover more than one about them to really make sure that your site is relevant. You want to have a very good idea about what Google is ranking. This changes over time. So you might want to revisit it because your past research might not be valuable anymore. It might have been a Google update. To be honest just today, we saw a Google updating part of the industry terms in one of my clients

industries, and Google shifts what they think is good content over time. So make sure you have a very good understanding about what Google is trying to rank, what Google thinks is good content, or what Google thinks good content looks like for the search term, for the topic you want to rank for. The next thing then is really to prepare content in a way that's in line with what Google ranks. You don't want to stick out, although it's always good to be a little bit different, but you don't want to stick out as completely off topic, or completely different than anything that's ranking out there on page one or two of Google. What do you see ranking there is ranking because Google thinks it's valuable. Google thinks this is what Google users want to see in order to come back to Google and perform another search later again, or in the next day. Google wants to make users happy. So your content for a start needs to be in line with what we actually already ranks. This sounds really basic, but I would guess that 8 out of 10 people writing content for the internet are not taking this into account, but still expect to be to rank their content. Now, when you've done your research, you've written your content, the content is in line with page one. You also want to look at the content structure. What is mentioned first, what is mentioned last, what do other sites really stress in their articles? How do they show their calls to action? What does their site look like, their page look like? Is there a video? Is there an audio? Is there a PDF download? What's the user experience? And make sure you fill the gaps where needed to really match what these sites have, but in your own way. You sometimes might even be able to find way this month much better. If they don't include multimedia content, adding a video might be an option. But because a video alone is not enough, you still need a fully featured written version. Then definitely spend some time on the meta title and meta description. The meta title and meta description if you use WordPress, chances are you using an SEO plugin like Yoast to rank math or all in one SEO, they have a special section to edit these texts. The meta title is the one that comes up in the browser tab and usually also as a clickable text in the search results. And a meta description is the short text below that. You'd want to make sure that your main keyword is in the meta title, maybe you're in a second one. And you want to make sure that your title plus description form a compelling combination. These two little texts are going to be decisive for a Google user to make a decision whether to click on your search result or not. Very often, we see people spending hours on the best possible article, but then only 10 seconds on a meta title or description if at all. So they have it best article but don't get any clicks because they didn't focus on these texts. The last thing I want to say is that once you have written an article, the journey isn't over. You might need to go back to this article once in a while. Every few weeks, every three months, once a year twice a year, depends on your niche and how much your search engine result, positions and pages here change. But your article once written isn't evergreen. Evergreen content doesn't exist very often in our webinars. Say evergreen content is like Santa, Santa Claus. We want to believe it exists, but it doesn't. You have to go back, you have to refresh your content, you have to readjust it to a new user expectations. Because chances are users are expecting something different. Users are expecting something fresh, something updated, or a different presentation of this content, we sometimes even includes a shorter version of the content that as a long form couple of years back still ranked really well. I hope this is a good overview for you on what a good solid SEO content writing approach should look like. Get in touch with us if you have any questions, Seoleverage.com, as usual, we are happy to receive your feedback. Also, let us know if you

want to get our take on your site. Want to check out what our quick audits are suggesting here for example, head over to SEOLEVERAGE.com. My name is Gert Mellak. Thanks for listening.