038 - How to Write SEO Content

Prologue 0:00
We first of all want to make sure we produce something Google actually wants to rank. And we need to produce an eligible piece of content. So the content needs to match, at least in terms of the topics, we're talking about what Google wants to actually rank. We don't want to copy but we'd want to talk about the same things in our own manner.

SEO Leverage Podcast Intro Music 0:22
Welcome to the SEO Leverage Podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:32
Hello, this is Gert Mellak from Seoleverage.com. This is Episode 38, and today we talk about how to write SEO content. First of all, this episode is not going to talk about content for social media or other platforms, we really focus on SEO content. Content that is supposed to attract visitors to your blog, to your website and is supposed to actually rank on Google. For this purpose, we need to first understand that Google wants to make users happy. And what this means is that Google wants to show users search results they are going to be happy with that are going to satisfy their search intent. The reason why they actually perform the search, and are going to make them achieve their search task, to talk about search task accomplishment. So we really want to make sure that a person interested in the height of the Eiffel Tower gets to know the height of the Eiffel Tower. A person interested in what SEO is all about should really find information on that. So knowing that SEO articles need to make Google happy, we can immediately identify a specific need on a lot of research. So if I want to search rank for a certain topic, for example, how to write SEO content, I need to type this into Google and see what comes up. I need to check out the top articles, the top ranking articles, this is going to give me a very good idea what Google thinks is good content and a good answer for this search query. Now, not necessarily in six months, but now. So I can really base the content I'm going to write on this research. There are tools out there helping me do this research, you can do this manually. But you can also choose to use tools like InLinks or Surfer SEO, that they're going to do a lot of the research for you showing you which topics you should be talking about. How often certain topics should be mentioned in your article to give you an idea about emphasis. Where your emphasis should probably lie, because if Google shows a certain angle or a certain emphasis on the top ranking websites, top ranking pages, you probably want to not go completely against this. You want to fit in like one more option Google can consider here. If you happen to have a vastly different article, Google might just think that is not going to make users as happy as other articles do. The next thing I want to talk about is a good headline. A good headline on the article, should really draw the, catch the user's attention and draw their attention into the article they need to really want to read this article, then it's really a good headline. The headline on the article, or very often we call it h1 or headline one, when you're talking about SEO, this is really very different from the extra meta title. The meta title is the text that's shown

the clickable text in the search results. So you want to make sure that you pay attention to both and really think about the specific moment someone is in. So in search, if I see the meta title, the blue text I can click on. This is a moment where I need to decide which one of these search results is going to answer my search query in the best possible way. So the meta title and the meta description really need to be compelling for me to click on it. This is not the place to sell your product. This is not to tell them that you're the best company out there. This is the place where you want to give them a compelling reason. So they really think that your search result is the best suited to find what they're looking for. The headline one or h1, the top headline on your article though has a very different role. And the role is to make sure people actually want to read this content. So they need to get confirmation that their choice clicking on a search result was the right one. And they need to get enough interest to really scroll down and start looking at your article and maybe clicking on a table of contents into specific sections. So watch out reading the intro, and every paragraph really needs to make sure people want to read the next one. We can't have them find that this is not what they were looking for. And then move away, go back to Google and click on something else. This is exactly what we want to avoid. We want to make sure that our page, our article is the best possible out there and really catches and maintains a user's interest. The second thing I want to suggest is focus a lot on sub-headlines. There is a very low chance that someone is going to open up your article and read it from top to bottom just because they like you so much, admire you so much or so invested, or so interested in the topic. What they are more likely going to do is they're going to read the headline, they're going to probably skim the intro, and then scroll down and skim the main sub headlines, maybe some bold words etc. To get an idea of what this text is about, and then might specifically decide which paragraph they actually want to really read. What this requires is that your article is well structured that the sub headlines out there, I usually recommend my clients to have a table of contents on top so people can directly jump into different specific sections if they are interested in a specific topic only. And it requires really a little bit of an effort. If you just check out your headlines, your H2, usually formatted as headline two on a WordPress site, for example. And this should really give you an idea about the article structure. So if I just read the H2 on your article, I should have a very good idea what this is about. Many of our clients asked for keywords, how to optimize for keywords, which keywords to use on an article. And what I really like to direct them to is a tool like Surfer SEO or InLinks, because this is going to do the research of what keywords out there. Every single search query triggers a different algorithm set up on Google. So it's very different from anything else you might be writing about the same topic. So you really need to do your research, leverage the tools that are out there, machine learning tools that give you the idea about which kind of terminology, which topics you should be talking about. And then start writing, start drafting an outline, start drafting those H2 of your article and see where you can fit in certain keywords. I would be very cautious with researching hundreds of keywords about a topic before writing an article, because only a fraction might be relevant for this specific search intent. So if I was doing research on SEO, for example, I could come up with 50,000 different keywords. And it's going to be really hard to choose from. And then you have people only focusing on high volume keywords, but not taking really Google into account. Google is going to tell us what kind of terminology people are probably looking for when they make a certain search. So you want to make sure that you're circling around those, and rather do the keyword research based on Google's search result and using different tools,

rather than performing a plain keyword research and trying to create an article with 500 keywords in front of you. Once you have written and published your content, you need to give it some time to really get picked up by Google, maybe want to drive some social media traffic, we tweet, I've seen good correlations with well-ranking websites and social media, Facebook ads, for example, being driven to those and also some link building after a while and then really monitor in Google Analytics, how this article is performing. What kind of traffic does come in to this article? Where are those people from? Do they click around the do they completely bounce off? Are we engaging them? How long do they stay? There are a lot of metrics granularities going to give you to charge on your article. There's also a tool out there, for example, Hotjar, or another one would be Crazy Egg, that allow you to do scroll tracking. So you can see how far do people really scroll on this article. This can be a little bit misleading, because some people might just click on the table of contents to a specific section and just read this one and then drop off. But when you have a larger data set, you're going to see that a lot of articles, a lot of people might not come to your great conclusion and your call to action below at the bottom of the page. So you want to make sure you're sprinkling some call to action across the articles as well to get a conversion out of it. Ultimately, Google Analytics is going to tell you clearly where people find this article and how many of those people convert meaning taking the next step, taking action and are really engaged users here. So summing up, we first of all want to make sure we produce something Google actually wants to rank and we need to produce an eligible piece of content. So the content needs to match, at least in terms of the topics, we're talking about, what Google wants to actually rank, we don't want to copy but we're going to talk about the same things in our own manner. We want to make sure the headline draws people into the article, whereas the meta title really gives them a compelling reason to click and contains the main keywords. We want to focus on sub headlines because people might just read the sub headlines, and then decide which paragraph to actually read. And we want to do keyword research rather based on tools like Inlinks or Surfer SEO, where they do the research based on what's actually ranking rather than going through a list of 500 keywords and then trying to draft an article. To evaluate Google Analytics is definitely going to give you a lot of information. And if you do this consistently, write something in an optimized manner, evaluate it on Google Analytics, you're going to get a lot of insights that are going to inform the writing and SEO process overall. My name is Gert Mellak. If you are interested in this topic or want to have a written version of this, head over to Seoleverage.com/podcast find the episode 38. And there you're going to find a summary and links to the tools we mentioned here.