

094 - What is Content Design?

Gert Mellak

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SEO Leverage Podcast Intro Music

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Gert Mellak

Welcome back to Seoleverage.com. This is Gert Mellak, episode 94. Today we are going to talk about one of my favorite topics, which is content design. What is content design, and what does it entail?

Before we jump in, I want to make sure you know that over at [SEOleverage.com/podcast](https://seoleverage.com/podcast) you can find all episodes with a written summary, shownotes, links to resources and more. This is episode 94 and for content design, we're going to summarize this also in a written version, so you have a good idea what content design is all about.

Maybe you think about layout, maybe you're thinking about images, maybe you're thinking about structure of texts, and articles. All those can be correct. First of all, it all starts with the search intent, though. To recap, search intent is all about meeting the intention. The very reason why somebody typed in a search query in the first place. What do they expect to find? How do they expect to find their answer presented? How much effort do they expect to put in to finding their answer? Our goal needs to be to make it easy for Google users to find what they're looking for. Only then Google is going to pick up the right signals that make sure that Google knows users are happy with your search result. Meeting search intent can be as easy as choosing between creating a service page or creating an entire blog post. If you're not sure about the search intent that lies behind the search query, type in the search query into Google and to check out the top five to 10 results. What do they have in common? Are they all blog posts? Are they all shopping categories or product pages? Are they all long form content or short summaries? This is going to give you a very good idea for a starting point.

And another aspect of content design is to find the best way to answer the search query. Some search queries require data, sources, references, comments from experts, etc. Other search queries just require a definition or a table. Searching for the height of the Eiffel Tower, you couldn't care less about overall layout, or any additional imagery or details about the Eiffel Tower. Usually, you are just want to know the freaking height. So a table showing the height and maybe some other characteristics is perfectly going to meet your search intent. And the best

way to answer here could be a table, for example. The content needs to be easy to understand for the respective search user. Based on a search query, you very often can determine how advanced the user is in the industry, in the topic you're writing about and you can adjust your level of complexity in the content to the readers level. Take into account that sometimes very complex structures are hard to understand for Google's language models and very often it's easier and really important to actually phrase things in a very easy, straightforward way. If you want to be associated to being a music teacher, having a phrase that says your name is a music teacher is going to help Google to figure things out and connect the right dots. Another aspect of content design is that a content needs to be easy to navigate. Long gone are the times where we read an article from top to bottom. Today, we skim articles and just zoom in on those sections that are actually relevant for us. It's highly important that your article takes this into account, making it easy for users to skim sections, jump to certain sections, highlight some important terms in bold styling, so people know what certain paragraphs are about and also make articles visual. People very often orientate themselves with visuals. So if your images are closely aligned with the content and the content around those images, it's very easy for people to figure out which section they're interested in. Last but not least, present everything in a very user friendly way. This usually means having short paragraphs, easy to understand, easy to navigate, make it fun to actually browse through this content, make the content itself engaging and really build up this momentum where every reader wants to continue reading, wants to explore those features with interesting headlines, maybe some controversy in there. And definitely always, as in SEO, connecting the right dots for Google.

Content design is one of the main leverage points we see on established sites that have been going down for a while in traffic, because a lot of those old articles didn't have to take this into account a few years ago to actually get really, really good traffic. So when we go back and really refresh those articles, in terms of search intent, content design, visual layout, and more, we see really, really good upticks. This is the best way I've found to leverage existing intel that's already on the website to drive more leads and sales.

If you would like to know if content design is an issue or has potential on your website, head over to [Seoleverage.com](https://seoleverage.com) and get a quick audit. This gives you a quick report about the current situation and potential your website has and gets you access to a 30 minute call with me, where I personally revise with you what your site is like, and how an action plan could look like. My name is Gert Mellak, this is Episode 94 of the SEO Leverage Podcast. Thank you for listening.