

How To Create SEO-Friendly Content

Want to attract more traffic to you website and publish meaningful content for your audience? Follow our guide to optimise your content from scratch.



Title

- Is unique
- Corresponds to search intent
- Contains target keywords
- Consists of 15 to 40 (max.60) characters
- Motivates users to go to the website
- Triggers emotions

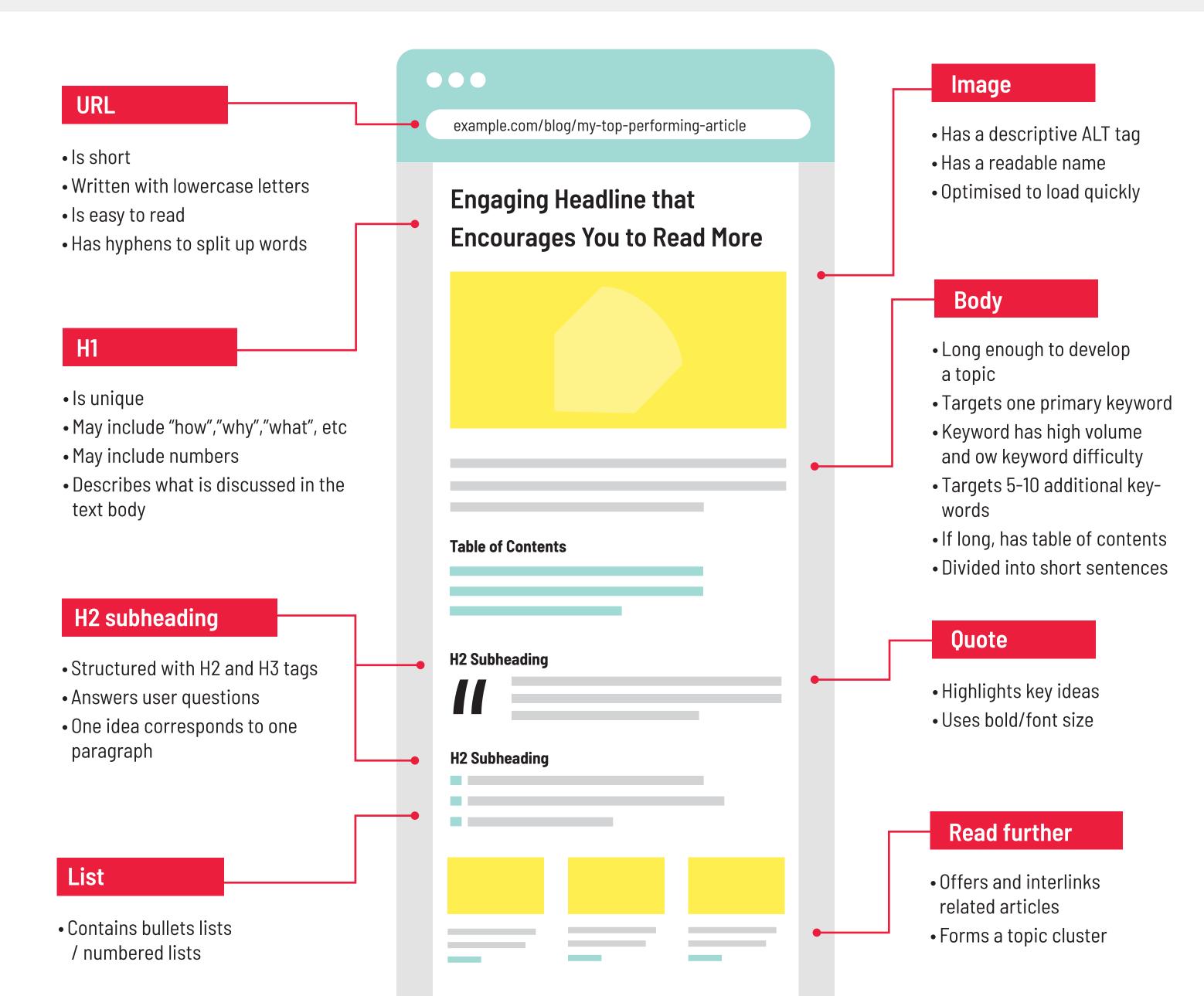
example. com > blog > my-top-performing-article

Catchy Title that You Can't help but Click

In this blog post, you will learn how to create content that both search engines and people will love.

Meta-description

- Is unique
- Describes a specific page
- Contains target keywords
- Consists of 1-2 sentences (140-160 characters)
- Is not necessarily a sentence (may include price, manufacturer, etc.)
- Targets an emotion
- Calls to action



REFERENCED FROM: