

How To Create SEO-Friendly Content

Want to attract more traffic to your 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

How to create SEO friendly content 🔍

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

URL

- Is short
- Written with lowercase letters
- Is easy to read
- Has hyphens to split up words

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

Engaging Headline that Encourages You to Read More




Table of Contents

H2 Subheading

H2 Subheading

Image

- Has a descriptive ALT tag
- Has a readable name
- Optimised to load quickly

H1

- Is unique
- May include "how", "why", "what", etc
- May include numbers
- Describes what is discussed in the text body

Body

- Long enough to develop a topic
- Targets one primary keyword
- Keyword has high volume and low keyword difficulty
- Targets 5-10 additional keywords
- If long, has table of contents
- Divided into short sentences

H2 subheading

- Structured with H2 and H3 tags
- Answers user questions
- One idea corresponds to one paragraph

Quote

- Highlights key ideas
- Uses bold/font size

List

- Contains bullets lists / numbered lists

Read further

- Offers and interlinks related articles
- Forms a topic cluster