Relevant Content

Answering questions and solving problems.

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What is SEO-friendly content anyway?

Content is information in the form of text, video and images on your website. It is meant to help search engines find, understand and deliver your content to users looking for what you have to offer.

SEO-friendly content is valuable information that describes a specific topic and answers questions or problems users are searching online for.

Quality content makes it easier for users to organically find you online.

Pro-Tip: Be authentic and get creative.

Create quality content with purpose

Quality content on your website is crucial for SEO. The content on each page of your site should focus on exactly what that page is about. This includes text, video and images that relate specifically to the information you are providing on that page.

Writing blogs is a easy way to create SEO-friendly content on an ongoing basis. This allows you to build your content collection and create posts about specific topics that your ideal audience is looking for online.

What is considered *good* content?

- Good content goes in-depth about a specific topic and answers questions or solves a specific problem

- Includes ample text-based information

- Uses tags and sub-heads

- Includes videos and images that support the topic

- Includes backlinks

- Allows users to easily share the information on the page with others

What is *not so good* SEO content?

- Does not cover a topic very well with little to no helpful information

- Doesn't include enough text-based information on the page or post

- Only includes photos (no text)

- Does not use meta descriptions or tags

- Does not include internal and external links

What *should* good content look like?

- Each page or post should contain 1000+ words — *but don't drag on forever and leave out the fluff.*

- Copy on your pages should include keywords

- Link parts of your content to other pages or blog posts on your site to keep users interested

- Break up your copy into short paragraphs no more than 3-4 sentences long

- Use headers in the body of your text (H1, H2, etc.)

- Include optimized photos

- Strongly consider including video content on your web pages and in your blog posts

A few more ways to optimise your content

- Add alt-text to all of your images

- Include keywords in your headings and sub-headers

- Download Yoast and add SEO titles and meta descriptions to every page and post

- Optimize your post slug URL

- Tag your videos appropriately

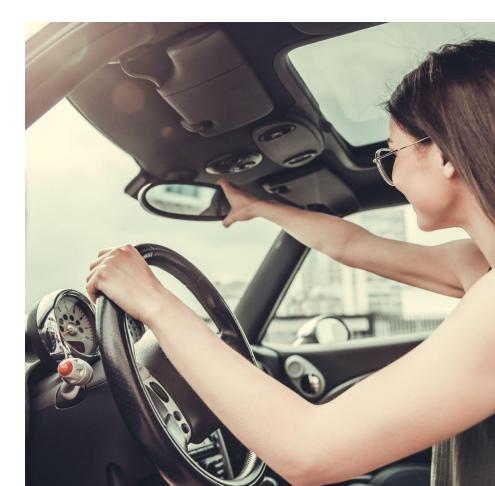- Create and submit a sitemap for your website

We like where you're headed!

Now that we've covered keywords, and SEO-friendly content, it's time to learn how to track your keyword performance.

Not knowing what's working can be frustrating when it comes to your SEO efforts — *if it's not trackable then what's the point?*

In our next email we are going to show you how to set up **Google Search Console** to track your keywords and see where you rank.

Let's take the scenic route...

We have one more important part for your SEO success.
We didn't want to leave you stranded, so we have a
bonus email coming up — we love this part ;)

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