

6 Tips for Successful SEO Copywriting

Think about SEO as a foundation for website content. Jill Whalen, SEO expert explains, “It is important to write copy or content that is attractive to both search engines and human readers.” The key to good on-page SEO copywriting is crafting content that integrates keywords so that there is a natural flow to the text. Users should not be alerted that keywords are being repeated.

Here are 6 tips for writing successful SEO copy:

- 1. Maintain a balanced site**

Don't bombard your content with search terms. The most important thing to keep in mind is keyword relevance. Relevance helps search engines and generates a positive user-experience for your website visitors.

- 2. Choose your own keywords**

If you use an outside source to do your keyword research, ask for keyphrase themes. Also make sure to use keywords that make sense grammatically within your copy.

- 3. Use correct spelling**

Don't use incorrect spelling regardless of their keyword value. Although misspelled words can be valuable search terms, they just appear unprofessional.

- 4. Use your imagination**

Don't use keywords the same way every time. As search engines don't read basic punctuation marks you can easily alternate your phrases. Also make sure to use broader terms on your landing pages and more focused long-tail keywords on your other product, service, and information pages.

- 5. Pay attention to ALT tags/image attributes**

Don't neglect these tags which are associated with images on your page. They carry weight especially if the image is used as a link. ALT tags have the same value as anchor text in text based links and can be a good place for those valuable misspelled keywords.

- 6. Be consistent**

Using two to four keywords on a page is an appropriate amount. The goal is to be consistent and let search engines know that your pages have relevant content, but make sure that your keywords are also supported through you title, META tags, ALT tags, other coding elements, and on-page copy.