



SEO Content Writing Tips:

1. Utilize keywords as your guide when creating content.
2. Aim for a minimum word count of 300 per page, with 600 or more words being ideal.
3. Choose a keyword for your H1 heading and develop your content around it.
4. Incorporate H2 headings in each article, using them as supporting keywords to the H1. Select H2 keywords with lower search volumes but similar messages, and include them once in the article.
5. Include lists in every article to enhance readability and user engagement.
6. Incorporate the H1 keyword naturally in the content, without exceeding one keyword for every 200 words.
7. Always connect the article back to your main source by adding links or calls-to-action (CTAs) throughout. Hyperlink within the content, aiming for an average of 2-3 links or CTAs in a 600-word article.
8. Underline links for better visibility.
9. Use small paragraphs to make reading easier for your audience.
10. Enhance your content with relevant images and/or videos. Images should be no larger than 100kb and have a minimum width of 1024px. Videos should be from YouTube.
11. Include the H1 keyword in the image alt text while ensuring it accurately describes the content of the image. If you're unable to do both, prioritizing a clear explanation of the image takes precedence.
12. Avoid placing links at the beginning of the article to ensure readers engage with the content before potentially navigating away.
13. Connect your business's social media links to the article to maximize exposure.
14. Promote the article on your social media platforms and provide a direct link to it.
15. Use highlighting to emphasize important parts of the article.
16. Utilize numbers instead of words to make content more scannable and visually appealing.
17. Incorporate numbers in H1 headings whenever possible, such as "10 Rules," "5 Tips," "8 Things Not to Do," or "3 Ways to..."
18. Provide unique content through case studies, experiences, surveys, or any information that benefits your readers.
19. Establish a rule of writing one article per week or per month, depending on your preferred frequency. Continuity is key in building an engaged audience.
20. By following these SEO content writing tips, you can enhance the quality and effectiveness of your content to drive better results.

