

SEO Guidelines for Onchain articles

1. PREPARATION

The process of writing will be preceded by a **topic cluster outline** and **keyword research** (both done by Michal). After receiving the brief, the writer will have the complete list of keywords that should be included in the article. They'll be split into:

- **1st level keyword** – the main phrase that should be included in the title of the blog post, slug, and in the text itself (we should repeat it several times but without doing it in an “artificial way”).
- **2nd level keywords** - phrases that should be included (in a similar form) in the headlines of the article, possibly also in the text. Again: it can't be forced, the main principle is to make the text sound natural.
- **3rd level keywords** - phrases that should be included in the text and (if possible) in the headlines.

2. WRITING

The structure of the text should be reader- and SEO-friendly, i.e.,

- **The length** – there are no specific guidelines, but let's not make the text unnecessarily long. If it's even 800 - 1,000 words, it's still possible to optimize it for SEO purposes.
- We divide text into **paragraphs** (the more, the better).
- Paragraphs should be short - if possible, **3-6 lines in each**.
- We include **headlines**
 - Again: the more, the better - they are very important from the SEO perspective.
 - We should **use h2 headlines instead of h3** (if possible and natural). They are more powerful.
 - We should **avoid short headlines**. People most often conduct Google searches by asking Google; therefore, we should adjust our headlines to such habits.
- We follow **the rules of keywords** (outlined in the 1st point) and include them where needed.
- We include **inbound links** in the article. That means we try to add hyperlinks to other Onchain Magazine articles, preferably to all (or as many as possible) articles from the same topic cluster.
 - While linking, please focus on the parts of the text where you “ask questions” (for example, “*what are the differences between L1s and L2s*”

in a paragraph). People expect to receive the answer, so if there is no “reply” in the following paragraph, please link to the article focused on this topic.

- Also, while mentioning phrases that may seem a bit complicated to users, please add links to other articles on our website that could potentially explain them.
- If possible, we try to include **bullet points** and **lists** in the text - they make the content easier to read.
- When **linking to other Onchain articles**, try to avoid such anchors (text in the link) as “*this blog post*,” “*there*,” or “*read more*.” When possible, attach the link to the keyphrase/words related to the content of the article.
 - For example, instead of “*We will cover this topic in the next article about the Lisk interoperability solution. You can read more about the idea and its development [in this blog post](#)*,” use “*We will cover this topic in the next article about the [Lisk interoperability solution](#)*.” It’ll be clear for the user.

3. TECHNICAL ASPECTS

There are a few more “technical” aspects the writer needs to take care of. We separate them from details related strictly to the uploading process (as it’s done by a different person). They’re **marked blue** and fall outside the scope of the writer’s responsibilities.

- URL of the article:
 - We should include the **main keyword in the URL**. It’s not an important SEO aspect, but for sure, it won’t harm our optimization activities.
 - **The URL shouldn’t be too long**; we need just 3-4 words. If the article title is longer, it’s possible to just cut off some words from the URL.
 - We don’t need words like “a,” “the,” “to,” etc. in the **slug**. However, if our main keyword contains such words (e.g., How **to** become **a** blockchain developer), we should add them (/how-to-become-a-blockchain-developer/).
 - If it’s not the main keyword, the slug can look like this: /how-become-blockchain-developer/.
- Images:
 - The **main image** should have the main keyword in its title **and alternative text**.
 - **Other images** should have other keywords in their titles **and alt text**. If it looks “artificial” (e.g., the content of the image won’t fit the keyword), we should just put the names related to the topic/issue/solution presented on the image.
 - While naming image files, we should **separate individual words with dashes**.
 - The **images shouldn’t weigh too much**. 100KB is more than enough.

- Code:

- We should make the **HTML code of the article as simple as possible**.
I.e., after uploading the text we should check if we don't have any unnecessary fragments of code.