

Writing SEO Friendly Articles

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- Keyword in title.
- Keyword in first paragraph.
- Keyword in image alt tag.
- Use long tail keywords in body.
- Use long tail keywords in H2 or H3
- Add multimedia (video, slides, and infographics).
- Minimum 3000 words.
- Optimize images before uploading (compress and resize).
- Optimize page load speed.
- Create a meta description which is clickworthy
- Internal links to related articles with correct anchor text
- Outbound links to relevant high-quality sites.
- Content length: The longer the content, the better it probably is. But don't try to needlessly increase the content length.
- At the end of blog post, ask users to take action
- Make sure to have social sharing buttons either at the end or floating on the side of your post
- Don't put more than one H1 tag (your post title is H1).
- Don't repeat the same H2 and H3 tag.
- Don't stuff keywords
- Use seo friendly url, make sure your URL only contains your main keyword
- No misspelling and or poor grammar
- Write 2 line paragraphs max, don't write longer paragraphs

- Check your article in mobile as well as 60-80% of your traffic will be reading your article in mobile
- Check your article in copyscape.com for plagiarism
- The best strategy is to look at your competitor article and make your article 10 times better
- Fulfilling the intent of the searcher is more important than SEO optimization