

Content Writing Sample (SEO)

SEO content writing is a type of web writing that aims to influence search engine algorithms with the goal of ranking higher for a specific search query.

Example use cases for SEO writing include any scenario where a business's goal is to drive traffic, leads, and customers via an Internet search. For example:

- Webpages such as service pages (e.g., "residential painting services Chicago")
- E-commerce product descriptions, category pages, and buying guides
- Blog posts, including listicles, ultimate guides, tutorials, reviews, etc.

SEO writing follows on-page optimization best practices, including:

- Targeting one primary keyword (i.e., search query) per page
- Including secondary keyword phrases (i.e., related phrases with same or similar searcher intent as the primary keyword) throughout the content
- Including the primary and secondary keywords in key places throughout the content, such as the SEO title tag, H1 tag, first paragraph, subheadings, image alt tags, body copy, etc.
- [Building external links](#) to external relevant and authoritative sources
- Building internal links to related articles on the same website using appropriate anchor text
- Including elements such as subheads, bullet lists, images, etc.
- Avoiding over optimization or keyword stuffing
- Covering the topic comprehensively and avoiding "thin" or unoriginal content

If you frequently write web content, consider using [DIY SEO software](#) to help you keep track of the above on-page optimization tasks.

It's important to remember that while SEO content is optimized for search engines, it should also be written with human readers in mind. For this reason, SEO content often includes elements of [copywriting](#) designed to persuade or convert readers, such as calls to action (CTAS).

The following are examples of SEO content writing:

[The 8 Best Teas for a Sore Throat: Chamomile, Mint, and More](#) (Artful Tea). A blog post targeting the keyword "best tea for sore throat" to sell tea products for an e-commerce store.

[The Best Outdoor Pizza Ovens](#) (Wayfair). Another example of a "best" post showcasing a variety of products on an e-commerce website.

[How to Optimize Images for WordPress and Improve Your Page Speed Score](#) (WP Rocket). A technical tutorial targeting the keyword "how to optimize images for WordPress." This blog post provides useful information to readers while also framing its product - in this case, a WordPress plugin - as a solution to their problem.

[How to Choose a Hammock](#) (REI). A typical example of an e-commerce "buying guide." Instead of recommending products in the body of the post, the writer has opted to include calls to action ("Shop" buttons) throughout.

[Original Kettle Charcoal Grill 18"](#) (Weber). A basic e-commerce product description with a bullet-point list outlining the features and benefits of the product. This is a typical sample of SEO content writing with copywriting mixed in.

[Deck Painting](#) (Wow 1 Day). A landing page for a company that offers a variety of painting services. In this content writing example, notice how the company is targeting multiple very similar keywords in the subheadings ("deck painting," "professional deck

painting services," "deck painting contractors," "deck staining", etc.). The post concludes with a call to action to book a free consultation.

In each of the examples above, note the primary keyword and secondary keyword phrases being used naturally, albeit strategically, throughout the content.

In addition, some of the examples include a FAQ section that borrows the questions from the "People Also Ask" section of the search results page. This is by design, to ensure that the topic is covered comprehensively and to increase the chances the article will rank when a searcher types in one of these questions.

Many freelance writers start their careers in SEO content writing. With the vast number of websites, blogs, and online product catalogs increasing by the minute, the opportunities here are truly unlimited.