

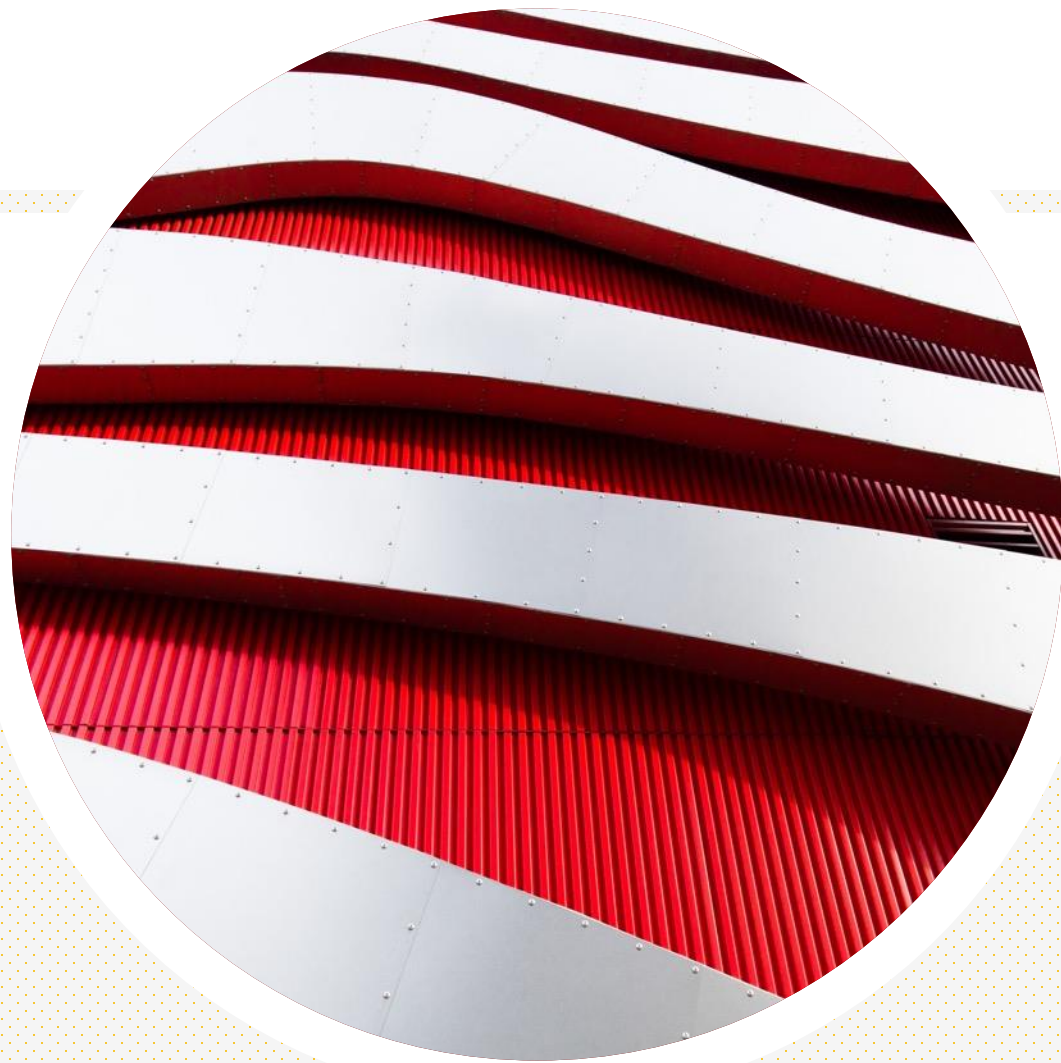


HOW TO CREATE SEO BASED CONTENT FOR YOUR WEBSITE?

EXPERTS RECOMMENDATIONS!

► Know Before “C” Creation?

“C” - Content



ATTRACT – ENGAGE - CONVERT

1. Strive to ***understand your customer*** before creating your content. Why? Because it unlocks topic ideas.
2. Don't publish information. ***Publish ANSWERS***
3. When it comes to your audience, attempt to ***attract, engage and convert*** with your content.



► GUIDELINES

FOLLOW IT



GUIDELINES TO BE FOLLOWED:

1. **Unique Content** - No content duplication
2. **Avoid the Basics**
People already know. Avoid general theorizing on abstract subjects and basic, obvious tips. Our audience is not new to the digital marketing field.
3. **Link to credible resources** - If you want to ensure the reader understands the basics please link to credible resources.
4. **Don't appear overly self-promotional**
That makes you appear less authoritative and hurts our blog.
5. **Use relevant & timely** research data and credible sources.
6. **Should meet a need** and offer a valid solution(s).
7. **Be Authoritative** - The writer must "know" their subject and it should be obvious in the writing. Authors need to be able to debate well in comments should the need arise.
8. **Focus on being technically accurate** the SEO community is not forgiving when it comes to inaccuracies.
9. **Don't make claims** that can't be backed up; focus on facts, and not opinions.



► RULES FOR WRITING

FRESH MIND

**KNOW THE
RULES !**

WRITERS MIND

- Focus On Quality Search Engine Optimized Content
- Target The Right Keywords For Effective SEO Content
- Include Your Targeted Keyword In Title Tags
- Use Latent Semantic Indexing (LSI) Keywords
- Avoid Keyword Stuffing
- Always Check Your Spelling And Grammar
- Online Marketing Includes Effective Call-To-Action (CTA) Eg: Contact Form, Call Now, Appointment Form etc.,



► **CONTENT WRITING FORMAT**

Keyword. Answers. Queries. Standards



Page Content Element Before Creations

Note: ATTRACT. ENGAGE. CONVERT

- Break your text into segments, each with a heading or subheading
- Think of a good headline with Keyword Based
- Follow the headline formula. “Use what, why, how or when”
- Write short paragraphs
- Use bullets and numbered lists and Highlight Key Points
- Incorporate Visual Content
- Use the Experience of Others
- Understand Visitors’ Purpose & Be a Problem Solver
- **Support your statement** with real cases and statistics:
keyword + "statistics" **Or** keyword + "survey" **Or** keyword + "study“
- **Call To Action:** Book an Appointment, Call Now, Online Inquiry, Map-Direction, Customer Support etc.,
- **Downloads:** Documents, Videos / Voices Links etc.,



Main Services Page Format:

1. Main Title / Heading
2. Sub Title / Heading
3. Content **Keyword Focussed** - Short Notes & Paragraphs
4. Include Text Highlights
5. Pictures or Images
6. Customer **Benefits** in Bulleted Points
7. Your Uniqueness:
Why to choose you? Or How you are diff. from others?
8. Include Customer Relevant *Questions & Answer* It!
9. Include Supporting Facts, Statistics, Report etc.,
10. Call To Action

Character Length:

- **Page Title:** 55 to 60 Char
- **Meta Description:** 140 to 160 Char
- **Page Content:** Min. 750 to Max. 2500 Char

Note:

Long-form content gets higher rankings

The average content length for a web page that ranks in the top ten results for any keyword on Google has at least 2,000 words. The higher up you go on the search listings page, the more content each web page has.



► **Thank you!**

NOW LET US HELP YOUR CUSTOMERS FIND YOU!





“

Quote

Be First!

*We guarantee high conversion,
traffic and first position in search
engines.*

Start Ranking Now!



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