

# Writing for SEO - Content is king; SEO is the kingdom

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An intrepid writer entering the world of digital performance marketing undergoes a transformation. As a content writer or copywriter, you are no longer only writing for readers (*aka a target audience*), you are also writing for Google - *a demanding and ever-changing external force*. This requires fortitude and nuanced skills.



**Writing may well be king, but SEO is the kingdom that dictates the rules.**

The challenge is to write smarter and become SEO savvy - creating compelling and engaging content that will not only appeal to readers but which will simultaneously be optimised for search engine results.

## **Wearing two hats** ☐ ☐

As a content writer, you need to get your head around these dual expectations, and for that, you will need to wear two hats. The success of your online business or e-commerce store will require more than just writing good content.

## **Your strategy includes two main goals:**

- #1. Appeal and resonate with the end-user - *your customers, clients, prospective audiences and target readers*.
- #2. Solve a particular problem or answer a search query - *keywords*.

By wearing two hats - the **hat of 'Creative Writer'** and the **hat of 'Keyword/SEO Copywriter'** - you will not only be writing killer content but you will see the results in your Google rankings.

When a user types a term or phrase into a search engine, a list of websites will magically appear that will 'match' - or are relevant to - the specific search query keywords inserted. This matchmaking service is dependent on SEO.

**So, writing for SEO means optimizing your content for search engines to make sure your website ranks higher than others for the same targeted keywords or search terms and phrases.**

## **When a blog is more than just a blog** ☐

Blogs are probably one of the biggest ways of connecting with customers and audiences, and they are your biggest chunks of online content. But when it comes to optimising your blog content within the kingdom of SEO, there are helpful plugin tools that will 'audit' your blog for effective use of targeted keywords - making sure your site content meets the highest SEO standards. (*Squirrly and Yoast are two of the big names*).





These tools do not care how good your blog is, (*they are not Grammarly*), they just care how often and strategically the relevant keyword combinations are spread throughout your article so that your blog can rank. They are two of Google's matchmaking minions - behind the scenes - detecting and analysing.

Your reader, on the other hand, does care how well written and engaging your blog is, and they don't want to stumble over ill-placed, clumsy and over-used keyword terms randomly placed throughout an article.

### **The tension, as a content writer, is having to please two masters - and both are hard taskmasters.**

Woven through your inspired blog copy needs to be these technical little search terms, and they need to fit into the sentences and phrases as naturally, creatively and organically as possible. That takes skill.

*(We would hazard a guess that is exactly the reason you are reading this blog. You inserted a search query; we had done our research and successfully scattered relevant keywords relating to that query throughout this blog; we ranked; you clicked-through; and 'voila' - the perfect match! The fact that you are still reading must mean we are doing something right when it comes to engaging content)* □

**The devil is in the detail...always** □

As a copywriter, before you can even think of putting 'pen to paper' with inspirational content, you are embroiled in a fact-finding mission □ which involves attention to detail, and that means you have to become a **keyword collector**:





Because your content is so much more than just content - your first call of duty is collecting highly-effective keywords. (*Basically, you need to become a 'keyword junkie' - that is the price you pay when writing for SEO*). This requires research and data collection.

**Here is the million-dollar question:** *How do you figure out what keywords and search terms your potential customers are using?* This is one of the **key** pieces of the SEO puzzle.

1. **Be tech-savvy** ☐ - use free keyword generator tools, such as [Google Trends](#) and [Google Search Console](#) to help you determine your optimal keyword list, check your indexing status and optimise visibility of your website. (*Also take advantage of [Google autocomplete](#) and [Google Adwords Planner](#)*). [Hubspot's](#) content strategy tool will help you plan your SEO strategy and optimise your content.
2. **Be a networker** ☐ - ask your friends, employees, customers, potential customers - *those familiar with your business, service or product* - what questions they need answered, what topics are trending for them, and what problems they need solving. (*Take notes*).
3. **Be a social butterfly** ☐ - social media channels are a wonderful place to hang out, (*even if you are an introvert!*), where you can find out the best keyword search terms you need to be focusing on. **Facebook's graph search tool** allows you to find out what is trending and what people are searching for, and **Twitter's search functionality** lets you in on trending topics, keywords, and hashtags.

As search engines crawl your site, they are programmed and on the prowl to index pages based on the keywords to help determine the purpose of the content. This affects rankings, and that directly impacts your content and copy.

But in this blog, we are keeping it simple and not going to bog you down with more details, like 'broad keywords,' 'fat head keywords,' 'chunky middle keywords' and 'long-tail keywords.' (*You are welcome to insert those search terms in Google!*) ☐

### Lights...Camera...Action ☐

In moviemaking, lights + camera + action = the super trio of celebrity success. But in the world of digital technology and performance marketing, the equation is **copy + SEO + action = the super trio of content success**. If you want to push out killer content that will achieve your action goals, then this is your magic formula.

Your action goals (CTAs) are to convert customers - to get them to take some action that will benefit you and them. That could be awareness (*getting them to visit your website*), subscribing, liking, sharing, requesting a quote, adding to cart, buying, donating etc.



The means to these action goals is your content and SEO combo. Once your keyword collection data is sorted, then, and only then, can the fun begin - you can start writing!! (*After all, it is what you were born to do*).

You now get to find your voice, your muse and your writing mojo - you get to write your story, (*which will, of course, include strategically placed keywords*).

**We are all wired for story** - it is primal to our human make-up.

**So, as a content writer, you need to tell a good story, whether your role or focus is informer, persuader or influencer.**

SEO keywords and technical search terms need to be couched in the wonder of creative storytelling, and as a wordsmith, this is where you live and breathe.

Your reader may well be searching for a solution, an answer, a product or a service, ☐ but they are looking to find that within the world of story. Once they click on your ranked link (*because you did your SEO homework*), they are wanting to emotionally connect with the credibility and trustworthiness of your brand beyond the keyword search - that is what will make a difference, and that is what will make your website content stand out above that of your competitors.

**Never underestimate the power of story!** Yes, you may be writing content for SEO, but you are actually writing content for people. Show them respect by ensuring your content is excellent, authoritative, substantial, and relevant.

**As you take the user on a journey, your words need to capture their imagination, allowing them to connect with your brand story as they connect with your product or service.**

This 'content packaging' will hopefully be leading the user to an action goal and to your cart.

**Besides being a blogging wizard, you also need to be on top of on-page optimisation and make it a constant priority!**

**On-page optimisation (aka on-page SEO/on-site SEO)** = optimising your individual website:

- to help search engines understand your website and its content,
- to help search engines identify whether your website is relevant to a search query, and
  
- to rank higher and earn more relevant traffic in search engines.

**ALL** the content on your website needs to be high quality and relevant ( not just blogs) - this includes page titles and category descriptions, headers, meta descriptions, titles, as well as alt text for images).

When all these aspects are creatively optimized for SEO, your website's visibility will improve in search results. It is simple cause and effect. **And Google always rewards high-quality content.** ☐

Effective on-page SEO will result in users not bouncing, but continuing to view and interact with the content on your website. They will stay a while.

[Helpful tip:](#) The aim of text optimization should always be to create content that is not only built around one keyword, but that covers term combinations and entire keyword clouds in the best possible way.

**The proof of the pudding is in Google Analytics** ☐

When writing content for SEO, Google Analytics is the BFG ( Big Friendly Giant) of the performance marketing world. It is an invaluable tool to guide your content strategy-telling you the good, the bad and the ugly. It will be the left brain messenger giving you scientific insights on what is working and what isn't and how to optimize your website, campaigns and content.

**The foundation of a good content strategy is information and data.**







Google Analytics is a free tool tailor-made to help you refine your content, increase your audience and keep them engaged, and improve your rankings and drive sales. There are many factors at play and you need to know which questions to ask and which metrics to consult.

As a content writer writing for SEO, we suggest you sign up for Google Analytics 101 ASAP or else make good friends with someone who really understands the ins and outs of Google Analytics!

Google Analytics can give you insights on how much organic SEO traffic your website is getting and where that traffic is coming from, which keywords are driving traffic to your website and to a particular page, and where to concentrate your SEO efforts going forward.

Matthew Kaplan has written a really helpful blog on [how to use Google Analytics for better web writing](#). We couldn't say it better.

## The end

If you got to the end of this blog, we hope Google Analytics will give us some positive insights. ☐ But seriously, at the end of your copywriting day, we guess you are hoping your blog or website will be ranking at the top of page one - that would be a great ending! And it is certainly possible.

If you are a content writer, then you love to write, and you love to write well. By setting your mind ( and your pen) to creating blogs and website content that users and search engines will fall in love with, you will rank higher, get more clicks and increase conversion rates.

Now that is a happy ending.

## Better rankings on Google? Discover SEO

Are you looking to rank at the top of the Google Search results page for your products and services? Today, ensuring that people can find you on search engines like Google is vital. By effectively implementing SEO on your website, your pages will rank higher on Google. Imagine having your website constantly present and to see your visitors, conversions grow providing you a sustainable revenue growth.

Our SEO specialist team can help you with website optimization making your website SEO proof. Improving Google rankings through investment in SEO will help you reap rewards for many years to come. To learn more and get started: <https://gmu.online/en>

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## Helpful websites for further insights on content writing for SEO

<https://www.searchenginejournal.com/on-page-seo/essential-factors/#close>

<https://blog.hubspot.com/marketing/blogging-for-seo>