

Steve Wiideman's

SEO Content Writing Guide

How to Create SEO-Enhanced Content

**A Technical Guideline
for Creating Content to
Attract Search Traffic
to your Business Blog**





Creative SEO Strategy by
STEVE WIIDEMAN

SEO Content Writing Guide

*A Guideline for Creating Content to Achieve Higher
Search Engine Ranking*

By Steve Wiideman

Search Engine Optimization Expert

Contents

Writing Content in Wordpress	3
Questions for the Designer	3
Wordpress Post & Page Writing Guidelines.....	4
Sample Wordpress Page	6
The Post / Page Version (Behind the Scenes)	7
Creating SEO-Enhanced Content in Plain Ole' HTML.....	8
Get More Information.....	9
Author Links	9

Writing Content in Wordpress

As a Content Management System (CMS), Wordpress is an ideal solution for website owners who are not comfortable coding HTML. This page will describe how to create a structured page of content within Wordpress that will have a higher likelihood of achieving top ranking in search engine results.

Questions for the Designer

Here are some critical questions to ask the website designer or developer BEFORE creating new content on the website.

- Can you confirm that there is only ONE “H1 Tag” on each page and that it is wrapped around the `<?php the_title(); ?>` code NOT around the logo or anywhere else in the theme?
- Can you confirm that there is plugin or theme installed that allows me to customize the HTML Title, Meta Description and Meta Keywords on each individual page?
- Can you confirm that there is a plugin installed that creates a “canonical URL” on each page to avoid the content from being indexed from tag, print, author, or other link?
- Can you confirm that the navigation on the website, and/or the way web crawlers and visitors get to each page is “text-based” as opposed to “image-based”?
- Can you confirm that the Wordpress theme we’re using produces pages that load quickly on a 56k modem?
- Can you confirm that there is a plugin installed that submits an “XML site map file” to Google and one that creates a “static site map page” that updates automatically?

Once you’ve confirmed the above, it’s safe to proceed with writing content without having to be concerned about the theme causing indexing issues.

Wordpress Post & Page Writing Guidelines

The following guidelines should be followed when writing a post or page in Wordpress. Focal points that will be covered either directly or indirectly include:

- Keyword prominence
- Keyword density
- Keyword proximity
- Keyword repetition
- Word count volume

If followed correctly, the search engines will most-likely understand your content and keyword theme on each page.

- More often than not, it's better to use **HTML view** as opposed to Visual view.
- Never copy and paste from any type of Microsoft document**, as the Microsoft code may create "bloated, unnecessary code". Instead copy/paste from Notepad.
- The Post or Page title above the large box in the editor is the heading (H1) of the page and **should be short and semi-explicit**. For example, if your keyword theme is "SEO Services", the title should be "SEO Services" or "About Our SEO Services" (where about is never used again within that post or page), not "Our SEO Services are the Greatest Thing Ever, You Have to Try Them, We Rock, No Really We Do." This makes for a clean site map page as well.
- The main content box should contain **350 - 450 hand-typed words (non-copied from another website)**. If HTML view is used, no paragraph (<p>) tags are necessary.
- Topics on a page or post should be broken up by **subheadings**. For example:
<h2>Execution Steps for SEO</h2>.
- Images should contain **TITLE and ALT attributes**, but do not require captions. Title and ALT text should be different, but should include the keyword or keyword theme no more than once.
- The custom page title (not to be confused with Post/Page title or H1) should be no longer than 66 characters and should contain a call-to-action, keyword, and value proposition. For example: "Buy **21-inch Blue Widgets** on Sale - Free Shipping!"

- The Meta Description should not be longer than 160 characters and should contain a DIFFERENT call-to-action and value proposition. For example: “Purchase **21-inch Blue Widgets** online from the Widget Man. No charge for delivery, ships in 24 hours. Supplies are limited, order now.”
- The Meta Keywords should contain 2-5 variations of the keyword phrase and category. For example: “21-inch blue widgets, 21-inch blue widget, blue widgets 21 inch, widgets”.
- For posts, the Tags field can contain the same keywords as the Meta Keywords field
- If the content is being written to sell a product, basic sales principles should be used, such as:
 - [Reciprocity](#)
 - [Authority](#)
 - [Consistency/Commitment](#)
 - [Social Proof/Acceptance](#)
 - [Scarcity/Urgency](#)
 - When possible end with a call-to-action button or at least start the user on the purchase cycle with a link to learn more.
- If the content is being created purely to sell ad space (search arbitrage), the following attributes should be considered:
 - History of the topic
 - Statistics with sources
 - Thesis or the purpose of the article
 - Quotes and references
 - Conclusion, commentary
- Content, including Title and Meta, should be reviewed to insure that:
 - The target keyword is not repeated twice in a row anywhere in the content
 - Target keyword and/or variation appear no more than once in the Title, Meta, Heading, ALT (if applicable) and 1 time for every 100 words within the content

Sample Wordpress Page

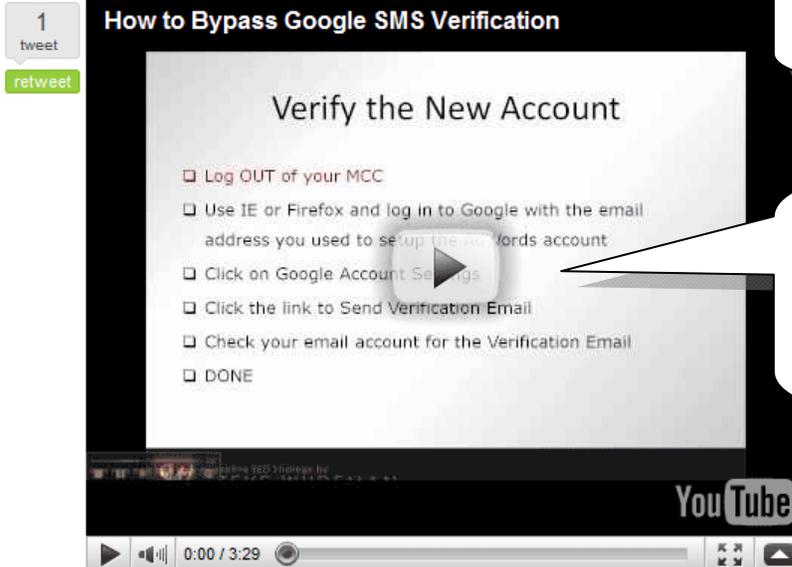
Learn How to Bypass Google SMS Verification for Multiple Accounts

HTML Title (All in One SEO Pack fields) contain a call-to-action [learn], keyword [bypass Google SMS verification], and value proposition [setup multiple Google accounts].

How to Bypass Google SMS Verification

Home » SEO Answers » How to Bypass Google SMS Verification

May 2nd, 2010 // 1:24 pm @ Steve



Post/Page Title contains a semi-explicit version of the keyword theme.

Video is used to reduce bounce rate (or "bounce back to Google rate") and to give the visitor an improved experience. Some people learn by watching.

Bypassing Google SMS verification is simple, but you need to create a Client Center account, which is free to setup.

Used a variation of "bypass" [bypassing] to reduce explicit use of the target keyword phrase.

Why Create Multiple Google Accounts?

Well, if you're an agency or webmaster and your job is to create a Google Analytics account for each website you launch, you're going to need to create an account for each one (unless you want to force your client to stay with you to have access to historical data – I don't recommend this).

You may also be a business with multiple projects that require their own websites, emails, and Google accounts. For example, I'm working on an awesome mobile website this week that requires it's own accounts.

Stop Word used in subheading (h2) breaking up the explicit impression too many repeated keywords may produce.

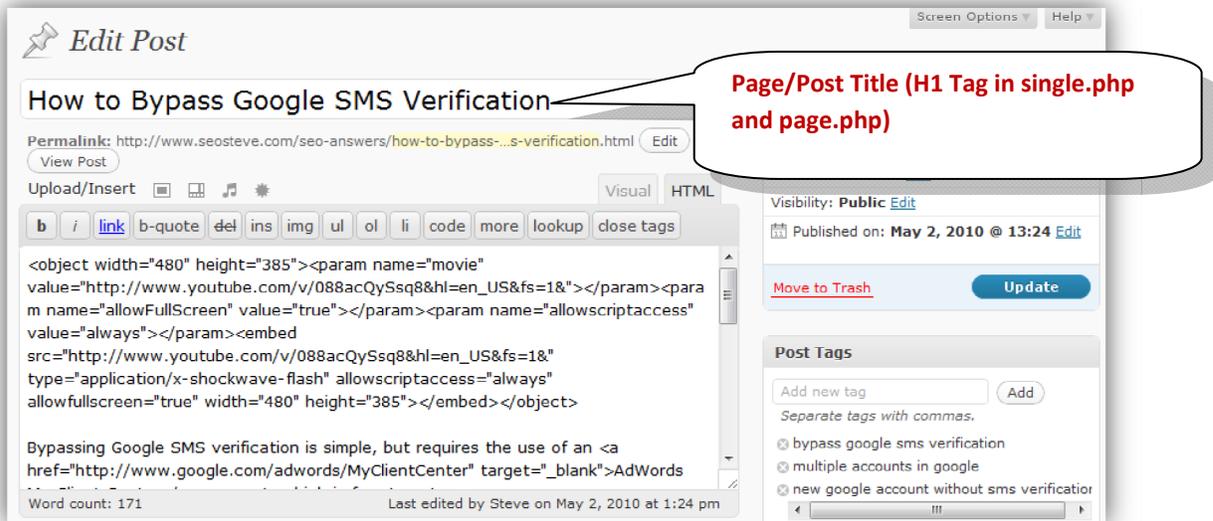
How to Bypass the SMS Verification in Google

Once you've setup your AdWords account through the MCC, login to Firefox or Internet Explorer using the email you created the account with. Click on Google Account Settings, click Resend Verification Email, check your email and click the verification link. That's it. Piece of cake right?

Comments? Feedback?

Page could still use another 300 words of unique contextual content and possibly some imagery. User-generated content is asked for in the last sentence.

The Post / Page Version (Behind the Scenes)



Edit Post

How to Bypass Google SMS Verification

Permalink: <http://www.seosteve.com/seo-answers/how-to-bypass-...s-verification.html> Edit

Upload/Insert Visual HTML

b *i* [link](#) b-quote del ins img ul ol li code more lookup close tags

```
<object width="480" height="385"><param name="movie" value="http://www.youtube.com/v/088acQySsq8&hl=en_US&fs=1"></param><param name="allowFullScreen" value="true"></param><param name="allowsriptaccess" value="always"></param><embed src="http://www.youtube.com/v/088acQySsq8&hl=en_US&fs=1" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="480" height="385"></embed></object>
```

Bypassing Google SMS verification is simple, but requires the use of an `AdWords`

Word count: 171 Last edited by Steve on May 2, 2010 at 1:24 pm

Visibility: **Public** Edit

Published on: **May 2, 2010 @ 13:24** Edit

[Move to Trash](#) [Update](#)

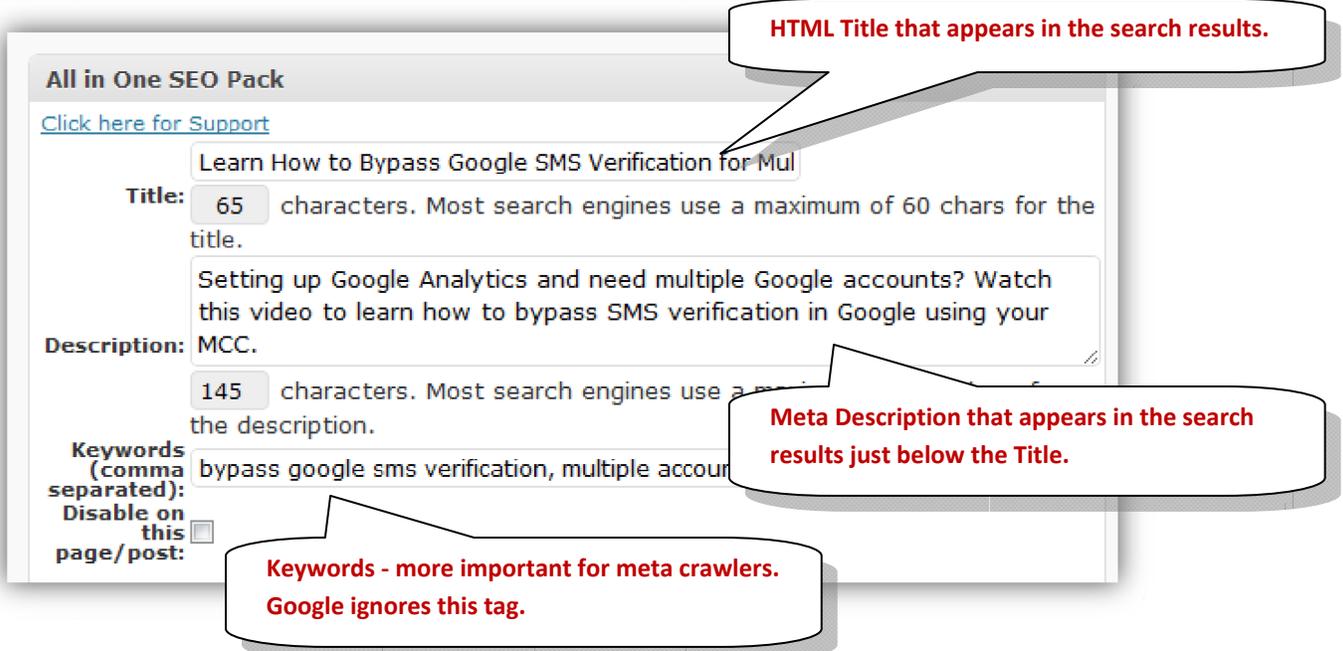
Post Tags

Add new tag [Add](#)

Separate tags with commas.

- bypass google sms verification
- multiple accounts in google
- new google account without sms verification

Page/Post Title (H1 Tag in single.php and page.php)



All in One SEO Pack

[Click here for Support](#)

Title: 65 characters. Most search engines use a maximum of 60 chars for the title.

Description: 145 characters. Most search engines use a maximum of 145 characters for the description.

Keywords (comma separated): Disable on this page/post:

HTML Title that appears in the search results.

Meta Description that appears in the search results just below the Title.

Keywords - more important for meta crawlers. Google ignores this tag.

Creating SEO-Enhanced Content in Plain Ole' HTML

The below is a skeleton view of website containing all the appropriate SEO attributes.

```
<html>

  <head>
    <title>Call to Action, Keyword, & Value Proposition (under 66 characters)</title>
    <meta name="description" content="Call to action, keyword, value prop (under 160 chars)" />
    <meta name="keywords" content="1 to 5 semantic variations of the keyword" />
    <link rel="canonical" href="http://www.google.com/somepage.html" />
    <script type="text/javascript" src="/js/scripts.js"></script>
    <link rel="stylesheet" type="text/css" href="/css/styles.css" />
  </head>

  <body>
    <div id="container">
      <div id="header">
        <div id="logo"><a href="http://www.google.com"></a>
        </div>
        <div id="navigation">
          <ul>
            <li><a href="http://www.google.com" title="Return to Search Engine Homepage">Home</a></li>
            <li><a href="http://www.google.com/services/" title="SEO Services">SEO Services</a></li>
            <li><a href="http://www.google.com/contact/" title="Contact Google">Contact Google</a></li>
          </ul>
        </div>
        <div id="body">
          <h1>Keyword Phrase Here</h1>
          <p>A paragraph of content here, with tags around one instance of the <strong>keyword</strong></p>
          
          <p>More related content here.</p>
          <div id="video"><object>Some Video tagged with keywords</object>
          </div>
          <h2>Optional Semantic Variation of Keyword here</h2>
          <p>Second supportive paragraph. Think of a thesis paper in grade school or college.</p>
          <div id="analytics"><script>analytic code goes here</script>
          </div>
        </div>
      </div>
    </div>
  </body>
</html>
```

Test the webpage to insure all the SEO focal points have been recognized. Be sure to validate spelling, grammar, broken links and images and possible layout distortions.

Get More Information

Title Tag Principles

- <http://www.seosteve.com/seo-best-practices/ctr-and-title-tag-principles.html>

Using Wordpress as an SEO Platform

- <http://www.seoinaday.com/>

Using Video to Improve Search Engine Saturation & Ranking

- <http://www.reelseo.com/>

Learn to Use Wordpress (Videos in Order)

- <http://www.youtube.com/watch?v=kcJkSlzOGv4>
- <http://www.youtube.com/watch?v=m9B4k-SLxg0>
- http://www.youtube.com/watch?v=RRPDu_2h1KI
- <http://www.youtube.com/watch?v=tYPLfLBeLxk>

Learn Basic HTML

- <http://www.w3schools.com/html/default.asp>

HTML Cheat Sheets

- <http://www.addedbytes.com/download/html-cheat-sheet-v1/pdf/>
- http://www.webmonkey.com/2010/02/html_cheatsheet/
- <http://www.psacake.com/web/dy.asp>
- <http://www.addedbytes.com/download/css-cheat-sheet-v2/pdf/> (CSS)

Recommended Wordpress Designers

- <http://www.digitaleyemedia.com/>
- <http://www.rockstarnewmedia.com/>
- <http://imjtk.com/>
- http://www.dizzain.com/blog_customization/

Author Links

If you enjoyed this SEO Content Writing Guide, please patronage my other websites or attend one of my workshops in Southern California. Thanks for reading!

- http://www.top10seotips.com/seo_tips.htm
- <http://www.seosteve.com/>
- <http://www.isuccesssummit.com/>
- <http://www.meetup.com/orangecountyseo/>
- <http://www.meetup.com/searchmarketing/>
- <http://www.helprankme.com/> (Coming July 2010)