

SEO Content Writing Template

SYNOPSIS: When writing, it is important to include a synopsis of the topic as it helps you organize your thoughts and choose your keywords.

TOTAL NUMBER OF WORDS: X, XXX words. For competitive online topics, we recommend 2000 to 2500 keywords on a webpage. Less competitive topics can have as few as 300 to 500 words of content. Please use singular and plural for your keyword inclusions.

KEYWORD INCLUSIONS (assuming a 2000 + word articles):

- Core Keyword (“keyword 1”) included up to 19 times.
- Second important Keyword (“keyword 2”) included up to 10 times.
- Third important Keyword (“keyword 3”) included up 6 times.
- Fourth important Keyword (“keyword 4”) included up 4 times.
- Mid-tail Keyword (“keyword 10”) included 1-2 times.
- Mid-tail Keyword (“keyword 11”) included 1-2 times.
- Mid-tail Keyword (“keyword 12”) included 1-2 times.
- Mid-tail Keyword (“keyword 13”) included 1-2 times.
- Mid-tail Keyword (“keyword 14”) included 1-2 times.
- Longtail Keyword (“keyword 15”) included 1-2 times.
- Longtail Keyword (“keyword 16”) included 1-2 times.
- Longtail Keyword (“keyword 17”) included 1-2 times.
- Longtail Keyword (“keyword 18”) included 1-2 times.
- Longtail Keyword (“keyword 19”) included 1-2 times.
- Latent Semantic Keyword (“keyword 5”) included 1-2 times.
- Latent Semantic Keyword (“keyword 6”) included 1-2 times.
- Latent Semantic Keyword (“keyword 7”) included 1-2 times.
- Latent Semantic Keyword (“keyword 8”) included 1-2 times.
- Latent Semantic Keyword (“keyword 9”) included 1-2 times.

Note - if the secondary keyword contains the core keyword, it should be counted in both the core and secondary keyword counts. For example: if your core keyword is poker and your secondary keyword is online poker, if you include each of these keywords in the body of text once, the word “poker” would be at a count of 2, and “online poker” at a count of 1. This is because the word poker is included in online poker. If you had a third keyword “best online poker” and you included each of the keywords once. This same rule applies to singulars and plurals, for example, if your core keyword is “hotel” and you include “hotels” in the body of text, this counts twice towards the hotel keyword count. The best way to confirm you are not over-optimized is to use Ctrl-F (Windows) or Cmd-F (Apple) and search the keyword. All the content counts towards the keyword count, with the exception of the meta description.

TITLE TAG:

The title tag is one of the most important SEO factors because the initial factor when dealing with archiving and information retrieval is the document title. This was first made public in Professor Gerrard Salton’s book on information retrieval published in 1974. The math displayed in this book was later used in the first search engines. The title tag is a pixel count that equates to approximately 56 characters with spaces.

In the title tag, you want to aim for approximately 56 characters in length however the actual count is a pixel count. The ideal format for title tags is as follows: **Core Keyword | Related Keyword | Related Keyword**. The title tag is 570 pixels, not characters, so 56 is an estimate. If you have lots of WWWWWWWW in your tag the “W” has more pixel width than “i” so this does make a difference.

Yoast WordPress Plugin has this functionality, we should endeavor to make use of it instead of the default WordPress settings.

Title Tag (570 pixels - approximately 56 characters):

META DESCRIPTION TAG:

Meta description tag is your website's call to action in a google search. Although your meta description tag is not displayed on the website itself, Google will display it in the search results.

If it is exciting and compelling and leads to a higher click-through rate, our SEO results will benefit.

Pixel count translates to approximately 150 characters with spaces.

Description tag may contain the keywords for the page however stuffing keywords into the description tag may cause us to lose web traffic because Google and the other search engines do not count the text or keywords in your description tag. What they do look at is your click-through rates so if your description is very compelling and drives people to click on your site, this will help your traffic and your SEO.

In summary, we need to write unique description tag for every page on the website and this should contain a compelling call to action.

Meta Description Tag (920 pixels - approx. 150 characters with spaces):

H1 Tag

The h1 tag is the most important of the H tags, it anchors the page and lets google know what your page is about. It is the primary header tag and will generally be the main page title with core keywords included. There is no character count for the h1 tag, however, it is generally about a sentence long and is used to catch the reader's attention (this is captured by the page title in the new 2020 theme).

H1 Tag:

H2 Tags

The h2 tag is a sub-header to the h1 tag and makes valuable contributions to the page SEO. Ensure you are using core keywords while writing these tags. There is no character count for the h2 tag, however, it is generally about a sentence long and is used to catch the reader's attention.

H2 Tags:

H3 Tags

The h3 tag is used as a subheading to the h1 and h2 tags, the SEO impact is lower than the aforementioned h tags, however, it is still important. There is no character count for the h3 tag, however, it is generally about a sentence long and is used to catch the reader's attention.

H3 Tags:

Main content

Webpage Framework

“Above the fold” - This is the area within the users' view when they first land on the website. It is roughly the first two paragraphs. In this section, we are looking for content that catches the users' attention and draws them in to read further. This should be punchy and interesting, brief and to the point as in the next section we delve into the more intricate detail.

“Below the fold” - This is everything under what the users initially see upon arriving on the website.