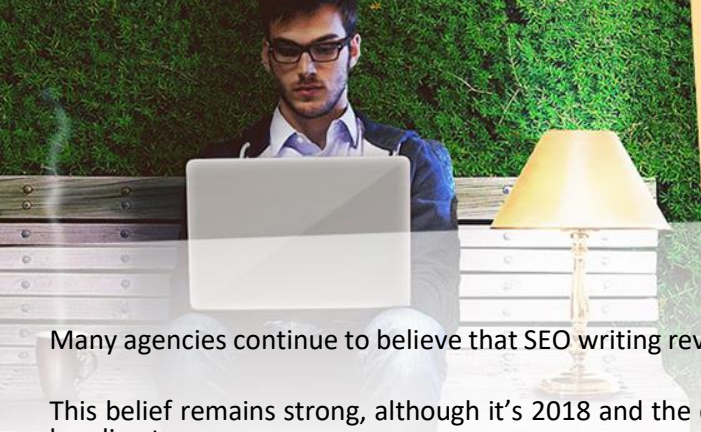




## Top 15 Tips to Master a Combined Art



Many agencies continue to believe that SEO writing revolves around one process: inserting keywords into page tags and the body of text itself.

This belief remains strong, although it's 2018 and the quality and relevance of content have more proverbial weight than a few keywords in the title or heading tags.

According to a recent Searchmetrics General Ranking Factors study of Google, overall content relevance was more of a ranking factor than word count, or keywords in the text body, description title, or H1 tag.

Because agencies are naturally focused on the art of SEO itself, they forget about the art of writing.

True success – for search engine rankings, user experience, and the brand overall, whether personal or business – occurs when both the art of SEO and the art of writing are combined.

Readers can recognize an authoritative voice immediately, and a fake voice even quicker, especially in 2018. This does zilch for conversions or brand awareness, something I've learned during nearly two decades of studying both the art of writing and the art of SEO.

With that said, here are the top 47 writing tips for any content writer within any type of company, from billion-dollar software designers to local pizza joints. The focus weighs more towards the art of writing itself, which will naturally led to the creation of quality content that search engines demand.

# Think Keywords First

Your writing must be found before you'll have any impact.

No matter how intelligent they become, search engine algorithms can't recognize the best voice in a piece of writing...but if keywords are there, you'll have the opportunity of being heard.

## Think About Ways To Change Your Seo

We provide a page for your business where people can click through. Ranking from to hundreds of keywords in [SEO Sydney](#).



We style the page for your **seo information** and have photos and videos. This is a simple demo page. It is also set up as a call to click, a becomes a clickable phone number.

SEO service in Australia

Click to call function is really cool. You only pay once you are on the first page. You can provide between and keyword phrases for your business, **seo expert sydney** do the work. Once the keywords hit the first page of Google, it's a small fee.

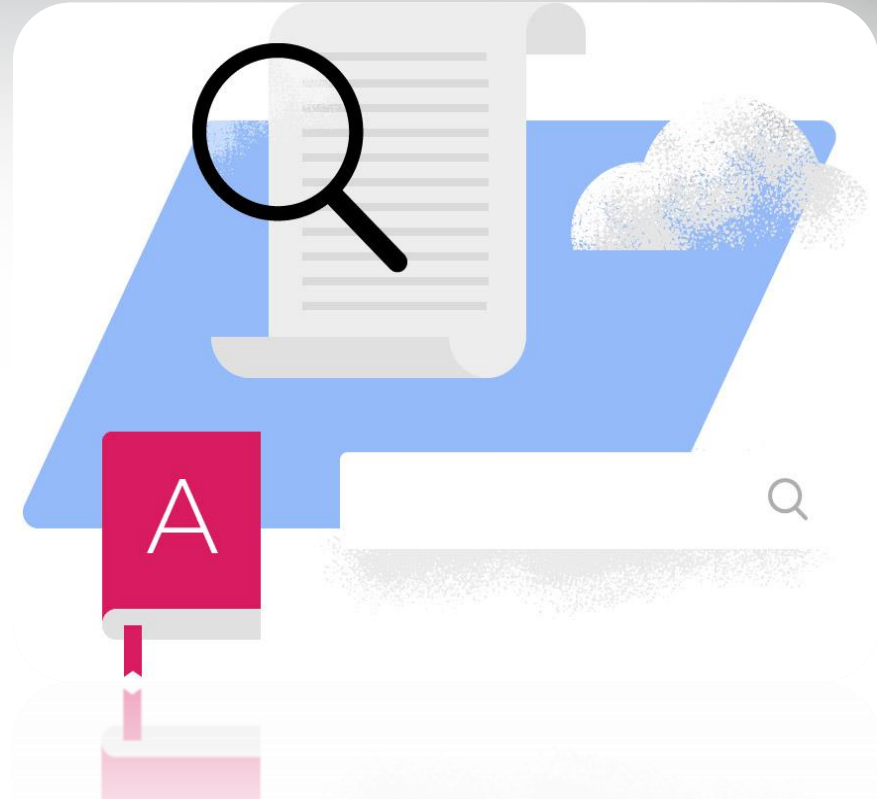


# Approach Keyword Research Like an Art

There are thousands of keyword research articles available; research, discover and test what works best for you.

Make this process cyclical; I build content calendars out in three-month segments, performing fresh keyword research at the beginning of every cycle.

Industries change, and new keywords trend quicker than you'd know.

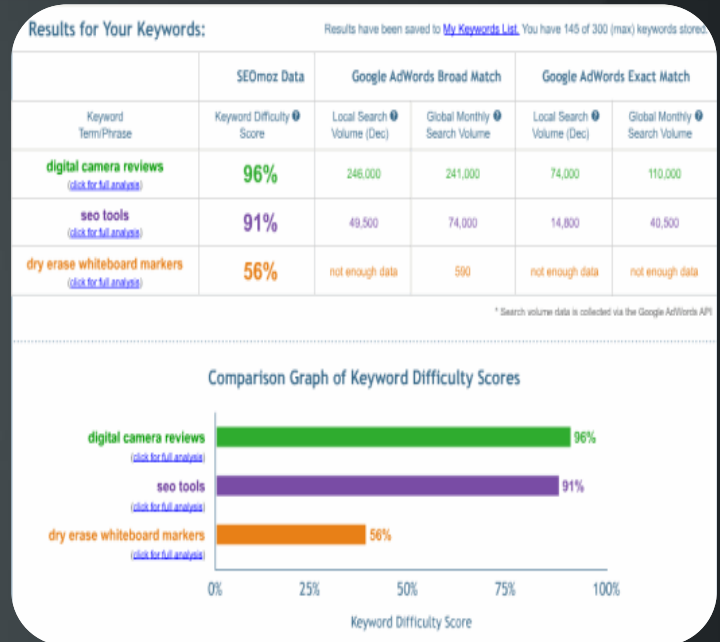


# Study the Competition for Keywords

Multiple tools are available to find competitor keywords.

Warning: ONLY steal keywords; don't study the actual writing of your competitors. Once you do that, you sound like them, and struggle to create anything original.

Study keywords – not actual content – of your competitors. Create an original voice and you'll be heard.



# Use Keywords Where They Matter Most

To send search engines strong signals of the content's intent, it's vital to use your keyword in the following (prioritized of importance):

- Title tag
- Internal links within content
- Alt attribute of image
- Headline tags (always have an H1!)
- Meta description

## Mention keywords where they matter most




- \* **Link the content of your different pages**
- \* **Use keywords in your permalink**
- \* **Include a blog in your website and keep on adding relevant contents**
- \* **Include a sitemap link on your website**
- \* **Create a robot.txt file for your website**



# Use Bold & Bullet Points Wherever Possible

Google pays attention to these, including when awarding featured snippets.

So make sure to use target keywords in bold and bullet points when possible.

A man with glasses and a beard, wearing a dark jacket and jeans, is sitting on a wooden bench outdoors. He is holding a silver laptop on his lap and looking towards the camera. The background is a green wall of moss.

```
4 <!DOCTYPE HTML>
5 <html>
6   <head>
7     <title> html page </title>
8     <meta charset="utf-8">
9     <meta name="viewport" content="width=device-width, initial-scale=1">
10    <meta name="author" content="John Doe">
11    <link rel="robots" content="noindex, nofollow">
12    <link rel="contents" href="#toc">
13  </head>
14  <body>
15    <div class="container">
```

# The Title Tag: Still the Most Powerful Element

Make sure your target keyword is part of the title tag, ideally toward the front.

Also, remember that title tags should be about 60 characters, so put as much time into this as your actual content creation.

For the homepage title tag, target three of the most important keywords that describe the business/website.

Always think about storytelling. Keep it simple. Speak the language of your target audience.

The screenshot shows a Google search for "car spray paint". The search results are as follows:

- Result 1:** Title tag: **Halfords | Car Spray Paints | | Automotive Spray Paint | Buy**. Description: www.halfords.com/motoring/paints-body.../car-spray-paints. Halfords. In our Car Paints and Car Body Repairs Product Range, we offer Car Spray Paint and other items. Click and Collect at Your Local Halfords. Brand - Halfords Clear Lacquer 500ml - Halfords Matt Black Paint 500ml.
- Result 2:** Title tag: **Paint - Spray Can and Touch Up at AutoZone.com - Best ...**. Description: www.autozone.com/paint-and.../paint-spray-can-and-touch-up. AutoZone. Shop for Paint - Spray Can and Touch Up products with confidence at AutoZone.com. ... Not Vehicle Specific Dupli-Color/Gold metallic Perfect Match paint.
- Result 3:** Title tag: **Spray Paint | Aerosol Touch Up | AutomotiveTouchup**. Description: www.automotive-touchup.com/spray\_paint.asp. Welcome to our aerosol spray paint can section. Almost all cars 1980 and newer are basecoat / clear coat. We mix the highest paint quality available for your ...

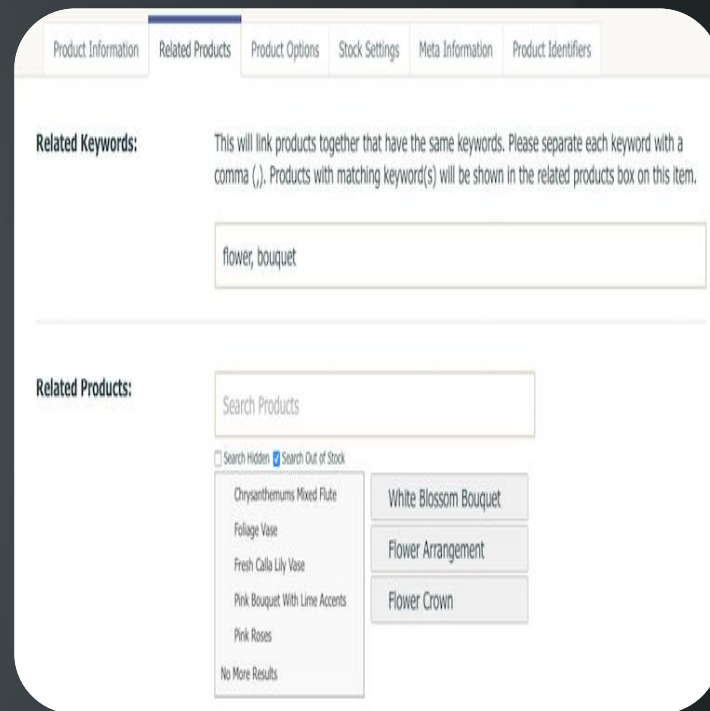
Red arrows point from the text "title tags" to the highlighted title tags of each search result.

# Add Related Keywords

Don't simply stuff keywords in after doing the writing.

If you're well prepared with keyword research, have the list of semantically connected keywords in view as you write.

Insert related keywords naturally.



Product Information | **Related Products** | Product Options | Stock Settings | Meta Information | Product Identifiers

**Related Keywords:** This will link products together that have the same keywords. Please separate each keyword with a comma (,). Products with matching keyword(s) will be shown in the related products box on this item.

flower, bouquet

**Related Products:**

Search Products

Search Hidden  Search Out of Stock

- Chrysanthemums Mixed Flute
- Foliage Vase
- Fresh Calla Lily Vase
- Pink Bouquet With Lime Accents
- Pink Roses
- No More Results

White Blossom Bouquet

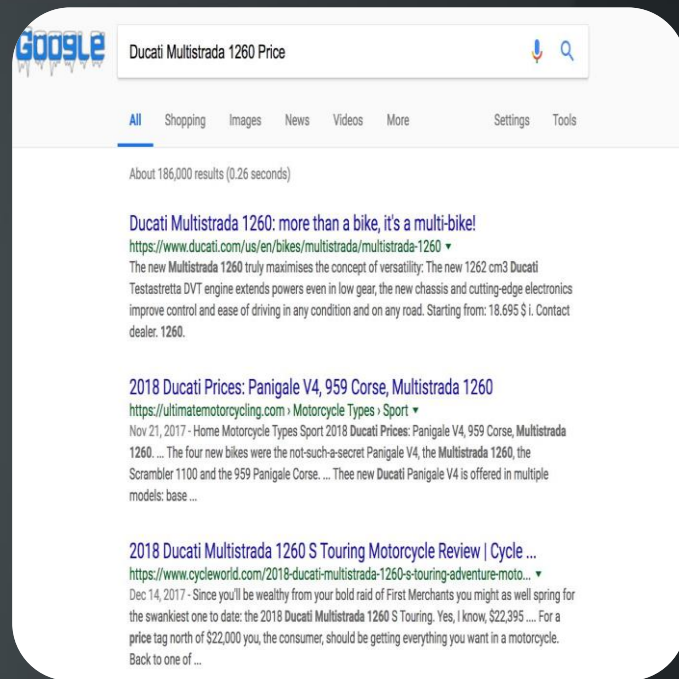

Flower Arrangement

Flower Crown

# Use Your Target Keyword in Your Meta Description

Google says it doesn't use the meta description as a ranking factor.

However, if someone is searching for that target keyword or phrase, those words will be bold:



Google

Ducati Multistrada 1260 Price

All Shopping Images News Videos More Settings Tools

About 186,000 results (0.26 seconds)

**Ducati Multistrada 1260: more than a bike, it's a multi-bike!**  
<https://www.ducati.com/us/en/bikes/multistrada/multistrada-1260> ▼  
The new Multistrada 1260 truly maximises the concept of versatility. The new 1262 cm3 Ducati Testastretta DVT engine extends powers even in low gear, the new chassis and cutting-edge electronics improve control and ease of driving in any condition and on any road. Starting from: 18.695 \$ i. Contact dealer: 1260.

**2018 Ducati Prices: Panigale V4, 959 Corse, Multistrada 1260**  
<https://ultimatemotorcycling.com/Motorcycle-Types-Sport> ▼  
Nov 21, 2017 - Home Motorcycle Types Sport 2018 Ducati Prices: Panigale V4, 959 Corse, Multistrada 1260. ... The four new bikes were the not-such-a-secret Panigale V4, the Multistrada 1260, the Scrambler 1100 and the 959 Panigale Corse. ... The new Ducati Panigale V4 is offered in multiple models: base ...

**2018 Ducati Multistrada 1260 S Touring Motorcycle Review | Cycle ...**  
<https://www.cycleworld.com/2018-ducati-multistrada-1260-s-touring-adventure-moto...> ▼  
Dec 14, 2017 - Since you'll be wealthy from your bold raid of First Merchants you might as well spring for the swankiest one to date: the 2018 Ducati Multistrada 1260 S Touring. Yes, I know, \$22,395 .... For a price tag north of \$22,000 you, the consumer, should be getting everything you want in a motorcycle. Back to one of ...

# Write Drunk, Edit Sober

This sentiment is paraphrased from Hemingway. This doesn't mean you have to drink booze and edit a day (or so) later. But you must create a mood to get words flowing in a natural way that both readers and search engines crave.

Meditation works for some; simply riding around in a car or a motorcycle works for others.

My thing personally – when motorcycles are garaged due to snow – is when wifey and child head to sleep and I relax with music and a glass of red (or three). It's all up to writer preference.

The solution for everyone is simple: worry about writing and get thoughts out before thinking.



edit sober.

ERNEST HEMINGWAY

ERNEST HEMINGWAY



# Outline and Plan

It's much easier for a mind to think, and a search engine to read, in chunks, and actually see those chunks coherently.

Most minds naturally want to write in a stream of consciousness style like Jack Kerouac – but this isn't novel writing; most of us are writing for a business and that business's success.

Organize headlines (for SEO with keywords!) and fill in the gaps.

Sometimes those headlines are more important than the words beneath. Make those headlines scream thoughts, and the words shout to support those screams.

- Business Plan Outline
- Executive Summary
- Problem
- Solution
- Company Overview
  - Company's Mission
  - Business Goals
  - Scope of Venture
  - Customer Base
  - Location of Operations
  - Future
- Product Overview
  - Product
  - Competitive Advantage
  - Efficiency
  - Price
  - Differentiation
- Market Analysis
  - Industry
  - Target Market
  - Market Niche
  - Competition and Key Competencies
  - Market Research
  - Financial Forecasts
  - Growth Opportunities
  - Sales Projections
- Marketing and Sales Plan
  - Pricing
  - Website
  - Promotion
  - Value
  - Rationale
- Organization Plan
  - Form of Ownership
  - Labor
  - Management Team
- Operations Plan
  - Operational Priorities
  - Operational Techniques
  - Facilities and Equipment
- Financials
  - Financial Assumptions
  - Break Even Analysis

# Write Daily

A muscle grows when it has endless input combined with correlating relaxing points.

Your mind works that same way; embrace it.

Again, write daily to work out the writing muscles, followed by some relaxing.

Never stop the growth of writing muscles.

## Writing Menu

### Book

#### Recommendation

Think of someone who would like this book. Maybe they have the same interests or it reminds you of them. Write them a letter telling them WHY they would love your book. But don't give away the ending!

### Letter to teacher about your book

Tell me ALL about your book. What do you like, not like, who's your favorite character, does the book remind you of anything else? Do you think the author is a good writer? I'd love to hear about what you think!

### Book Hook

Introduce your book to the rest of the class to get them interested. Write a short summary about your summary but make sure you don't give away the end. Make sure you tell the class why they should read your book!

### Continue writing or Start new writing

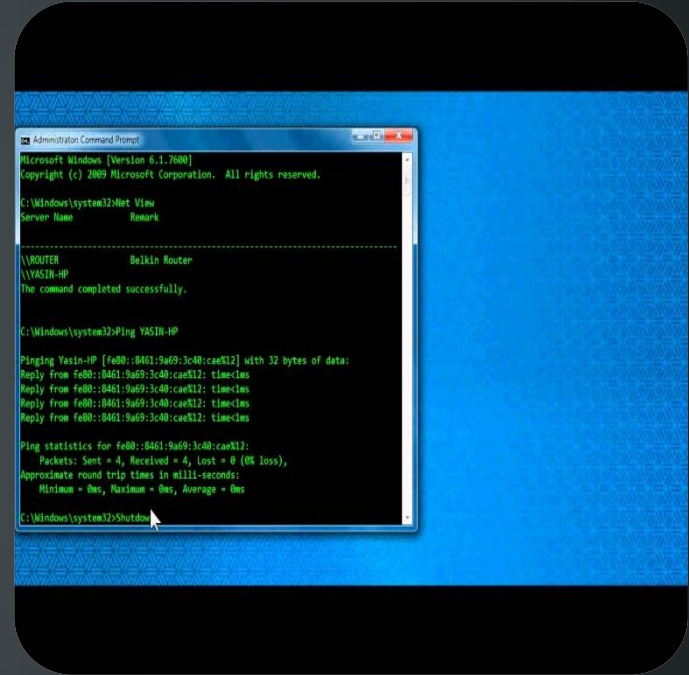
If you're writing a piece of writing in Writer's Workshop then continue on your piece or start something totally new. Work on your goal on the VOICES menu to become a better writer.

# Shut Your Wi-Fi Off

This tip comes from Tim Ferriss, author of “The 4-Hour Workweek”.

This simple practice keeps focus in place and the mind from answering anything that’s not in the mindset of your focus.

Distractions move a mood. Make those distractions non-existent.

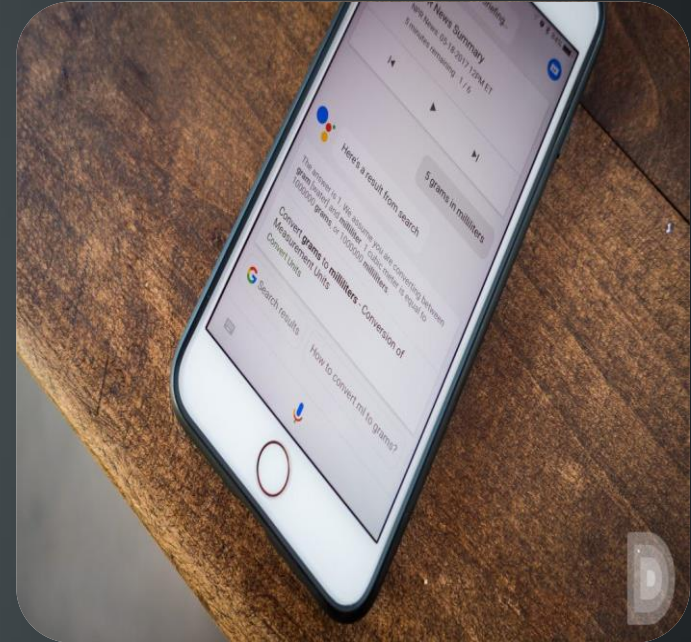


# Got Questions? Ask Your Digital Assistant

The Wi-Fi may be off, but sometimes you need immediate answers to questions that will nag you. Some can't work without answering questions.

The solution is simple: ask Siri or Alexa.

I keep an Amazon Echo Dot next to my desk and use it for quick research. I have an Echo Show, but it doesn't belong in the office where it can quickly jack your focus due to the video factor. That one remains downstairs, out of the office.





Thank you!

