Writing for SEO

What is search?

We're all looking for answers. Search is a basic human function. SEO writing is about anticipating the questions your audience is asking, and writing in a way that makes it easy for an algorithm to know you've got the answer.

Before we get into it...

Technical SEO has a huge impact on search engine rankings and is something separate from writing. We won't explore technical SEO or its implications in this course. Just understand that the way your website is put together has just as much impact as the actual words you're writing. I am unable to comment on SEO optimization for the current county website platform.

Pt. 1: Understanding Search

SEO Glossary

Crawl - when a search algorithm looks through your content. Sometimes the search engine bots that do this work are called "**spiders**"

Index/Indexing - once a spider has crawled your content, it's indexed – stored for retrieval on Google's servers

Organic - earned placement in search results based on writing, on/off page seo vs. **Paid**, which is sponsored or bought placement on the results

SERP - Search engine result page, the page of results the search engine retrieves

Seed Keyword - the basic **keywords** that describe our content vs. **Long tail keywords** – which are longer phrases and tend to be more specific

SEO Glossary

Keyword stuffing - refers to using a keyword in an unnatural/spammy way to try to trick the algorithm into thinking your content is the right answer (hint: this doesn't work and can penalize your content!)

Search volume - the volume of search the query gets on Google/bing, etc.

Alt text - text that describes images on pages (for robots or accessibility)

Header tags - header elements using specific HTML tags that are used to designate headers on your page

Learn more technical SEO terms here - https://moz.com/beginners-guide-to-seo/seo-glossary

SERPs and Personalization

Pt. 2: Ideas from search

SEO research/Keyword research is an opportunity to learn what kind of information folks are hungry to learn.

It's also a chance to get really clear on what you're writing about. You can use SEO research to quell overwhelm when it comes to figuring out what kinds of content to create.

Start with what you know...

Tools for SEO research

1. **[Google Keyword Planner](#) - may not be accessible with your google account, requires a Google Adwords account**

2. **Using [Google Search](#) - free! But it's mostly guesswork**

3. **[ChatGPT](#) - free but not always available, limited for actual data**

4. **[SEMRush](#), [Moz](#), [Ahrefs](#), [Buzzsumo](#) - all paid & expensive**

5. **[Ubersuggest](#) & [Answer The Public](#) - limited free, less expensive paid tools - created by Neil Patel, who for better or worse, provides the best free SEO and blogging training available online**

You	New	Free	Want	Imagine	How	Because	Now	Today	Yes
Proven	Fact	How to	Instant	More	Premium	Boost	Overcome	Easy	Discover
Worse	Tired	Struggle	Never	Stop	Undo	Had enough?	Help	Reduce	Alert
P.S.	Win	Fix	Forever	Save	Unlock	Need	Insider	Exclusive	Value
Better	Suddenly	Discount	Sale	Special	Compare	Surefire	Last minute	Quick start	Bonus
Essential	Genuine	It's here	Quality	Highest	Lowest	Improved	Simple	Powerful	Remember

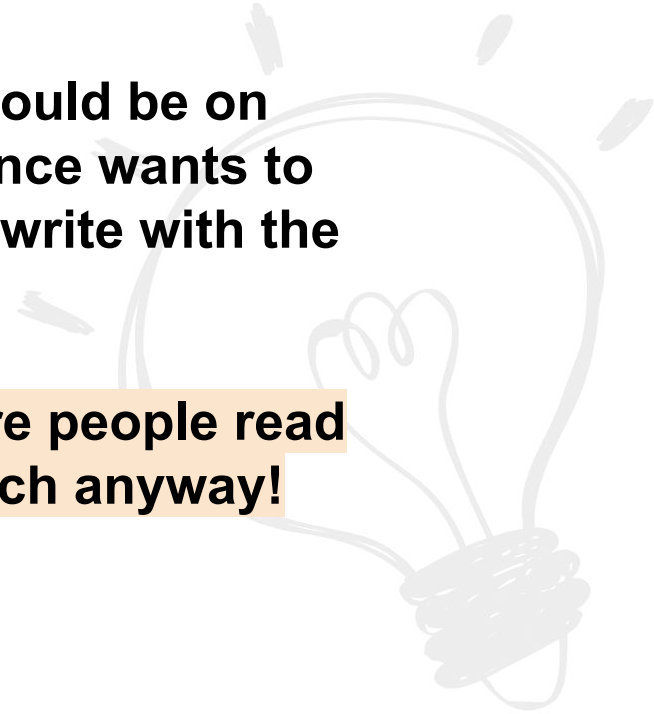# Using a keyword research tool (Ubersuggest & Answer the Public)
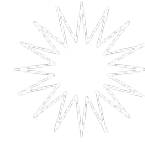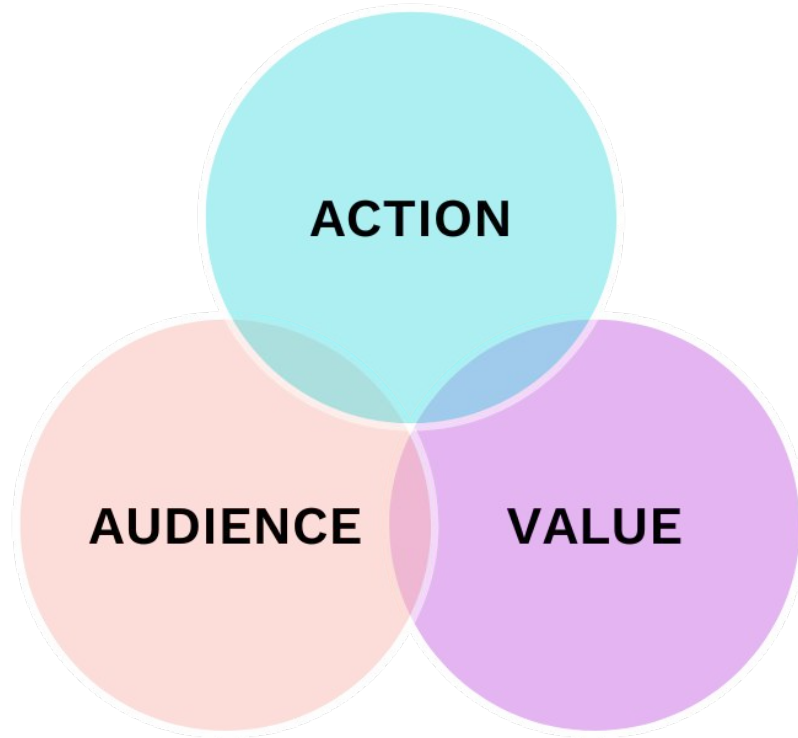
Pt. 3: Writing for search

Getting started with SEO writing

More than anything else, your focus should be on writing high quality content your audience wants to read. Never write for an algorithm, just write with the algorithm in mind!

The more helpful your content, the more people read and share it, the better it will do in search anyway!
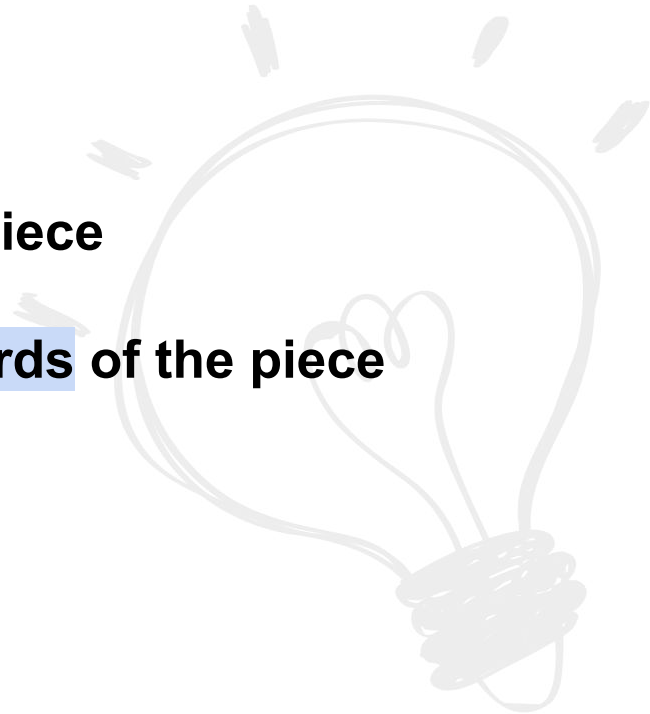
Writing for an audience

Making words count + getting personal with your audience + your TOV + making your words sticky + (maybe) using a template = Simple, engaging content

Getting started with SEO writing

After you've selected a keyword:

- Use the keyword in the title of the piece

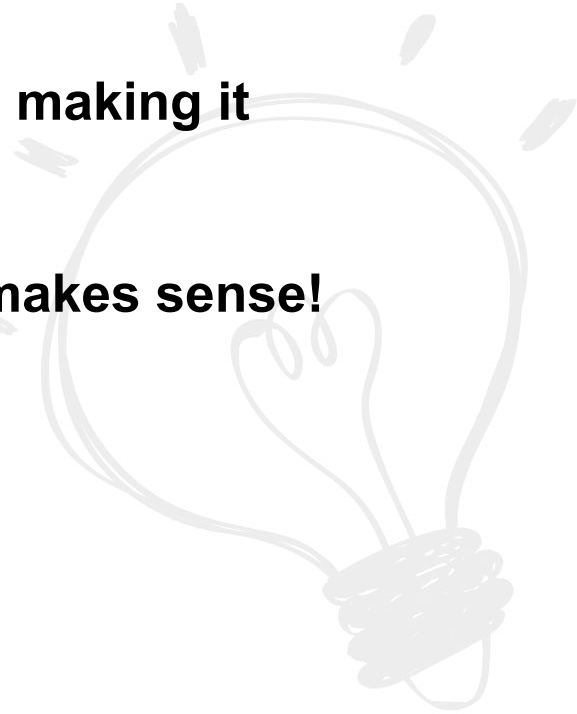- Use the keyword in the first 100 words of the piece

Backyard Chickens for Beginners: A Comprehensive Guide to Getting Started

If you're looking for a rewarding hobby that offers fresh eggs and a fun outdoor activity, keeping backyard chickens may be just what you need. However, starting with backyard chickens can be overwhelming for beginners, especially if you're not familiar with the basics of chicken care. In this article, we'll provide a comprehensive guide to getting started with backyard chickens, from choosing the right breed to setting up your coop and caring for your birds.

1. Backyard Chickens for Beginners: A Comprehensive Guide to Starting Your Flock

2. The Ultimate Beginner's Guide to Backyard Chickens: Tips and Tricks for Success

3. How to Get Started with Backyard Chickens: A Beginner's Guide to Raising Your Own Flock

4. Backyard Chickens for Beginners: Tips for Building a Coop and Caring for Your Birds

5. Everything You Need to Know About Raising Backyard Chickens for Beginners

Getting started with SEO writing

- **Use headers to break up your content, making it more scannable**

- **Use the keyword in your headers if it makes sense! (but skip it if it doesn't)**

Choosing the Right Breed

One of the first things you'll need to do is choose the right breed of chicken for your backyard. There are many breeds to choose from, but some of the most popular breeds for beginners include Rhode Island Reds, Plymouth Rocks, and Leghorns. These breeds are generally hardy, friendly, and easy to care for, making them ideal for beginners.
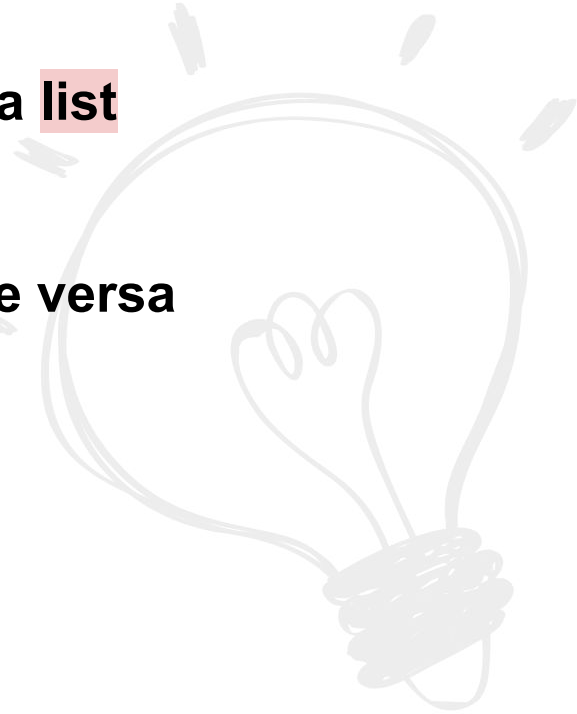
Setting Up A Backyard Coop

Once you've chosen your breed, you'll need to set up a coop for your chickens. A coop is a sheltered area where your chickens can sleep, lay eggs, and stay safe from predators. There are many different types of coops available, ranging from simple DIY designs to more complex and expensive options.

Getting started with SEO writing

- **Consider reworking your content into a list**

- **The fewer the # in your list, the more comprehensive each # will be, and vice versa**

Backyard Chickens for Beginners: 5 Easy Steps for Success

Starting a backyard flock of chickens can be a rewarding hobby for beginners. But, where do you begin? This article will guide you through 5 easy steps to get started with backyard chickens.
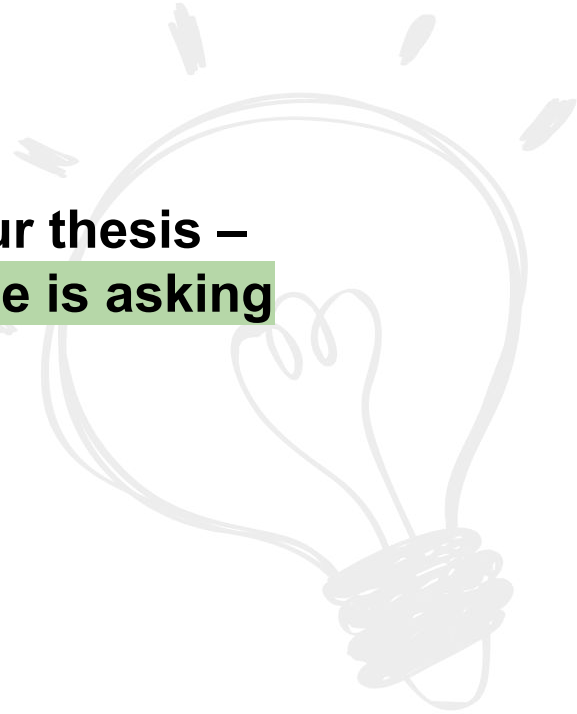
Step 1: Choose Your Chicken Breed

The first step in getting started with backyard chickens is choosing a breed. Some popular breeds for beginners include Rhode Island Reds, Plymouth Rocks, and Leghorns. These breeds are friendly, hardy, and easy to care for.

Step 2: Set Up Your Coop

Getting started with SEO writing

- **Include a conclusion**

- **The conclusion should summarize your thesis – and answer the question your audience is asking**
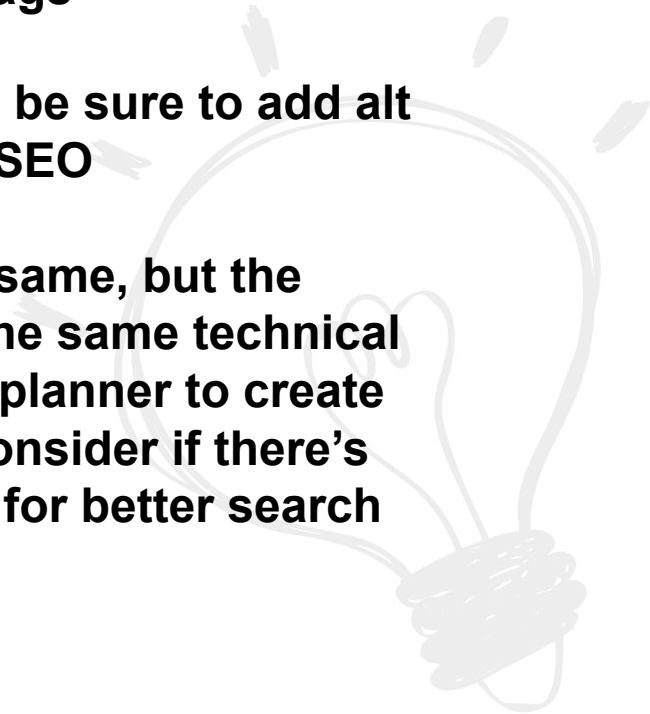
Conclusion

Keeping backyard chickens can be a fun and rewarding hobby for beginners, but it does require some planning and preparation. By choosing the right breed, setting up a proper coop and outdoor area, and providing daily care and attention, you can enjoy fresh eggs and the companionship of these fascinating birds.

Whether you're looking for a way to connect with nature, teach your children about responsibility and animal care, or simply enjoy the many benefits of raising backyard chickens, there's no better time to get started than now. With a little research and effort, you can create a happy and healthy environment for your backyard chickens and enjoy all the rewards that come with it. Happy chicken keeping!

Getting started with SEO writing

- **If you can, use <h1>, <h2>, <h3>, etc., tags**

- **If you have any images in your content, be sure to add alt text – not only for accessibility, but for SEO**

- **On social media, the principles are the same, but the content is shorter and you don't have the same technical opportunities - use your keywords and planner to create content your audience is looking for (consider if there's an opportunity to use tags or hashtags for better search on social)**

Thanks for coming!
See you in the Teams channel!