



# How to write SEO friendly articles

BASED ON UDEMY COURSE: SEO COPYWRITING: RANK AND GET THE CLICK

A meme featuring a young man with a pleading expression, overlaid with text about wanting to rank on the first page of Google. The man has light brown hair and is wearing a light blue shirt. The background is a blurred outdoor setting. The text is in a bold, white, sans-serif font with a black outline. In the top right corner, there is a solid purple vertical bar. In the bottom right corner, there is a small watermark that reads "memes.com".

**I ALSO WANT TO  
RANK**

**ON 1ST PAGE OF  
GOOGLE**

# How to make your text SEO friendly and get a click

1. Create quality content
2. Know your reader
3. Use keywords wisely

# 1 – Create quality

- ▶ **Readability** – spaces, images, bullet points
- ▶ **Length** – the longer the better (for Google)
- ▶ **Storytelling** – creates personal connection with a brand

# 2 – Know your reader

## Practice:

### 1) Who's Who in a Web Development Team

It's your first web development project.

You've contracted with a web development company, and they've put a team together for you.

This is when an important question arises: "Who are all these people in the web development team? Who should I contact about a particular issue?"

### 2) Manual Testing is an Art

If you think Manual Testing can be done by anyone, think again. In truth, manual testing can be successfully performed only by professionals – the Software Testers. You see, Software Testing is not just a process that follows sequential steps. It's an Art that requires many hard and soft skills and most importantly needs immense patience.

## 3 – Use keywords wisely

### Where and how to place?

- Title (50-60 symbols)
- Meta description (155 - 320 symbols) - place a keyword in first 160 symbols
- First paragraph and in the whole text
- Alt and caption of an image

# Use keywords wisely

## Which to use?

- ▶ Head keywords (*mobile app development*) – landing pages, non-selling pages
- ▶ Middle keywords (*mobile app development for restaurant businesses*) service description on a landing page
- ▶ Long tail description (*how to build an app like Starbucks*) – articles that sell

# Use keywords wisely

## How to find them?

- [keywordtool.io](https://keywordtool.io)
- [soovle.com](https://soovle.com)
- [answerthepublic.com](https://answerthepublic.com)
- [SEMrush.com](https://SEMrush.com)
- [Moz keyword explorer](https://moz.com/keywordexplorer)



# What else you need to know about how Google works

- ▶ Google today relates keywords with objects and activities in the real world.
- ▶ If you don't use related words in your text, Google thinks you don't know what you're writing about and ranks your text as a bad copy.
- ▶ Google understand synonyms, so no keyword stuffing!

Thanks for watching!

