SEO Content

What We Optimize

What is SEO Content?

SEO content simply means to optimize content on a website so that it ranks well for organic keyword terms.

Content that is well-optimized includes:

1. **Optimization of common elements of web pages**--headers, textual content, images, video, code, keyword injection, navigation, and more.
2. **Conforms content to best practices**--header hierarchy, LSI keyword density, money keyword density.
3. **SEO audits**--content fixes for grammar, wordiness, word overuse, broken images and code, and more.

SEO Content: Quality & Communication

Google and other search engines have an **algorithm to determine what should rank and what shouldn't rank organically**. This algorithm is based on digital signals on the internet (factors like content, links, sitemaps, etc).

When we optimize your site and use third-party website promotion, we are building commonly known elements and promotions that signal to Google that (1) **your website has quality** and (2) **communication** (what the site is about).

Content should both be natural sounding to humans and understandable to machines (bots like GoogleBot)

But...we don't just add signals. We use strategies and tactics that we have seen by experience boost rankings above the competition.

Content and Research

When we do keyword research for businesses, we first do company research then keyword research:

1. **Company research** is where we build a list of keywords based on what the company offers. This is a prerequisite to keyword research, because we need to understand what to rank for and what not to rank for. If a company sells only oranges, we don't want to rank them for apples.
2. **Keyword research** is done through SEO tools that mine keyword traffic for the company's industry, competitor's content, long-tail keyword ranking opportunities, LSI keywords by niche, & TF-IDF keywords.

KEYWORD RESEARCH
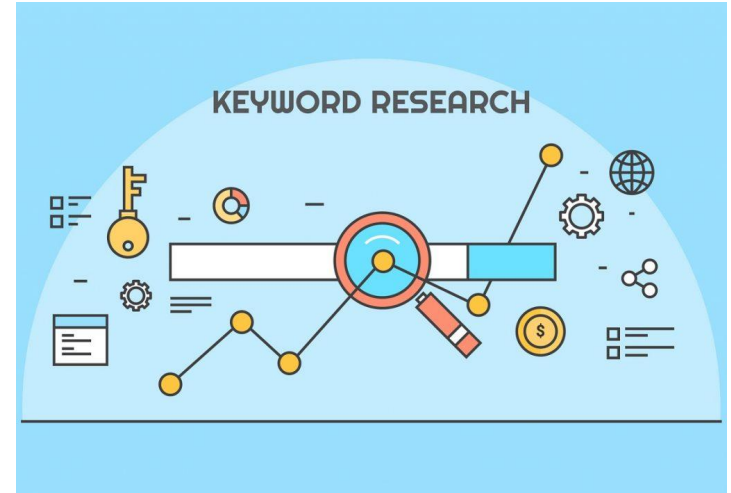
Content That We Commonly Optimize

1. Textual Content
2. Images
3. Video
4. Code
5. Maps
6. Other (if available)

1) Textual Content - Headers

Headers are not just for style, they are for communicating topically what the page is about and signalling to the search engines the quality of the content. We optimize these by:

1. Ensuring that the headers are following the hierarchy that Google and standard website practices suggest (H1-H6)
2. Ensuring that the H1 is the first header of every page (we use CSS to correct sizing)
3. Placing keywords strategically within the headers
4. Fixing grammar & formatting issues.

Header tags ranked by importance

`<h1>Heading 1</h1>` **Most important**

`<h2>Heading 2</h2>`

`<h3>Heading 3</h3>`

`<h4>Heading 4</h4>`

`<h5>Heading 5</h5>`

`<h6>Heading 6</h6>` **Least important**

1) Textual Content - Paragraphs

- **Introductory Paragraph(s):** For the first paragraph, we include the main keyword(s) you are attempting to rank for. We ensure that the first few paragraphs includes a thesis statement for the rest of the content.
- **Mid-section Paragraphs:** Subsequent paragraphs is typically where we interlink, ensure readability, inject keywords and synonyms, and fix grammar issues.
- **Concluding paragraph:** The last paragraph should reiterate the intro, but also include a CTA.

Note: These are not hard and fast rules. We allow for variation and lean for what is best for the user experience.

2) Content - Images

We optimize the following for images:

1. **Filename** - General object of image with file extension (apples.jpg; oranges.png)
2. **Alt tag** - Accurate description of the image with landing page keyword (if possible)
3. **Image size** - Image compression or reduction for website performance
4. **EXIF data** - Extra info of the image, including longitude/latitude of where the image was taken, image description, authorship, and more.
5. **Image Audits** - We remove any images that are broken.
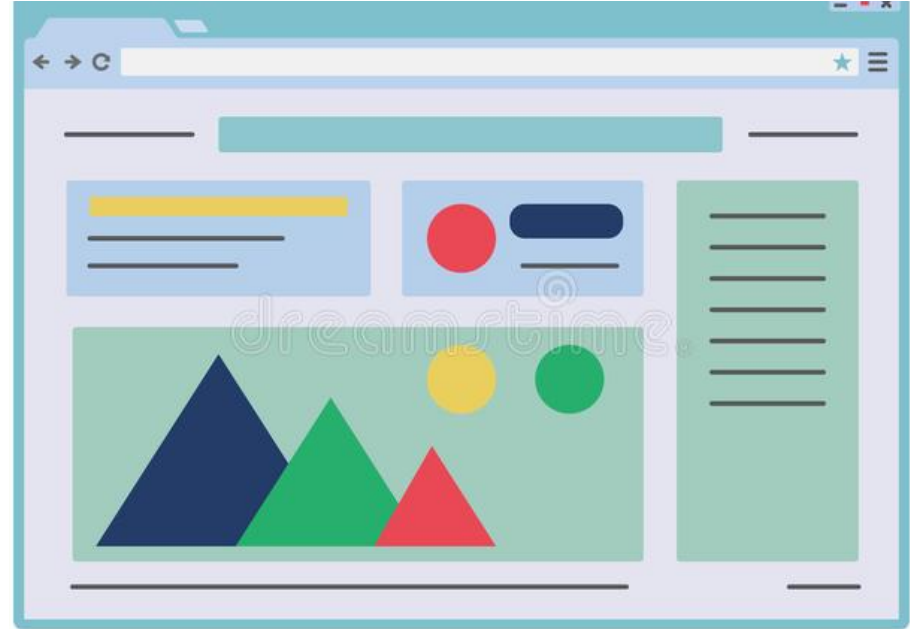
3) Content - Video
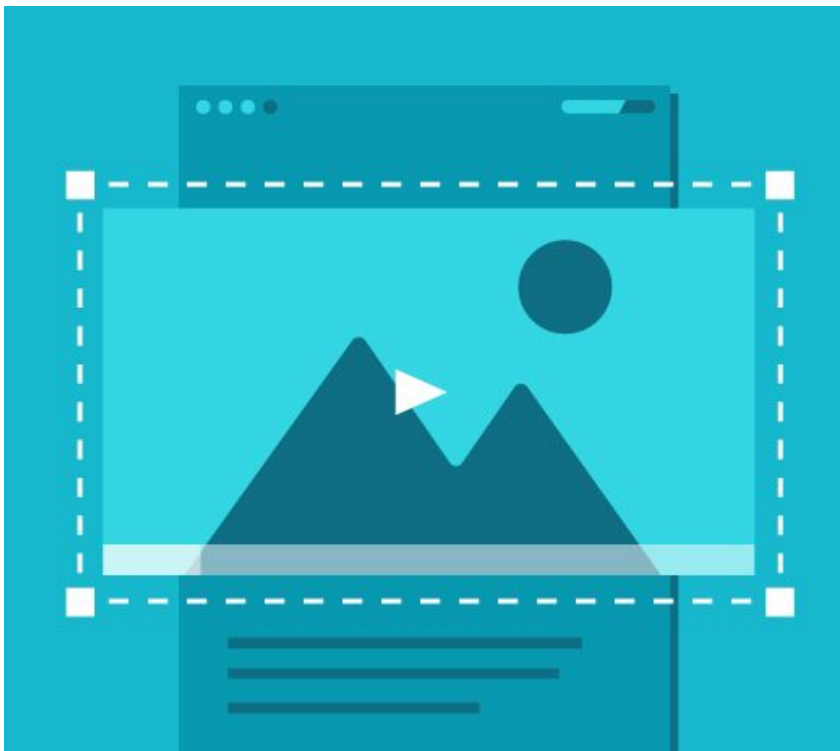
We optimize for the videos hosted on your site including (depending on access):

1. **Titles** - A title that corresponds with the keywords you are attempting to rank for on your landing page.
2. **Description** - We include a link on the description to the landing page it's hosted on.
3. **Video size** - We ensure that the video is the optimal size for the formatting and speed of the website.
4. **On-site Audits** - We remove any videos that are broken and fix any coding issues. If videos are slowing down website performance, we will remove with client permission.

4) Content - Maps

For small businesses it is essential that a map is embedded on the site, preferably Google's Map. We optimize maps by:

1. Using a script to embed the map on the contact page
2. Either embedding the map(s) on the footer or linking to the map(s) on the footer
3. If there are several locations, we include the map of each location on separate landing pages.
4. Audit to ensure that the map is showing the correct location and the code is correct
5. Formatting the map correctly
6. Adding the link to Schema code
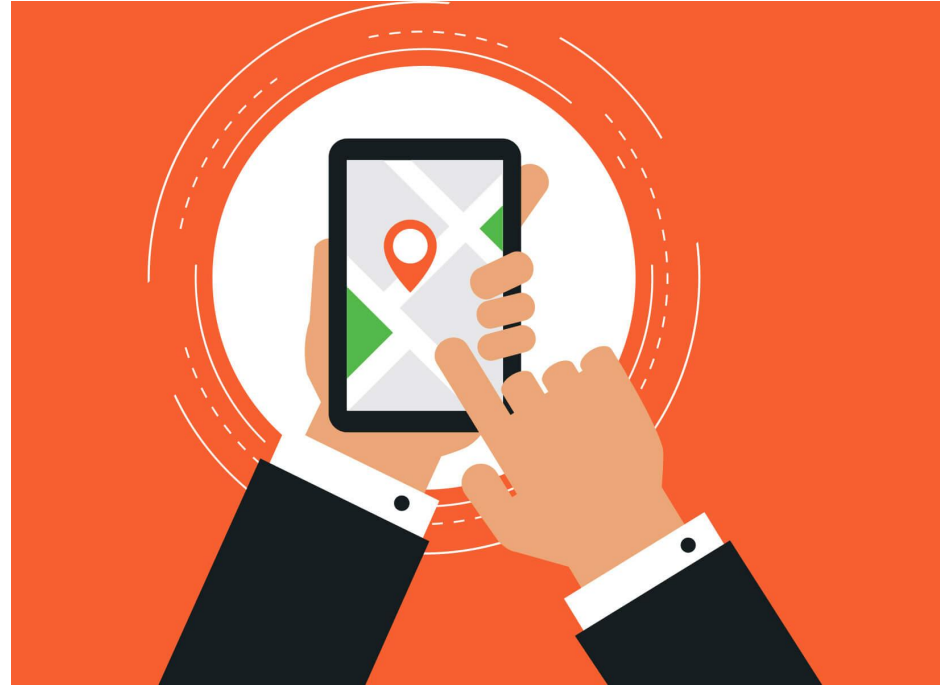
5) Content - Coding

Within the main content of the website there are often coding errors that we fix. These include:

- Auditing and fixing HTML errors
- Using CSS for styling instead of inline styles
- Injecting code, including scripts, and formatting it correctly.
- Deleting useless code that is taking up space, or outdated code that is not compatible with modern browsers
- Injecting additional schema code for blog posts.

6) Content - Other

In addition to what we commonly optimize, we also do SEO for the following:

- PDF Files
- Audio Files
- Scripts from platforms like Pinterest and Instagram