

# How to Optimise your Content for SEO Success



*Marketing more profitable*

---



93% online  
experiences  
begin with a  
search engine

SEO is a key component in an effective Inbound Marketing strategy and making the most of SEO techniques when writing, and raising awareness of compelling content, is easy to do.

So, let's start at the beginning –how does SEO fit into an Inbound Marketing strategy?

In its most commonly used form, SEO is the process of improving the ranking and visibility of your website's pages in search engines like Google. However, SEO best practice techniques can be used to help make compelling content easy to find by your prospective leads.

---

*Over the following pages we've set out 5 top tips for marketers to make your content SEO friendly and help it be found by your target audience.*

# 01

## *Don't try to sell your business too soon - educate*

---

75% buyers  
want marketers  
to curb the sales  
pitch

### Make it clear what you do

Targeting [top of the funnel leads](#) through your content means that they won't yet be receptive to sales messages saying '20% off with your first order' or 'buy now for a free trial'. Make the tone of your content educational – position yourself as someone who can help with their business problems, not just a product pusher. In the visitor's search for an answer to a business problem, your content should provide information to help towards a solution.

### What next?

Make sure your copy is specific and to the point. For example, as an example of a best practice header, a finance provider might write 'Commercial and Personal Finance providers' rather than 'Finance to Power your Sales'. The best practice example states clearly what the business does so the reader can get more information about a commercial finance problem.

# 02

## *Always link back to your content*

---

### The power of the link

While SEO agencies might state that the quality of links and the use of Meta Tags as a priority in SEO best practice, for Inbound Marketers links are important in a slightly different way. Using internal links in all of your content, including blogs, social media and website pages, is an easy way to get SEO brownie points without much effort – perfect for the less SEO savvy.

### Internal Links are best

Using internal links is a great way to make more than one piece of content easily found by potential customers. Creating a natural link between content is not only good for SEO rankings but provides additional information for readers at the top of the sales funnel, offering a solution to a business problem and increasing the likelihood of them becoming a customer.

**Did you know?**  
Companies that  
blog have 97%  
more inbound  
links

# 03

## Use the most relevant Keywords

---

Keywords account for 25% of what impacts rankings in search engines

### Where to start?

Use programs such as Google AdWords to find out which search terms are most commonly used by your target audience. Then incorporate these into your content, but make sure you don't overuse them or search engines might think its spam.

### Prioritise keywords

For longer pieces of content, such as blogs and website pages, ensure that the top five keywords are referenced exactly in the copy of your content. For the rest, you can use singular words throughout the content. To make it easier for your potential customers to find your content, use long tail keywords where possible. These are three and four word keyword phrases that are extremely specific to the solutions clients are searching for.

# 04

## Heading(s) for SEO success

---

### Main Headings – how to get SEO kudos

Otherwise known as the H1 tag to the brainy SEO fans, the heading of the content is a great way to boost your SEO effectiveness and get those all-important keywords incorporated. Save the most searched keywords for your main heading. For example, using the financial provider example again, if we were targeting 'Unsecured Personal Loans' on a client's Personal Loans page use:

- Old: 'Personal Loans with COMPANYNAME'
- New: 'Unsecured Personal Loans'

### What about sub-headings?

Where possible, best practice in blogs and web pages especially is to add second and thirds headings (H2) within the copy. Here you can use the second and third most searched for terms. Repeat this process across all pages and content to optimise your SEO performance and make your content visible to your target market.

75% of users never scroll past the first page of search results

# 05

## A few more best practice techniques

---

The top 4 positions on a search engine typically receive 83% of first page organic clicks

### Heading length

The title of your blog post should include your keyword, but keep long-tail keywords under 70 characters. Remember the title of your post will be the first step in determining the relevancy of your content, for both search engines and visitors.

### For articles and blogs

Make sure your articles have a minimum of 300 words and try to put down your keywords in about 1 to 2 percent of your text. So in an article of 300 words, you should mention your search terms 3 to 6 times.

*Don't waste your beautifully crafted content by failing to make it easy to find on search engines. Using these SEO techniques as best practice for all content creation will make it easy for top of the funnel leads to find and give the best opportunity for turning them into customers. woO are committed to helping businesses achieve Inbound greatness, with SEO optimised content being a key part of this, so if you've found this helpful why not [get in touch](#) to find out more?*



**woO** Marketing more profitable

Get the real low down on Inbound Marketing with woO's Ultimate Free Cheat Sheet

[Download Cheat Sheet now ▶](#)

The image shows the cover of a document titled 'Inbound Marketing: The Ultimate Cheat Sheet'. The cover is white with a blue header and footer. It features a photograph of two feathers and the woO logo in the bottom right corner.