

What is SEO?



SEO or search engine optimization is a crucial element in creating every website. According to BrightEdge, [organic search generates 53.3% of website traffic](#). By making your website more visible, businesses can increase traffic to it. To raise the ranking of the resource in search engines, it is necessary to use a collection of tools and strategies called SEO. This indicates that if the website is rated in the top 10 instead of positions 20–50, more people will visit it.

SEO writing will help to reduce the cost of contextual advertising because it raises the site in search results. “Natural” traffic is the most desirable thing for any business.

While several search engine optimization methods and disciplines exist, most websites can improve their visibility by applying some or all. In this article, I'll tell you how to write the text that sells for you so that you become desirable to business owners.

Keywords

The main point is that your target audience will find you through the words they enter in a search bar. If your site ranks well, it will be top of a search engine like Google. Do you ever scroll to a Google search's 2d or 3d page? Well, your potential customers act the same. Sure, expect cases when you need some specific information. For the research, that makes sense; however, that is a specific niche called science writing. Here we are talking about selling and conversion.

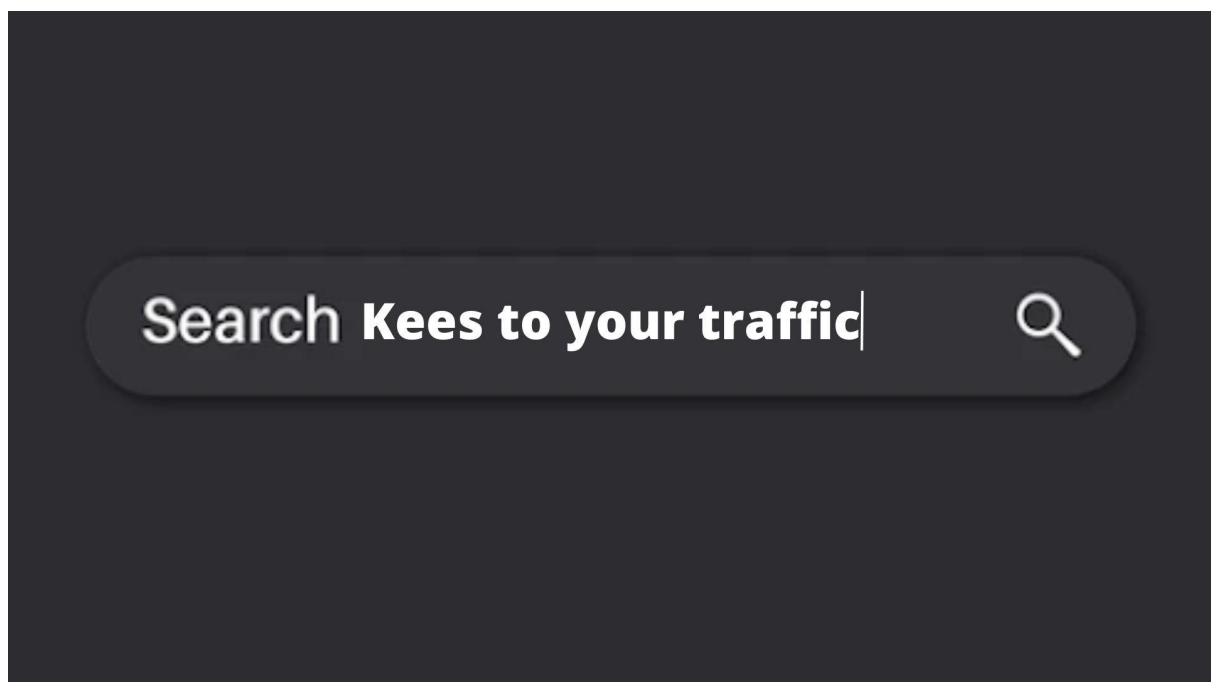
[Firstpage.com](#)'s 2023 data shows that the top-ranking position has a CTR of 39.8%, which is more than twice the CTR of the second position at 18.7% and almost four times the CTR of the third position at 10.2%. CTR is an important metrics to monitor to analyze your website performance.

From a technical perspective, Google evaluates your website's content to determine its relevance and adherence to specific criteria. If your content meets these standards, Google ranks it higher in search results for related queries.

Google and other search engines use algorithms to determine the order of websites in search results based on various factors called ranking signals. These signals evaluate the quality and relevance of a website concerning a search query. Some crucial ranking signals include:

1. Content quality and relevance: High-quality, unique, and informative content that matches the user's query.
2. Keywords: Relevant keywords that users are searching for should be incorporated into the content, title, meta tags, and headings.
3. User experience (UX): It is easy for users to navigate and interact with your website, including page load speed, mobile-friendliness, and overall site structure.
4. Backlinks: The number and quality of external websites linking to your website serve as a vote of confidence in your content's credibility and authority.
5. Social signals: The number of shares, likes, and comments on social media platforms, indicating user engagement and popularity.
6. On-page optimization: Proper usage of HTML tags, meta descriptions, header tags, and image alt tags for better indexing and understanding of your content by search engines.
7. Technical SEO: the website is properly crawled and indexed by search engines by optimizing the site's architecture, XML sitemaps, robots.txt files, and canonical URLs.

What are keywords?



A technique for **search engine optimization** and a means to raise your website's page rating is using keywords. They are queries that affect page ranking in search results, **keywords** are

individual words or phrases that users enter in the search bar on a search site (Google, Yahoo, Bing) to get information about certain things and products.

The most effective technique to raise your ranks is by using **them**. Users type specific words or phrases into the search bar to find the information they need, and they commonly act as the name of a website" as a top-level domain (TLD).

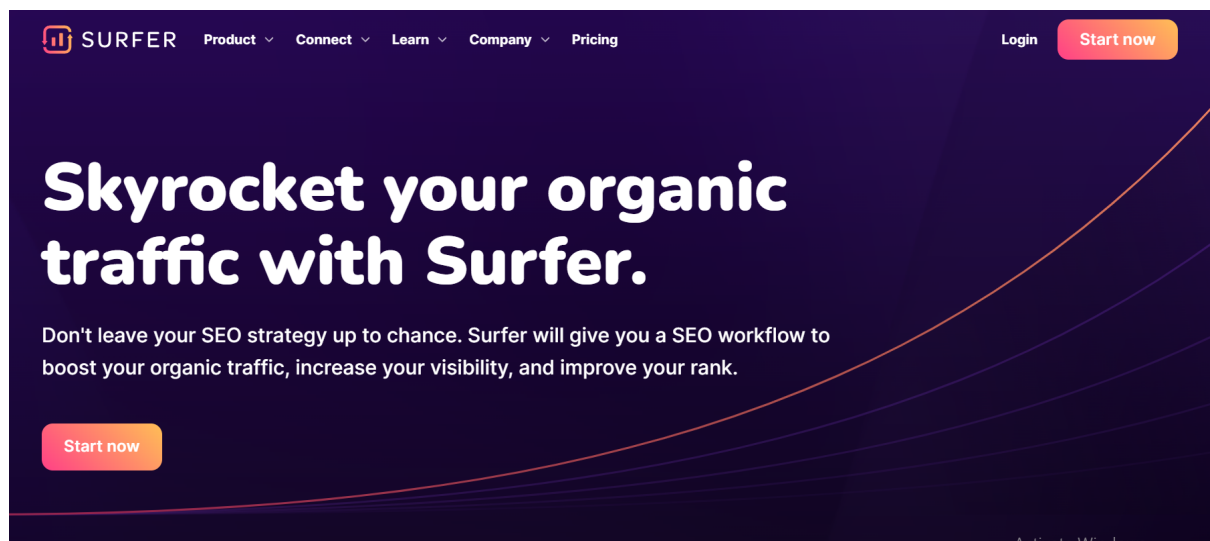
Because of the expertly crafted material, **SEO copywriting** will lead to greater results on search engines. These are writers who are familiar with website construction, the creation of links, tags, and Meta description tags. **SEO-written materials** attract search engines and website visitors using keywords in their search queries.

How to find keywords?

Once you have identified potential topics for your content, it's time to start looking for keywords. You can use various keyword research tools to help you with this task. These tools will give you an idea of what words and phrases people are searching for when they're looking for information related to your topic. This list of popular keywords is a good starting point for your content.

1. **Brainstorming:** List the topics related to your niche, products, or services. Consider the terms your target audience might use when searching for information about these topics.
2. **Google Autocomplete:** Type your primary keywords into the search bar and observe the suggested phrases appearing as you type. These suggestions are based on popular search queries. They can provide valuable keyword ideas.
3. **Google Keyword Planner:** This free tool, available within Google Ads, allows you to research keyword ideas and analyze their search volume, competition, and potential cost per click (CPC) for paid advertising.
4. **Competitor analysis:** Look at the keywords your competitors target in their content, meta tags, and URLs. You can use tools like SEMrush, Ahrefs, or Moz to analyze their keyword strategy and find potential opportunities.
5. **Keyword research tools:** There are several third-party tools available to help you find keywords, such as SEMrush, Ahrefs, Moz Keyword Explorer, and Ubersuggest. These tools provide keyword suggestions, search volume, competition, and other useful data to help you make informed decisions.
6. **Google Trends:** Analyze the popularity of specific keywords over time and identify seasonal trends or emerging topics using Google Trends.
7. **Long-tail keywords:** Focus on longer, more specific phrases (usually 3-5 words) with lower search volume but higher conversion rates. They tend to have less competition and target more specific user intent.
8. **Analyze your website analytics:** Use tools like Google Analytics to identify the keywords driving traffic to your site and optimize your content for these terms.

Serfseo is a good helper in this task.

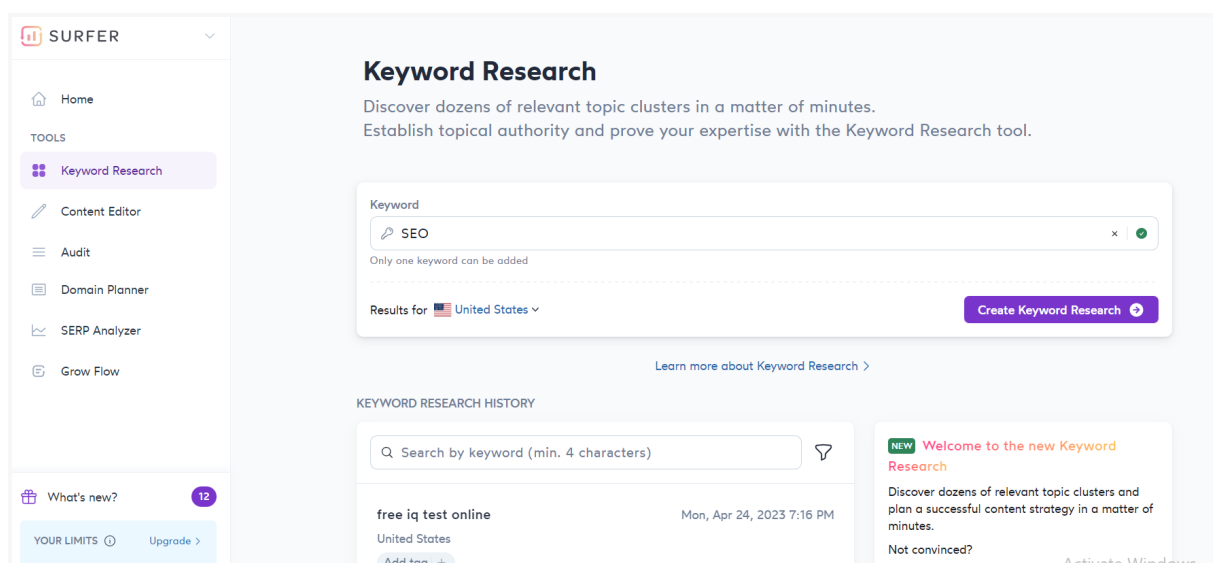


Surferseo is an SEO platform that empowers users to make data-driven decisions that propel their websites to search rankings.

Surferseo's comprehensive suite of tools includes a content editor, **keyword research**, and **SERP analyzer**, making it a one-stop solution for all your SEO needs. The platform's user-friendly interface makes it easy for beginners and experienced SEO professionals to navigate and make informed decisions based on the provided data.

What do you need?

Press Keyword Research and enter your topic.



The application will show you information about possible words to help you create content.

KEYWORD RESEARCH SUMMARY

SEO

Created: Today at 7:29 PM

127 clusters for the main topic ⓘ

ALL CLUSTERS127

CONTENT EDITORS IN PROGRESS0

DONE0

FILTERS

Intent

Keywords

Search Volume

SORT BY

Most Relevant

INFORMATIONAL

MSV: 29.3k KD: 9

what are seos +5 more

Keywords (6 of 6)

what are seos

what is the search engine optimization

search engine optimization definition

search engine optimization def

seo examples

INFORMATIONAL

MSV: 1,280 KD: 8

seo in 2022 +13 more

Keywords (14 of 14)

seo in 2022

seo trends 2022

latest seo trends

seo trends 2021

latest trend in seo

INFORMATIONAL

MSV: 6,220 KD: 7

blog about seo +8 more

Keywords (9 of 9)

blog about seo

seo of blogger

seo blogs tips

seo for blog post

seo marketing blog

INFORMATIONAL

MSV: 3,160 KD: 9

tips for seo +10 more

Keywords (11 of 11)

tips for seo

seo tips and tricks

seo recommendations

INFORMATIONAL

MSV: 3,160 KD: 8

off page seo +12 more

Keywords (13 of 13)

off page seo

what is off page in seo

off page seo

INFORMATIONAL

MSV: 25.1k KD: 8

local seo +14 more

Keywords (15 of 15)

local seo

localized seo

what is local seo

Pay attention to word difficulty.

<div> <div>← →</div> <div>seo in 2022</div> <div>INFORMATIONAL</div> <div>×</div> </div>		
MONTHLY SEARCH VOLUME (MSV)	TOTAL TRAFFIC	DIFFICULTY (KD)
1,280	457	8
Keywords (14 of 14)		
<input checked="" type="checkbox"/> seo in 2022	MSV	KD
<input checked="" type="checkbox"/> seo trends 2022	320	8
<input checked="" type="checkbox"/> latest seo trends	170	8
<input checked="" type="checkbox"/> seo trends 2021	110	8
<input checked="" type="checkbox"/> latest trend in seo	90	8
<input checked="" type="checkbox"/> new seo trends	90	8
<input checked="" type="checkbox"/> seo 2022	50	8
<input checked="" type="checkbox"/> new in seo	210	8
<input checked="" type="checkbox"/> seo trends and techniques	90	8
<input checked="" type="checkbox"/> future seo trends	30	7
<input checked="" type="checkbox"/> top seo trends	20	8
<div>Create Content Editor</div>		

Keyword difficulty refers to the competition and effort required to rank well for a particular keyword in search engine results. Keyword difficulty is usually expressed as a numerical value or score, with higher values indicating greater competition and more challenging ranking prospects. Selecting words with less competition is advisable to increase the likelihood of success.

SERP Analyzer

Find the correlation between the position in search results and on-page factors.

It will help you analyze which keywords will suit your particular requirements. You can define the complicity of words,

SERP Analyzer

Find correlation between position in search results and on-page factors

Keyword(s)

🔍 SEO x |

You can add keywords separated by , or shift + ⌘

Results for 🇺🇸 United States ▾ with 4 other Settings ▾

Create SERP Analyzer ➔

[Learn more about SERP Analyzer >](#)

SERP ANALYZER HISTORY

🔍 Search by keyword (min. 4 characters) 🔍

NLP always on [Learn more >](#)

Tags ⓘ

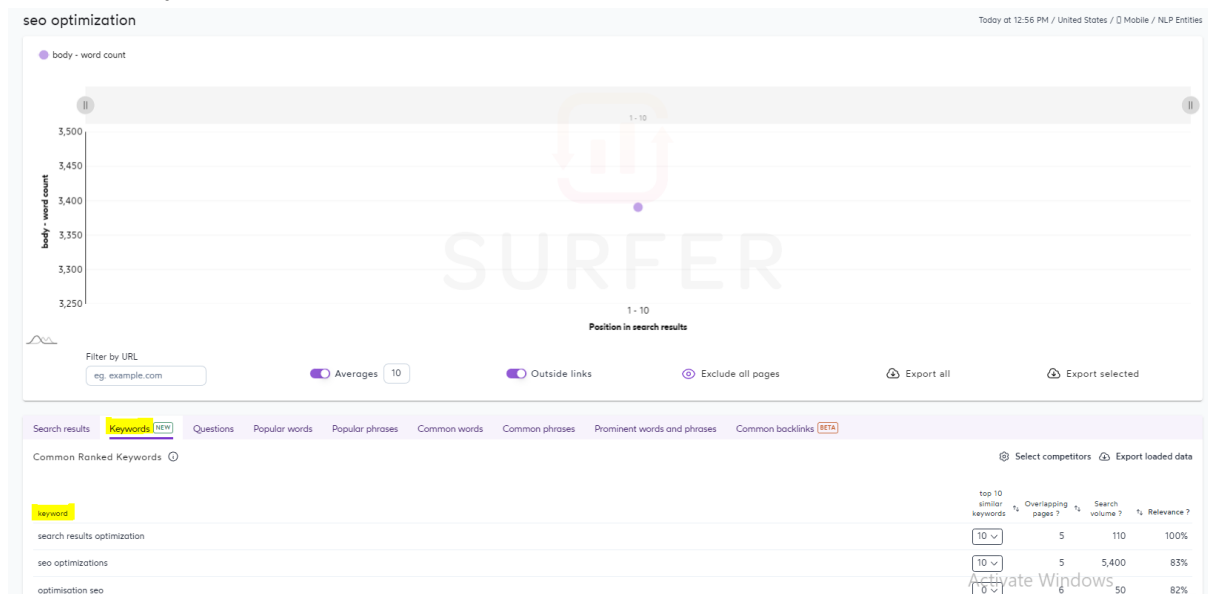
Create your first tag +

best solutions for headless architecture for ... Mon, Apr 17, 2023 9:13 PM

🇺🇸 United States / NLP Entities

Add tag +

After choosing the words, simply enter them into the bar and press “Create SERP Analyzer”.
Go to the keywords:



How to insert keywords?

There are many methods to fill the text with keys; here, we give three of the most common:

- Direct insertion - a phrase is inserted into the text exactly as it is given in the specification. Allows using commas between words. For example, for the phrase "iPhone phone to buy," it will be: "iPhone, one that you can buy from us..."

- Morphological occurrence - allows changes in capitalization or endings for better readability. For example, the sentence "to order food in NY" could sound like this: "food delivery in NY."
- Diluted inclusion - the key can be diluted with prepositions and even other words. The phrase "furniture retail" would sound like this: "furniture hardware retail."
- Synonyms and variations - Use synonyms or variations of the keyword to maintain the natural flow of the content. For example, if your keyword is "digital marketing," you can use terms like "online marketing" or "internet advertising."
- Long-tail keywords - Incorporate long-tail keywords, which are longer and more specific phrases that users are likely to search for. These can help you target a niche audience and rank higher for less competitive terms. For example, instead of just "running shoes," use "best running shoes for trail running."
- Semantic keywords - Include semantically related keywords that are contextually relevant to your main keyword. These words and phrases help search engines comprehend the broader topic of your content. For example, if your main keyword is "weight loss," consider including related terms like "diet," "exercise," "calories," and "nutrition."
- Keyword placement - Strategically place keywords in important areas of your content, such as the title, headings, subheadings, and first and last paragraphs. This helps search engines understand the relevance of your content to the targeted keywords.
- Keyword density - Maintain a balanced keyword density, ensuring your content doesn't appear spammy or overly optimized. A general rule of thumb is to aim for a 1-2% keyword density throughout your content.
- Questions and answers - Incorporate commonly asked questions related to your keyword and provide concise answers. This can help your content rank for voice search queries and featured snippets in search results.
- Use of multimedia - Include relevant images, videos, and infographics in your content, and optimize them with descriptive alt tags and captions containing your target keywords. Multimedia elements can make your content more engaging and provide additional context for search engines.

What text structure should it be?

When writing SEO texts, it is important to structure the text with headings and subheadings at different levels, insert keywords, and use lists.

A good structure is important when writing a text - the material is more easily perceived and scanned by the reader. In this case, however, the robots of search engines must scan all text elements and determine how the material corresponds to a particular topic.

Put the main idea at the beginning of the article and develop it gradually in the next paragraphs. It is convenient if the article consists of paragraphs of 4-6 lines. The text is divided into paragraphs marked by subheadings with the following hierarchy: H2→H3→H4.

Marked and numbered lists break up the text and make it easier for the eye to grasp and recognize the main ideas.

Uniqueness

The importance of uniqueness cannot be overstated. If you copy material from another website, your website will become invisible in search engines or any other resource related to content on the Internet, and your website will lose visitors. To avoid this, the search engine uses a "unique text indexer" (unique text with different content can positively affect traffic), which divides the text into shingles - several words placed in a row. Google uses six- or seven-word shingles.

Text uniformity is considered enough:

90-100% - the ideal to aim for,

70-90% - the average uniqueness; many webmasters do not work with such texts.

Less than 70% - not a unique text, which should be revised.

How to check the text uniqueness:

When writing by hand and expressing your ideas, other writers may have already used the same words and phrases. Several plagiarism checker applications can help you ensure your content is original and not infringing on others' intellectual property. Here are five reputable plagiarism checkers with links to their websites:

Grammarly

Website: <https://www.grammarly.com/plagiarism-checker>

1. Grammarly's plagiarism checker is part of their comprehensive writing assistant tool, offering grammar, punctuation, and style checks.

Copyscape

Website: <https://www.copyscape.com/>

2. Copyscape is a popular plagiarism detection tool used by website owners, content creators, and educators to check the originality of online content.

Turnitin

Website: <https://www.turnitin.com/>

3. Educational institutions widely use Turnitin to check students' work for plagiarism and help educators provide feedback to improve writing.

Plagscan

Website: <https://www.plagscan.com/en/>

4. Plagscan is a plagiarism detection software that helps businesses, educational institutions, and individuals ensure their content is original.

Quetext

Website: <https://www.quetext.com/>

5. Quetext is a plagiarism checker that uses advanced algorithms to detect similarities between your content and existing online sources.

How to avoid plagiarism?

Do you have any content that can be found in other sources?

- Swap out sentences or paragraphs.
- Rewrite the plagiarized content: Paraphrase the plagiarized sections using your own words and writing style. Make sure to convey the same meaning as the original text but use different phrasing and sentence structure.
- Does the article contain many terms, excerpts from the law, or formulas you can not change? Include this text as images or screenshots. The search engine will not be able to recognize them, and their uniqueness will be increased.

Check for plagiarism again

After rewriting and adding citations, run your text through a plagiarism checker once more to ensure that all instances of plagiarism have been addressed.

Write consciously

It's critical to understand that proper language, spelling, and punctuation are only a small part of modern SEO. Instead, it concerns the article's significance and applicability to the subject. Therefore, when creating content, always pay attention to the structure of sentences

and phrases and their wording. Do not be lazy when writing; think about what you will write or publish on your website. Search engines will take that into account.

Watered down is unnecessary information in the text that the author inserts to get the right number of characters or when he does not know what to write about. These are introductory constructions and superfluous words that have no meaning. The text gets watery if it contains a lot of these words.

Search engines know how to determine if the text is watered down. Therefore, check the article and this parameter before putting it on the website. The search engine will rank it lower if the text contains more than 30% water.

Overload

Text overload is the oversaturation of a text with the same words. If you use one or more words too often, text nausea increases. It's also bad for advertising because Google's search engine ranking algorithm considers it unnatural for your content to be published with the same text.

Nausea occurs

Classic - when you take the number of times, a word is repeated and take the square root from it. For example, if a word occurs 9 times in the text, the classic nausea is 3. More than 7 are not allowed in the text.

Academic - when the number of times a word is repeated is compared to the number of words in the entire text. This ratio is expressed as a percentage, and 3-5% is considered the norm.

Stay up to date with all SEO updates

To stay updated on SEO trends and algorithm changes, it's essential to follow reliable sources that provide industry insights, news, and best practices. Some main sources to monitor for SEO updates include

Google Search Central Blog (formerly Google Webmaster Blog): The official source of information on Google's search algorithm updates, best practices, and new features.

1. URL: <https://developers.google.com/search/blog>

Google Webmasters YouTube Channel: Official videos and live events from the Google Search Central team featuring Q&As, tutorials, and industry news.

2. URL: <https://www.youtube.com/user/GoogleWebmasterHelp>

Moz Blog: A well-known and respected source for SEO insights, guides, and industry news from SEO experts.

3. URL: <https://moz.com/blog>

Search Engine Journal: A digital marketing publication that offers in-depth articles, news, and guides on SEO, PPC, and social media marketing.

4. URL: <https://www.searchenginejournal.com/>

Search Engine Land: A leading online publication that covers SEO news, updates, and best practices, including Google algorithm updates.

5. URL: <https://searchengineland.com/>

Ahrefs Blog: A popular blog that provides actionable SEO insights, tutorials, and case studies backed by data from the Ahrefs toolset.

6. URL: <https://ahrefs.com/blog/>

SEMrush Blog: The official blog of the SEMrush platform, featuring articles on SEO, PPC, content marketing, and social media.

7. URL: <https://www.semrush.com/blog/>

Yoast SEO Blog: A blog focused on SEO, WordPress, and online marketing, maintained by the creators of the popular Yoast SEO plugin.

8. URL: <https://yoast.com/seo-blog/>

Backlinko: A blog by Brian Dean that offers in-depth guides and case studies on SEO, content marketing, and link building.

9. URL: <https://backlinko.com/>

SEO Roundtable: A website that curates SEO news, updates, and discussions from various sources, including webmaster forums and social media.

10. URL: <https://www.seroundtable.com/>

Find a professional SEO writer

To have a successful online marketing strategy, businesses need to focus on SEO optimization and keyword research. These elements help businesses create quality content that appeals to their target audience and ranks higher on search engines. Staying up-to-date with the newest SEO trends, using best practices on their website, and carefully researching keywords can boost online visibility, attract organic traffic and help businesses reach their marketing goals. Finding the right SEO writer is key to achieving these objectives.

Finding a good SEO writer is important to any online marketing strategy. A knowledgeable and experienced writer can create keyword-rich content that appeals to readers, ranks highly on search engines, and helps businesses reach their goals. They should be able to produce high-quality, keyword-rich content that reads naturally and engages your target audience. An experienced SEO writer can help you maximize the visibility of your website on search engines while creating content that resonates with readers. With their help, businesses can have an effective and successful online marketing strategy.

Furthermore, businesses must monitor the performance of their website content closely. Keeping a close eye on metrics such as organic traffic and keyword ranking can help businesses identify which content strategies are working and which could improve. Working with an experienced SEO specialist who understands how to track and analyze website performance can help businesses continuously optimize their content and improve the visibility of their website.

How to monitor SEO performance?

Several applications and tools can help businesses monitor and improve their SEO performance. Here's a list of popular and widely-used tools:

1. Google Analytics: A powerful web analytics tool that helps you track and analyze your website traffic, user behavior, and conversions from organic search.
2. Google Search Console: A free service provided by Google that allows you to monitor your website's performance in Google search, submit sitemaps, and identify any technical issues that might be affecting your SEO.
3. Bing Webmaster Tools: Similar to Google Search Console, Bing Webmaster Tools helps you monitor your website's performance in Bing search and identify any technical issues.
4. SEMrush: An all-in-one SEO tool that offers features like keyword research, competitor analysis, backlink analysis, site audit, and rank tracking.
5. Ahrefs: A comprehensive SEO tool that helps you with keyword research, backlink analysis, rank tracking, and site audit, among other features.
6. Moz: Another popular SEO tool that offers features like keyword research, rank tracking, site audit, and backlink analysis.
7. Screaming Frog SEO Spider: A website crawling tool that helps you perform technical SEO audits by identifying broken links, duplicate content, and missing meta tags.
8. Google PageSpeed Insights: A tool that analyzes your website's load time and recommends improving its speed and performance.
9. GTmetrix: A website performance analysis tool that helps you monitor your site's speed and offers actionable recommendations for optimization.
10. Yoast SEO (for WordPress users): A popular SEO plugin for WordPress that helps you optimize your website's on-page elements, such as title tags, meta descriptions, and header tags.

Remember, the key to long-term success in SEO is to continuously monitor, analyze, and refine your strategies based on data-driven insights and changing market dynamics.

SEO copywriter

A skilled SEO copywriter crafts engaging, informative, and persuasive content, seamlessly integrates relevant keywords and optimizes various on-page elements. This ensures that the content resonates with human readers and search engine algorithms, boosting the website's visibility and ranking on search engine results pages (SERPs). As a result, an SEO copywriter's expertise is invaluable in attracting organic traffic, generating leads, and ultimately driving business growth in today's digital-first world.

1. Produce competent and engaging writing, and integrate the keys into the text to make them appear natural.
2. Analyze the content's target audience, style, and goals. Adapt to different writing styles and tones to match the brand voice and cater to various target audiences. Collaborate

effectively with the marketing team and other stakeholders to align content with the overall SEO strategy and objectives.

3. Construct catchy headlines with keywords and article\content structure.

In case the customer does not cover this scope.

Remember that technical tasks will influence the writer's rate. If the specialist defines the structure and keywords, his rate should be much higher.

4. Use services to check for water, nausea, and uniqueness.
5. Understand and implement on-page SEO best practices, such as proper heading tags, meta descriptions, and alt text for images.
6. Stay updated on the latest SEO trends and algorithm updates to optimize content accordingly.
7. Analyze content performance using analytics tools and make data-driven improvements to increase search rankings and organic traffic.