

WRITING WEBSITE CONTENTS WHICH WILL BE INDEXED BY SEARCH ENGINES

Website Text

- One of the most important criteria for Google (and other search engines) is 'quality contents' and unique information.

- The optimum amount of text per webpage is considered to be around **400-550 words** and should contain relevant keywords, which is essential for Google to index a website – less text is likely to make the page weaker. On the other hand, it is often advisable to split very long pages and create sub-pages: the principle behind this is that if web-users need more information, they will go to the sub-pages to find it but too much information and a long-scrolling page can become tedious and confusing. The added bonus for having more webpages is that it gives a chance to optimise another page for slightly different keywords.
 - For maximum benefit, each page should target a different set of two to three keywords (if possible and appropriate). This increases the chances of the website appearing in the SERPs (Search Engines Results Pages).
 - It would be helpful if you could identify which keywords you would like to lead to your website – it would be helpful if you could send me that list.

 - For best results, keywords should appear:
 - In meta-tags (this is part of the coding – I do this! This is why I need a list of your selected keywords)

 - In specific places, such as:
 - in the Domain name (if possible).
 - in main headings.
 - a couple of times in the first paragraph, as close to the beginning of the first sentence as possible.
 - in the last paragraph, close to the end of the sentence if possible.
 - a few times in the middle – as naturally as possible ('keyword stuffing' is no longer beneficial and can even do more harm than good, nowadays!)

- in hyperlinks (internal and external).
 - outgoing links (to quality websites). Keywords 'weigh' more for Google if they are placed in a hyperlink (eg a hyperlink placed on 'web design in Essex' will be more beneficial for my business than simply placing a link on 'Woodham Web Writer')
 - incoming links
 - links coming from 'quality' websites will give you much more credit (eg if the BBC links to your website, Google will see this as a genuine vote of confidence, confirming that you have great contents, which is what they are interested in rewarding). This often builds up over time, as people visit your site and like its contents.
 - from directories - advertising in professional (and local directories if relevant) is highly recommended.

➤ Other considerations when writing for the web:

- use a direct style
- short paragraphs with headings (keywords in headings where possible)
- avoid long text on top-level pages
- use bullet-point lists rather than long sentences if possible
- links to other internal pages (using keywords if possible)