

Fight for Sight

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SEO Content Writing Guide

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This SEO content writing guide is designed to give you a clear understanding of the essential elements to focus on and consider when creating content for your website, especially with SEO aspects in mind for implementing best practice.

As you go through this guide, you'll see all the important aspects you need to be considering as you create content. As you produce content it's important each of the following factors in this guide are considered to ensure you have covered off each of these important elements.

Here are the key content SEO best practices we want to make sure you consider.

1. Understanding SEO content writing
2. Using primary and secondary keywords naturally (keyword research)
3. Optimising titles and meta descriptions
4. Content structure
5. Proper header tag usage (subheadings)
6. SEO-friendly URLs
7. Internal linking
8. External linking

I have also created a checklist sheet, that can be shared and considered when content is being created. This can be accessed here:

<https://docs.google.com/spreadsheets/d/1tO70brnPPsbMr-lwV8bbf7bUngEkhi2HsIFrbvZ2Wpl/edit?usp=sharing>

Understanding SEO content writing

Creating content for your website isn't just about putting words together. It's about creating valuable, user-focused content that also aligns with search engine optimisation principles. The user comes first, then the search engine elements comes in second.

In this section of the guide we will help you understand what SEO content writing truly involves and just as importantly, what it doesn't. So you see the bigger picture.

What SEO content writing is:

- User-centric content creation
- Aligning with search intent
- Utilising strategically chosen keywords
- Structuring your content well for readability and SEO
- Updating regularly

What SEO content is not:

- Writing solely for search engines
- Keyword stuffing
- Ignoring quality for quantity
- Overloading with technical jargon
- Copying and duplicating content

When the Fight for Sight team writes content, they should follow these principles:

1. **Research first:** Understand your audience, their search behaviour and what they need from your content.
2. **Write naturally:** Prioritise readability and value over trying to "stuff" SEO elements into the content. Ensure the SEO elements are natural.

By focusing on what SEO content writing is and avoiding what it isn't you can create content that not only ranks well but also engages and converts your audience.

Using primary and secondary keywords naturally

Before any content creation begins, can you please ensure the content writer has a clear list of both primary and secondary keywords to be considering as part of the content they are about to create.

Effective keyword research is essential for identifying and selecting the right primary and secondary keywords for your content. If you require assistance with keyword research, please reach out to your Marketing team, specifically Danielle or Andy, who can coordinate with Yoyo to provide the necessary support and insights for identifying keywords.

Identifying and providing primary and secondary keywords will help guide writers before they even start writing the new content pieces we're wanting to rank across search engines.

What does 'naturally using keywords' mean?

Using primary and secondary keywords naturally means implementing them into your content without disrupting the flow of the content.

This involves avoiding negative techniques such as keyword stuffing or spamming and ensuring that the keywords blend seamlessly into the content being produced. The focus should be on readability and making the content valuable and intentful for the user as well as search engines.

Strategic placements of keywords

There are a number of key areas where we want to strategically place keywords throughout the content and these include:

- **H1 heading:** Your primary keyword should appear in the main heading of the page.
- **First paragraph:** Mention your primary keyword early in the first few sentences.
- **Subheadings:** Use primary and secondary keywords in subheadings to reinforce the topic. (Not every subheading it can be sporadic)
- **Body of content:** Naturally utilise the keywords throughout the content you're writing. Obviously prioritising the primary keyword, whilst considering the secondary keyword too. Please also consider using different variations of your primary or secondary keywords. They do not need to be exact match.

Optimising titles and meta descriptions

This document is designed to help the Fight for Sight team with understanding the best way to create and optimise metadata (meta titles and descriptions) for the Fight for Sight website.

Please click here to see a specific [Metadata Framework](#) created for Fight for Sight previously across 2024.

What are meta titles and meta descriptions?

Meta titles and meta descriptions (also referred to as metadata) are HTML elements that provide brief information about the content of a web page. They play a crucial role in SEO by influencing how search engines display and rank pages in search results.

Example of meta titles and descriptions in a search engine:



Fight for Sight

<https://www.fightforsight.org.uk>

Fight for Sight | Funding research breakthroughs and social change

Fight for Sight is a funder. We raise money and invest it in scientific research that could save sight and social change projects that will change lives.

Note:

The text in the RED box is the meta title

The text in the BLUE box is the meta description in the Google Search engine landscape.

Metadata Optimisation Guidelines

Meta Titles:

1. Ensure the main part of the meta title is concise (50-80 characters including spaces), includes primary keywords and is compelling to users.

When we mention main part of the meta title, we mean everything you input excluding '| Fight for Sight'.

2. Example Format: [Primary Keyword] | [Secondary Keyword] or longtail phrase | Fight for Sight
3. Tips to consider:
 - When optimising existing pages meta titles, if it's a high traffic page be diligent in the changes implemented as it can have a large effect. For lower traffic pages the risk is less so optimise as you see fit.
 - Include primary keyword
 - Use Google Search Console to see the best performing keywords for you to optimise the title towards for existing pages.
 - Keep it concise - Aim for the 50-80 characters including spaces
 - Make it unique - Avoid duplicating as this can cause stagnation
 - Place keyword early or at the beginning of the title
 - Ensure the meta title reflects the page's content.
 - Incorporate the brand name '| Fight for Sight' at the end of each meta title.
 - Metadata can always be optimised later if you think it could be better.

Meta Descriptions:

1. Meta descriptions should be under 180 characters (including spaces), include 1 - 2 relevant keywords and provide a clear summary of the page's content.
2. Example Format: Discover how [Primary Keyword] can benefit you. Learn more about [Secondary Keyword] with Fight for Sight today!
3. Tips to consider:
 - Keep it concise - Aim for the 140 - 180 characters including spaces.
 - Include a call to action (Learn more, Discover Now, Get Started Today)
 - Incorporate at least 1 - 2 keywords.
 - Ensure it is unique and not duplicated content from other pages.
 - Avoid keyword stuffing here.
 - Make it engaging and compelling.

Content structure

When creating content for SEO, structure plays a pivotal role in ensuring your content is both user-friendly and search engine optimised. Well-structured content not only improves readability for your audience but also helps search engines understand and rank your content effectively.

Key considerations for content structure

- **Use headings (H1, H2, H3, etc.):** Organise content with clear, descriptive headings to improve readability and include keywords naturally.
- **Logical flow of ideas:** Arrange content in a logical order, starting with an introduction, followed by main sections and ending with a conclusion or CTA.
- **Paragraph structure:** Write short, focused paragraphs (2-4 sentences) with each covering a single idea.
- **Bullet points and lists:** Use bullet points or numbered lists for concise and scannable information.
- **Content length and depth:** Ensure content is long enough to comprehensively cover the topic without unnecessary padding. Try and work towards between, 800–1,500 words for most articles.

Proper header tag usage (subheadings)

Subheadings (H2, H3, H4 and beyond) need to be used to break up content on a page into sections so that they are easier to navigate and understand.

From an SEO perspective, subheadings provide structure to the page, making it simpler for search engines to crawl and index your content. Subheadings should deliver a logical flow helping users and search engines understand the flow of the content.

Best practices for using subheadings:

- **Hierarchy matters:** Use subheading tags in order of importance. H2 should be used for main sections, followed by H3 for subsections, then H4 for another subsection and so on. Then if a new section starts, it's okay to then go back to a H2 again delivering the same heading structure.
- **Ensure they're relevant:** Each subheading should accurately describe the section that follows. Marketing or marketable phrases can find their way into subheadings, try and avoid this to maximise your SEO efforts.
- **Use keywords naturally:** Incorporate keywords into subheadings in a way that feels natural and aligns with the content's purpose.

Create SEO friendly URLs

One of the aspects you'll have the ability to define when adding new pages to the website is the URL to new content you add to the website. This means you'll have an opportunity to create user friendly SEO URLs for both users and search engines to read and understand.

URLs are a top key ranking indicator when it comes to pages ranking for specific keywords so it's important URLs are concise, descriptive and provide a clear indication as to what the page is about.

The part of the URL we want you to really focus on is the page path for the page you'll be creating, for example, based on the URL below, I only want you to focus on the section in GREEN, which in Umbraco tends to be your page/content title:

<https://www.fightforsight.org.uk/who-we-are/charity-news/research-blog/seeking-a-treatment-for-diabetic-retinopathy-working-in-partnership-with-diabetes-uk/>

Best practices for creating SEO friendly URLs:

- Ensure your URL uses your primary keyword or phrase.
- Keep URLs short and readable by avoiding unnecessary words.
- Avoid special characters and numbers that can complicate URLs.

Internal linking

Internal linking is a key aspect of SEO that helps create a web like structure across your website, connecting different pages and content. It improves navigation by guiding users to relevant pages. For search engines, internal links help identify the hierarchy and relationship between various pages and sections of the website, making it easier for crawlers to index your content effectively while also ensuring online authority can be distributed across the whole website helping to improve the rankings of the most important pages.

By creating a well-connected internal link structure, you ensure that search engines can discover new and existing pages, increasing their chances of ranking higher in search results.

Anchor text and its SEO benefits

Using internal links with descriptive anchor text helps both users and search engines understand the content of the linked page. When you use relevant keywords in the anchor text, it signals to search engines what the page is about, creating an SEO signal, boosting the SEO potential of both the linking and linked pages.

Best practices for internal linking

- **Use descriptive anchor text:** Ensure internal links in content utilising descriptive anchor text and ensure the anchor text reflects the content of the linked page.
- **Link to high-priority pages:** It's important we have good internal linking directed to Fight for Sight's most important pages such as the homepage, news pages, A-Z pages and more.
- **Avoid overlinking:** Focus on relevance rather than quantity, linking only when it adds value.

External linking

External linking refers to hyperlinks that point to another domain that won't be part of Fight for Sight's. These links play a crucial role in improving the credibility and trustworthiness of your content. Looking at Fight for Sight's website, understanding your industry and from the many discussions we've had, there's a strong possibility you may want to link to external domains and that's perfectly fine.

Linking to authoritative and relevant sources, external links help demonstrate that your content is well-researched and adds value to the reader. External links act as endorsements from one site to another. By linking to high-authoritative and relevant websites you signal to search engines that your content is associated with reputable information, which can positively impact your page's ranking.

Best practices for external linking

- **Link to relevant and authoritative sites:** Only include external links that add value and support the information on your page.
- **Use descriptive anchor text:** Make sure the anchor text is clear and relevant to the linked content.
- **Don't overdo it:** Use external links sparingly and where they naturally fit within the content.
- **Open links in a new tab:** This keeps users on your site while still providing them with additional resources

