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SEO Writing Template:

Before beginning any SEO writing project, use this template to help you create content that follows good White-Hat SEO practices. For a more in-depth explanation of each template section, see our How-to post on SEO Writing.

Focus Keyword:

Your topic, phrase, "search query" or question asked on a search engine page. Think about your target audience and imagine what words they would use to search for your services or type of business.

_____

Title tag:

Also known as the SEO title shows on the Search Results Page, and can be up to 70 characters.

_____

Meta Description:

This is the information presented to your target audience. It's the 160-character mini-billboard that describes your content that should match the search phrase or query. Also shows on the Search Results Page.

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URL:

Be sure it's relevant to the title, content and keyword.

_____

H1 Title:

At the top of every article, your keyword should appear in the H1 Title.

_____

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First paragraph:

Ideally containing 125 words, it should also include a keyword link. Rule of thumb is a keyword per every 100 words, and at least 300 words per page.

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