

How To Write Content That Rank Well





Table of Contents:

1. Introduction
2. Process of writing great content
 - a. Choose a topic
 - b. Select a sellable topic
 - c. Create a keyword rich title
 - d. Research
 - e. Length
 - f. Bullet points
 - g. Share your post through social networks and market your content
3. Conclusion



Introduction:

Google Panda is here and with its arrival; all the mushrooming sites with thin content have either vanished or are in the process of becoming extinct. It was always said in the SEO fraternity that “content is king”; but with this new entry in the field, we need to rephrase this as “good, unique and fresh content that appeals to the audience is king”.

As more and more articles are published online every day, the competition to earn Google’s top spot gets ever-fiercer. You’ll have to write truly extraordinary content if you want to rank well in Google SERPs. **To make it work your content needs to be really special!** There is already loads of good content online. So to get noticed, you need to take the step from good to great.

Process of writing great content:



1. Choose a topic:

This is perhaps the most difficult and trickiest of all. You need to come up with a really good idea. You may also keep a list of content ideas. Ideas don't always appear when you want them to. So its always good to have a list handy with you where you have put the topic idea with the highlights that you may like to include in your content.

2. Elect a sellable topic:

People always tend to search certain topics or trends. Always try to frame the title around the search preference of your audience. If you have created a good title; half the battle is won.

3. Create a keyword rich title

Now when you are ready with a sellable topic, the next most important step is to choose a keyword rich title. By default, the title of your post becomes the title of your web page and Search engines give more importance to your page title than just about any other variable and they give more weight to the first few words in a title.

4. Research:

Do not write just for the sake of writing. If you do it then there's a good chance that the content you have written sounds total rubbish. So write only when you actually feel inspired to write your post.

When you and your topic are ready for the new post, do a thorough research of the web to see what has already been written on the topic you are offering. Try not to offer what is already there. Add some value instead. Research well and come out with something really great and unique to offer to your readers.

5. Length:

Although short posts are quick and easy to read; but you can not count on short posts to rank well in SERPs. You'll have a better chance of getting on the front page of the search engines if your post is long enough to have more keywords, and in more combinations. You will also be able to provide loads of information to your readers through longer posts which again will be seen as more suitable for the top ranks by Google because they will be seen as being more likely to fulfill their users' needs because they contain more information.

6. Bullet Points:

Do not forget to add a bulleted list at the beginning of the blog post summarising the gist of your content. For example you may have a list of "What You'll Learn" near the beginning of post. It will not take much of your time but will serve several important purposes like it will give the reader a bit of a roadmap for the post.

Your readers will also learn the benefits they will have by reading the post. This will encourage them to go ahead and read the article.

Finally, bullet points can create a curiosity gap. If you make your bullet points truly

7. Share your post through social networks and market your content:

By sharing your post through these and other social media platforms, and getting others to do the same, you'll drive more traffic and build awareness of your post.

Conclusion:

Hopefully this article has given you a few ideas about how to create better content that may rank on the top search pages. The process is extremely simple. All it takes is a little bit of thought, planning and execution.

About Author:

Shilpi has been involved in the Online Marketing industry since 2004. She has been working as a Digital Marketing specialist and Online Marketing head of IDS Logic. She has helped dozens of clients achieve increased traffic and higher rankings in competitive online sectors.

She has worked in a variety of sectors, both B2B & B2C, including travel & hospitality, telecom, mobile, web services, education, gifts & gift experiences and bingo, making her success in search marketing very much orientated around the marketing goals of the websites that she works with. Search engine optimisation is therefore never treated as a tick-box exercise.

