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What does SEO friendly content refer to? by Megan

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As any SEO Melbourne service would emphasize, writing SEO friendly content does not have to result in an ugly and stilted prose that no user will be able to comprehend. The rule of thumb regarding content, namely the content that addresses the users, still applies here. Overall, SEO experts recommend that if you are in the position of choosing between offering content for the users or for the machines, it is best to prioritize a writing style that favors the users. Even though the search engines are picky, you should know that their aim is to make sure the content is informative and useful and hence, optimizing it too much is not recommended.

One way you can satisfy both the search engines and the users is to focus on introducing relevant content. In general, the SE bots can easily recognize when the content found on a page has nothing to do with what you claim it to be. Moreover, if you are simply providing content just to fool and confuse the search engines, rest assured you will be discovered and lose several ranks or even get banned. On the other hand, by working with a professional SEO Melbourne service in creating content relevant to your topic, you can be certain everybody wins.

Another approach to making the content SEO friendly is to consider placing some conclusions at the beginning of a text. In other words, a text with denser keyword placement at the top is regarded as optimized content. However, even in this circumstance it is unadvisable to overdo it and simply add a keyword in the title and one in the first sentence. Another valuable suggestion that any professional SEO Melbourne service will offer is to avoid using synonyms for the keyword until the second or third paragraph. Alternatively, if the repetition of keywords reads rather strange, then the solution could reside in replacing paragraphs with lists and including internal subheadings.

In the eventuality that the links to the website include keywords, then an idea is to make them part of copy function. In short, instead of including something redundant such as "Click here" for instance, an alternative is to make sure you hyperlink the keywords. As you can see, this strategy ensures you have several well placed keywords that do not interfere with the quality of the content text. Overall, there will be one keyword in the title, two in the first paragraphs, one in each subheading and a couple more within the text. The only consideration to remember here is not to go overboard.

It is equally important to insert keywords in locations that are not very visible to the readers. Some examples of the hidden website locations include image alt text, title text on images and links. As you can see, SEO friendly content does not entail poorly crafted content for sake of the search engine and hence, you should not sacrifice good writing for SEO optimization. The proof for this is the high number of top rank websites that placed the users first and SEO later.

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