Six Effective SEO Elements to Include in Your Copywriting by Anuj Singh

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SEO is the process of structuring a webpage so that it is found, read and indexed by search engines in the most effective manner. It makes your website and its content attractive, effective and visible to search engines. SEO is not only meant for getting more and more traffic to your website, but it is even more than that.

Here are some common SEO elements all the major search engines support and it will be helpful in SEO copywriting.

Keyword Frequency

Keyword frequency is the number of times you use target keywords or phrases in your webpage. Frequency of keyword in a web page should be between 3% and 7%. It is important that you should use your target keywords in the beginning and at the end of the webpage. But it doesnâ€™t mean that you add lots of target keywords in a web page. If you overdo it, search engines would take it as spam.

Emphasize On Keywords

Keywords are helpful in bringing your websites on the top of search engine ranking pages. Differentiate your keywords from other words of the pages. You can highlight, bold or use italic fonts for keywords as this will help search engines to identify the keywords. Donâ€™t emphasize on unnecessary words.

Content

Unique and latest content makes the search engines happy. For search engine optimization purpose your content should be up to the mark and it should be relevant to your topic. Content should have proper headings and titles. Content should be short and concise. Your writing should be simple and easy so that your potential audience understands it.

Use Synonyms

Play with the words in the content. Try to use similar words. This will make your article applicable for more search queries as well as it will give variety to your article. Search engines love synonyms; you should try to use more and more synonyms in the content.

Page Links

Linking is the important aspect of the web. The number of links which point to your website will help you in growing your search engine ranking. Linking helps you to gain credibility of your website. Linking needs to be done with the most relevant WebPages. Linking can help you a lot to raise your search engine ranking. Links help in diverting traffic to your website from other websites.

Latent semantic indexing

This is a technology used by the search engines for checking the value of articles. It canâ€™t be overlooked. Latent semantic indexing looks for relevance and quality, rather than just keywords or links of the website. Latent semantic indexing is an algorithm that scans your website and compares

relationship with your passages and keywords. You should use a wide variety of vocabulary in your web pages.

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