

# 10 Ways Content Can Improve Your SEO



## #1 Quality content is what searching is all about!

Search engines want people to be able to locate informative, original content easily and find the answers to their questions. If your company routinely provides quality content that addresses search questions, then your site/pages will rank highly in search results.

## #2 Keep your content original.

Search engines penalize sites that reuse content. Be sure you are developing thoughtful, original content to fuel your site.

## #3 Enriched content boosts search results.

Enhancing quality content with images or video results in better, relevant content and higher search results. As an added bonus, content containing images is twice as likely to be shared as text only.

## #4 Semantically comprehensive text boosts search results.

So, what are we talking about here? Search engines “understand” words that should be related to each other in searches. Creating comprehensive text that contains relevant keywords and concepts together is likely to result in higher search results.

## #5 Long-form content now scores higher.

If you consider a search engine helping searchers locate relevant text, it would make sense that longer, more in-depth text would rank higher in search results. A good content strategy should include both longer- and shorter-form content. Interestingly, there is also a correlation between length of content and social shares. It appears “more is more” there, too.

## #6 Content that scores as easier to read also has a higher search value.

By developing clear, direct content that reads easily, you may improve both search results and visitor engagement.

**As a final, quick tip on SEO strategy, inclusion in Wikipedia is considered “highly significant.” It may be worthwhile to be sure that your content is available there as well as on your site. By incorporating these tips into your ongoing content marketing strategy, you can boost your visibility and broaden the reach of your efforts.**

## #7 Building a solid keyword strategy can pay off with big dividends.

Research keywords and keep them as specific to your company as possible. Be conversational in your use of keywords, considering search terms you would use. Developing great quality content is a good long-tail approach to keywords. By creating diverse in-depth content, you incorporate keywords that may be broadly used although they did not occur to you initially. Finally, be sure your content sounds natural and not stilted due to excessive keyword infusions.

## #8 Research your competition.

Spend some time using keywords to check out competitors that rank highly. What keywords are they using? How many words does their content contain per page? Generally 450 is considered a minimum, but 1,000 or more may be more appropriate in certain specific industries.

## #9 Consider the mechanics of your website.

Technical factors, such as headers, meta tags, title, descriptions, internal links, and fast load times can all impact ease in finding your content. More internal links to a page on your site may help to notify search engines that the content is valuable, and there are also ways to exclude pages from major search engine results, if you have specific information that might distract visitors from the content that you want them to find on your site. If you feel that these higher-level search tactics could benefit your business, you may find that getting advice from an SEO specialist is a great place to start.

## #10 Content is valuable in establishing links with other sites.

Search engines use the number and validity of links as indicators of the quality of your content. An initiative to actively recruit links for your site should be a part of any content strategy.