

HOW TO WRITE WEB PAGE CONTENT

Using your keywords and phrases



A step-by-step process on how to create keyword-optimized content for your website pages.

USE KEYWORDS IN YOUR MAIN MESSAGE

The main message on each page or post should be your **top** keyword phrase. This will be the first message someone will see when they visit this page or post.

USE KEYWORD PHRASES AS SUBHEADINGS

Break up your content into small chunks with a **strong** subheading. We recommend to use your keyword phrase in at least 1 subheading.

REPEAT YOUR KEYWORDS 3X

Your keyword phrase should be used at least **3-4 times** in the text on the page. This way the content flows naturally, and is rich with your strong keywords.

USE AT LEAST 300 WORDS

A **higher** word count helps Google better understand what your text is about. Google tends to rank longer articles higher.

LINK TO YOUR OWN PAGES AND POSTS

While you are writing the content, think about other pages and posts that are **related to** what you are writing and link to them naturally. This strategy can boost your SEO!

LINK TO OTHER WEBSITES

While you are writing your content, think about **other experts** in this field. Find some content on their website, and link to that. This will also boost your SEO!



IMPROVE YOUR GOOGLE RANKING!

By following the steps above you are more likely to be ranked for your keywords by Google. Get ready to have more organic traffic and visitors to your website!

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For more information visit our website <https://techcarellc.com> or contact us at sales@techcarellc.com (941) 529-8876