

SEO Copywriting Optimization Guidelines

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2023 SEO Copywriting Optimization Guidelines

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Demonstrating "E-E-A-T"

On-Page Content

Using Primary & Secondary Keyword Phrases

Word Count & Keyword Density

Title Tags

Headings and Subheadings

Meta Description

URLs

Images

Internal Linking

External Linking

Tags & Examples

Step 1: Hook & Introduction

Word Order & Keyword Phrases

Questions/Phrases

Tags for Internal Keyword Placement

Demonstrating "E-E-A-T"

Do not write strictly for SEO/keyword purposes. Write high-quality "helpful content" that demonstrates "E-E-A-T"

- **Experience:** Demonstrate your personal first-hand knowledge and experience. Google wants you to demonstrate how you've learned what you know.
- **Expertise:** Google wants you to demonstrate that you have the "necessary knowledge or skill" to be an expert on your topic.
- **Authoritativeness:** You must demonstrate who wrote the content and why that person is knowledgeable (define your on-page and a link to the author's bio).

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