

IMPORTANT WEBSITE CONTENT SEO FACTORS

ON PAGE OPTIMIZATION



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You read that right! After originally publishing this PDF (and others in the email series) I received a great deal of feedback from subscribers asking if they could share the PDF. I've decided to allow sharing , but I've gone a step further.



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When it comes to your primary website content (the content for your "money site), there are several important factors that should be taken into account in regards to SEO. In this PDF, I will go over some of the most important factors.

KEYWORD SATURATION

There is no such thing as a "perfect" keyword density. When writing about certain topics, it is natural for certain phrases to be used more than once. When dealing



with other topics, the saturation of any particular phrase may remain low. However, it is almost never a good idea for any given phrase to be mentioned a large number of times.

Rather than including the same one or two keywords several times in an article, what Google likes to see now is multiple variations of keywords that are closely related to the topic of the page. So, if the page is about blackberry pruning, you might include keywords like "how to prune blackberries," "pruning thornless blackberries," "blackberry pruning tips" etc. You want to include as many relevant keywords that fit nicely under the pages topic as you can without the article sounding artificial.

IMAGES AND VIDEOS

Both search engines and users like to see relevant images and videos. I recommend adding at least one relevant image to each article that you publish, at

a bare minimum. Embedding a good video to the sidebar or even, in any post that would benefit from a video is always a great idea, as well.

Using high-quality royalty-free stock images is ideal, but they can be expensive. So if you can't afford to use them, there are many free image sources out there. You can also find sources for images that come with a creative commons license,

which allows you to publish the images as long as you credit the owner with a link.



RELEVANT LINKS

Relevant links, both to external sites and internal pages are natural (which shows credibility to SE's) and helpful to users. Anytime that you can provide a link (preferably contextual... linked to words in the content) to a relevant, helpful site or page, it is a good idea. There is no set number of external links that you should use. Just link out to authoritative sites whenever it makes sense.

WORD COUNT CONSIDERATIONS

There is no golden standard when it comes to the "perfect" word count for search engines or users. There are several different factors that would cause the word count of any given article to be longer or shorter.

There are pages out there that get thousands of visitors a day and rank well in the search engines, while containing less than 100 words and the same can be said for some articles with thousands of words. However, as a **GENERAL** rule of thumb, content in the 450 word range does well with both the search engines and users, in general.

At the same time, having hundreds of articles on your site, all having pretty much the same word count isn't exactly natural and could tell Google that you are writing content for them and not for users. So it's always good to vary the length of your content and always write your content so that it gets the point across, more than anything else.

Combine these tips with quality content, and you can't go wrong!

Here's to Your Success!

Jonathan Leger

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