

# 10 STEPS FOR

## Preparing SEO-Friendly Content

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### Keyword Research

Identify primary and secondary keywords relevant to your topic. Analyze search volume and competition for selected keywords.

Define your content's objective, select an appropriate format (e.g., blog post, article, infographic), and outline its structure using headings and subheadings.

### Content Planning

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### Write the Content

Start with an engaging intro, blend in primary and secondary keywords for balanced readability, use short paragraphs and bullets for clarity, and incorporate storytelling or real-life examples to boost engagement.

Craft compelling and descriptive titles and headings. Include main keywords in titles and subheadings where relevant.

### Titles and Headings

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### Internal and External Links

Add internal links to relevant content on your website. Include external links to authoritative and reliable sources.

Ensure your content layout is responsive on mobile devices. Test loading times and visual elements on different screen sizes.

### Mobile Optimization

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### Visual Elements

Use high-quality images, videos, or infographics to complement the text. Optimize media files for quick loading.

Thoroughly proofread for grammar, spelling, and punctuation errors. Ensure the content flows logically and is coherent.

### Proofreading and Editing

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### SEO Technicalities

Write a compelling meta description with the main keyword. Use SEO-friendly URLs. Ensure the use of alt text for images.

Set up tracking for your content. Regularly review and update content to keep it current and relevant.

### Performance Tracking and Updates

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