

# SEO Copywriting Best Practices

1. Write content for your human audience, not search engines.
2. Write content consistent with the theme of your site.
3. Focus on one topic per page or post and create **only one page or post per specific topic**.
4. **Aim for a minimum of 300 words per page**.
5. Make the page **easy to scan** by using lots of white space, headings, subheadings and bullet points. Draw attention to key points by using bold and/or italicized fonts.
6. **Include high-quality visuals** - charts, images, photos and/or videos.
7. Feature your most important keywords high on the page (in the first sentence or paragraph if possible), in the middle and toward the end.
8. Use your primary keyword phrase (the one you most want to rank for):
  - 2-3 times in the body text of short pages;
  - 4-6 times in the body text of longer ones;
  - once in the main (H1) heading;
  - in sub-headings (H2-6) however many times it makes sense.
9. Use synonyms and related words and phrases also where it makes sense.
10. **Link to your content** from other internal and external related pages using your keywords in the link text.
11. **Link to other people's content** when it adds value for your readers.

## Other Helpful Resources

- ✓ Moz's [Guide to Keyword Research](#)
- ✓ Pinterest Board - [Keyword Research For Small Business](#)
- ✓ 12-step process and checklist for [optimizing a blog post using Wordpress and the Wordpress For SEO Yoast plugin](#)