



ON PAGE SEO Content Writing Process

I. TITLE

It is imperative to provide a unique title for each page.

The title needs:

1. **TO BE SHORT.**
Between 4 and 10 words (**60 to 80 characters** - spaces included).
The title should fit on one line. Eliminate all unnecessary adjectives, prepositions, adverbs, and circumlocutions.
2. **TO BE EXPLICIT.** In an understandable vocabulary for the intended audience.
It should describe as best as possible the content of the page and its added-value (content anticipation).
No acronyms, acronyms, or idioms.
3. **TO BE CATCHY.** It should be inviting to read the content, as long as it remains explicit. Avoid rhetorical effects: puns, exclamatory punctuation, promotional language. Look up if a sentence with a verb makes the title more dynamic.
4. **TO CONTAIN KEYWORDS.**
The title of a web page has a huge potential from an SEO point of view. Thus, the terms in the title must anticipate the terms typed by the users in search engines.
5. **TO HAVE AN AUTONOMOUS MEANING.** The title can be used in an interactive summary. Through a search engine or content syndication, the users can land directly on the page; then they should immediately understand what it is about.
6. The **FIRST WORDS** are the most significant in SEO and the power is more substantial at the beginning of the title.
7. If a **DATE** is associated with the title, place it **AFTER THE TITLE**.



II. INTRODUCTION

1. Limit the introduction to **one short paragraph**.
2. The teaser must incorporate at least **once** all the keywords contained in the **target query**. It is advisable not to repeat the keywords in the exact order of the title.
3. **Summarize the essential information**. The headline should be read as a "short story."
It is the foundation of the information. The rest of the content only provides more details.

To help you summarize the information, apply the "5 W's" technique which leads to answering the 5 basic questions that the reader asks:

Who? What? When? Where? Why?

In other words: who is involved? what is the news? what is it about? when did it happen or when will it happen? where? why?

4. **Straight to the point**: avoid introducing a topic with an inconsistent lead paragraph or with usual precautions. Apply the "inverted pyramid" principle, which suggests starting with the basics, then moving on to detail and nuance.



III. CONTENT

1. Break down the information into **several paragraphs**. Keep in mind that the **user does not read linearly**. Each page must capture the attention enough to drain the visitor to other pages; the ultimate goal is to build **loyalty**.
2. Limit yourself to **one idea per paragraph**, which will appear in the first sentence of the section. Above all, **write for humans** instead of over-optimizing for search engines.
3. Use multiple **blocks of information**, if necessary. Move additional, specialized, or recurring information into specialized boxes (e.g., key figures, interviews, sources, etc.).
4. Use **headings**, especially in long texts (over 2,000 characters).
5. Visibility on search results is directly proportional to the volume of content. The more pages the site contains the more you will appear on user queries.
6. If your page contains several paragraphs, use the **headings tags** (H1 to H6 - H = Headings) to order the textual content hierarchically. The page should include **a single main H1 heading** but also several headings of lower hierarchy.
7. Keywords can be such as bold or italic. Do not overuse it.
8. Use **bulleted** or numbered lists, which add emphasis to the page.
9. Illustrate your content with **informative visuals**.
10. Use short sentences (**15-20 words**) with simple, concrete, direct, and concise vocabulary and style:
 - Between two equivalent phrases, always choose the shorter one (e.g., "except" rather than "with the exception of").
 - Use the active rather than the passive voice.
 - Replace relative subordinates with two sentences.
 - Avoid sentences with numbers, acronyms, abbreviations, or enumerations.
 - Avoid incises, parentheses, semicolons, or colons when used as a means of providing incidental information or breathing space in a long sentence.



11. **Avoid jargon** (legal, administrative, business, etc.), **personal style** is advised.
12. **Avoid acronyms** and other "non-universal" abbreviations unless they are explained at the beginning of the text.
13. Define a **target page** optimized for a query with qualified traffic potential. This target page must be as close as possible to the subject inspired by the targeted query. It is not a matter of repeating the keyword to excess (**keyword stuffing**), but to deal with the subject as naturally as possible. The use **of terms semantically close to the main subject** (target query) is essential. In theory, a page of maximum relevance could perfectly describe the subject without ever quoting the target query's keywords. For example, a page whose subject is "tax advice" will use co-occurrences such as "help, investment, etc." as terms semantically close to "advice" and "tax advice."
14. To ensure to have an evergreen content, use **absolute time references** ("in December 2004" rather than "next month").
15. **Avoid specific spatial references**, either textual ("see below," "below," "above," "on the next page") or hierarchical (chaptering such as I.a, II.a or a), b), c),...). These markers are extraneous to hypertextual navigation. For the same reasons, do not use footnotes.



IV. LINKS

1. Limit the **number of links** on pages:
 - **Seven links** maximum within a clustered link area outside of the content.
 - **1 to 3 external links** (minimum) is recommended for each page.
 - **Twenty links** maximum, in total, within a page.
 - **One hundred links** is the subjective limit set by Google.
 - **Five links** maximum within the content itself.

As a general rule, group **external links** in the margins or at the bottom of articles rather than integrating them into the text's body (which is an incentive to digress). On the other hand, **internal links** will be favored within the body text.

2. Make the anchor of hyperlinks (text on a link) **explicit**, giving a clear idea of what they lead to.
Avoid links such as "click here," "next page."
3. The **anchor's weight** (anchor text) for referencing gives minimal latitude. Anchors should be written explicitly while incorporating the target keywords in a precise manner. For example, links pointing to the page "3-bedroom apartment for rent in Paris 15th" could display an anchor like "Apartment rental in Paris" if the targeted query is "apartment rental Paris." However, there are very few latitudes in the power of an anchor. In the example, the best possible anchor remains "apartment rental Paris" to remain strictly identical to the targeted query.
4. Links should be **neither too short** (which makes them not very visible or not very explicit) **nor too long** (which makes them not very scannable). Feel free to place the link over several words, but never over an entire paragraph. Hyperlinks consisting of 3 to 5 words work perfectly.
5. Avoid **redundant links**, which provide access to the same content.
6. Make sure the title of the link **matches** the title of the **destination page**.



7. Accompany the link with a short, more precise textual **description**. Note that in HTML, you can associate a **TITLE attribute** to the link (additional description, more explicit, which is displayed on mouseover). You must not repeat the text used to compose the anchor link. If the TITLE attribute is to be used, it is information complementary to the anchor's content that must be presented.
Given the Google algorithm's zero weight to this parameter, it is not essential to worry about it. Its use is more related to accessibility interests but does not concern SEO.
8. Make sure your hyperlinks are **differentiable**. Links, especially contiguous ones, should be distinguishable. For example, don't have a "What's New" link and a "News" link next to each other... make them more explicit... "News on the site" and "Press releases."
9. Preferably use **standard colors** (blue for unvisited links and purple for visited links). In any case, use **different colors for visited and non-visited links**.
10. **Underline links**. The only acceptable exception is links contained in the navigation interface, where the graphic design makes the interactive nature obvious.
11. Conversely, do not underline **non-interactive text**.
12. With some exceptions (large PDF files, computer applications), avoid links that open a **new window**, at least for any content belonging to the same site.
13. Always tell the user that a link opens **content other than a web page** (PDF, Word document, etc.).
14. Always provide a **hypertext alternative** in the case of links to images.



V. IMAGES

1. Associate an **alternative text** to your images. This is a textual equivalent, descriptive and concise, visible on mouseover. The HTML tag is: alt="short text describing the image".
2. Prefer images with an **informative** nature.
3. On the other hand, if the images are not informative, for example bullets list, beware of filling in the alt tag in an irrelevant way, which can unnecessarily dilute the page's total weight. Prefer an empty alt in this case, rather than including keywords that are not related to the image.
4. Whenever possible, provide a **caption**, concise and the gives a meaning to the image. This contextual environment is essential to qualify an image for inclusion in Google Images.