



Galactic Fed

# SEO Best Practices: General Content Creation



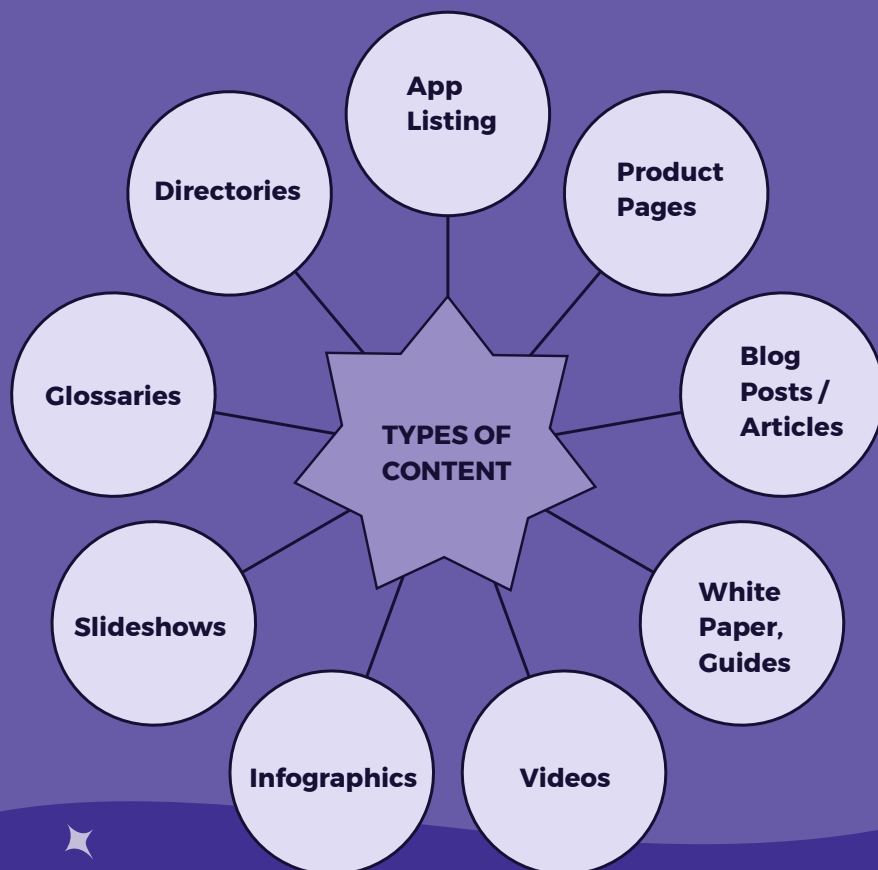
## Why is content important and why should you optimize it?

Content creation is your business' superpower. Having the right content on your business website allows you to build a relationship with your audience and earn their trust. It also helps you establish your expertise, create brand recognition, and increase lead generation.

But you shouldn't stop at content creation. You have to make sure that your content is optimized and follows SEO best practices. Search engines rank highly optimized content higher than those that are not, and the higher you are on a search page, the easier it will be for potential customers to find you, and the better chance for you to earn their business.



There are many types of content, but here are the most common ones that we recommend to SEO optimize:



Understanding how **SEO and Content Strategy** work together is important in identifying the type of content you need to create to help improve your SEO and reach your business goals.

[Read more: [What Is SEO Content Strategy? Everything You Need to Know](#)]



Here are some important things to consider to make your content SEO-friendly:

## Keywords & Secondary Keywords

Remember to include the **primary keyword** in the title, meta description, and the body of the article; and include **secondary/variant keywords** in the subheadings to optimize the content for SEO. As a general rule, **try to use the main keyword two to five times and all secondary keywords at least once in the content.**

# Internal Links and External Links:

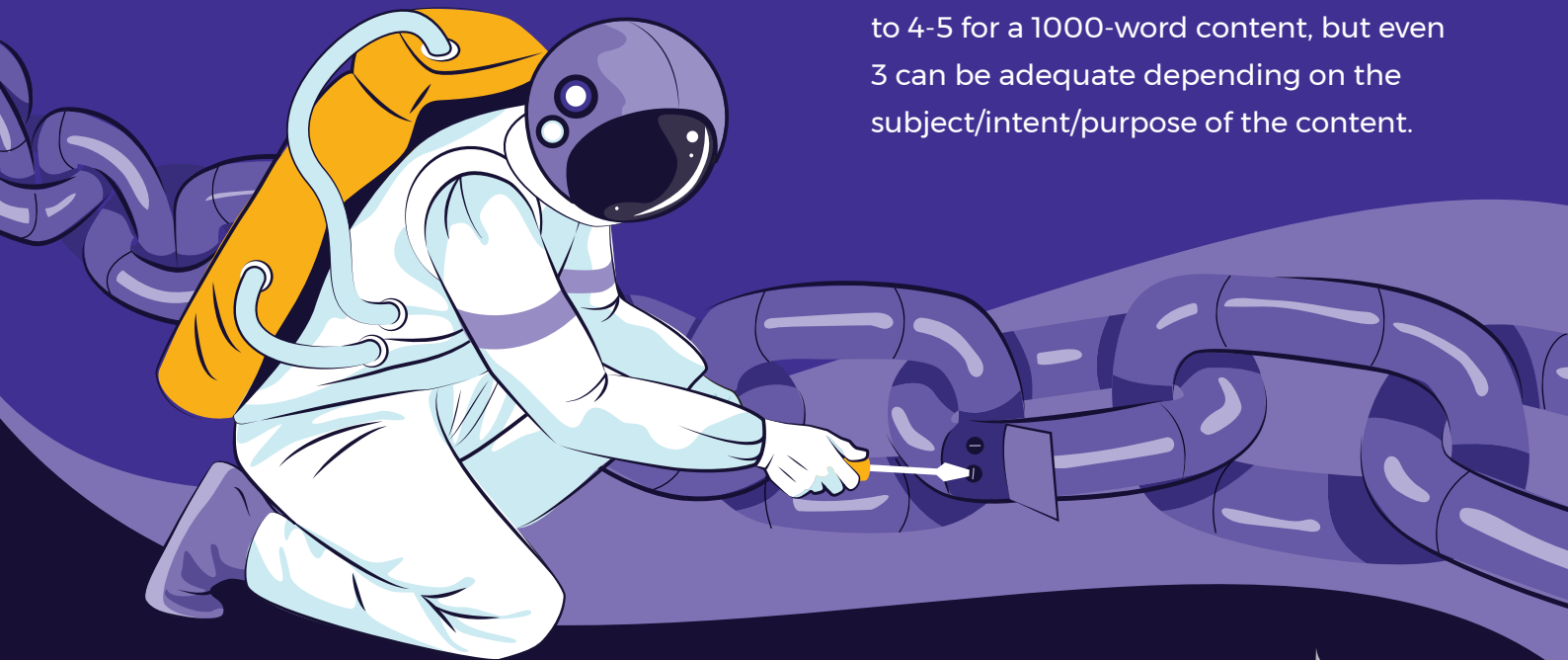


## For Internal Links:

- ★ Internal links are hyperlinks that direct the readers to a target page on your own website/domain.
- ★ Add at least one link to a transactional landing page relevant to the content.
- ★ Add internal links that lead to other relevant and useful resources on other sections of the website, if there's any. Internal links should be placed naturally and should offer additional relevant information that might help the reader.

## For External Links:

- ★ Internal links are hyperlinks that direct the readers to a target page on a different website/domain.
- ★ You can add links to the references you used to create the content, if there's any. Avoid linking to competitor sites and outdated sites.
- ★ The amount of links in the article depends on the length of the content. Thus, the ratio of the amount of links in the article should be kept in mind. Generally, we suggest restricting the amount of links to 4-5 for a 1000-word content, but even 3 can be adequate depending on the subject/intent/purpose of the content.



## H1 Heading:



Your H1 should describe the topics of your page and give information on what the content is all about. The H1 should be from 20-70 characters and give the reader a strong sense of what he or she is going to read. Usually, the H1 tag will be the title of your blog post or article; often, the H1 tag will be similar to your title tag. Don't obsess over H1 length. It's not as important as it used to be. If it's too short, you're wasting valuable space. But if it's too long, you're diluting the power of the tag. You can use a normal sentence as an h1, and it's totally fine.

- ★ **Primary KW** (use 1x): It is highly recommended to use the main keyword in your H1 heading. If you choose to have a different title and a different heading, then you can use your main keyword in the title and a related keyword in the H1.

## Anchor Text:

Use natural, unoptimized sentence fragments as anchor texts that clearly describe where the user is going. This is helpful for crawlers to make the connection between relevant content. When possible, avoid anchor text that just says “click here.”



## Images, Rich Media, and Videos

### Images:

- ★ Adding high-quality images with file size between 70 and 100 kb is ideal, however, in case of higher resolution, files closer to 300 kb are acceptable.
- ★ There's no specific number of images required. You can add as many as needed, keeping in mind that each image should add value to the post and is suitable to support the points in the content, and not just there for decoration.
- ★ Based on look and feel as well as overall length of your content, be sure to compress images and add alt text.

### Videos:

- ★ When adding videos, keep in mind that the video's purpose is to complement the information being discussed, and not cover the content in its entirety. On that note, it's recommended to keep videos under 2 minutes. Ensure that the videos used in the blog posts are short and straight to the point.
- ★ On another note, for a heavily video-centric content, consider adding a transcription of the video as text content underneath it so that the crawlers can easily understand the relevance of the video content.
- ★ For both videos and images, same with written blog, it is preferred if you make your own videos and images. Your readers will come to know your branding and immediately recognize when a piece of content has come from you.

## In-Line Call-To-Action (CTA):

We want to direct people to take a specific action after reading the content, whether it's to subscribe or sign up, to visit service pages, to try free offers, etc. Add a CTA that's relevant to the content and can offer readers what they came there for in the first place. The bottom of the page is the ideal spot to add a CTA and promote your products/services.

## Meta Data:

### Meta Title

- ★ Include the primary keyword
- ★ It's best to keep the title under 60 characters so Google can display it properly, excluding the brand name.

### Meta Description

- ★ Use an active voice
- ★ Include a call-to-action (CTA)
- ★ Provide a relevant summary of corresponding web content
- ★ Weave in your primary keyword within the natural flow of a sentence
- ★ Make it unique to a specific page on your site
- ★ Keep it personal

For additional tips, read [Your Guide to Writing the Perfect Meta Descriptions](#).

