



Galactic Fed

# SEO Best Practices: Article Content Creation



**Having a blog** on your website and creating content allows you to share information about your business and services in an organic manner.

At the same time, it establishes your authority in your industry, boosts your visibility and credibility, attracts new customers, and drives traffic you wouldn't otherwise get.

Making sure your content follows SEO best practices increases your article's **search engine discoverability, getting you more clicks and more opportunities to convert your traffic into leads and sales.**



## Blog Title:



The blog title is not restricted by length as you can specify a shorter title tag / H1 in the metadata. Ideally, this should still include your primary keyword.

## Title Tag Length:

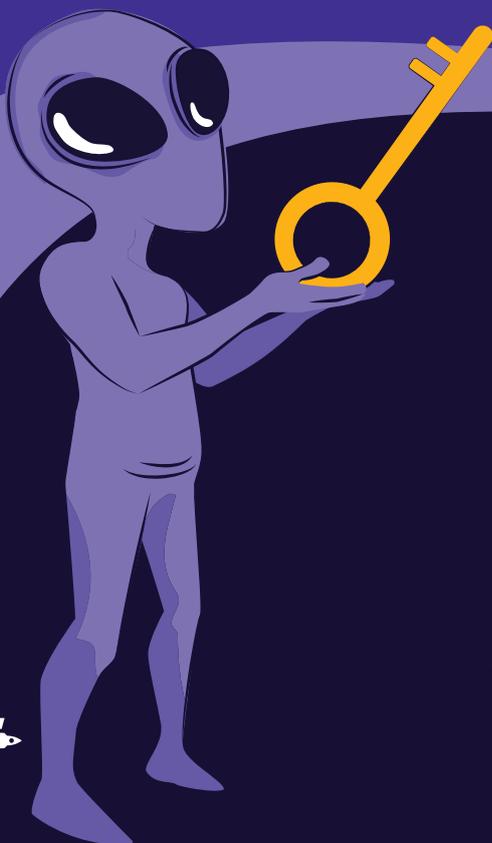
It's best to keep the title under 60 characters (excluding the brand name), so Google can display it properly. Also, this should still include your primary keyword.

## Recommended Length:

We generally recommend a word count of 800-1,000 provided all the needed information to answer the query and aid the user is covered within the article. The goal is to ensure that the content helps the user to achieve their goals on the page – whether that is quickly recognizing the answer to a question or giving an in-depth clarification of a particular subject.

It also varies based on keyword difficulty. For high-competition terms it's recommended to do 1,500-2,000 words basically because this allows more coverage and provides leeway to discuss related aspects.

You can also check the length of the articles that are ranking for the keyword you are trying to target, and either match them or make yours a bit longer, more thorough.

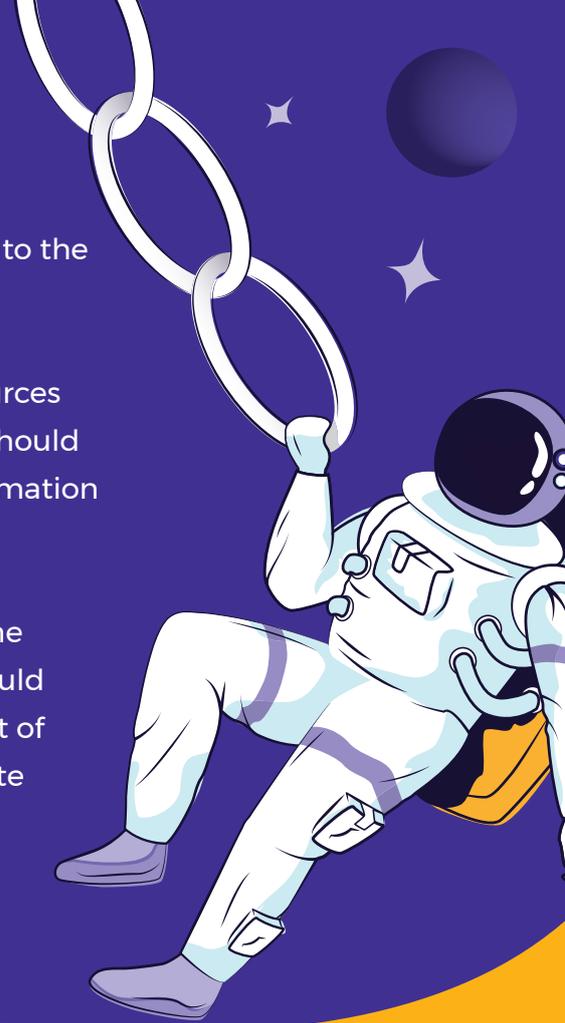


## Keywords & Secondary Keywords

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 for SEO. As a general rule for SEO-friendly copy, **we try to use the main keyword two to five times and all secondary keywords at least once in the content.**

## Links:

- ★ Add at least one link to a transactional landing page relevant to the article.
- ★ 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.
- ★ The amount of links in the article depends on the length of the article. 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 1,000 word article but even 3 can be adequate depending on your subject / intent / purpose of the article.



## H1 Heading:

Your H1 should describe the topics of your page and give information on what the content is 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. Often, the H1 tag will be similar to your title tag. Don't obsess over H1 length as 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 completely acceptable.

- ★ Main 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 whenever possible. This is helpful for crawlers to make the connection between relevant content. i.e., when possible, avoid anchor text that just says "click here."

It also varies based on keyword difficulty.

# Images, Rich Media, and Videos



## For Images:

- ★ There is no specific number of images required per blog. Ideally, add as many as needed, keep 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.
- ★ Also ensure to not go overboard and set a limit of 5 images max per 1,000 words.
- ★ A file size between 70 and 100 kb is ideal, however, in case of higher resolution, files closer to 300 kb are acceptable.
- ★ Based on look and feel as well as overall length. Be sure to compress images and add alt text.

## For Videos:

- ★ For blogs that have a video attached to them, keep in mind that the video's purpose is to complement the information being discussed, and not cover the post 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 blog post or article, 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, it is preferred you make your own. 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 article, 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.

You can read [this](#) Galactic Fed article for additional information on SEO and Content Creation.

