

KONTENT.AI®

Ebook



Best ways to improve SEO using your CMS

by Kontent.ai Team

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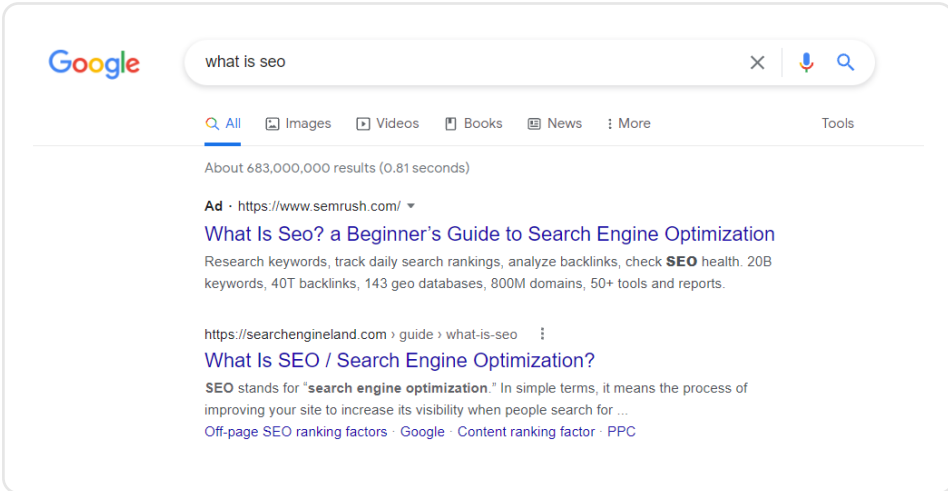
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Chapter 1:

Understanding the layout of Search Engine Results Pages (SERPs)

If you're completely new to SEO, this chapter will give you a basic framework for understanding the layout of Search Engine Results Pages (SERPs) and search intent.

SEO, search engine optimization, is a set of practices that can help you improve the positioning of your web pages in **organic search results**. This is what a typical search engine results page looks like:



As Tim Cameron-Kitchen notes in his successful book *How to Get to the Top of Google*, ranking first on Google can bring you around 38% of all the clicks made by users searching for that specific phrase. Position two brings approximately 19% of the searchers to your website, and if you're featured on page two, even the top listing there picks up less than 2% of the clicks.

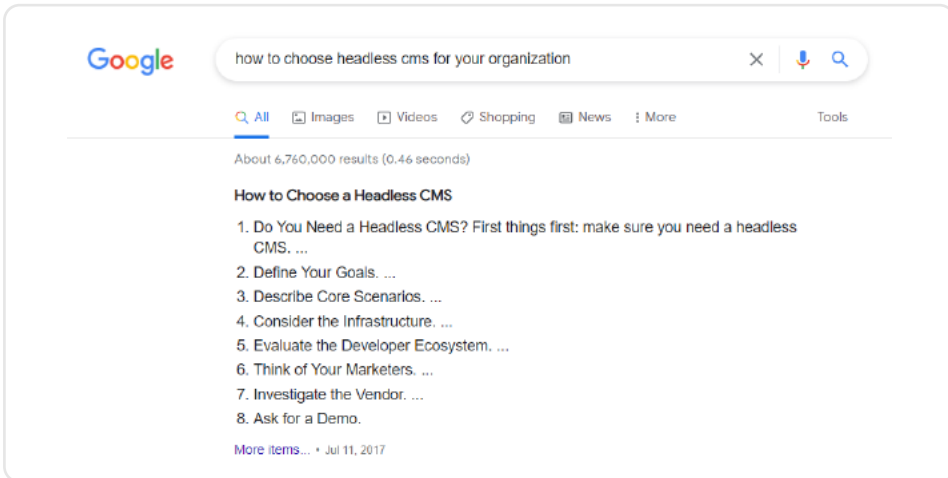
“

The best place to hide a dead body is page two of Google search results.”

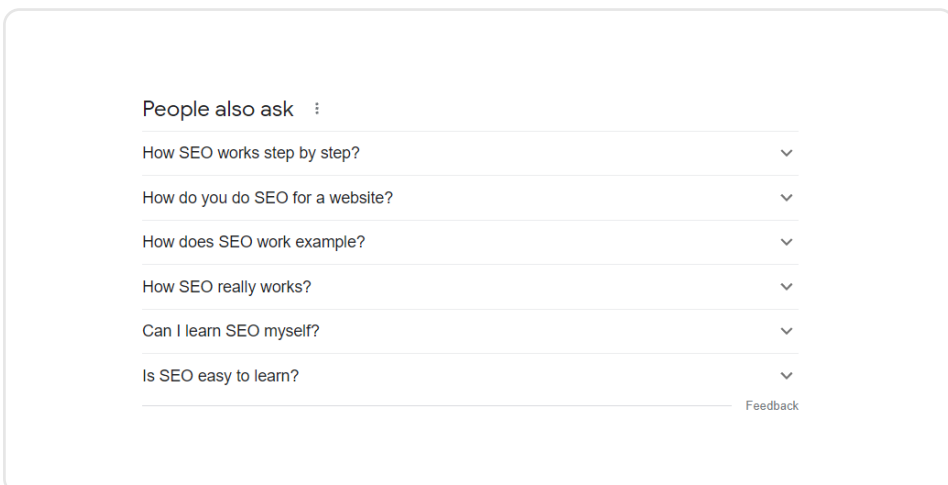
— Unknown person on the Internet

The first position on the first page of search results drives the highest traffic—but how do you get there? Before we explore that, it's important to mention that there are other free ways to appear on the first page of Google: **featured snippets**, **People also ask**, **Knowledge Graph panel**, or **Google Local**.

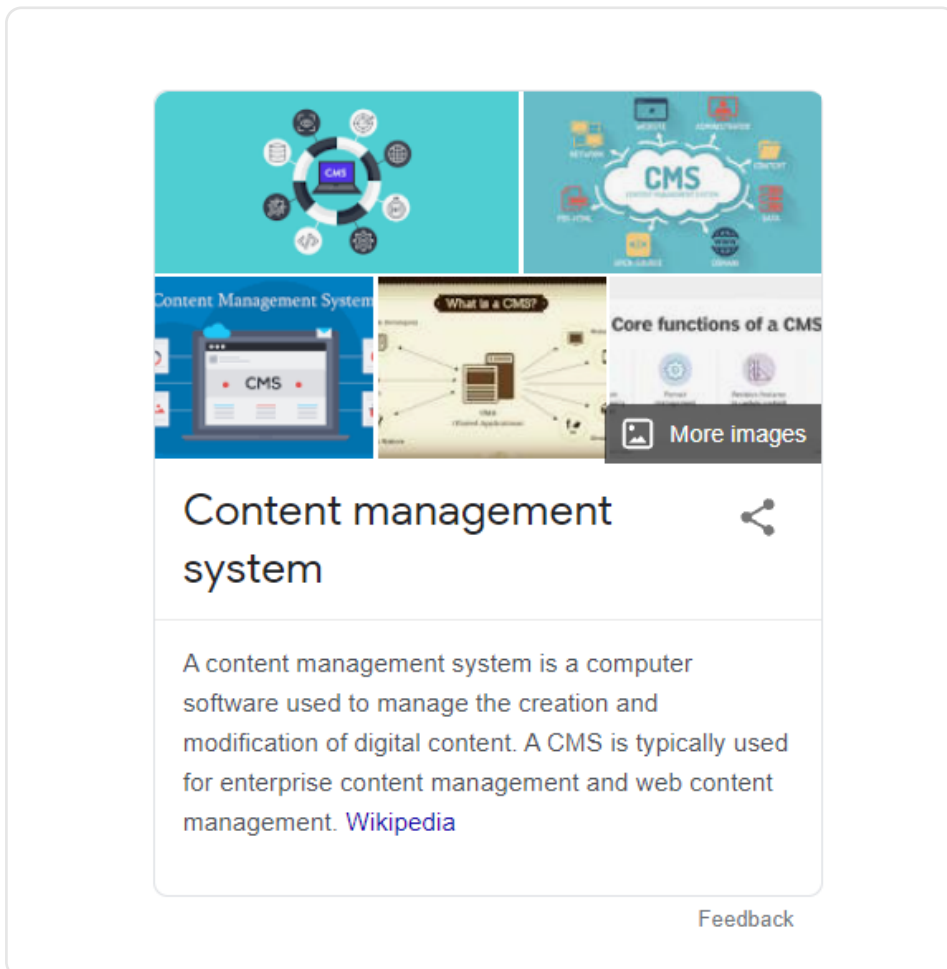
If you're not yet familiar with **featured snippets**, they are short excerpts from a web page (usually definitions or lists of steps to take) that appear in Google's search results to quickly answer the searcher's question:



The **People also ask** box is a Google SERP feature that answers questions related to the search query, with each answer coming from a web page and Google providing a clickable link to the source:



The **Knowledge panel (or Google Knowledge Graph)** displays a quick preview of information about businesses, people, animals, movies, or countries, to give a few examples. This panel appears on the right side of your screen in the desktop search results:



Another way of getting your business seen is through **Google Local**. This section shows a lot of data, including Reviews, an interior street view, or photos of your business, and can improve your company's visibility in local search. So if you own a local business that caters to local customers, it's essential for you to set up a G+ Local page, providing a way for customers to leave reviews and find your store through Google Maps.

YUMMY LAMY

4.8 ★★★★★ 114 Google reviews

Coffee shop

Service options: Dine-in · Takeaway

Address: Přízova 284/5, 602 00 Brno-střed-Trnitá

Hours: Open · Closes 7PM ▾

Menu: wolt.com

Phone: 607 046 056

Order: wolt.com

[Suggest an edit](#) · [Own this business?](#)

Questions & answers
Be the first to ask a question [Ask a question](#)

Popular times ⓘ

MON TUE WED THU FRI SAT SUN

● Live: A little busy

Day	9a	12p	3p	6p	9p
MON	Low	Low	Low	Low	Low
TUE	Low	Low	Low	Low	Low
WED	Low	Low	Low	Low	Low
THU	Low	Low	Medium	Medium	Low
FRI	Low	Low	Medium	Medium	Low
SAT	Low	Low	Medium	Medium	Low
SUN	Low	Low	Medium	Medium	Low

🕒 People typically spend 25 min to 1.5 hr here

To get a grip on the features and layouts of the SERPs, you also need to understand what kinds of queries searchers are likely to perform and what their intentions are:

1. Informational intent

Many people type queries into search engines to find certain information, which may be related to the weather, education, or movies and books, among other topics. People with an informational intent are seeking specific answers or want to know more about a certain subject.

2. Navigational intent

This means the searcher has a specific website in mind—they already know where they want to go. It's easier for them to Google it than to type the entire URL into the address bar. Also, they might not be sure what the exact URL is.

3. Transactional intent

People searching with transactional intent are looking to buy something immediately. Often they know what they want to buy and just want to get to that product page as soon as possible.

“

Don't find customers for your products,
find products for your customers.”

— Seth Godin, Author & Entrepreneur

Tips from an SEO expert



Michal Pecanek

SEO & Marketing Educator at Ahrefs

- › To properly understand all the SERP features and layouts, you first need to learn about types of searches (informational, navigational, transactional) and search intent. How Google structures its SERPs depends on the search intent, e.g., map packs for local searches, featured snippets when there seems to be an answer to the query, knowledge cards when there's a definitive answer (when Queen Elizabeth was born, where Tesla HQ is, etc.).
- › There are also rich snippets—more visually appealing versions of the classic search results. Those enhancements can be review ratings, price info, or elements, and others.
- › Most of the stuff happening in SERPs these days is related to semantic search technologies, NLP (Natural Language Processing), and other more technical stuff. Learning about the Knowledge Graph and entities is a good start to understanding what's going on.

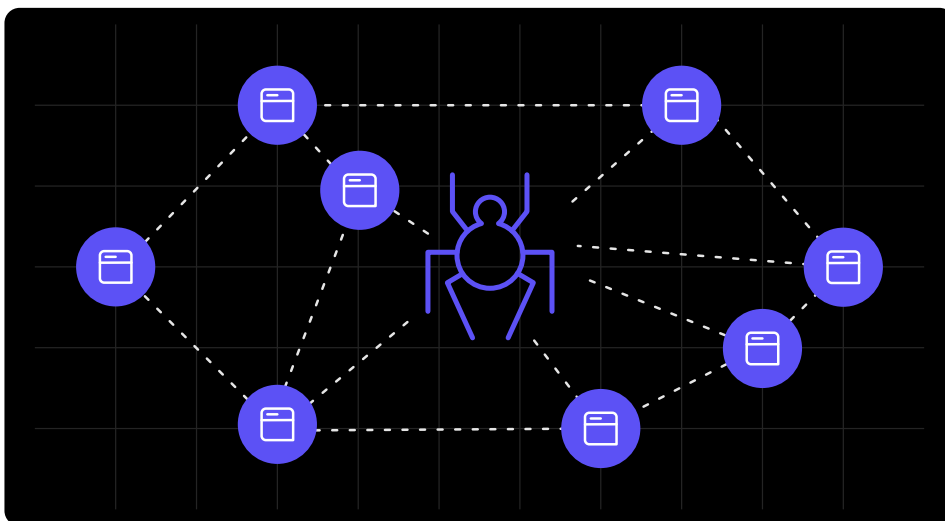
Chapter 2:

What search engines can and cannot “see” on a web page

Search engines do not see websites in the same way that humans do. In truth, search engines can't see anything at all—at least not in the visual sense. Instead, they analyze the HTML code of the web page as well as the text that it includes.

They can, however, use the HTML code to learn what other elements the page contains besides text. For example, Google can look at an image tag and read the Alt text attribute, if the page author provided it, to get an idea of what the image shows ([learn more about the Alt text attribute in Chapter 3](#)).

So, how do the search engines read web pages, exactly? Using so-called web crawlers (also commonly referred to as search engine bots or spiders), they examine hundreds of billions of pages. This process of finding out what pages exist on the web is called crawling. Once Google discovers a new page URL, it visits, or crawls, the web page to see what's on it.



After Google finds the new web page, it tries to understand what the page is about. This process is called **indexing**. Google examines the content of the page, catalogs images and embedded video files, and saves this information in a large database called the Google index.

Another process worth mentioning here is **ranking (or serving)**. When a user searches for something, Google tries to find the most relevant answer from its index. It attempts to identify the highest quality answers, taking into account things such as the user's location, language, and device. To give an example, someone trying to find an Italian restaurant in Rome will get different results than someone typing the same query in Prague.

“

The better that Google can understand your site, the better we can match it to people who are looking for your content.”

— Google Search Central

Knowing how a search engine evaluates what a page is about allows you to optimize your pages so that they appear in the SERPs of people looking for sites similar to yours. It's also good to learn a bit about **ranking factors**—variables that Google uses to decide the best ordering of relevant, indexed results returned for a search query. Although there are supposedly around 200 of them, here are a few just to give you an idea of what ranking factors are:

1. Google Core Web Vitals

These user-centered ranking factors introduced by Google in 2020 go deep into user experience, analyzing how users interact with a page and if they get the content they expected. Although there is still much to learn about [Core Web Vitals](#), it's clear that user experience has become the future of SEO.

2. Quality content

Search engines have always favored content that is useful to visitors—your content must anticipate the answers your prospects are looking for and address those topics directly.

3. Keywords in URLs and meta descriptions

Search algorithms examine your URLs to better understand the context of your web pages. Besides URLs, your keywords should also appear in your header tags, meta descriptions, and image descriptions ([find out more about these in Chapter 3](#)). However, keep in mind that you should never overuse keywords—your content must be reader-friendly for human visitors.

4. Mobile-friendliness

Remember the last time you visited a website that wasn't optimized for mobile? Probably not, right? This indicates how crucial mobile responsiveness is for SEO. You can use Google's [Mobile-Friendly Test](#) to assess whether your site is mobile-friendly.

5. Page loading speed

Because users will quickly flee from websites that are slow and confusing, Google wants your website to be fast and provide a great user experience. To learn more about the performance of your page on both mobile and desktop devices, check out [PageSpeed Insights](#).

6. Visitor time on site

The amount of time visitors spend on your site is a good indicator of how useful they think your site is. This metric determines how long visitors spend shopping before making a purchase, how much time they spend reading articles, and so on.

7. Internal linking and backlinking

An internal link is any link from one of your pages leading to another page on your website. The more links lead to a page, the more important it will seem to search engines. For this reason, failing to include internal links on your site can have a detrimental impact on your SEO.

Backlinks (also “inbound links,” “incoming links,” or “one-way links”) are links from one website to a page on another website. Search engines view these backlinks as “votes” for a specific page, so pages with a high number of backlinks are generally considered more relevant and trusted by Google and other search engines.

“

Google only loves you when everyone else loves you first.”

— Wendy Piersall, Publisher & Art Business Mentor

Tips from an SEO expert



Michal Pecanek

SEO & Marketing Educator at Ahrefs

- › Google crawls the web with an evergreen crawler these days, meaning that Googlebot basically sees any page on the web as if you were to open it in the latest Chrome browser.
- › An important thing to keep in mind is that Google uses mobile-first indexing now. They predominantly check and rank the mobile version of any content. Many people focus on the desktop version even though it's much less important for SEO these days.
- › A rule of thumb is that any content that you can see and interact with as a visitor is also visible to Google. But that doesn't mean that they consider all of the content elements and links to be of the same value. For example, there's an old patent called Reasonable Surfer that Google still uses, giving more credit to links that are more likely to be clicked by the visitor. This means you should make any important content visually prominent to the user.

Chapter 3:

How your CMS affects SEO and what you can do about it

According to [Forbes](#), the short answer to “When do I start SEO for a website?” is the same for both redesigned and brand new websites: Before it launches.

Avoiding the proper SEO steps might be disastrous for your business. In the Forbes article, the author describes how an e-commerce company wanted to revamp its website, but the agency working on the redesign had no SEO experience. When creating the new site, they changed the URLs of the pages that were ranking prominently in Google without redirecting traffic from the old URLs to the new ones. Suddenly all of that Google traffic resulted in nothing but “404 - Page not found” errors, and the company went bankrupt within a month.

There’s no doubt that **SEO should be built in as early as possible**, ideally when choosing a CMS or planning your site architecture. Tim Cameron-Kitchen in *How to Get to the Top of Google* describes a seven-step process that quickly helps improve your ranking:

1. Website review

These are some of the questions you should ask yourself when starting with your SEO strategy:

- › Is your website mobile-friendly? Do you have separate pages for each of your products or service areas? Does each of your pages have at least 300 words of copy? Do you have a blog? Is it obvious what your business offers and for whom on every page of the website?

2. Keyword targeting

The second step is closely connected to the competitor analysis that you will need to perform (see the next step):

- › Find out which keywords your close competitors show up for and which specific pages rank best (e.g., product pages, blog posts, the home page, etc.).
- › Explore the highest-ranking results and see how much text and how many keywords there are on the pages.
- › Research the estimated search volume using a keyword tool—if you could rank first, you might collect up to 35% of the traffic. Would it be worth the effort?

3. Competitor analysis

The next step is to familiarize yourself with your competitors' websites:

- › How are the websites structured? Do they have pages at different levels (to give an example, /product/demo/sign-up)? What topics do they write about? How large is their website?

4. Website optimization

After learning a bit more about your competitors, you should optimize your website, covering things like:

- › Optimizing meta titles and descriptions on every page
- › Creating unique copy for product pages and adding more text where needed
- › Checking that your keywords are included in page headings (H1, H2, H3, etc.)
- › Compressing website images using a tool such as tinypng.com to reduce page load time
- › Adding new landing pages to target more competitive phrases

5. Phase 1 links

The essential things to check are business directories and social media pages. These are simple to set up or edit, and even though they won't get you to the top spot on their own, checking that they are all there is a good place to start.

6. Phase 2 links

The second phase is where you'll begin your content marketing efforts. For most companies, content marketing will be the majority of ongoing SEO work and is never completed, as there are always new angles and channels to focus on.

7. Measure progress and refocus

It's only natural for your SEO focus to shift and evolve over time. Tim Cameron-Kitchen recommends doing a "check-up" every three months to realign the SEO work with the goals of your business. He says it's important to not become obsessed by "ranking for ranking's sake" because you should be aiming to "increase leads or sales, not just ranking."

“

SEO is no longer a job title; it has become a part of everyone’s job description.”

— Rand Fishkin, CEO & Co-Founder of SEOmoz

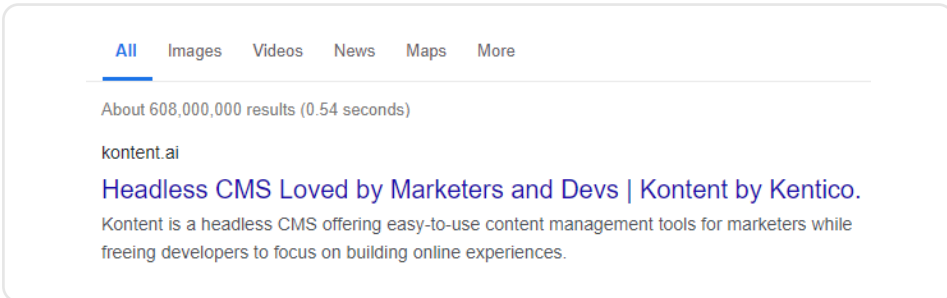
How a good CMS supports SEO

A content management system can help users fine-tune their SEO efforts by enabling them to write the above-mentioned meta titles and descriptions, make quick keyword tweaks, or manage URLs and site architecture. Let’s take a closer look at each of these areas you should be able to manage in your CMS:

Metadata (the meta title tag and meta description)

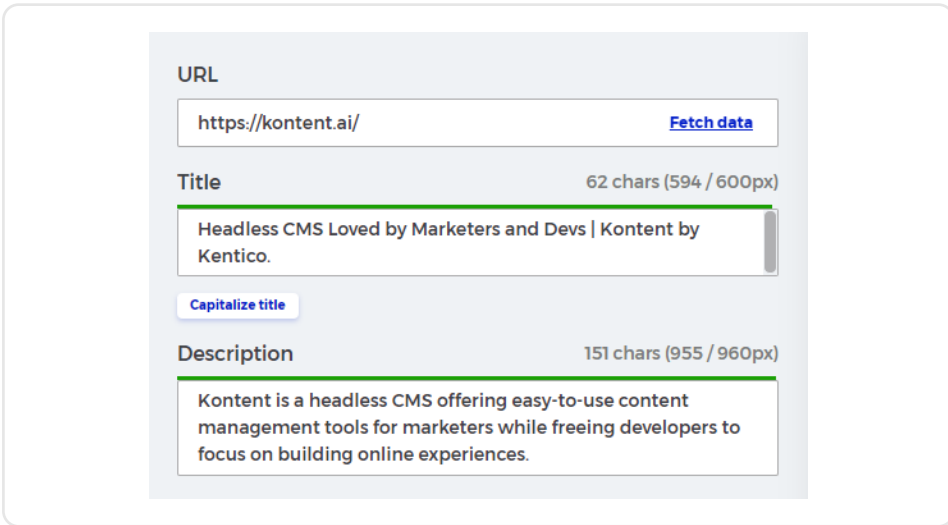
The meta title tag is displayed as the clickable headline (see below) in search engine results pages and is vital for good user experience, SEO, and sharing on social media.

The meta description is a brief summary of the content on your page that appears underneath the title tag.

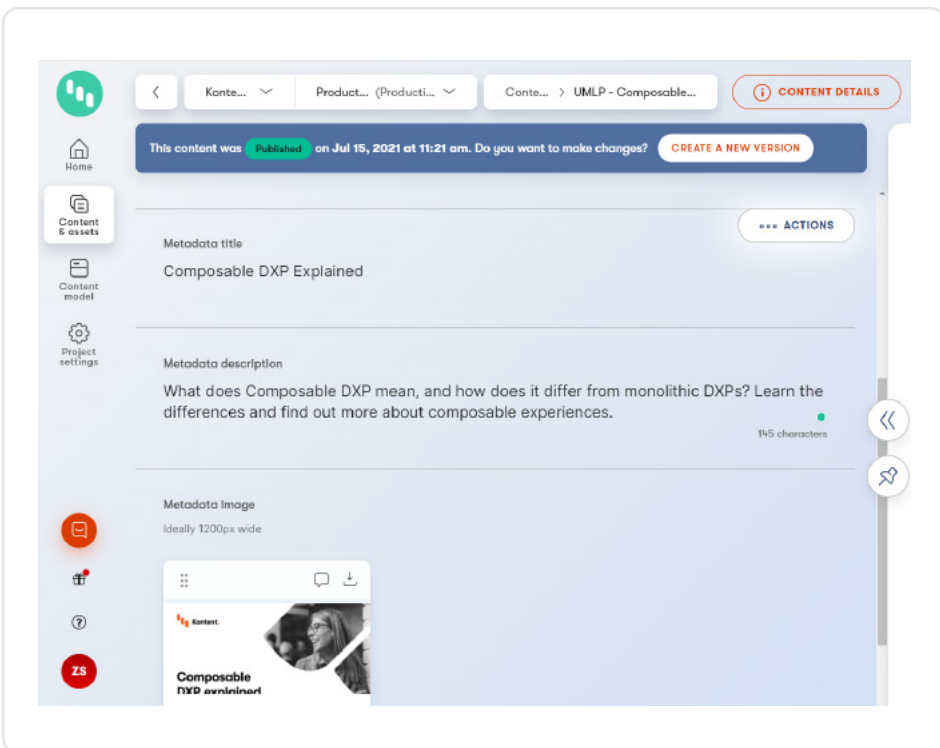


There are many free SERP snippet preview tools available that help you check how your page will appear in SERPs, for example, [Mangools](#). After putting in your URL, the tool fetches the data, displays how it will look on mobile and desktop, and shows the appropriate number of characters for each channel.

The **ideal length** is 50–60 characters for your meta title tag and 155 characters for your description.



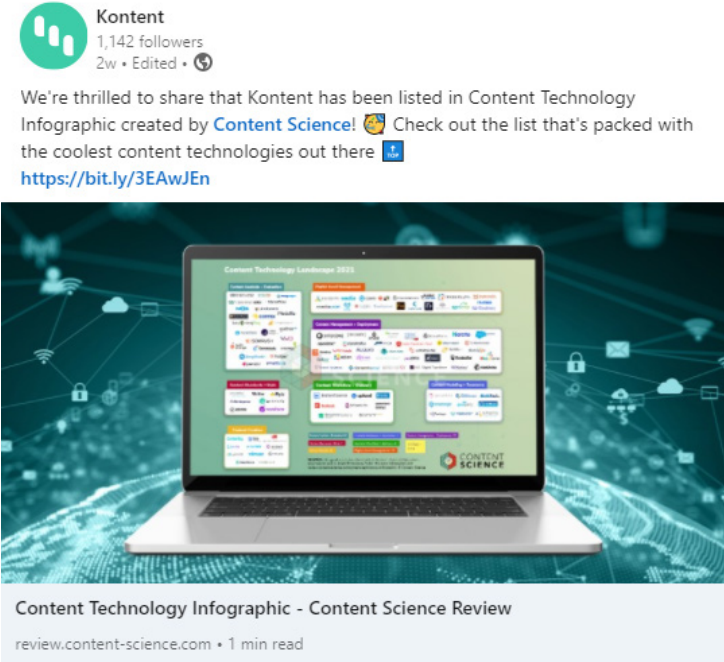
A good content management system will allow you to easily edit this data for each of your pages:



Open graph image (OG image)

OG image is the image that shows when you share your page on social media, influencing the performance of your content and making it more engaging. The ideal size is 1200:630 px.

Headings (H1, H2, H3, etc.)



Kontent
1,142 followers
2w • Edited • 🌐

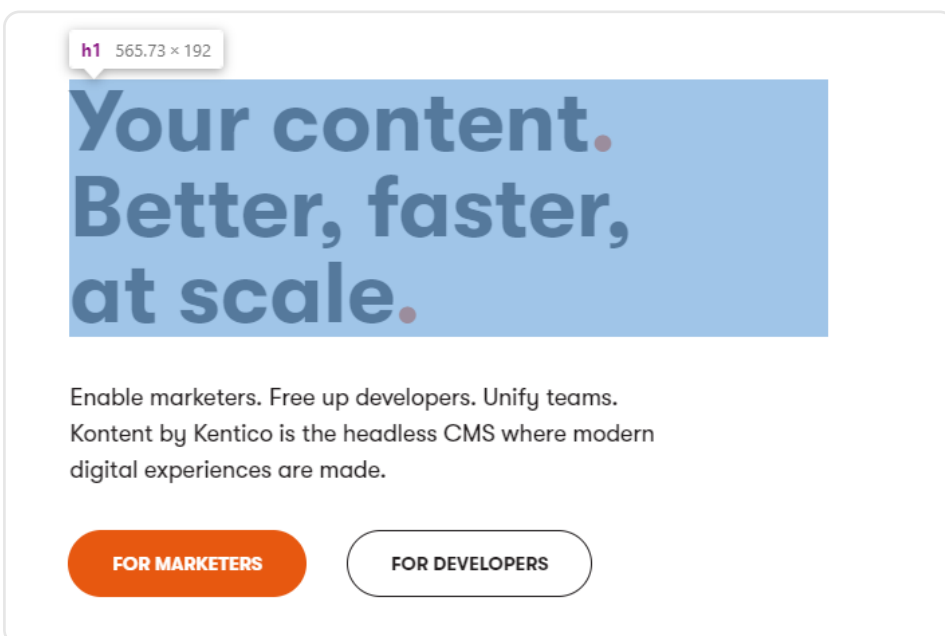
We're thrilled to share that Kontent has been listed in Content Technology Infographic created by **Content Science!** 🤖 Check out the list that's packed with the coolest content technologies out there 📄
<https://bit.ly/3EAwJEn>

Content Technology Landscape 2023

Content Technology Infographic - Content Science Review
review.content-science.com • 1 min read

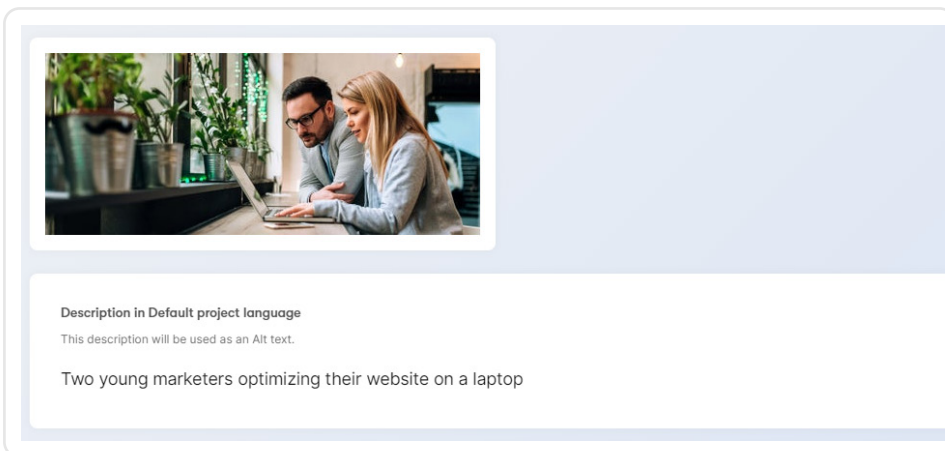
Headings make content easier to read for both users and search engines. They also indicate which parts of the text are important and what each section is about. There are different “levels” of headings—from H1 to H6. [Yoast](#) compares H1 to the name of a book; it’s the largest and most important tag on an individual page. Then you can use H2s (aka chapters of the book) to introduce different sections of the text that might include smaller parts introduced by H3s, H4s, etc.

Image alt text



The image shows a screenshot of a website header. At the top left, there is a small tooltip that reads "h1 565.73 x 192". Below this, the main heading is "Your content. Better, faster, at scale." in a large, bold, blue font. Underneath the heading, there is a paragraph of text: "Enable marketers. Free up developers. Unify teams. Kontent by Kentico is the headless CMS where modern digital experiences are made." At the bottom of the header, there are two buttons: "FOR MARKETERS" in an orange rounded rectangle and "FOR DEVELOPERS" in a white rounded rectangle with a black border.

It is estimated that approximately 38% of Google's SERPs show images. So, how do you get a share of this traffic? Using the image alt text. In a CMS such as Kontent.ai, you're able to write alt text after opening an image:



When creating the alt tag, you should be as descriptive and specific as possible, include context that is related to the content of the page (e.g., we could use the alt text above in a blog article about SEO), and use fewer than 125 characters.

The only exception is when an image is used only for decoration; then the alt text can be left blank.

Canonical tag

A canonical tag is a way of letting search engines know which specific URL represents the main copy of a page (which is useful when you're publishing the same version of your article or another piece of content on a different website). Using the canonical tag avoids issues caused by duplicate content appearing on multiple URLs.

“

SEOs prefer canonical tag over laser tag.”

— Unknown person on the Internet

Tips from an SEO expert



Michal Pecanek

SEO & Marketing Educator at Ahrefs

- › The more flexible a CMS is, the better for SEO. “Drag-and-drop” CMSs are great for non-technical users, but you’ll run into many limitations when you get into more advanced SEO stuff. That might be fine in the beginning but can become a problem once the website starts getting bigger and bigger.
- › Choosing the right CMS is the first SEO win.
- › Some companies choose to develop their own CMS, which can be made with SEO needs in mind from the start. A notable example is [Wise](#) (formerly TransferWise) which largely credits its SEO success to having a custom-made CMS to suit their needs, like scaling up content creation in many languages at once.

Chapter 4:

How to structure a top-ranking website

One of the most important aspects of a website is its structure. The way you lay out your website can have a direct impact on your ranking and the amount of traffic you receive. In this chapter, we'll show you some easy steps to creating a solid and simple website structure that can help improve your search engine optimization.

According to IBM's Content Designer [Will Fanguy](#), "a proper website structure helps the site's visitors find information easily through consistency." He also says that the ideal website structure resembles a pyramid, consisting of a home page, categories, sub-categories, and individual pages and articles (to learn more about the recommended website structure, see [Tips from an SEO expert at the end of this chapter](#)).

Start by exploring your competitors' sites

Again, you can learn a lot by taking a look at your competitors' websites. When you visit them, pay attention to how they're organized—how many main categories there are and how they are connected. Examine the most popular sections and pages and decide whether it would make sense to add similar ones to your website.

Prepare your keyword list and divide the keywords into groups

In the previous chapter, we briefly discussed keyword targeting and analysis. Now you should prepare a comprehensive keyword list for your website. [SE Ranking](#) suggests using tools like [Google Keyword Planner](#) together with [Google Trends](#) and visiting relevant forums to expand the list of keywords. Keep in mind that it's essential to incorporate queries of different search volumes in order to address both general inquiries and very specific intents.

After you've collected a lot of keywords, you can filter out the irrelevant ones—those that don't suit your website. Then classify the rest based on a criterion that works best for you: intent, search volume, difficulty, or another, and match groups of keywords with different sections and pages you're going to have on your website.

Create a map of your website

Plan your website structure by writing down the major sections and then visualizing the hierarchy of each section using one of many visualization tools like [Coggle](#) or [MindMeister](#). In addition, you should make sure:

- › That each page can be reached with no more than three clicks from anywhere on the website.
- › That you'll be able to add new categories without having to completely redo the structure.
- › That you don't forget to create an internal linking strategy (learn more in the next section of this chapter) because your pages have enough power to influence search rankings all by themselves.
- › That you always consider how easy or difficult it is for real users to navigate around your site because they matter more than anything else.

“

People don't have time to hunt around on your site. Lead them to the path you want them on, and make it easy, fun, and entertaining along the way.”

— Nikki Corbett, President of Precise Creative

Build a successful internal linking strategy

Internal links are completely under your control. When you link within your own site, you can direct visitors straight to the most relevant pages. If you have lots of related content on your blog or web pages, internal linking allows you to connect them together—this is especially important on content-heavy websites. It's common for users to get lost on large sites, so internal linking enables users to locate specific pages more easily and reduces this problem.

Create SEO-friendly URLs

A good URL is descriptive but short and clean and includes keywords that are relevant to the page content (e.g., <http://company.com/blog/7-seo-optimization-tips>). Not only does creating SEO-friendly URLs help search engines find your content more easily, but it also improves your user experience.

Make sure your website is accessible to everyone

Accessibility is the word that describes making your website available to as many people as possible. It's about making sure anyone can use your website, not just those with the latest technology or a certain level of skill.

The problem with this is that it's very hard to get right. Designing a website that's accessible to everyone is actually very difficult because there are so many different factors involved—from the web browser you use to your device. However, there are certain things you can do to make sure your website is more accessible:

- › Choose a CMS that supports accessibility.
- › Use headings correctly to organize the structure of your content ([learn more in Chapter 3](#)).
- › Include alt text for images ([learn more in Chapter 3](#)).
- › Ensure that your site is keyboard-friendly, meaning that it works without the use of a mouse.

Mobile-friendliness

With the increasing popularity of smartphones and tablets, it's important to ensure that your website is mobile-friendly. In fact, Google has already started to rank websites that are not mobile-friendly lower in their search engine results.

WebsiteBuilderExpert says there are several ways to make your website mobile-friendly, including:

- **Responsive design:** This means the website's design adapts to the screen size, whether the user is just changing the size of their desktop tab or browsing from a mobile or tablet.
- **Dynamic serving:** Depending on the device they're using, visitors are shown a different, purpose-built version of the site.
- **A mobile app:** Sometimes, having a separate app for your mobile audience makes sense (nevertheless, you should still make sure that your website looks good on mobile phones because some mobile users won't want to download your app).

“

Why do SEOS love the farmer's market?
Lots of organic content.”

— Unknown person on the Internet

Tips from an SEO expert



Michal Pecanek

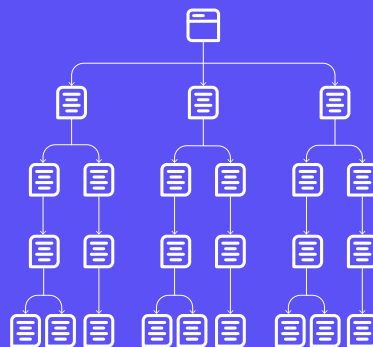
SEO & Marketing Educator at Ahrefs

- › A properly planned website structure is your SEO foundation.
- › Any website is basically a set of URLs. They need to be logically organized so both your visitors and crawlers can navigate them smoothly.
- › A solid site structure improves user experience, supports your SEO efforts, and makes scaling up your website future-proof. You'll know the structure of each of your URLs.
- › A flat website structure is the way to go. It ensures that any two pages on your website are just a few clicks away from each other. That's important for both your users and search engine crawlers.

Flat vs. Deep Website Structure



FLAT



DEEP

- › Regarding your URLs, a flat architecture means that all your pages are contained within 1-3 levels of subfolders. The smaller your website is, the fewer subfolder levels you should need.
- › The best way to work with a website structure is to visualize it. You can take pen and paper for smaller websites or use any mind map software.
- › Keep in mind that the website structure only takes into account “hierarchical links.” It shows you that the homepage links to a product category page that links to a specific product. It doesn’t show you that an article on your blog often links to your products or elsewhere. You need to implement this cross-linking wherever possible.

Again, proper internal linking can do wonders in SEO.

Here are a few additional tips on how to decide what to put where:

- › The most important pages to your business should be at the top level (solutions, features, product categories, contact, about, cart, ...).
- › Check how your well-performing competitors structure their websites and get inspired. Use Top subfolders and Top subdomains reports in Ahrefs’ Site Explorer to get this data and insights.
- › Main keywords for subfolders and slugs should be guided by your keyword research.

Chapter 5:

How to produce high-quality content for Google

One of the best ways to earn the first page rankings you're looking for is with high-quality, comprehensive content.

For SEO, content quality is all about going in-depth on topics and answering search queries with a level of detail that draws in visitors who are actively looking for information. To do this, you need to know how to write Google-friendly content.

Write for people first, Google second.

If your content doesn't appeal to readers, they will quickly click on another result. But if you generate high-quality pages that answer people's questions, you will earn the traffic and links you want from search engines like Google.

The best way to write Google-friendly content is to use your focus keyword and other related words or phrases. Include them as often as possible without sounding repetitive or spammy.

The most important thing to remember is that content should be scannable and easy to digest—consider how you format your text. According to Google, **a clear page layout** makes content immediately stand out. *When writing, try to keep things short and to the point.* **Bullets** and **numbered lists** are great, as they make it quick and easy for the user to scan your article.

The longer your articles are, the higher the chance of losing your readers' attention, especially if you pack your page with a lot of text. Instead, try to break down your points into **several short paragraphs** that create individual sections of information, making them easier to read and digest. Furthermore, you can use visuals like **images** and **videos** to break up the text. The rule of thumb is one image per 800 words or a video per minute of reading time.

To sum up, you should **make your content user-friendly** with:

- > A clear page layout
- > Bullet points and numbered lists
- > Short paragraphs introduced by headings
- > Bold and italics to capture the user's attention
- > Images and videos

“

Content is the reason search began in the first place.”

— Lee Odden, CEO of TopRank Marketing

There are other areas that contribute to writing high-quality content. You should always:

- › Focus on one idea and make sure it is easy to understand (you can use [Hemingway App](#) or [Grammarly](#) to check your writing).
- › Feel free to leverage AI to quickly generate content ideas or suggest improvements to your content.
- › Use proper grammar and spelling.
- › Use active voice whenever possible.
- › Use keywords naturally, rather than stuffing them into sentences.
- › Write for humans, not for search engines.

“

When taking a content-first approach, our job as marketers is not to create more content...it's to create minimum content with maximum results.”

— Robert Rose, best-selling author & recognized expert in content strategy

How to create great content



Brainstorm ideas

- › Define your target audience.
- › Do keyword research and conduct a competitive analysis.
- › Look at current industry trends.



Get creative

- › Produce readable, informative, and comprehensive content.
- › Leverage AI to produce general content and then add your unique perspective.
- › Let the target audience guide you at all times.
- › Use one tool to create and manage your content to avoid bottlenecks and problems.



Hit the "Publish" button

- › Publish consistently—the regularity of your content influences how credible people think you are.
- › Take advantage of scheduling tools in your CMS.
- › Use webhooks to trigger any additional processes or notifications at the time of publishing.



Make your content personal

- › Use best-of-breed services to gain access to your visitors' user profiles.
- › Conduct A/B tests to determine which of two elements (e.g., CTA buttons) performs better.
- › Make use of smart recommendations to offer relevant content to your visitors.

1

2



Have a clear content plan

- › Define the form of your content (a whitepaper, landing page, social media posts).
- › Set your goals (driving traffic, improving lead generation, educating).
- › Use a content calendar (add due dates, other contributors, reviewers).

4



Review your content effectively

- › Ask AI to fine-tune your text: shorten it, change its tone, or rewrite it according to your custom instructions.
- › Make approvers aware ahead of time that you'll need their review.
- › When asked to review a piece, give honest and constructive feedback.
- › Check how your content will look in various channels.

6



Optimize to achieve your goals

- › Measure the success of your content (engagement, conversions, bounce rate, etc.).
- › Repurpose your quality content to extend its reach (e.g., turn a series of blog posts into an ebook).
- › Archive or improve less successful

7

Tips from an SEO expert



Michal Pecanek

SEO & Marketing Educator at Ahrefs

- The rule of thumb is that you should strive to create better content than what currently ranks at the top 10 positions for the main keyword encompassing your topic. The content needs to align with search intent which can be often mixed, e.g., you can find guides, definition posts, listicles, and a product page within one SERP. Choosing to go with the predominant search intent is a good idea.
- Let true experts in the field write the content or at least review it. That's especially important for so-called YMYL websites (Your Money Your Life) that write about topics that have an impact on people's life like health and finances. But these [EAT](#) (expertise, authoritativeness, trustworthiness) signals are important in any industry nowadays.
- Creating top-notch content is only half the battle, though. You need to focus on content distribution too. Even if you have the best content on a certain competitive topic, you're unlikely to rank at the top positions if you don't have solid links pointing to it.
- You'll need an all-in-one SEO toolset like Ahrefs to help you with keyword research and link building here. Producing content and prioritizing SEO efforts without it would be just a guessing game.
- Each piece of content should have its objective. Regarding SEO, it may seem like the only objective is writing about topics with solid search demand. But you can produce content with no search demand but with a high potential to attract links and pass link equity to your other pieces of content.

- › Take your time with the outline. Is the title compelling enough while capturing the essence of the content? Does the content structure make sense? Would people know what's going on by just skimming through the article, checking the heading elements only?
- › The more people get involved in your content creation, the more you'll need to create SOPs. Those can be created for writers for each step of the process (choosing the topics, outlining, drafting, revising, editing) through designers to editors.
- › Besides the text itself, the content should provide a great user experience for the reader.

About Kontent.ai

Kontent.ai's mission is to help the world's leading organizations achieve an unparalleled return on their content. In the industry's first AI-powered CMS, content teams plan, create, and optimize content and deliver it to any channel—quickly, securely, and flexibly. Kontent.ai is designed to support organizations with exacting governance requirements, often in highly regulated industries and with complex content value chains.

Tight permissions control all operations; enterprise-grade security and privacy keep content safe. With a demonstrated ROI of 320%, Kontent.ai customers, including PPG, Elanco, Zurich Insurance, Cadbury, and Oxford University, benefit from a measurable step change in how their teams operate, increasing content velocity, mitigating risk, and maximizing yield. Kontent.ai is a Microsoft partner, MACH Alliance member, and recognized vendor by Gartner and Forrester. Learn more at: kontent.ai.

Want to see Kontent.ai in action?

Schedule a Demo



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