

SEO articles

The Art Of Writing SEO Articles

SEO articles are different from story writing, novel writing, or news writing. You need to find the balance between the requirements of the search engines and how useful your articles are to your readers.

You should pay attention to the fact that SEO articles have two distinct goals:

Your SEO Articles have to contain relevant content

Successful SEO Articles have to be supported by good website infrastructure

When done right SEO Articles have two major functions:

Increasing targeted traffic to your site

Increasing your exposure to the search engines and getting pages indexed more often.

To carry out those functions SEO article content must be thematically relevant, and provide value to the reader. It can be done to any standard article on any subject. The best strategy is to have a new angle on the issue, a good initial hook, and be important and interesting to the reader. In particular a SEO article must include certain keywords and key phrases that are related to the topic and the article context. These keywords or key phrases must appear naturally in the article not disrupting the flow of the sentence.

Speaking about keywords and key phrases there is no one method to select which of them you should use in your article to get high-ranking search engine results. Some people use AdWords or special keyword software, some just sit and write down the words and phrases that relate to the subject they are writing about.

When you are trying to find proper places for the keywords no matter how hard, never put them randomly like this – SEO Articles - . If it doesn't flow with the natural sense of the piece, leave it out or write the text again.

Obviously, if you are writing for a client with a difficult subject and awkward keywords, this rule may have to be bent a little, but being creative means being able to adapt to situations like this, so trust yourself and go with the flow. When possible try to include one of the keyphrases in the headline, and the sub-headline. This helps take the pressure off the content and keeps the keywords at the front of the search engine algorithm results when it comes around.

Keyword density, another term often used in Search Engine Optimization, is often mentioned as a vital component of every SEO article. Many people assume that the more keywords are included in a SEO article, the higher chance that web page will be high-ranked during a search. However good keyword usage is not about the number of times the key words are used in SEO articles, but the ratio of the keyword to the total number of words.