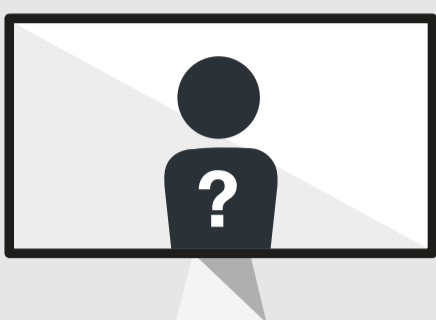


SEO Content

Customers are increasingly looking for information online using non-branded search terms. Follow these steps to create **SEO optimized content** driving customers to your website and **improving your search engine ranking**.

Online Behaviour



How do your customers look for **information online** to solve their challenges or make purchasing decisions?

Key Expression

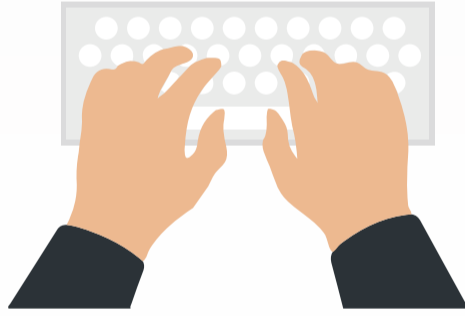


What is the **key search term** they use?

Key Words

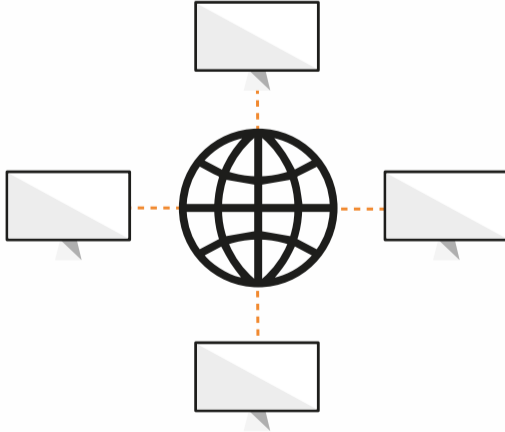
Identify **5 key words** for your SEO article. Key words can be identified by using suggestions from **Google**, monitoring **competitor materials** and looking at the **online behaviours** of your **customers**

Content Creation



Write your content using your **key words** and **key expression**. The copy should be approximately **300-1,200 words** and the key expression should feature around **5 times**.

Link it up!



Build **backlinks, internal and external links** from your content

Share!

