

# SEO Content Guide



We've found that well-written, unique, and helpful content gets the most SEO love.

This guide provides an easy-to-use reference as you manage your website and content marketing strategies.

## How to Use this SEO Writing Guide

For best results, follow the template sections in order. We've developed this system based upon years of experimenting, developing content in a logical way, and monitoring its results. You may also want to refer back to our [Basics of SEO](#) article.

### 1. Choosing a Focus Keyword

Main Keyword: \_\_\_\_\_

Variants & Synonyms: \_\_\_\_\_

Secondary Keywords (if any): \_\_\_\_\_

### 2. Establishing your Content Outline

Intro Paragraph (what subtopics you'll cover):

\_\_\_\_\_

\_\_\_\_\_

Subtopic 1:

\_\_\_\_\_

\_\_\_\_\_

Subtopic 2:

\_\_\_\_\_

\_\_\_\_\_

Subtopic 3:

\_\_\_\_\_

\_\_\_\_\_

### 3. End with a Close

Conclusion: \_\_\_\_\_

\_\_\_\_\_

Call-to-action: \_\_\_\_\_

\_\_\_\_\_

### 4. H1 (Header) Page Title

H1: \_\_\_\_\_

### 5. Descriptive Title Tag

Title Tag (60ish characters): \_\_\_\_\_

\_\_\_\_\_

### 6. Descriptive Meta Description

Meta Description (150-155ish characters):

\_\_\_\_\_

\_\_\_\_\_

### 7. Human-Friendly URL

URL:

\_\_\_\_\_

## On-Page Content Checklist

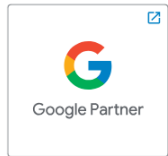
Ready to publish? Here's a checklist to share with your content team to ensure your website's articles and pages have everything optimized for your human visitors and the search engine bots.

- Choose & optimize for a Focus Keyword
- Introduction paragraph - contains compelling overview, link to main webpage
- Write content based on content outline - include at least one internal link and one external link to a trusted, relevant source
- End with a Close with recommended action
- Include a Call to Action (CTA) button or other attention-getting visual
- Craft a H1 (Header) Page Title
- Write a Descriptive Title Tag
- Write a Descriptive Meta Description
- Include Human-Friendly URL

## Who We Are

Don't have a webmaster or need SEO support? The Spectrum Group Online has helped companies just like yours succeed.

Founded in 2011, the Spectrum Group Online is a digital marketing agency that embraces the values of transparency and integrity. We use an integrated approach to achieve results, building winning strategies and tactics that are based on data, collaboration, and years of real-world experience.



## What Our Clients Say

Spectrum Group Online delivered a high-quality website that captivates users. Their commitment to designing an intuitive UI/UX and polished web content helps generate sales. Executive-level engagement facilitates productive and positive collaboration. They're industry-leading professionals. If you're looking for a collaborative agency, you've found that and more with The Spectrum Group.

*~ Marketing Professional, B2B Water Treatment Company*

Spectrum Group Online delivers a personal touch and provides a service-oriented team that is easy to communicate with. Their work produces consistent traffic growth and high-quality leads, which lowers expenses. They even created a way to measure and track results when it couldn't be done before. They care about your website as much as you do.

*~ CEO, Silicon Valley Broadband Microwave Company*

[They] do an amazing job of educating people .... That really instilled confidence in us to move forward. The team works well together, but what sets them apart is their willingness and ability to teach an internal team how to best do their job. Their availability and responsiveness are top-notch. They are reliable in meeting deadlines and even improve accountability in their clients.

*~ Marketing Director, Fruit Delivery Vendor*

See additional [client reviews on Clutch](#) and the results we've achieved in our [case studies](#).

## Free 30-Minute Consultation

When you're ready, we invite you to schedule a 30-minute no-obligation consultation to discuss your website and digital marketing strategies. Click on the link below.

[I WANT MY FREE 30-MINUTE CONSULTATION](#)