

The current wisdom is that we should be writing content for our website's visitors, and not for search engines. That great content is great, no matter what we do for SEO. I agree with that – for the most part.

SEO BEST PRACTICES ARE MEANT FOR WEB USERS

Where best practices are concerned, they are talking about making content user-friendly, meeting user intent, answering a question completely, and having the design of the site be so intuitive it doesn't cause friction in the user's understanding.

DO THESE ACTIONS FOR SEO

- The main topic of the page should be in the H1 (the big title on the page)
- Write in the "inverted pyramid" format - first sentence and first paragraph of text should contain the gist of the whole article
- Meet the user's intent
- Answer the question completely
- Use bullet lists or ordered lists where they make sense to organize content
- Keep paragraphs short
- Separate sections with headers
- Page titles should contain the top search terms in an easy-to-read sentence
- Page titles should be 55-70 characters in length
- Meta descriptions should be 100-155 characters in length, and easy to read
- If possible, include a call to action in meta descriptions
- Add captions, alt tags and specific filenames for any charts or images
- Ensure that a redirect is in place if changing a URL

AVOID THESE ACTIONS FOR SEO

- Comma-separated keywords rather than sentences
- Page titles should never be blank / empty, or duplicate one another
- Meta Descriptions should never be blank / empty, or duplicate one another
- Include giant images that could be better created in text / html
- Change URLs without redirecting them