In terms of best practices for SEO when writing web copy, the truth is that nothing beats readable, engaging content that is carefully edited in a voice and tone that speaks to the target audience.

Longer, more in-depth content is not necessary on *all* pages of a website, but in general, there should be 1-2 pages or posts that exceed 800-1200 words and go deeply into the topic that the site is covering. (Yes, this *can* be an FAQ page!)

FORMATTING WEB COPY FOR INTERNET READERS

It is common knowledge that most of us don't read websites word for word. Nope. We skim. Guess what? *So does the Googlebot.*

The easiest way to identify which parts of your web copy matter the most to SEO is to think about the page in the order in which most human beings will "skim" content!

- The biggest text at the top of the page - the title of the article
- The opening sentence
- The first paragraph, or an article abstract or TL;DR summary at the top of the page
- Any content that is visible without scrolling when you first land on the page
- Anything in bulleted lists
- Anything in bold – most importantly things that separate the sections of the text
- Diagrams / images / visuals
- Body copy!

A reader will skim to the piece they are the most interested in, zoom in on that portion of body copy, then skim some more. The Googlebot is doing essentially the same thing. Because over 50% of Google's users are searching via mobile phones, the Googlebot is doing this skimming on a mobile-sized screen.

FURTHER READING

- My favorite line in this article from [wordtracker](#) is "Editorial should not be harmed in the optimizing of your site."
- If you prefer video, Moz's Whiteboard Friday "[Writing for SEO](#)" is both delightful and accurate.