

# How To Be An SEO Content Writer

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Search engine optimization (SEO) is one of the best online strategies and skill that you can learn and employ to get better page ranking in search engines for your site. However, there are some things that you just need help with, such as the type of content you should write about in your page in order to get good, relevant content for users.

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Creating content relevant to your site for SEO requires a different set of skills, and demands you to perform a few tasks other than just simply writing and posting articles. Here are a couple of things that you should learn if you intend to become an SEO content writer.

## **Learn the SEO process**

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The first thing that you should learn if you want to become a SEO content writer is how the entire SEO process works in order to be able to create articles that have relevant content to what users are looking for, as well as create articles that will help funnel and direct market to the site or page that you are working on.

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Search engines focuses on text and not images, so the written content of your page will receive the most amount of checking and analysis from search engine crawlers, and if deemed passable, will then get indexed in their database. This is why you need to make sure that your content is relevant and good in order to get a good chance of getting better results with search engines.

## **Use keywords properly**

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SEO content writers should learn how to use keywords and phrases in getting their content across to the different users searching for those that are relevant to their search. Keywords play a vital role in any SEO content since this will help determine whether your created article for that particular keyword or phrase has any relevance to what users are searching for.

You need to be able to take into account the keywords or phrases that users will be using in search engines to find the relevant content that they are looking for so that you can incorporate it into the articles that you will be creating and posting on your site or page. You need to know where to place these keywords or phrases in the article, such as in the title tags and body of the articles, in order to help search engines find your content so it can get indexed in their database.

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Aside from this, as a SEO content writer, you should try to avoid overusing keywords wherein you try to flood your articles with the keyword or phrase associated with it. This can only lead search engines to believe that the content that you are creating as spam.

## **Write quality content**

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The quality of your articles will also play a major and important role on how your site or page will do

in the entire SEO process. Keep in mind that if you cannot offer users relevant content to their searches, they will most likely find it somewhere else, and all of your work in getting them to your site would have been in vain.

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Being a SEO content writer limits you to certain rules when writing your articles. In order to avoid certain mistakes and errors, you need to follow certain guidelines that will help improve your site's page ranking in search engines. One example of this is the use of keywords in your articles. The excessive use of such will result in getting your content tagged as spam.

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You also need to not only write quality and relevant content for users, but you must also offer fresh and new content from time to time in order to be able to offer more content for your users. This can actually also help get your site recommended by other sites, thereby improving your chances of getting more traffic directed to your site.

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Also, your articles should be original and engrossing for the user at the same time. Writing an article that users have read on some other site will not get you good points from them.

### **Research is key**

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In order for you to be able to write technically about a particular topic in a way that it can actually generate good SEO results, you need to learn how to do research on them. This will help you create content that is relevant and informative for users.