

So You Think You Know How To Write Content?

*DSS User Group
March 6, 2014*

Remember to H.U.M. when writing your content!

Make sure your content is:

- Helpful
- Unique
- Motivating

Help your readers by providing the **unique** information that they cannot find elsewhere, and **motivate** them to take the next step.

Keyword optimization often happens best when a topic is thoroughly researched, thoughtfully written, and has enough depth to include many variations of a concept.

Keyword and Linking Review

Do not use the keyword equation of: “<Location> + <PA> + <Attorney>.”

That’s no longer good; it’s actually bad to have that type of structure on your pages as they’ll compete with one another.

Focus on your location. We want your location to be *naturally* present in the content you’re writing. For example, “If you were in a car crash on I-80 and sustained a traumatic brain injury...”

Work your location into your content naturally. Don’t just talk about the city, but focus in on specific locations, roads and landmarks. Research your client’s community and *write like you live there*.

Get to know the area and use region-specific locations such as landmarks and highway nicknames in your writing. Such as “Trust us; you’re not the first person to be hit by a car in the parking lot of Cotton Bowl Stadium.”

Keyword and Linking Review

Turkey Stuffing = Good Keyword Stuffing = Bad

Write Naturally!

- Stuffing keywords in Titles, Headlines, Metas...Don't do it! I'd rather not see a keyword than see one that's forced.
- **NO:** If you're facing an Orange County Divorce...
- **YES:** Divorce isn't a rare occurrence in Orange County, but getting everything you want out of the process is. If you're worried about losing your home in Coto or want to make sure you get the beach house in Laguna...

Heading Tags

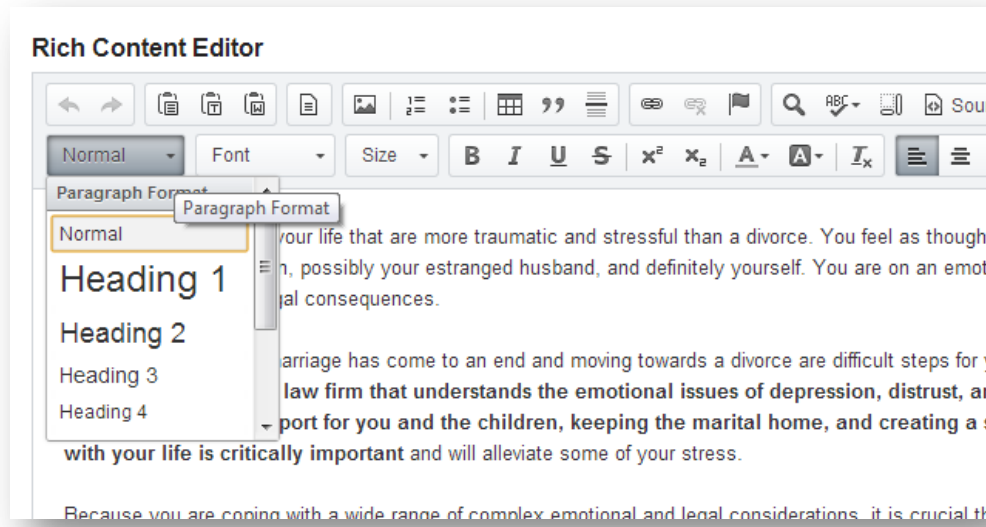
Purpose:

The heading tag is used to differentiate between sections of web page content. It impacts both SEO & usability.

How To Use:

Heading tags should be used in their intended hierarchy i.e. Start with H1 (the page headline & most important heading tag), then on to H2, H3, etc (through H6 if needed).

Heading tags are found under the FORMAT dropdown in DSS' rich content editor:



Heading Tags

Do NOT skip tags in sequence. Always start with H2 in content (H1 is headline). Breaking the heading tag hierarchy hurts a page's SEO. *However, you can add multiple H2 and H3 heading tags throughout content as appropriate – those will likely be the subheadings used most frequently.*

Example of correct heading tag structure:

```
<h1>Main Heading</h1>
```

```
<h2>Secondary Heading 1</h2>
```

```
<h3>Sub-section of the secondary heading 1</h3>
```

```
<h2>Secondary Heading 2</h2>
```

```
<h3>Sub-section of the secondary heading 2</h3>
```

Keep in mind:

- Heading tags should be relevant to the content they're introducing
- Do NOT stuff keywords in heading tags
- Do NOT repeat heading tags on multiple pages
- Do NOT use same text for title tag & page headline (as page headline will be H1)

Meta Descriptions

Purpose:

The meta description is used to provide a brief description of an individual web page's content. Many folks like to think of it as the “elevator pitch” for the page; a quick introduction to the page's content that would sell the person on visiting the site to find out more.

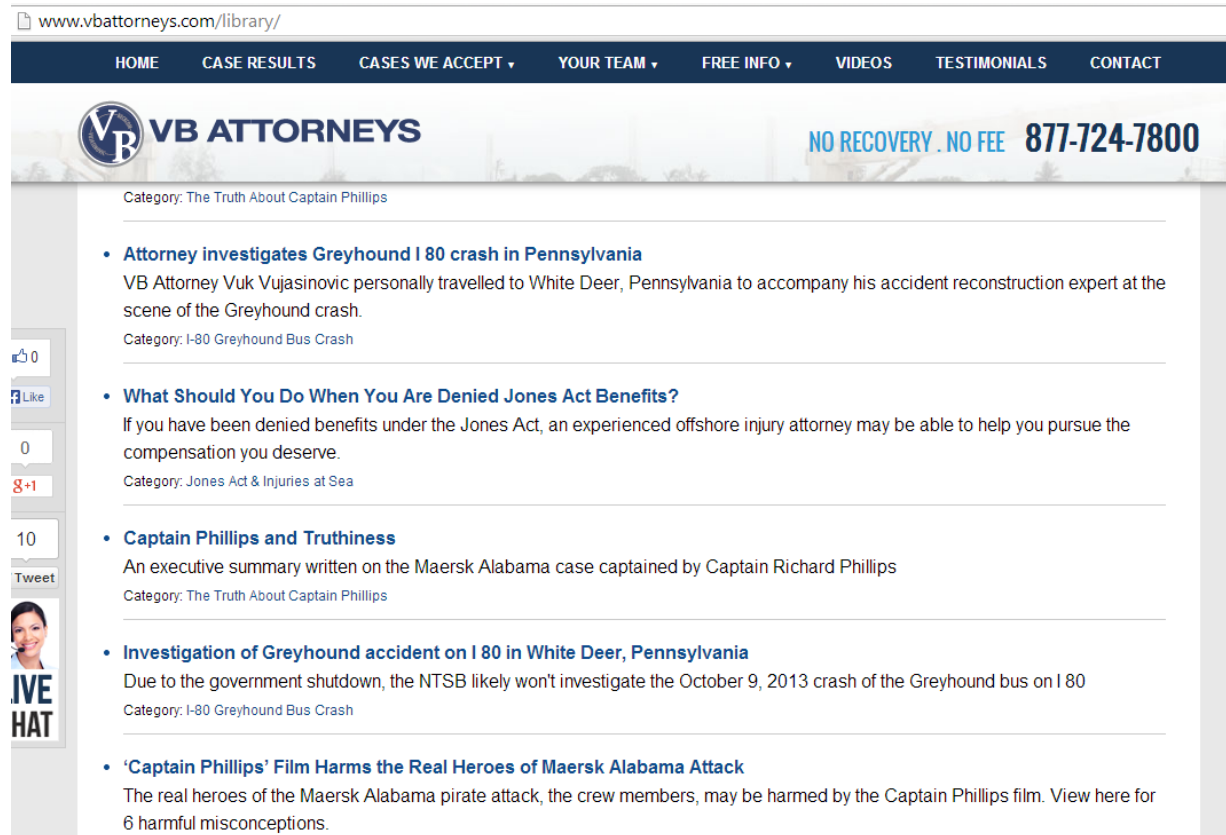
You only have one chance to make a first impression.

While the meta description is no longer used as a ranking factor, its significance in search results should not be overlooked. It is the first introduction to a page of your website.

Meta Descriptions

Where Meta Descriptions Are Displayed:

- In search results under a page's title
- On overview pages of FWM websites: Library, Blog, FAQ, News



www.vbattorneys.com/library/

HOME CASE RESULTS CASES WE ACCEPT YOUR TEAM FREE INFO VIDEOS TESTIMONIALS CONTACT

VB ATTORNEYS NO RECOVERY . NO FEE 877-724-7800

Category: The Truth About Captain Phillips

- **Attorney investigates Greyhound I 80 crash in Pennsylvania**
VB Attorney Vuk Vujasinovic personally travelled to White Deer, Pennsylvania to accompany his accident reconstruction expert at the scene of the Greyhound crash.
Category: I-80 Greyhound Bus Crash
- **What Should You Do When You Are Denied Jones Act Benefits?**
If you have been denied benefits under the Jones Act, an experienced offshore injury attorney may be able to help you pursue the compensation you deserve.
Category: Jones Act & Injuries at Sea
- **Captain Phillips and Truthiness**
An executive summary written on the Maersk Alabama case captained by Captain Richard Phillips
Category: The Truth About Captain Phillips
- **Investigation of Greyhound accident on I 80 in White Deer, Pennsylvania**
Due to the government shutdown, the NTSB likely won't investigate the October 9, 2013 crash of the Greyhound bus on I 80
Category: I-80 Greyhound Bus Crash
- **'Captain Phillips' Film Harms the Real Heroes of Maersk Alabama Attack**
The real heroes of the Maersk Alabama pirate attack, the crew members, may be harmed by the Captain Phillips film. View here for 6 harmful misconceptions.

0
Like
0
g+1
10
Tweet
IVE HAT

Meta Descriptions

Things to Keep In Mind When Writing Meta Descriptions:

Character Limits

While the search engines don't really limit the length of meta descriptions, only 150-160 characters (with spaces) will be displayed in the SERPs.

Inverted Pyramid

Follow the inverted pyramid method and keep the most important information at the beginning.

No CTA/Phone# For Library, Blog, FAQ, and News Pages

Since the meta description for the page is seen on the overview pages (or "list" pages) for the content sections of the website, it does not look good from a web visitor's perspective to see the same CTA over and over again while reading through the article choices. It also comes across as aggressive and doesn't lend to the content's credibility when reading "If You Were Injured In An Accident, Call the Such-&-Such Law Firm Now For A Free Consultation" in a blurb describing what the page is about.

Calls to Action

Don't write a corny repetitious CTA at the end of every article.

- **Out with the old:** "If you've been injured in a Dallas car accident call a Dallas car crash lawyer 888-888-8888 today,"
- **In with the new:** "Found this article helpful? Then share it on Facebook! Doing so could help your friends and family avoid an accident, or even save a life!"

Calls to Action

Decrease the amount of contact info used throughout content. It distracts from the content's purpose and does not lend itself to naturally written articles.

Begin incorporating social media-friendly CTAs

(Example: If you found this information helpful and think it could benefit others, make sure to share with your friends and family on Facebook.)

Get The Compensation You Need And Deserve After A Serious Pennsylvania Car Accident

At Schmidt Kramer, we pride ourselves on the customer service we provide our clients—your needs always come first. Whether you need a car accident lawyer or a Pennsylvania workers' compensation attorney, we can help.

Our Central Pennsylvania injury attorneys are available 24 hours a day, 7 days a week to take your call. We don't screen our calls like other firms. When you call our Harrisburg, PA injury law firm, you speak directly to a lawyer.

Turn to Us

If you've been injured in an accident and need a Harrisburg car accident attorney, you want SchmidtKramer. Injured victims across Pennsylvania have turned to our injury law firm for help for more than 25 years—you can turn to us, too.

Our Pennsylvania injury attorneys have successfully advocated for car accident, birth injury, brain injury, construction accident, defective product, drug injury, environmental injury, fire and burn injury, medical malpractice, motorcycle accident, nursing home abuse, slip and fall accident, social security disability, truck accident, workers' compensation, and wrongful death cases. Talk to a Lawyer today—Talk to SchmidtKramer.

No Obligations

Contact Schmidt Kramer for the help you deserve. Our personal injury lawyers will help you get the money you need to recover from your injuries. Your initial visit is free with no obligations. Call (800) 232-6301 or dial 8 at 717-888-8888 or fill out a free online consultation form.

Free Initial Consultation

When you've been seriously injured, you have questions—turn to Schmidt Kramer and speak with our Pennsylvania injury lawyers today. Our Dauphin County car accident attorneys in Harrisburg and Camp Hill will walk you through the legal process and get you back on your feet. Call (800) 232-6301 or fill out a free online consultation form—it's yet another way to Talk to a Lawyer.

Calls to Action

What can I suggest in the CTA?

- Share this on Facebook, Twitter, Google Plus, etc.
- Follow us on Facebook, Twitter, Google Plus, etc.
- Sign up for our awesome monthly newsletters
- Request one of our free offers
- Call our office to schedule a consultation
- Email us to let us know how we're doing
- Leave a comment to let us know what you think
- Check out our sparkling testimonials
- View our case results to see similar cases we've handled

Internal Linking Strategy

1. STOP linking to practice area pages on all content pieces (excessive)
2. Do NOT link firm name to home page throughout content (unnecessary)
3. Use the Google search feature on the site to find related content
4. Do NOT include a link to the same page within the content and in the “Related Links” box

When considering adding links in your content, ask yourself the following questions:

1. Would the reader be best served by navigating to that page?
2. Which pages would gain the most value by including a link from this page?
3. Are these topics related?

Hummingbird's Impact On Keywords

Today, instead of: *How do I rank for this query?*

Think: *How do I best answer the questions my users have?*

SEO now requires a better understanding of your audience. It does not revolve around keywords; rather, it starts with the user and an understanding of what your user wants.

Writing With Semantic Search In Mind:

Semantic search is the process of understanding searchers *intent*. This is a shift from focusing not on simply the keywords, but the types of content users are searching for to generate more relevant results.

When writing for conversion, it is important to gain some insights into the psychographics of our clients' ideal audience, as well as the *intent* of our ideal customer.

Hummingbird's Impact On Keywords

Quote From Search Engine Land's Danny Sullivan:

Hummingbird is paying more attention to each word in a query, ensuring that the whole query – the whole sentence or conversation or meaning – is taken into account, rather than particular words. The goal is that pages matching the meaning do better, rather than pages matching just a few words.



Questions?