

**WRITING
GUIDE
FOR
TARGETING
SEARCH
QUERIES
EFFECTIVELY**

Titles and headlines from targeted query

Starting an article **with bullets** is a quick and easy way to brief readers what you're about to tell them. This helps **reduce bounce** rate because it takes the guess work out of what your content is going to cover.

Content performs better if you're able to include the target keyword and if you **begin the title with the following types of phrases:**

- How to
- How do(es)
- What is
- What can

These queries should be researched ahead of writing and targeted throughout the article by answering similar questions posed within **h2 headlines**.

It's best to have broader keywords, such as "model planes," at the start of the title. However, **most articles should be query-based**.

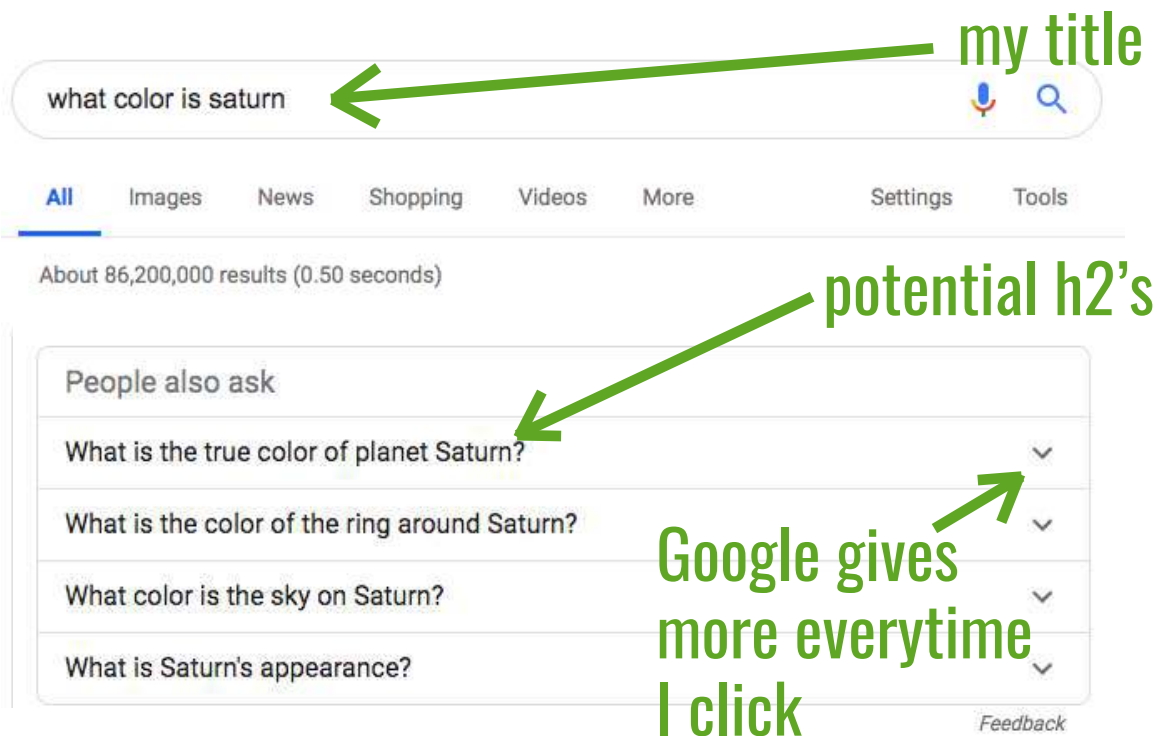
Try to make the items **intriguing and informational**, not agenda-driven. Think to yourself, "would someone who is skeptical read this thinking my content is unbiased?" In most cases, you should be providing them information, not a perspective.

Lastly, **link your keywords** to other content that may help answer a similar question if you think users may bounce before reading more.

How do you use h2's to break up content?

The more h2's, the better. H2's allow us to post all of the variants of a question in regards to the keyword we are targeting. This is why people use h2's to break up content.

H2's should **include queries** pulled from "people also ask" after searching the main article headline.



The first paragraph after an h2 heading is what Google will use as a **rich snippet** in search results. Think carefully about what content you put after those questions because **it's an opportunity to rank number one on Google.**

People hate reading blocks of text. Content should be organized into **short paragraphs or broken up with images.** Use the h2 heading above images as the alt image tag, as this increases the chances of it ranking for a snippet.

All of these elements will **increase time on page.**

Are there other ways to get snippets?

Yes. There are other ways to get snippets, but to reiterate the previous point, the content after the snippet **offers huge potential**. If you can answer a question with a simple, **one-word answer**, that often is a huge advantage.

Is it the only way to get a snippet? No. In fact, using ** tags** to bold text has been proven to also help get rich snippets, too. This is especially true if you combine it with the one-word answer strategy from above.

Any other tips for content structure?

Yes. There are more tips that I can share about content structure. Repeating the question in organic manner helps, too.

Best Practices:

- Formatting helps a lot
- Bulleted lists and underlined and italic tags help Google recognize important parts of your content
- Readers like this, too
- Outside of h2's, tables, strong tags, lists, and images with alt tags you can focus on creating as many questions as possible.

So asking questions is very important?

Yes. This is gold for informational websites. They get a lot of organic traffic simply because people are asking Google questions that they have the answers to.

If the question makes sense to ask from a visitor's point of view, you can put the question in the h2 in **"quotations."** This often can be an even greater directive to Google that this content is a specific answer to a question.

What about other heading sizes?

They aren't as important. See how I answered the question directly from the heading? That's another thing. **If the heading is a question,** it's important to use it as an opportunity to answer directly.

How do you finish the post?

Sometimes you can end with a final question, but not always. If you have **any great links to other pages** that might help answer questions that this post didn't, this is your last chance to try them.

It's important to **link them organically in the text.** We do this strategically at the top of posts, but this is a way to make it feel like the link is an author's final recommendation.

Try to inspire comments if you can. Often, this will get people to spend more time on the page reading. Questions typically do this best.

Do you ever read the comments?

Yes. And if there is an opportunity for me to respond, then I do.