

**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**.

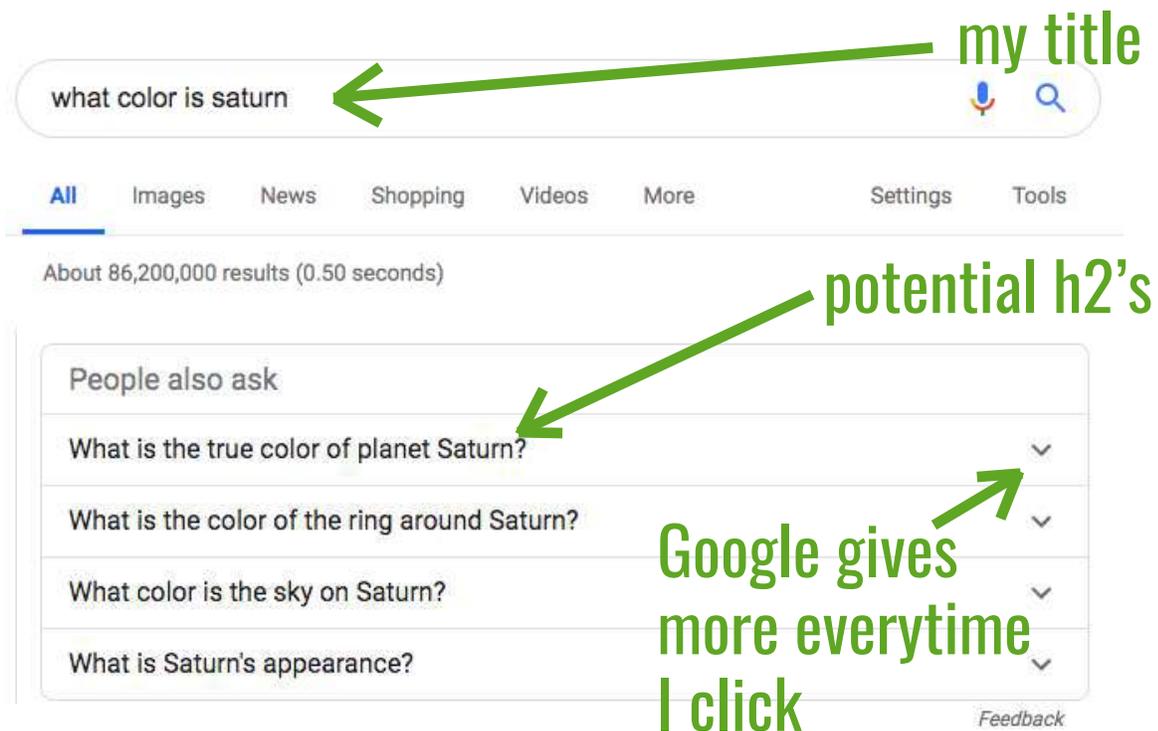
Try to make the items **intriguing and informational**, not agenda-driven. Think to yourself, "would someone who is skeptical read this thinking my content is unbiased?" In most cases, you should be providing them information, not a perspective.

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 **<strong> 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.