

Writing for SEO

Good Web writers know how to produce Web-sensible content and distribute that content to their audiences. *Google* search still drives how the vast majority of digital texts composed outside social networks are seen and delivered to their audiences. Note the following:

1. 3.5 billion *Google* searches are made every day (*Internet Live Stats*, <https://www.internetlivestats.com/google-search-statistics/>).
2. Every year, somewhere between 16% and 20% of *Google* searches are new—they've never been searched before (*Internet Live Stats*, <https://www.internetlivestats.com/google-search-statistics/>).
3. 90% of searches made on desktops are done through *Google* (*Statista*, <https://www.statista.com/statistics/216573/worldwide-market-share-of-search-engines/>).
4. 35% of product searches start on *Google* (*eMarketer*, <https://www.emarketer.com/content/more-product-searches-start-on-amazon>).
5. 34% of “near me” searches done by desktop and tablets result in store visits (*HubSpot*, <https://blog.hubspot.com/marketing/local-seo-stats>).
6. The average *Google* search session lasts just under a minute (*Moz*, <https://moz.com/blog/state-of-searcher-behavior-revealed>).
7. *Google* has indexed hundreds of billions of Web pages. All told, the index is about 100,000,000 GB (*Google Search*, <https://www.google.com/search/howsearchworks/crawling-indexing/>).

This means that good Web writers need to know something about search engine optimization (SEO).

As we've read, lots of factors—many out of Web writers' control—determine where sites rank in *Google* results, but Web writers still ultimately have the power of telling *Google* what their sites are about and what topics, activities, and issues are relevant to their site. This *telling* is done through the selection of long-tail and short-tail keywords.

Your task is to make your site SEO-friendly by integrating your keywords into your website's content. Like any kind of writing, keyword placement involves strategy and purpose. In this case, your purpose is to make sure the people who are already looking for your site or sites like yours can find it through *Google* search.

PLACES WHERE YOU'LL INTEGRATE KEYWORDS:

- body text
- headers
- titles
- image alt tags
- image titles
- image descriptions
- link anchor text
- image URLs
- post and page URLs
- meta titles
- meta descriptions
- open graph (*Facebook*) titles and descriptions
- *Twitter* titles and descriptions

HOW TO SUBMIT

To submit this project, you'll need to send me one file: a *Word* docx file with Track Changes turned on. The Track Changes file should show changes you've made to anchor text, body text, headers, and titles to reflect the integration of keywords. Be sure to replicate the SEO edits you've made in your *Word* file within your site.

I'll be able to see other instances of keyword integration in *WordPress*, so you won't need to include the following in your *Word* file: image alt tags, image titles, image descriptions, image URLs, meta title, meta description, open graph title and description, and *Twitter* title and description.