

# SEO Content Guidelines for Writers

Dear [Writer's Name],

Welcome to our team! As we embark on creating quality content, it's essential to adhere to certain SEO guidelines to enhance our online presence. Below are the key points to consider when crafting your articles:

## 1. Keyword Research

Identify relevant keywords and phrases that align with the topic. Use tools like Google Keyword Planner, Ahrefs, or SEMrush for assistance.

## 2. Keyword Usage

Incorporate the primary keyword in the following places:

- Title
- First 100 words
- Headings
- URL
- Image alt text

## 3. Content Structure

Use headings (H1, H2, H3) for better organization. Aim for short paragraphs and bullet points for easy readability.

## 4. Internal and External Links

Include internal links to other relevant articles on our site and external links to authoritative sources.

## 5. Meta Tags

Write engaging meta titles and descriptions, limited to 60 and 160 characters, respectively.

## 6. Readability

Ensure the content is clear and straightforward. Aim for a Flesch reading ease score of 60 or above.

## **7. Original Content**

All content must be original. Plagiarism will not be tolerated.

Thank you for your commitment to producing quality SEO content. Please reach out if you have any questions or need further clarification.

Best Regards,  
[Your Name]  
[Your Position]