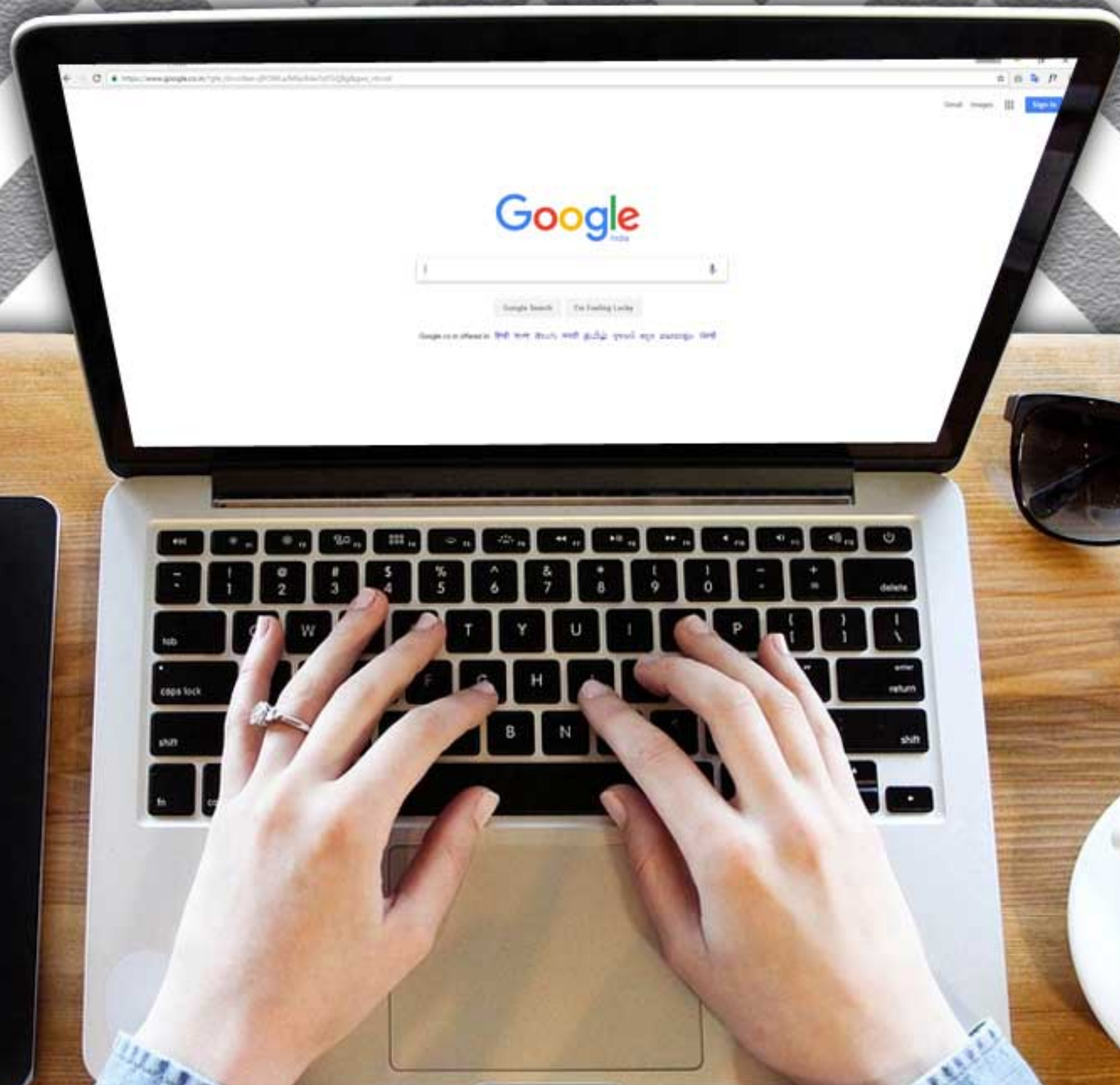


THE ESSENTIAL GUIDE TO WRITING FOR GOOGLE -

5 things you should never forget



By **JUSTWORDS**

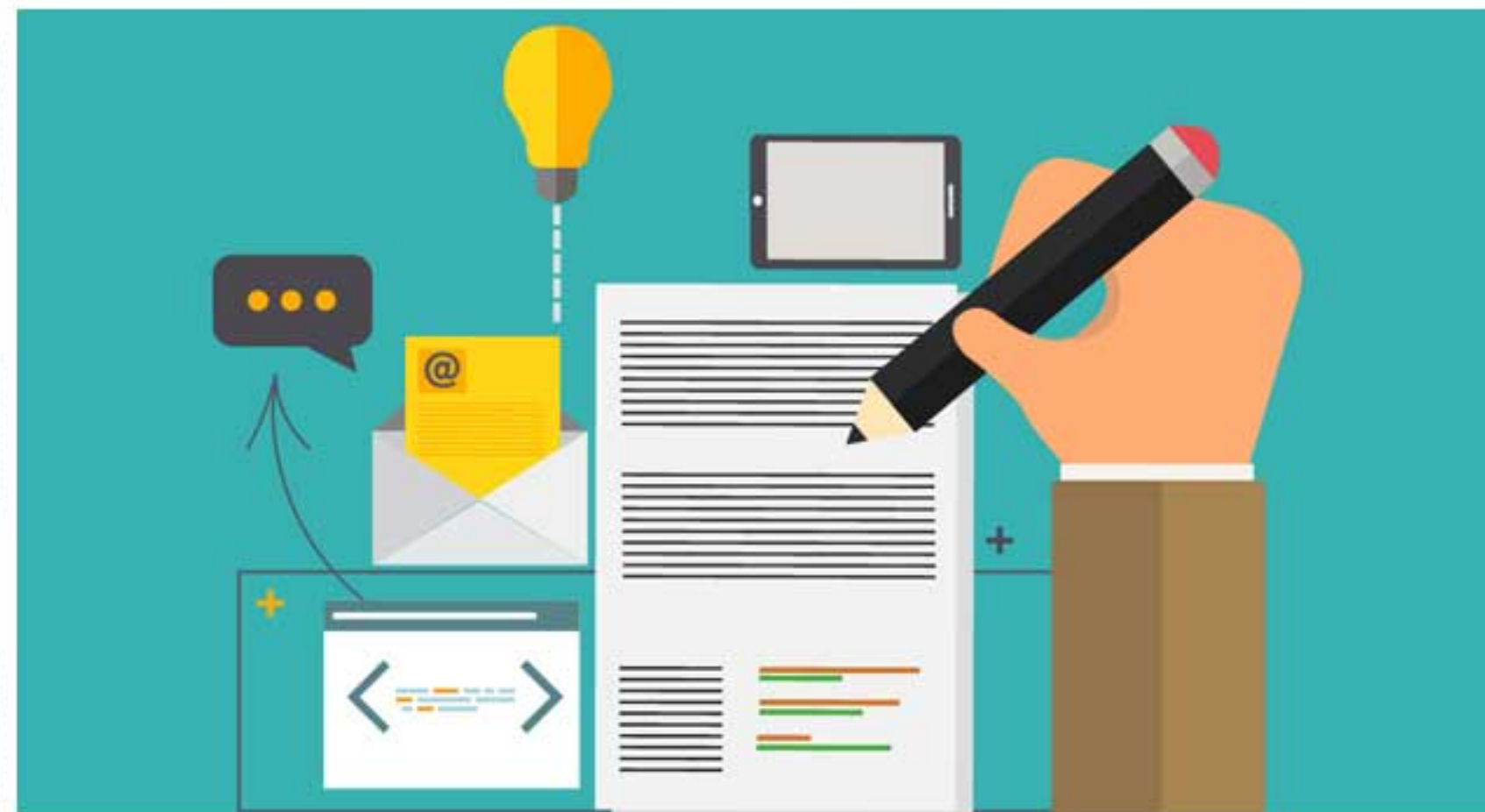
THE CONTENT AGENCY

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What's this thing about **Good Content**?



And why should we care about it anyway.

It may have been the January of 1996 and yet Bill Gates was shockingly current when he said, “**Content is where I expect much of the real money will be made on the Internet.**” His prediction definitely turned true. Content turns king and seems to be ruling pretty well over the Internet space and otherwise.

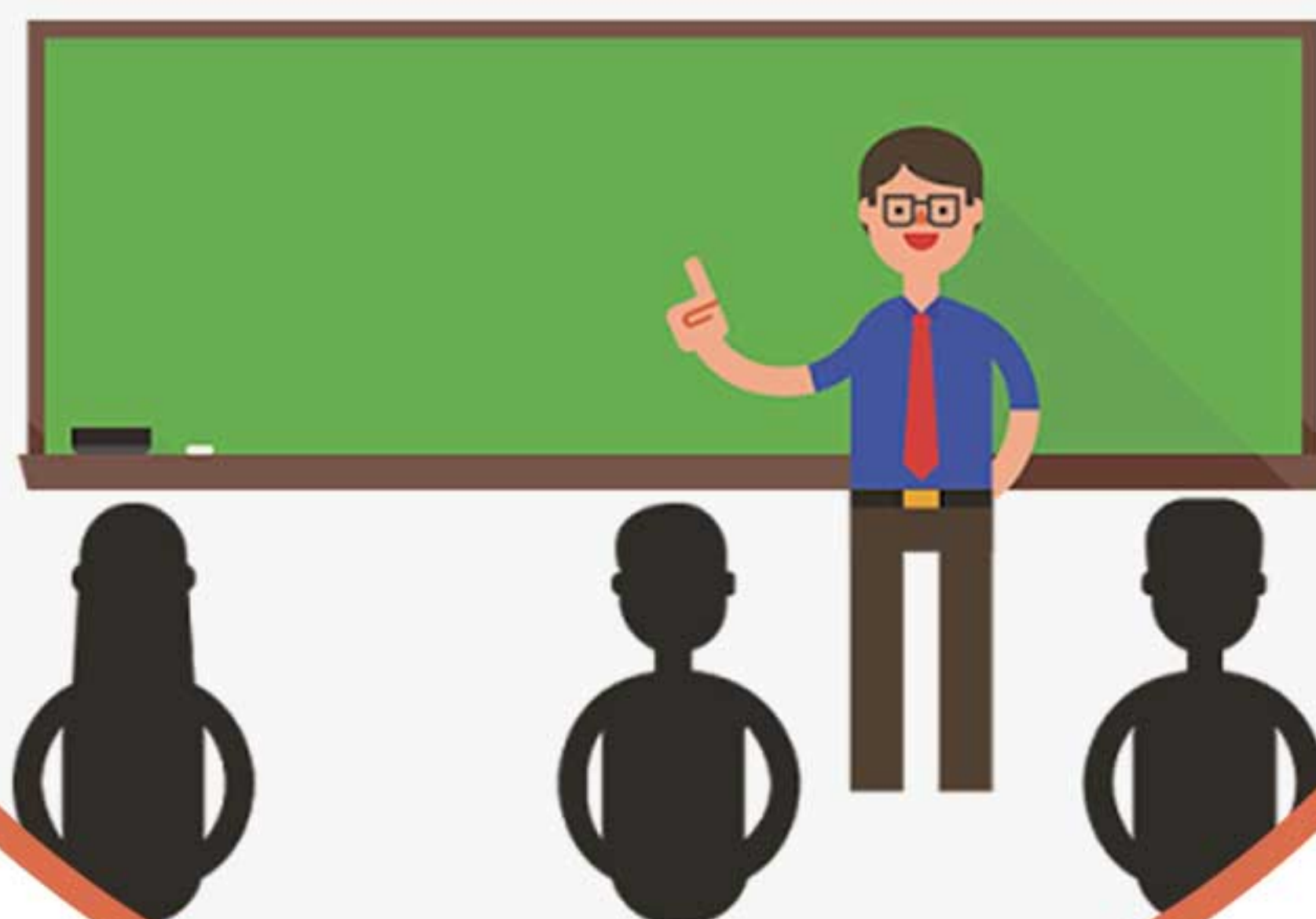
But what has made the difference is Google’s growing love for it. And when Google loves something, we all usually start loving it, or have to love it – and by that I mean anyone and everyone who owns a business that needs an online presence. After all, which business doesn’t want to sit pretty on Google’s top rankings?

Apart from the “**feeling good factor**”, it makes terrific business sense. It leads to hundreds of page views, more leads, which ultimately means more business. And that’s what this blog is about – the relation between Google rankings and good old content, the simple ways of increasing your rankings by just taking care of your content quality.

So let's see what Google has to say about good content

On Google's Search Console, (which is a free tool that offers lots of information on how to get your website ranked on the search engine and understand how the world sees your website), there is a whole section titled **“create valuable content”**.

The key to creating a great website is to create the best possible experience for your audience with original and high quality content. If people find your site useful and unique, they may come back again or link to your content on their own websites. This can help attract more people to your site over time.



[Click here to read more...](#)

ALERT:

This is what Google wants your content to be

- Develop content that has value for your readers. Information is the key!
- There are millions of content on the same topic on the Internet. Make your one different or better.
- Don't copy and paste. Research, think and then write. Be original
- Write good content. Mass produced content doesn't work with Google.
- Your content must get your readers hooked.

If you want to read more about it, click here

And that's where the Google algorithms and updates come into place.

According to Moz, Google changes its algorithm almost 500-600 times. And then there are the major updates which shake up things on the Internet like the Google Panda update, which sought to segregate bad quality, mass produced content to high quality original articles. Very very simply put – Google doesn't want you to lead your customers to a page with spammy content.



Let's hear Cutts Speak.

According to Matt Cutts, Google's former head of search spam, (see video below) it should be content that **“people really enjoy, its compelling...sort of content that people refer back to, share and those sort of things”**.

"So if you are not ranking as highly as you were in the past, overall, it's always a good idea to think about, OK, can I look at the quality of the content on my site? Is there stuff that's derivative, or scraped, or duplicate, and just not as useful?" he adds.



[Click here to watch the video](#)

SEO and content:

How does it work now?

Gone are those days when you can cram countless keywords in your website content or generate spammy backlinks to other websites. As of today, the word 'quick-fix' isn't a part of the SEO dictionary anymore. **Google wants clean content, good content, valuable and informative content.**

Websites need to be optimized based on the emerging needs of the people, and what they are searching for on a daily basis. Business is all about customer retention and this is where content enters the fray.

The Heads & Tails of good quality content

The formidable duo of quantity and quality is what essentially describes good content. As the name suggests, the periodical frequency of website content updation must go hand-in-hand with top notch content.



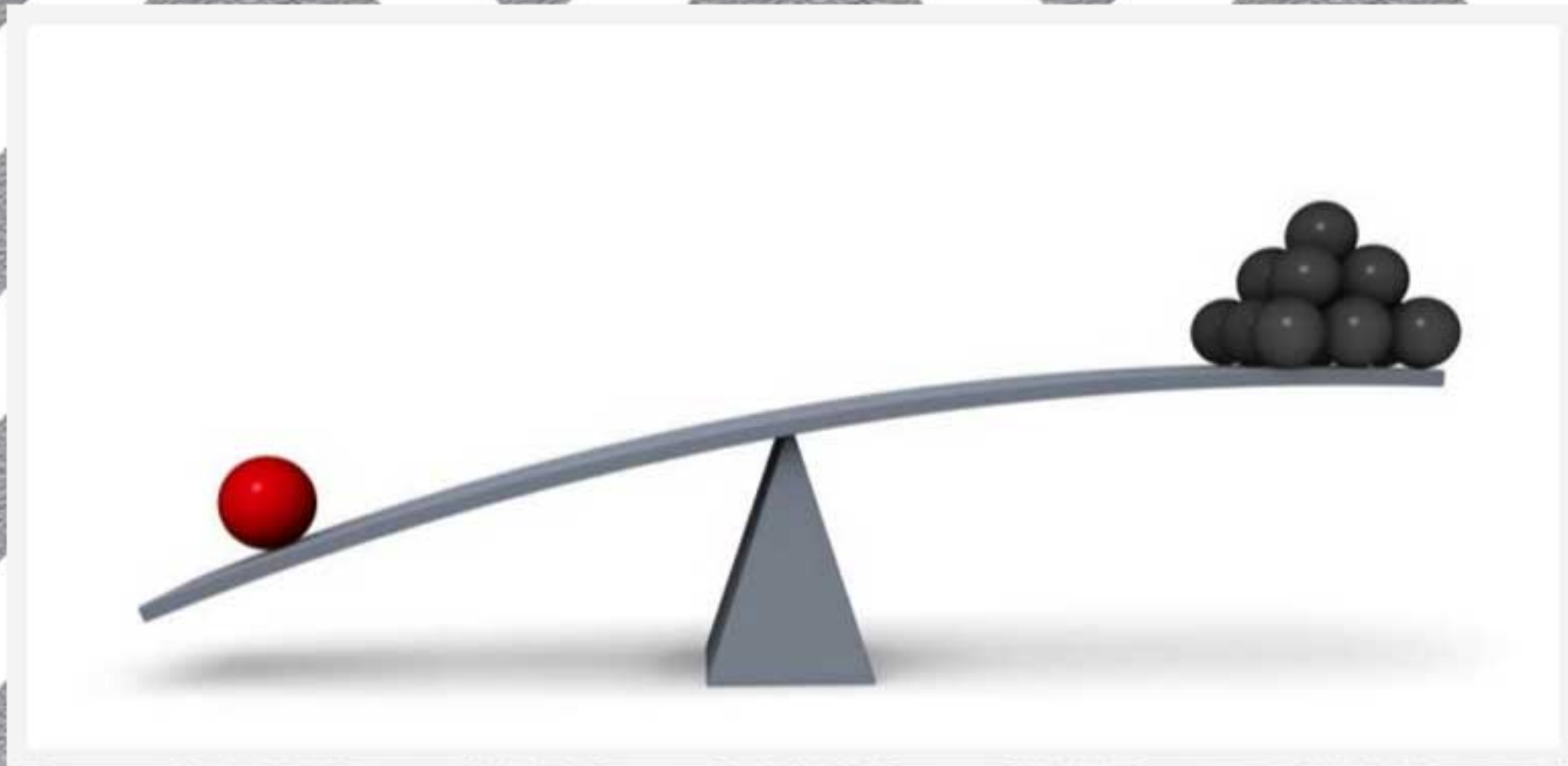
The web is expanding every nanosecond, and billions of people are connecting with the Internet and indulging in data flow. Hence, Google is leaving no stone unturned when it comes to bringing out more sophisticated algorithms which target richer quality results. Ergo, stronger the content repertoire, better the chances of your website ranking better.

With the newest tweak in the Panda update rolling in, which is suspected to be similar to that of the Quality Update (the change introduced earlier this year by virtue of which Google rewards sites with higher quality content), content is more important than ever to bump up your rankings or save your current traffic flow.

That brings us to the -

**5 absolute must-do
things you need to win
the battle for Google's
attention**

1. Create **Quality** over **Quantity**



Well there is that eternal debate over quantity over quality.

As a business you want to produce more content to ensure you have a better SEO ranking but at the same time you want people to read what you are writing. Simply putting up bad stuff will not get you enough traffic.

That's because there is so much content being spewed into the net everyday that you need to put out something better up there for people to want to read it.

An interesting graph (below) by *Track Maven*, which basically points to this fact - there is so much of content being published per channel per brand that the engagement per post has dropped over time.

Go to specific points of interest using bookmark

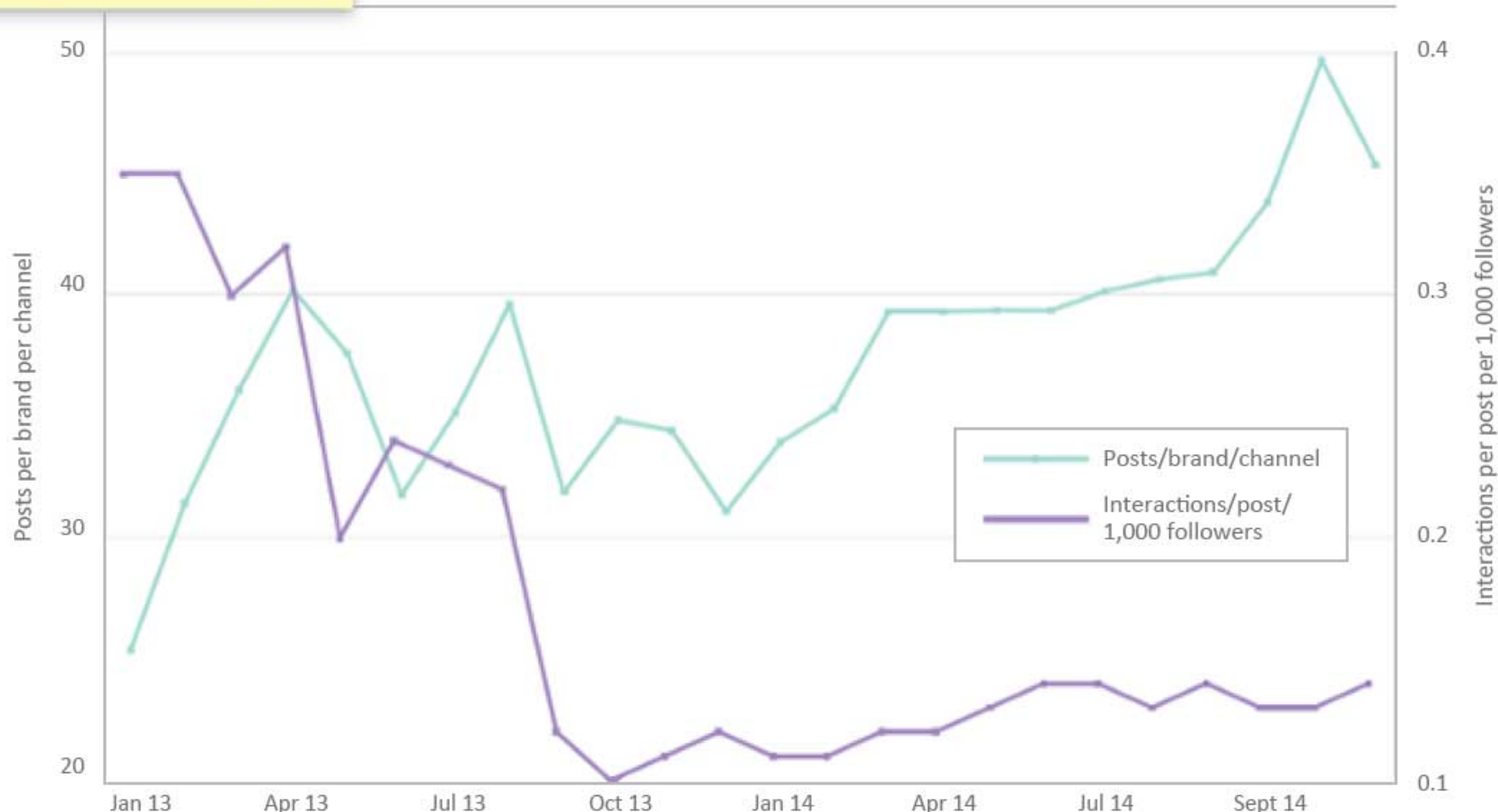


Image courtesy of TrackMaven

So what does this mean?

This essentially means that the audience has a really low threshold limit when it comes to bad quality. The minute they sniff something stale, copied and boring, they junk it.

So while your SEO guy will be asking you to produce as much content as you can possibly write in your sane mind, you know better – you know that **quality mostly wins over quantity**.

The Panda updates upholds that more than anything. Give quality stuff and your site gets rewarded by Google. So if you are still thinking whether to spend the whole day researching and writing one piece of blog, go ahead and do it.

And while you are at it, don't forget to write content that is -

- Long form in nature
- Easy to read and comprehend

2. Create Fresh Content



How fresh is your content? That's a very important question you need to ask since the freshness factor determines how up or down you will go on Google's rankings.

Google has always maintained that it wants to serve the best results when people search for something.

As Amit Singhal, a Google Fellow, puts it...

“Search results, like warm cookies right out of the oven or cool refreshing fruit on a hot summer's day, are best when they're fresh. Even if you don't specify it in your search, you probably want search results that are relevant and recent...”



He also mentions, “Different searches have different freshness needs.”

This fundamentally means that not all keyword searches require constant content updates. The keywords which need the maximum amount of fresh content are the ones which are linked to recent events like a Wimbledon match, events that keep happening and are fresh on people's minds like Big Boss or any other television series, or those which are linked to updates and reviews like "best phone ever", "iPhone reviews" etc. For other queries, it might still be using the old content.

Though there is no concrete rule on how Google ranks fresh content, but here is basically what you must know about the fresh content and Google rankings –

A. THE FRESHNESS OF A PIECE OF CONTENT is judged from the date on which the Googlebot found its existence, that is the day it was crawled or whenever it ranked because of a query generated. Google could be using either one of these. Whichever way, once the inception date of a webpage gets identified, Google starts giving it a freshness score. The further an article gets away from its inception date, the lower becomes its score.

Conclusion: To keep ranking higher, keep updating content in order to rank

B. GOOGLE ALSO SCORES YOUR CONTENT'S FRESHNESS on the amount of the content that was updated or changed. If you are changing just 2 percent of the content, say just a few lines, the score will be much lesser than a webpage which has almost 60 per cent of its content changed.

Conclusion: Make changes to the main body of the content.

C. ANOTHER FACTOR THAT INFLUENCES HOW GOOGLE SCORES

your content is the frequency with which you update or change the content. A webpage which is being updated regularly is likely to be scored differently than a webpage which is never updated or updated infrequently.

Conclusion: Update content frequently and you might see better rankings

D. ACCORDING TO GOOGLE'S PATENT APPLICATION for "Document scoring based on document content update"
[Read here.](#)

UA may also be determined as a function of one or more factors, such as the number of "new" or unique pages associated with a document over a period of time. Another factor might include the ratio of the number of new or unique pages associated with a document over a period of time versus the total number of pages associated with that document.

This chiefly means that Google keeps a watch over how many new pages you are creating. The more new pages that you add and the more regular you are, Google is far more likely to award you with high freshness scores. New pages, in most cases, are for blogs. But you could also do well if you create more relevant data to your already existing webpages.

Conclusion: Write more blog posts or create new pages.

E. IF YOUR WEBSITE IS RUNNING OLD AND OUTDATED CONTENT,

which in today's context does not hold value or holds less meaning for the reader who returns to the main search page and hops to another website, then Google is most likely to stamp your content stale. For example, if your travel website displays fares of hotels that are from two years ago, then the consumer is most likely to visit another website which shows fares for the current year. So the consumer is basically "returning a document search" (as per Google), which isn't good!

Conclusion: Don't keep content stagnating on your page, especially if it's showing outdated information!

This, ofcourse, does not mean that older documents are dead pages. Depending on the search query, older documents, in some cases, might also be the more favourable document. To conclude this point, it can be said: Fresh and Relevant Content always makes more sense, when it comes to rankings.

3. Cut out the CRUFT



So what is CRUFT? According to Moz, it is

- **Thin content** pages with **low engagement** metrics that don't seem to perform well.
- **Duplicate content** pages that don't have proper canonicalization on them yet.

The problem with cruff is that it can seriously hurt the whole site. It most definitely creates Panda issues, even though it might contain some good content on it too. With the scales tilting towards mass-produced poor quality content, the site is likely to be punished with lower rankings.

What you need to do?

Filter out the cruff (pages with large number of bounces and those that are duplicates and show up results on copyscape) and save yourself from Google penalties.

For more information, read this Moz BlogSpot [here](#)

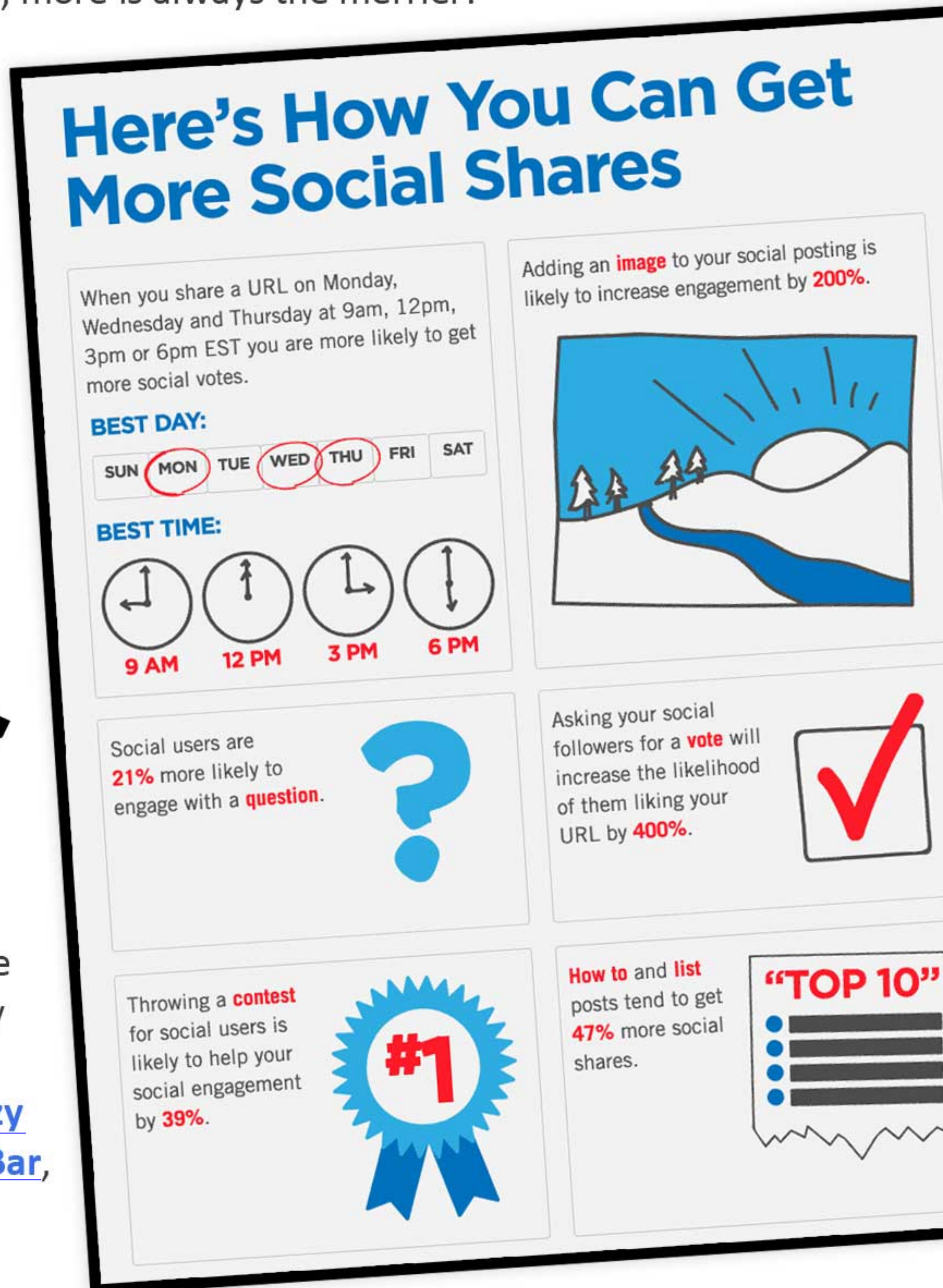
4. Be social with your content

When it comes to Facebook or Twitter you might have grudgingly noticed that it doesn't really bring home a ton of sales. But that shouldn't be the only reason why you must maintain your social accounts. Search engines like Google also take notice of your social activity on Facebook and Twitter and rank your website accordingly. And when the social value of content comes under the microscope, more is always the merrier!

The higher the number of overall social shares, higher the website traffic, which in turn will significantly improve your keywords ranking quotient in the SERPs.



Here is a good infographic on how to increase social shares by Neil Patel, co-founder of [Crazy Egg](#) and [Hello Bar](#), who blogs at [neilpatel.com](#)




Apart from this here is a list of social triggers you should

- a. Regular blog post sharing
- b. Incorporating social share buttons
- c. Build relationships with noteworthy influencers
- d. Use social bookmarking websites to boost your content's value

5. Pay attention to keywords that will drive traffic to your site

How does your customer find you? He or she types the thing or service he needs most. For eg, if someone looking for cakes, he will search for



“bakeries in”
“top bakeries in”
“best bakers in ...”
“birthday cakes in”

The dots will inevitably be filled up by the locality or the area in which helives.

So it makes huge sense to use conversion keywords in your content – meaning those keywords which are likely to land you leads.

So how do you know which keywords are relevant for your category.

Here is how to go about it -

- Go to Google Adwords Keyword Planner
- You need to sign-in with a gmail id.
- Go to “Search for new keywords using a phrase, website or category”.
- Next fill in the keyword for your category and move to the bottom of the page to the Targeting section and indicate the country. By indicating the country, Google will show you keywords that are important in your category in that specific country.
- When on the next page, where the search results will show, click on “KEYWORD IDEAS”. This will show you a list of keywords and their average monthly searches in all countries or the specific country you have chosen.

The keywords which have a higher number against them in the “**Average monthly search**” column are the keywords you should be using.

Here is another valuable tip while you are searching your keywords – **Do not ignore long-tail keywords.**

According to moz.com, the person searching for long-tail keywords is the person more interested in buying.

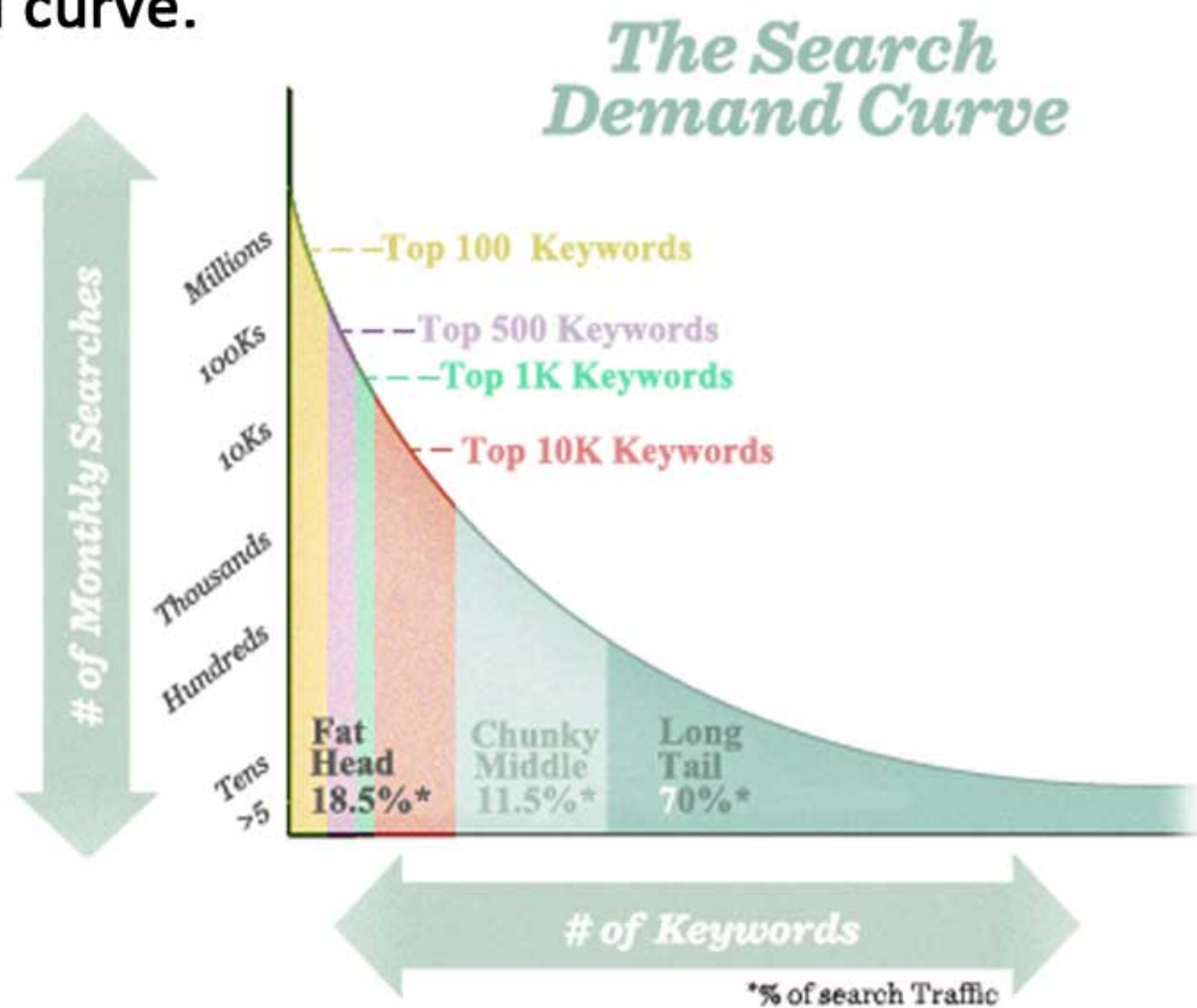
Consider this -

Ritesh types “cheap hotel in Puducherry” is trying to genuinely find an answer to his requirement. Most likely, he has already booked a ticket to that place and is searching for a place to stay. Hence here is a more relevant customer.

Now consider this -

Genelia searches for “Puducherry”. Here, the most likely case is that Genelia just wants to soak up more on the place rather than going there. She is more your browsing customer, far less likely to convert.

The graph below, from moz.com, shows the performance of long-tail and shorttail keywords in an interesting search demand curve.



[Image Source](#)

This clearly shows that while short keywords are searched more, the number of referral traffic it sends is lesser. In contrast to that, the long-tail keywords and phrases, for which you get lesser search queries, is what brings us the lion's share of our search traffic.

Conclusion:

I hope you realize by now that a good ranking on Google for the right keyword can directly impact the bottom line of your business. And that, one of the best ways to improve that ranking is paying attention to your content.

While creating content it might be worthwhile to remember that Google wants you to share content that is valuable, informative and relevant. Creating content just for the sake of creating content is passé.

I am sure that if you use the five ways outlined in this post, you will definitely be able to bump up your current ranking in Google.

At the end you need to keep in mind that you got to love your content, nurture it, and make it grow as your business does. Also, this is not a recipe for overnight success. Its just good work that can lead to good results.

We would be happy to clarify any element from the book, just get in touch to see how we can help guide your learning.

Good luck !

About Justwords:

We are an award winning content agency, which aims at becoming a content backyard for anyone seeking out good content at good prices. So if you are looking for content writing services, content outsourcing and content marketing, we would like to help.

We believe that content is the frontline of every business. It goes to battle every day, interacting with the target audience through various platforms like the website design services, social media services, SEO services, blogs & PR services, whitepapers, case studies and through several other marketing products. So, we're here to help win that battle.

Let's talk about your content

And find out if you could be generating more leads online today through content marketing

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