

## Writing SEO friendly Content

**Edit Baci**

Having a website that has SEO optimized content is very important, because it helps by placing your website on the top search engines. My focus will be to provide information about the importance of the web designer to know how to write good content for SEO. Some of the topics I will consider including are:

- What is SEO?
  - Why is it important for your Digital Marketing Strategy?
  - Some of the DO's and DONT's about creating good content.
  - Examples of good content websites and an explanation of what makes a content good, to help with the SEO (link to example website)
  - What are Keywords, where should they be placed in the content, and how to use them?
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# Design 3

## for the Web

## User Analysis Worksheet

User Behaviors / Preferences	Approach
List user behaviors	Match behaviors to the design of your content, layout, navigation, etc.
Likes to learn by examples	Provide examples
Wants to learn more in depth	Include more in depth information about the topic
Uses phone to search for info	Provide links and videos to watch

User Motivation	Approach
List user motivations	Match motivation to the design of your content, layout, navigation, etc.
I know very little about the topic	Provide guided steps to become a better SEO writer.
Why do I need it?	Explain the benefits of good SEO content.
What tools or plugins do I need?	Provide a list of tools to help improve the SEO content writing.

From your Topic Survey determine:	
User Outcomes	Content Design
List the <b>outcomes</b> your users want from your website. (Pick the most distinctive ones or the one that you most understand.)	Match your content design to the outcome. Examples: example gallery, demonstration animation, benefit bar
More examples	Provide link to website examples with good SEO content
What are good SEO practices?	Will include an Info graphic?
How does it benefit the client and me as a designer?	Include article
How to write SEO friendly content?	List of important tips.

### Content Plan

topic	Writing SEO friendly content
User characteristics influence	New to the field of web design and web development. Want to expand their knowledge in the area of SEO. They like videos, examples, sources.
User needs & goals influence	They want to know everything they can about SEO and how it benefits them and also their client.
website goals	To give clear guidelines of becoming a good SEO-friendly content writer and provide the necessary tools to succeed.
website message	Writing good content for SEO is something you should know as a designer so that you can guide your client better.