

Creating Content Users Can Find

Writing content with SEO in mind

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Who is Carl and why should I listen?





Search Engine Optimization (SEO) is a collection of strategies aimed at making sure your users can find the content that you create



79,743

Searches Per Second

Everyone uses Google¹ to
find content

1 and other search engines

Writer's Workshop

4-point strategy that makes Google notice you



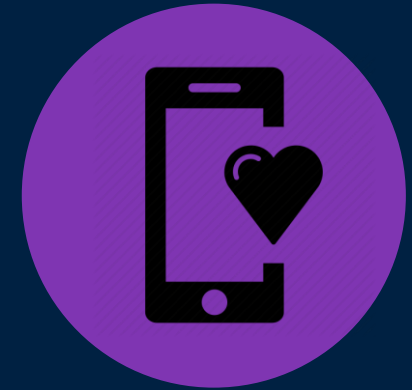
Relevant



Crawlable



Links



Mobile Friendly

What makes you relevant?

E-A-T



Expertise



Authoritativeness

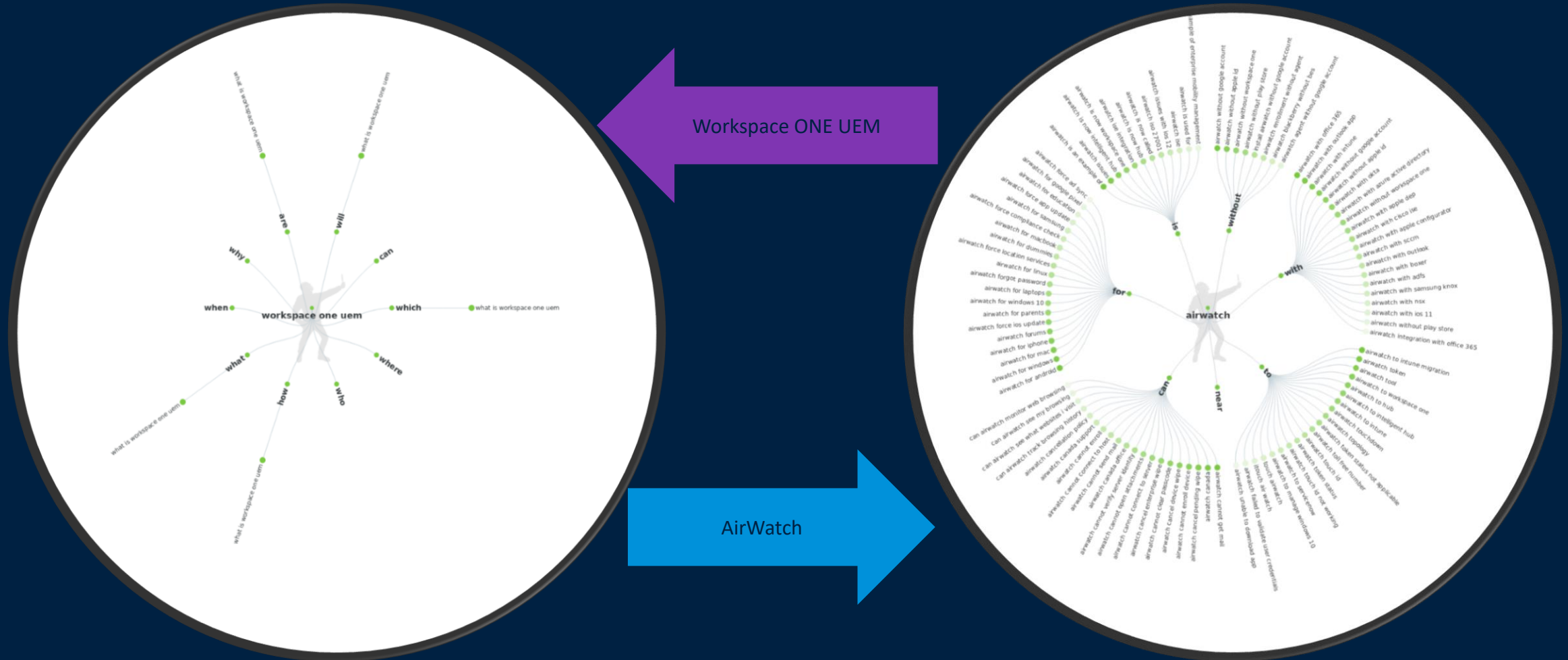


Trustworthiness

Rebranding – A Case Study

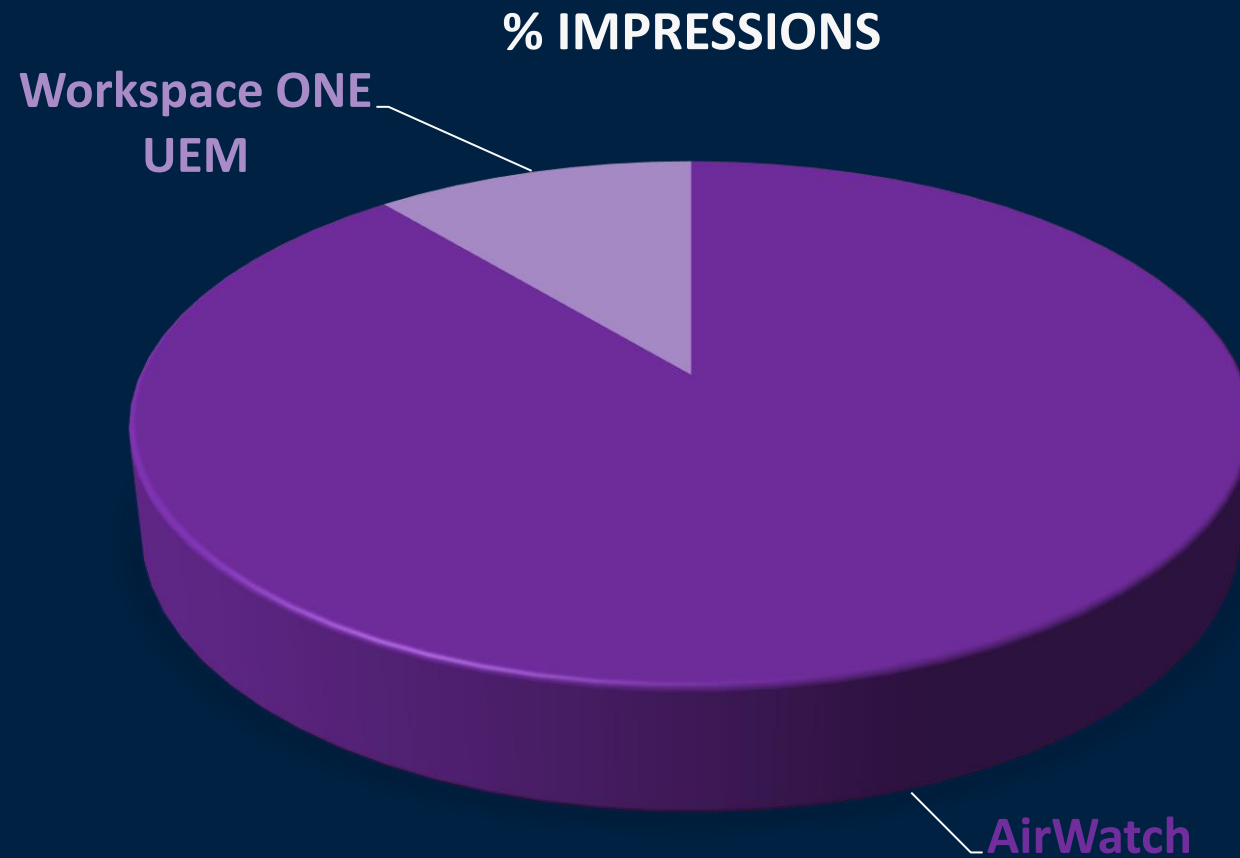
Keeping your hard-earned goodwill

SEO keyword research



Was it true?

We compared the queries using Google Search Console and saw the same pattern.



The solution?
Powered by AirWatch

VMware Workspace ONE UEM™ Powered by AirWatch 1903 Release Notes

 Last Updated 10/13/2019



 Add To MyLibrary

Workspace ONE UEM | 26 March 2019

Check for additions and updates to these release notes.

Did it work?



Customers think our pages
are relevant

39%

Increase in
page views

We are making ourselves
noticeable!

2189%

Increase in
Impressions

More customers are visiting
our pages



707%
Increase in
Clicks

SEO and Content

Three important parts for content

What are the big three items for content SEO?

Keep these in mind when creating content



Titles and Short
descriptions

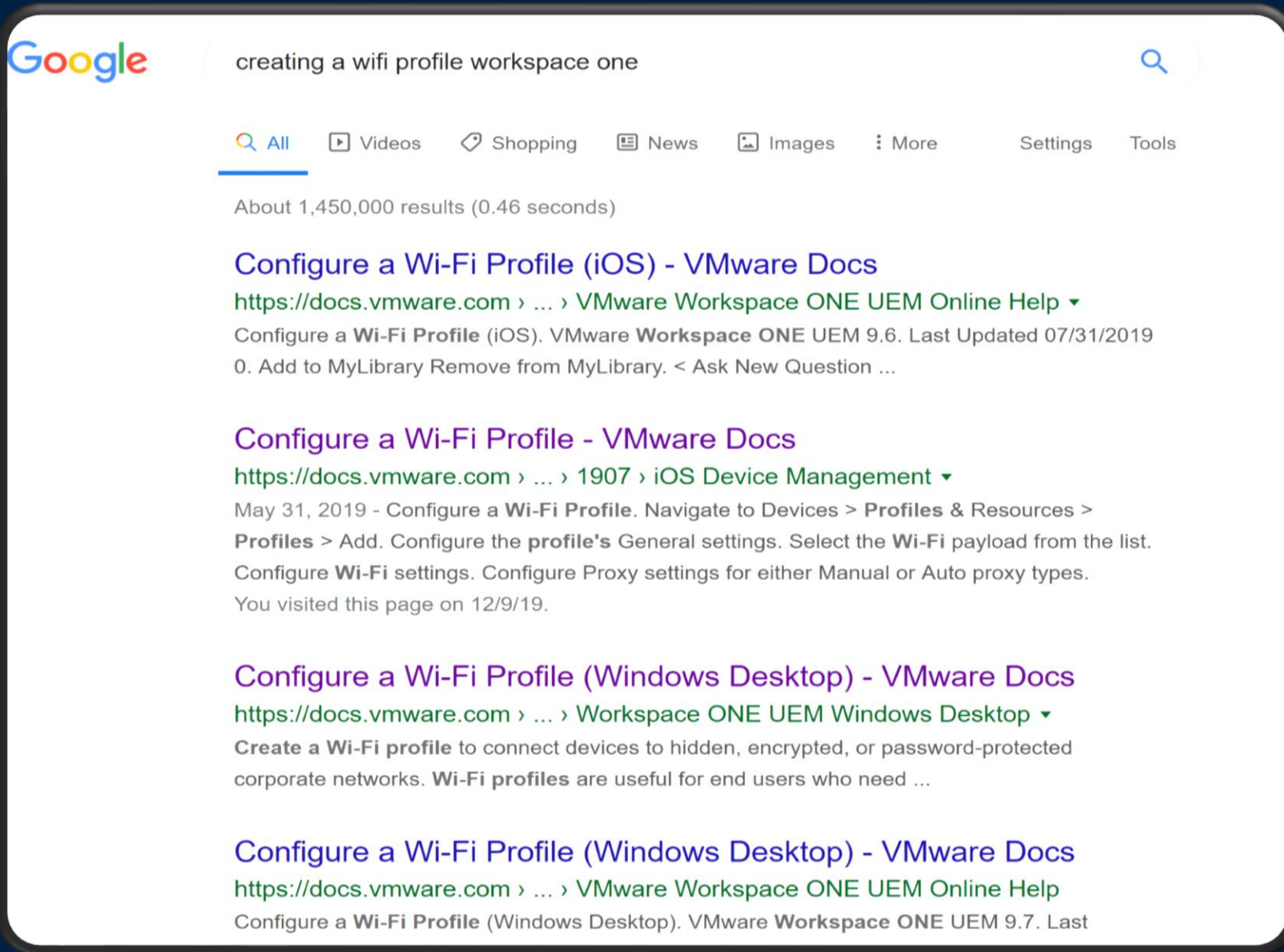


Clear and Plain
Language



Limited Redundancy

Titles & Short Descriptions



Google prioritizes titles & short descriptions

Why? Search results

On an average, **five** times as many people read the **headline** as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar

- David Ogilvy

Writer Workshop

3-point strategy to writing good titles



Clear Language



Product Names



Question Format

Additional Tips: 2nd person titles, Easy Questions, and ditch the meaningless navigation words

Which Link Would You Click?

An exercise in Search Results

More than 50 Fun & Easy Beginner Sewing Projects | Polka ...

Jan 11, 2017 - I get asked a lot what would be a good project to tackle for someone who is **learning** how to **sew**. I've spent the last few weeks going through my ...

Learning to Sew - Sailrite

Learn to sew with Sailrite! Our 7-part video series starts you at the very basics and by the end you'll know how to sew a zippered pillow.

Learn to Sew: 5 Tips for Beginning Sewers - CreativeLive

I learned how to **sew** on an aqua 1960s Singer **sewing** machine, and I really love those sturdy, simple mechanical machines – they are especially great for ...

How to build sewing skills if you're an absolute beginner ...

Jul 23, 2014 - You'll **learn** how to cut and **sew** with seam allowances. And you can use almost any fabric. Plus you get to look at it every day (I should make ...

Learn to Sew - Sewing Basics | JOANN

Learn how to **sew** online at JOANN. Follow easy tutorials providing simple step-by-step instructions on **sewing** basics.

The best results

crazylittleprojects.com › sewing-for-beginners-learn-to-sew ▼

Sewing for Beginners: Everything You Need to Learn to Sew

Jan 9, 2019 - Are you trying to **learn to sew** and looking for lessons on sewing for beginners? Here's everything you need to know as you get started ...

Short Descriptions

A brief, clear description on what the page will contain



Brief



Clear



Engaging

Short Description Example

crazylittleprojects.com › sewing-for-beginners-learn-to-sew ▼

Sewing for Beginners: Everything You Need to Learn to Sew

Jan 9, 2019 - Are you trying to **learn to sew** and looking for lessons on sewing for beginners?

Here's everything you need to know as you get started ...

Clear Language

Clearly explain WHAT and WHY

Use casual language that users like

Avoid generic buzzwords. Not even Google likes them.

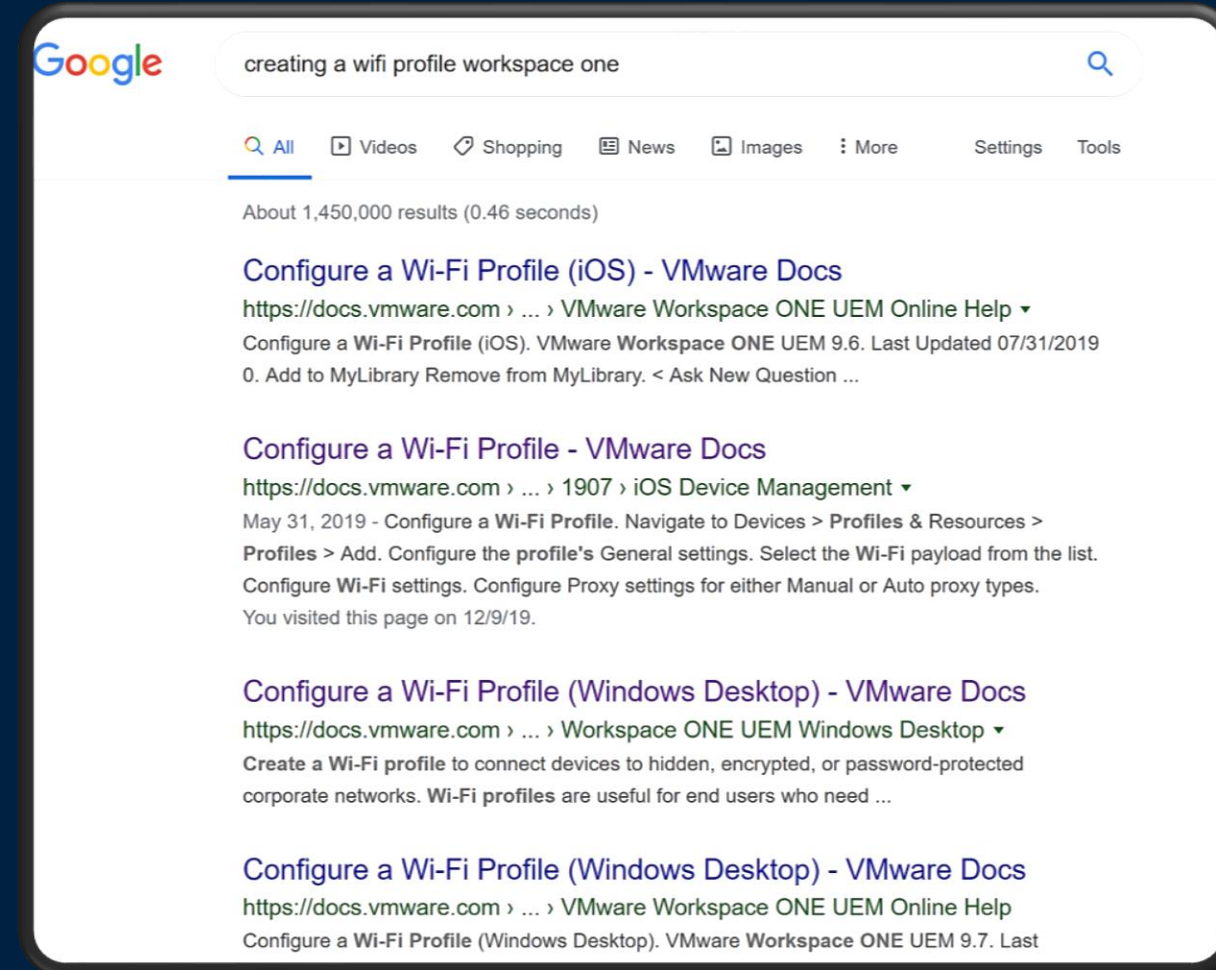
Balance covering everything in a single topic vs tons of microcontent.

Reducing Redundancy

Redundant content includes:

- Shared topics in different product documentation
- Repeating the same documentation between versions
- Topics covering the same information

You end up competing against yourself in the page ranks

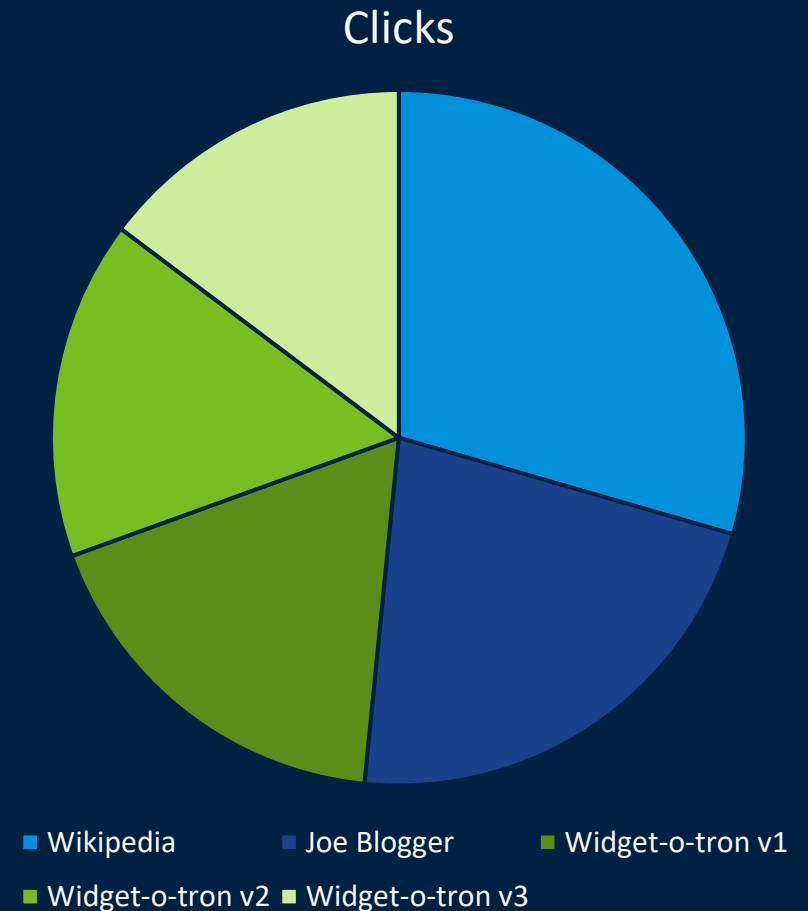


Redundancy and Page Rank

Part of the page rank system includes the popularity of a page – how often people click that link

If you dilute your content with multiple copies of the topic, you dilute your share of the SEO juice.

This leads to competitors winning the ranking



Conclusion

Key Take-Aways

Bake SEO into your content



Write it clear



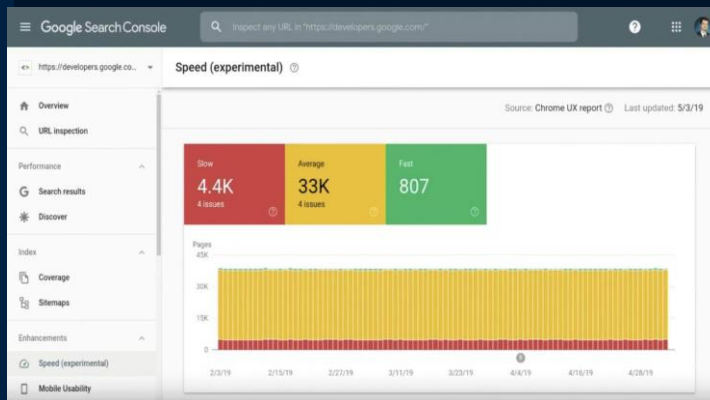
Write it plain



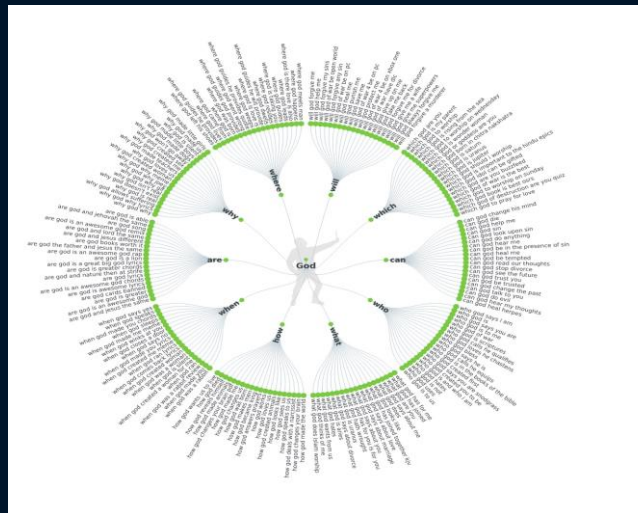
Write it once

Industry Tools

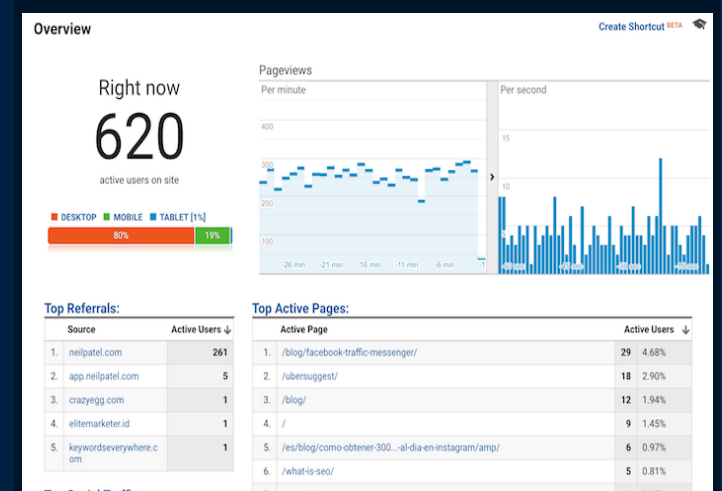
Google Search Console



Answer The Public



Google Analytics



Sources

<https://centerforplainlanguage.org/google-content-guidelines/>

<https://www.mariehaynes.com/eat/>

<https://www.internetlivestats.com/one-second/#google-band>

<https://answerthepublic.com/>

Images:

<https://mangools.com/blog/wp-content/uploads/2019/07/learn-seo-new-t.png>

<https://www.askscientific.com/wp-content/uploads/2014/09/Writing-EffectiveTitles.jpg>

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Thank You