

Wordpress SEO content tips by Xavi

1. **The most important tip is to create quality content**

Posts that are **bookmarked, shared, linked, commented** or **thanked**.

That should be the purpose of every post and should either be:

- a. **Useful** (people reference to them)
- b. **Interesting** (people bookmark them)
- c. **Funny** or entertaining (people share them)

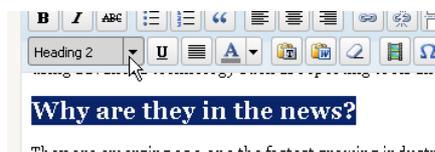
2. **User goes always first**

Keep the post readable and attractive to humans.

3. **Use Headings to split the content**

Heading 1 is always the page title and it is the most important title.

Headings to use in the content **must start from Heading 2** to a max depth of H6.



4. **Use eye-catching titles but keep them short**

- a. ~~Windows tricks~~ → Top 10 coolest tricks for Windows!
- b. ~~London party places~~ → Best hidden places to party in London

5. **First paragraphs are the most important ones**

Search Engines give more importance to the first part of the posts. In fact, really large posts are not indexed completely (ok, they are, but not with the same relevance).

6. **Be descriptive by adding keywords whenever possible**

All headings should have keywords in them:

- a. ~~What I like~~ → What I like about the HP Pavilion
- b. ~~My trip~~ → My trip to Barcelona this summer

7. **Use synonyms**

Don't repeat keywords we are not targeting for, **use a lot of synonyms** instead.

- a. What I like about Acer → Review about Acer / My opinion on Acer

This way, users searching for "acer review" or "acer opinion" will both find our page.

8. **Correct XHTML formatting helps**

Eases Search Engines to identify the content.

- Using **lists** (and differentiating between ordered and unordered lists),
- **bold** and **italic** words or sentences,
- **blockquote** paragraphs when quoting or pasting literal text

9. **Add inbound and outbound links**

Links to authority webs like Flickr, Wikipedia or YouTube can be frequent (we don't lose any PageRank juice). Don't link too much to other websites (one or two per paragraph). Always **describe the links**:

- a. ~~Download the Flash player by clicking here.~~ → [Download the Flash player.](#)

10. **Format posts inside Wordpress**

Text editors like Microsoft Word may add irrelevant or invalid code into posts. If the text is in Word, paste it in Notepad, then copy and paste into Wordpress, **format it there**.

If you don't understand an item or want to learn more please come to me. Happy blogging! [Xavi](#)