

SEO Strategy for 2019 – Keep it Simple

(Posted in Quora 31 August 2019)

SEO has evolved significantly in the last few years, especially after the Google algorithm updates - Panda and Penguin.

If I could boil SEO down to one sentence, it would be, “Write content your potential reader wants to read.” For this to work, you really need to know the audience you want to attract.

Yes keywords are still important. By all means have one main focus keyword for your blog post or article but sprinkle related keywords throughout your text. This tells the search engines you have a broad knowledge of what you’re talking about and prevents keyword ‘stuffing’.

Don’t worry too much about word count. Some blog posts will be naturally longer than others, depending on the topic. Yes longer posts are generally favored over short, thin posts, but don’t try to make your post longer by writing fluff.

SEO is actually less complicated and less rigid now than it was 10 - 15 years ago. If you have a WordPress site, there are a couple of plugins which will help to optimize it. I use ‘Rank Math’, but others prefer ‘Yoast SEO’. It’s a personal choice.

In conclusion, write for your visitors, not for the search engines. Your audience will reward you by spending more time on your site. This in itself will help your SEO score. Good Luck!