

Top to Bottom Page Architecture for SEO 2020

Content Volume – Skyscraper and H1 H2 Headers

When writing content bear in mind the age old adage of composing a story – the beginning, the middle and the end. Write a lot of content – at least 300 words per landing page and more on the home page. You can split this above and below any images / products for sale on the page to break up the block of text.

SEO Rome – 1,500 Words Ranking Google Page 1 – Skyscraper Content

Search online for [SEO Rome](#) to see my website, this hit page 1 back in 2017 and still ranks today in 2020.

Once you have a well produced article utilising on-page SEO methods the likelihood of you staying there for years to come can be very strong.

Some blog posts are 1,000 words in length, I've seen several websites with blog posts of 1,500 words. So – what do you write about that produces a lot of textual content?

Often a blog post or web page poses a question identifying a need, describing a hypothetical situation and concluding with a summary solving a problem or scenario.

The theory behind the most important elements and architecture of a web page, when writing with SEO in mind.

This blog post is written to illustrate the components of a web page as outlined below.

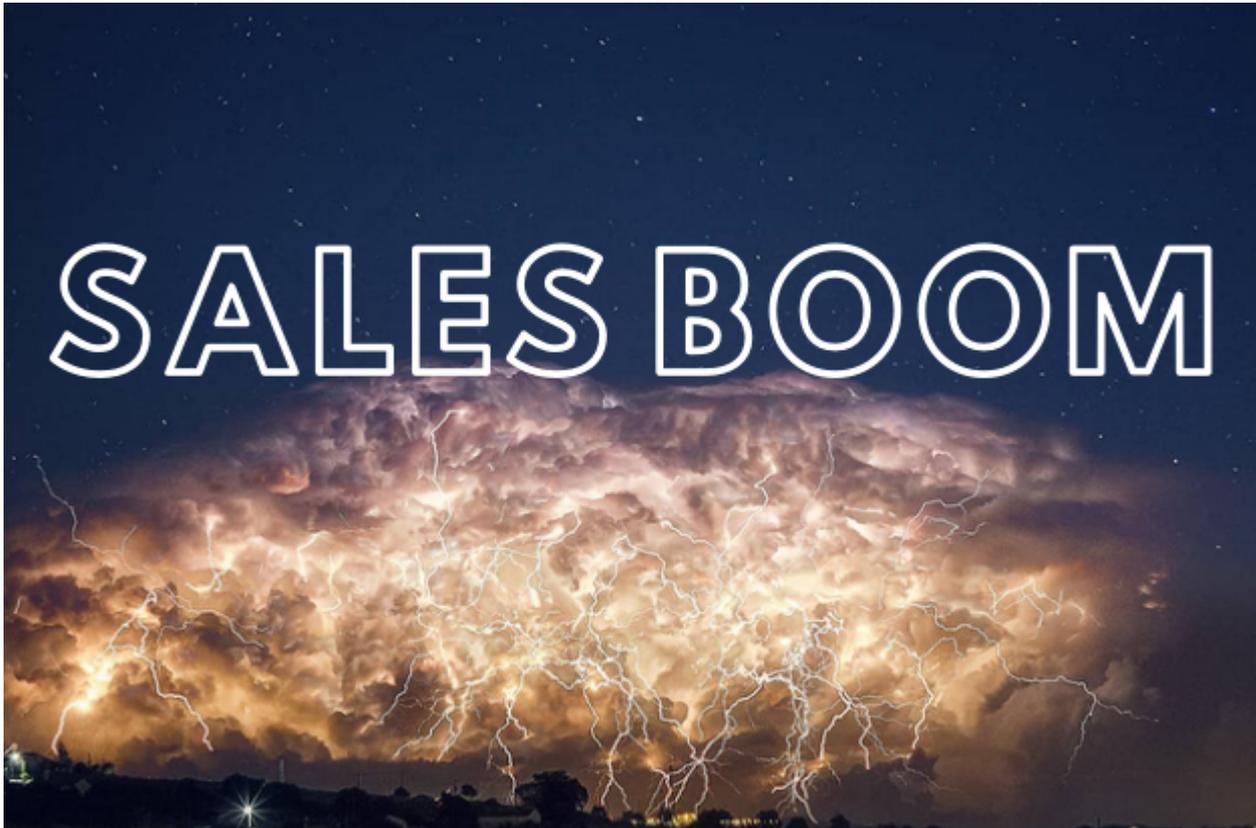
First of all decide on the suitable phrases and keywords in advance, sculpting the page to reflect the theme of your content in an engaging fashion.

Use these key words / search phrase as your page title and also reflected in the H1 Header

Example of a Page Title and Meta Description

[This is an Example of a Title Tag that is Seventy Characters in Length](#)
www.example.com/

Here is an example of what a snippet looks like in Google's SERPs. The content that appears here is usually taken from the Meta Description tag if relevant.



Increase your eCommerce sales – this article is written on the theme of “How to write for SEO” with the keywords ‘content’ ‘headers’ ‘content’ ‘keywords’ and ‘SEO’.

The main objective of online publishing is to provide an informative guide, provide free information whilst ultimately looking to promote a product or service written in a manner which would encourage readers to share your article, blog post or web page by email or social media.

- **Content is King – Call to action marketing message is paramount** – Headlines are there to grab attention. Use a title which makes people stop and decide to click in to read further. Popular phrases include “Buy xxx [product]” “Discover The Best Way...” / “How To ...” / “Ten Top Tips When ...”
- Write a lot of content – at least 300 words per landing page, more if you can. You can split this above and below any images / products on the page to break up the block of text.
- Use your pre determined keywords and phrases to help

Search Engines figure out the relevance of your page versus other pages published on the internet

- The first paragraph should further underline the importance of the headline, using 2 or 3 sentences at minimum (you can write more if you wish) remembering your keywords
- Always write for visitors primarily, with SEO in mind as a secondary priority. If your blog post is not compelling reading, you have wasted your time, visitors are unlikely to share socially or recall information if the script is repetitive and poorly written.
- For search engines and visitors alike include hyperlinks to internal pages for multiple ways to navigate throughout a website

10 Things To Remember

1. The page title – and the URL (often re written automatically by CMS platforms) E.g. When I am creating a new page in WordPress my settings allow the platform to create the URL as I type the title [www.seolady.co.uk/small-business-seo/seo-training-somers et](http://www.seolady.co.uk/small-business-seo/seo-training-somers-et). This is referred to as an SEO-friendly URL as opposed to [www.seolady.co.uk/small-business-seo/seo-training-somers et/cat.asp?sid=1&ID=2](http://www.seolady.co.uk/small-business-seo/seo-training-somers-et/cat.asp?sid=1&ID=2)
2. Best practices say your Meta Title should be 70 characters or less in length
3. Your **H1** should be no longer than 70 characters in length
4. Your meta description is between 150 and 160 characters in length for optimal SERPs and your meta description should be written in a sales and enticing manner
5. Body text – As much content as you can! At least 250 words, some blog posts can be 1,000 – 1,500 words and these tend to rank higher than minimum textual content as a rule
6. A headline and sub headers – H1, H2, H3 (Only for 1,000+

word articles are H4, H5, and lastly H6) – There's no hard and fast rules about the number of characters in H2's and downwards, just fit to the page and write naturally without blatant keyword repetition

7. Use Alt tags on images – Alt tags should have keywords first and brand name last – in order of importance
 8. Keyword rich text – Content is King, write for readers, not Google, avoid repeating keywords
 9. Keywords in the CMS – WordPress has many plugins with Yoast being a global favourite. Avoid stuffing your keywords into repetitive phrases like 'music mastering' 'cd mastering' 'studio mastering' – simply choose 'mastering' 'music' 'cd' 'online'.
-

Link To Further Reading

[Read this famous article by
www.searchenginejournal.com "On Page SEO –
Everything You Need To Know"](http://www.searchenginejournal.com/On-Page-SEO-Everything-You-Need-To-Know/)

SEO Headings Elements H1 to H6

Only one H1 Header should be used in most circumstances – You can use any number of H2, H3, H4, H5, H6 Elements on your blog post or web page, most common is just the first 2 or 3 as using 4,5 and 6 may appear too bulky on a regular page.

Think of a newspaper front page – the headline should grab attention and make it absolutely clear what you are writing about:



Courtesy of The Sun newspaper

In this case “Games, Set and Match” as the H1
Followed by “Wimbo Gold for Murray” as the corresponding H2
subheader

Additionally, a change of subject would be “Bolt romps to 100m
win” as a second H2 or a H3

**Headers are theoretically the most important structure of a
blog post or web page at this time. Major search engines –
Google Bing, Yahoo – crawl web pages and look for these.**

So, when writing a page about coffee, the effects of coffee,
how it’s made, where to buy it and what to look for, the
structure would follow the following simple layout:

Coffee

- The most important keyword(s) in the H1
- Avoid brand names or 'Welcome to my website'
- Followed by a paragraph of a few sentences with an introduction to the web article

Contains Caffeine To Keep Me Awake

- Secondary associated keywords in a phrase
- Further information, the main body of the article written in a clear and concise fashion with correct grammar. Most pages only use a H1 and H2 Headers

Beverage Made With Boiling Water

- Third in line, still on topic
- Depending on the length of the article you may wish to use a H3 as a minor subheader

Coffee Beans Are Ground and Filtered

- Forth Header is more descriptive

Bought from a Supermarket

- Fifth Header less important

It has a pretty packet

- Sixth Header is last in line of importance

Alt Tags on images

When you have an image often when it's on your computer it's named something like 'DC004563' or similar file name. Change the name of your image (in WordPress you can edit this easily, you will see the 'Alt tag' option when you edit in your media library:

URL	<input type="text" value="https://www.seolady.co.uk/wp/wp-content/uploads/20"/>
Title	<input type="text" value="seo freelancer consultant uk somerset bristol training"/>
Caption	<input type="text"/>
ALT Text	
Alt Text	<input type="text" value="Somerset bristol training days courses Nina Payne 2019"/>
Description	<input type="text"/>
Uploaded By	admin

Hire Me for SEO Tuition Sessions or Monthly Freelancing Services

Weston-super-Mare Office, Somerset

Your Name (required)

Your Email (required)

Subject

How can I help?

Recaptcha

Registered Company no. 7579877