



Content Writing to Improve  
SEO and Visitor Engagement

# WHITNEY WRIGHT



#Pubtelligence

Creative Marketing Manager at Ezoic

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writer, craftsperson

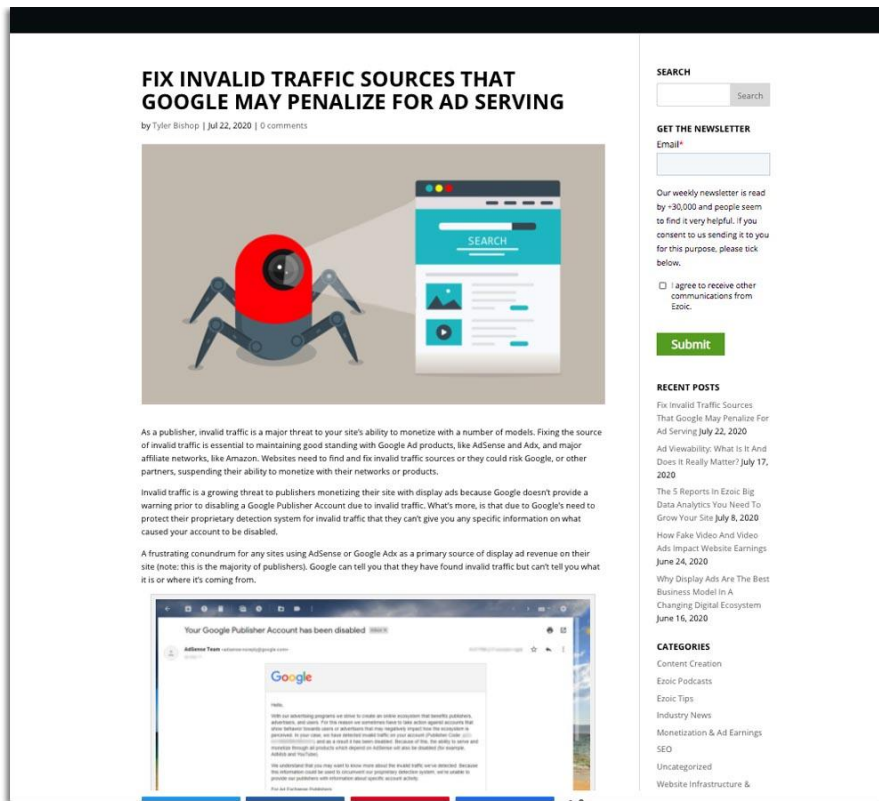
Contributor and producer of digital publishing video  
series, *Ezoic Explains*

Guest host on the digital publishing and advertising  
podcast series, *The Publisher Lab*



# What is on the agenda for today?

- How to choose a title
- How else you can improve your introduction
- How to break up content
- How to structure content
- How to finish the end of the article



# How do I choose a title for my content?

- To-the-point
- Related to your content
- Directed at your target audience
- Researched ahead of time (keywords)

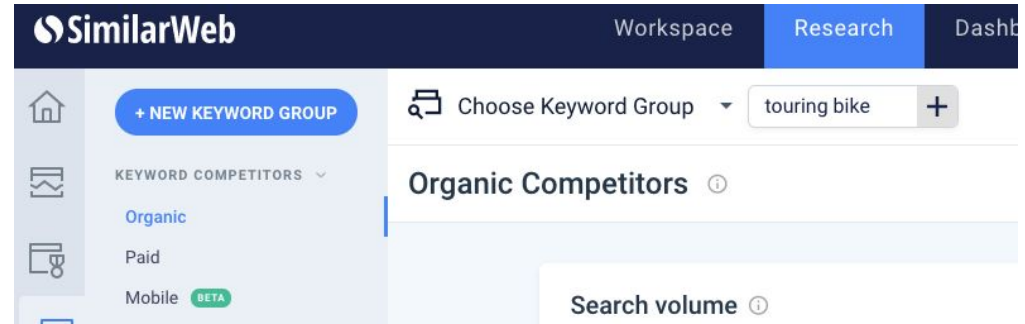
## THE 5 REPORTS IN EZOIC BIG DATA ANALYTICS YOU NEED TO GROW YOUR SITE

by Allen Longstreet | Jul 8, 2020 | 1 comment



# Keyword research for titles

- Use keyword research tools, like SEMrush or SimilarWeb, to find related keywords to broader topics



# Keyword research for titles

- Use keyword research tools, like SEMrush or SimilarWeb, to find related keywords to broader topics
- Use Google to find title ideas with autofill or 'People also asked...'

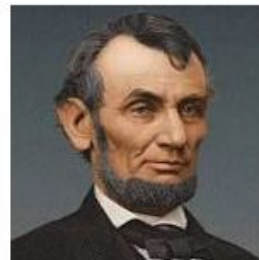
The image displays two screenshots side-by-side. The top screenshot is from the SimilarWeb website, showing the 'Research' tab. It features a search bar with 'touring bike' entered, a '+ NEW KEYWORD GROUP' button, and a 'KEYWORD COMPETITORS' dropdown menu with 'Organic' and 'Paid' options. Below this, there's a section for 'Organic Competitors' and a 'Search volume' indicator. The bottom screenshot is from Google search results for 'touring bikes'. It shows a list of suggestions: 'touring bikes - Google Search', 'touring bikes for sale', 'touring bikes 2020', 'touring bikes under 1000', 'touring bikes for women', 'touring bikes vs road bikes', and 'touring bikes for short riders'. To the right of these suggestions is a 'People also ask' section with questions like 'Which bicycle is best for touring?', 'What is a touring bike?', 'Should I get a touring bike?', and 'What is the difference between a road bike and a touring bike?'.

# Keyword research for rich snippets

- You can use keywords to appear in rich snippet results
- 'Position 0'
- Broad topic should have rich results for queries already

## Abraham Lincoln

16th U.S. President



Abraham Lincoln was an American statesman and lawyer who served as the 16th president of the United States. Lincoln led the nation through its greatest moral, constitutional, and political crisis in the American Civil War. [Wikipedia](#)

**Born:** February 12, 1809, [Hodgenville, KY](#)

**Height:** 6' 4"

**Assassinated:** April 15, 1865, [Petersen House, Washington, D.C.](#)

**Party:** [Republican Party](#)

**Presidential term:** March 4, 1861 – April 14, 1865

# How do I choose a title for my content?

- Ask a question that you will answer
  - How to
  - How does
  - What is
  - What can
  - Why
- Can use this same method for H2s

## HOW FAKE VIDEO AND VIDEO ADS IMPACT WEBSITE EARNINGS

by Allen Longstreet | Jun 24, 2020 | 0 comments

## WHEN SHOULD YOU PUT ADS ON YOUR WEBSITE?

by Allen Longstreet | Mar 24, 2020 | 3 comments

## IS PAGE SPEED A RANKING FACTOR IN GOOGLE SEARCH? WE TESTED 1,000 QUERIES...

by Allen Longstreet | Mar 18, 2020 | 2 comments

## WHAT CONTENT LENGTH EARNS THE MOST MONEY FROM ADS?

by Allen Longstreet | Feb 17, 2020 | 7 comments



# What else can I do to make my introduction engaging?

- Use bulleted lists to summarize what you will cover
- Link the visitor to other content you've written that may help them answer similar questions
  - Maybe this article won't help them, but another one of yours might

## IS INVALID TRAFFIC BOT TRAFFIC?

Invalid traffic is not *always* bot traffic. Because there are more types of invalid traffic than just bot traffic.

Google **defines invalid traffic** as:

- Clicks or impressions generated by publishers clicking their own live ads
- Repeated ad clicks or impressions generated by one or more users
- Publishers encouraging clicks on their ads (examples may include: any language encouraging users to click on ads, ad implementations that may cause a high volume of accidental clicks, etc.)
- Automated clicking tools or traffic sources, robots, or other deceptive software.

# How can I break up my content?

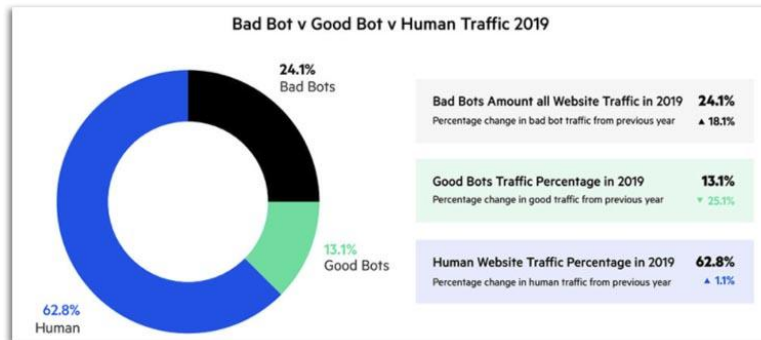
- Two main ways to break up content:
  - H2s
    - Variations of title
    - Let's readers know what's next
    - Breaks up blocks of text
    - Organizes content
    - Flag for search engines
    - Content organized in short paragraphs

imagination dream idea wonder amazing awe warmth you imagination dream idea wonder amazing awe warmth you  
inspired thought insight craft passion revolution idea learn inspired thought insight craft passion revolution idea learn  
create unique life possible different illustrate illusion vision create unique life possible different illustrate illusion vision  
decorate enlighten notion concept idea invention elevated decorate enlighten notion concept idea invention elevated  
form design light creation you sculpt passion insight story form design light creation you sculpt passion insight story  
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dreamlike balance produce art so detail influence illustrate dreamlike balance produce art so detail influence illustrate  
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# How can I break up my content?

- Two main ways to break up content:
  - H2
  - Images
    - Break up content
    - Should be relevant and helpful
    - Emphasize a piece of info
    - Use alt text

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inspired thought insight craft passion revolution idea learn inspired thought insight craft passion revolution idea learn  
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# Writing the content

1. Answer the question
2. Go into more detail
3. Answers should be as objective as possible

Short answer  
immediately after



## WHAT IS AD VIEWABILITY?

Ad viewability—or a ‘viewable ad impression’ is defined as **more than 50% of the ad pixels for more than 1 second is counted as a viewable impression.**



This article on CNN shows that the top of page and sidebar ad units would be counted as a viewable impression if the user didn't scroll away from the ad in less than one second. So, these two ads impressions would earn the publisher money, and the advertisers are happy because the ads served count as viewable.

Goes into more detail in  
the following paragraph

# Writing the content

1. Answer the question
2. Go into more detail
3. Answers should be as objective as possible
4. Get H2s through keyword tools or through Google
5. Be more specific than broad
6. Summarize
7. Prompt readers to comment



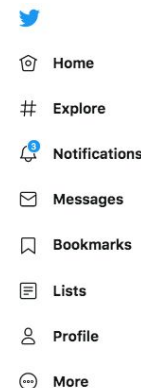
# Wrapping up

- Choose a title based on research, either through keyword tools or Google
- Ask questions in titles and H2s
- Use bulleted or numbered lists
- Link to any of your relevant content as much as possible
- Break up content with H2s and images
- Answer the title/H2 question in a short and succinct way, then go into more detail after
- Make sure your questions and keywords are more specific than broad
- Answer as objectively as possible
- At the end, summarize what your article was about
- Invite readers to comment

EZOIC'S 'PUBLISHER STIMULUS'  
WINNER IS....

# What you can do next . . .

- Stay on for Q&A
- You will receive an email with a link to the recordings
- Follow Tyler and Ezoic on Twitter and join his Q&A in a few minutes
  - @tylerbishop and @ezoic
  - Register for Q&A at **pubtelligence.ezoic.com**
- Join these communities
  - Ezoic Community
  - Ezoic Publishers - Facebook
  - Niche Pursuits - Facebook
  - DNW Make Money Blogging - Facebook
  - Affiliate Niche Builders - Facebook
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