Your Keyword + Geo Go In The Heading

Your 350-word article will follow this easy-to-read template. We place your *keyword + geo* right up front, so that it appears in the blog teaser. This breadcrumb -- and here we insert the read more tag -- will encourage the user to click through to the whole blog post to find out more, secure in the knowledge that they are on the right track. It is all about building trust, right? The article will be based on the content of your website or on trusted information supplied by yourselves. When we upload the article to your WordPress blog, we include two hyperlinks. One will lend credibility to the article with anchor text from a respected source; the other will make it easy for the user to contact you. We talk directly to your target audience in your brand voice.

Your keyword + geo in an eye-catching sub-heading

We use your keyword + geo only three to five times in the article, including at the beginning of the second paragraph. Keyword stuffing is something to avoid because it both irritates the user and will go punished by Google. It is important to remember that your article must appeal to both Google's bots (otherwise it won't find its way onto the first SERP) and the human user (otherwise it won't be read). We aim for easy reading, taking care to avoid jargon and highfalutin English. Shorter sentences are better. We also like to include a list because:

•   people find lists easy to read;
•   Google likes lists for SEO; and
•   lists make your article look more interesting.

And here's another sub-heading

Your geo + keyword is also used in the third paragraph. (You'll notice that we've switched the order, bringing the geo tag forward this time.) This is the call-to-action section. Not everyone wants something as blatant as "call us because we are the best." Some clients prefer to leave the user with a question, inviting them to wonder or to click through to find out more. What do you think?