



# SEO Best Practices Guide For Content Marketing:

## B2B Articles

**“To make search engines fall in love with your website, please your audience first, because search engines are also trying to do the same”.**

**-Shubhanshi Aggarwal**  
*Growwithweb.com*

Search engines are the primary method of navigation for most Internet users. For great search engine optimization, a good rule of thumb for any B2B firm's content strategy is to present itself as a credible expert. It's not enough to just have a good strategy for creating optimized content, but you must also create valuable content that your readers will actually want to consume.

You should always present information with supporting examples such as photos, infographics, case studies, testimonials, video, etc. This will not only maintain the attention of your readers but will help in presenting yourself as a trustworthy source of information.

In addition to making content available to search engines, good SEO will boost rankings so that your content will be placed where searchers are more likely to be looking for it. Read on for some helpful tips to bring you to the top.

1.

## Information Snippet:

Information Snippets are the block of text found under the main title of a google search result. The use of information snippets are important when writing an article.

These snippets create curiosity among readers and encourage them to read your article. Always allude to something that is coming later in the article. For example: *Preview the results of an SEO tactic.*

- The preview and actual content should use different synonyms or phrases to cover most of the short-tail or long-tail keywords

2.

## Focused Intro:

The intro of the article should be short, focused, and to the point. This will help the reader prepare for what they are going to learn from reading the article.

- Introduce the topic, cover the problem, solution, and most importantly provide a preview of the content.
- Ideally, the intro should be no more than 8 lines in total.
- The intro should briefly outline why the topic is important and open an information gap for the reader

3.

## Teaser phrases:

These phrases are used to tease the reader and keep them engaged by creating suspense. For example:

"Here's the deal:",  
"Check this out",  
"What's the bottom line?".

These phrases make the reader curious and want to see what you're about to say next.

4.

## Persuasive Subheaders:

Most people don't read entire articles. They quickly skim over it or save it to read later. Persuasive subheaders will stop skimmers in their tracks. For every niche the subheaders will be different but they should be intriguing and compelling and convey a clear benefit to the reader.

**For example: Discover, Untapped, To get, The 3 steps.**

- Make long articles easier to read by breaking up your content and using convincing subheaders
- Use only keywords in the subheader that relate only to the following content, not to the main article
- Make sure every sub header clearly states the benefit of reading that section

5.

## Short Sentences:

Make sure the article is easy to read, even to those who are new to the topic. Articles that are easy to read will result in less bounce rates and higher conversion rates.

**Focus on the audience:** For example: if you write about LEGO and the target audience are kids, the text should be easy to read by a 5 to 10-year-old.

**Clear paragraphs:** Start with the most important sentence and then elaborate on that sentence.

**Short sentences:** Short sentences are easier to understand and read than longer sentences. Sentences containing more than 20 words are considered too long. Having a few long sentences is fine but make sure paragraphs don't contain more than one long sentence.

**Limit difficult words:** Limit use of words with four or more syllables as these words are considered difficult to read. Of course, in some cases, articles may have to contain information that's hard to explain or requires a more advanced vocabulary depending on the topic.

**Include transition words:** By including transition words you increase readability and help the reader transition smoothly onto the next paragraph or idea.



6.

## Recency of Content Updates:

Google's web indexing system favors recently updated content, especially for time-sensitive searches. Highlighting this factor's importance, Google shows the date of the last update for certain pages:

**The magnitude of Content Updates:** The significance of edits and changes also contribute to the freshness factor. Adding or removing an entire section is more significant than simply switching around the order of a few words.



7.

## Keyword order:

The correct order of keywords will generally rank better as compared to the same keyword phrase in a different order. For Example, if your business is named: *Fifth Avenue Flower Shop*, It will generally produce better results than *Flower Shop Fifth Avenue* as Google will search for the words in that exact order before it searches for them separately.



8.

## Outbound link Quality:

Linking to authority sites helps send trust signals to Google. The link relevancy is important and should be done in a proper manner. For example: if you have a page about cars that links to movie-related pages, this may tell google that your page is about the popular 2006 children's movie, *Cars*, not the automobile.



9.

## Multimedia content:

Images, video or other multimedia elements act as a content quality signal and will increase your chances of ranking higher on search engines.

**10.**

**URL:**

Longer URLs may decrease search visibility. Use the main keyword in the URL and keep it short and simple.

**11.**

**Bullets and  
Numbered Lists:**

These help to break up the content for readers, making it more user-friendly and easier to read.

**12.**

**Page age:**

Google prefers fresh content. An older page that's regularly updated may outperform a newer page.



**Use our handy checklist below to ensure you are using best SEO practices.**

# SEO Best Practices Checklist

1. Title Tag – Keyword in front.
2. SEO Friendly URL – Short URL.
3. Insert Multimedia in posts – Images, Videos & infographics.
4. Use Outbound links – Link to authority pages.
5. Keyword in beginning of post – The keyword should appear in 1st or 2nd sentence of the Intro.
6. Wrap target keyword or a Synonym in H1 Tag.
7. Modifiers in Title tag - Add modifiers like “2016”, “best”, “guide”, and “review” to help you rank for long tail versions of your target keyword.
8. Encourage readers to share and engage on the post.
9. Publish Long posts – Keep in mind that the topic you are going to cover is already covered by the competitors. So, to out rank them you must provide something extra and unique in the post.
10. Include LSI Keywords – Latent semantic keywords.
11. Internal Linking - 1-2 links.
12. Include keywords in H2 and H3 Tags.
13. Rich Snippets creation - depending on the page type rich snippets are required according to schema.org.

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