

5 Points for Developing Search Engine Friendly Content

Content development is one of the key elements for search engine optimization. Other than helping the page to get better ranking in the search engine, content is instrumental for ***transforming a visitor to a customer***. For developing search engine friendly content, certain guidelines that need to be followed in accordance with the ethical SEO practices.

1. **Original Content** - The most important part of developing content for search engine optimization is to write *original content*. Plagiarism has been there in the SEO industry from the early days. Copying content from the website that has good search engine ranking, is a common practice. This practice has serious effect on the ranking itself. Search engines, especially Google, take harsh steps for plagiarism in web content. They lower the ranking of the sites and even ban the sites in extreme cases. Check content duplication at <http://www.copyscape.com>.
2. **Content Size** - The next most important thing is the size of the content or *number of words* for a particular webpage. Primarily the size of the content is based on the competitiveness of the keyword. It is important to write meaningful and informative content within the stipulated word limit.
3. **Keyword Density** - Keyword density, that is the ratio of *number of repetitions for a particular keyword and content size*, is another important aspect of developing content for search engine optimization. The keywords should seamlessly integrate with the content.
4. **Variation of Keywords** - Along with repeating the keywords, it is effective to use *variants* of the keywords in the content. By variants we mean words that are closely related to the particular keyword for which the page is being developed. For example, let's say a page is developed for the keyword "real estate dealer." It will be effective if the words "real estate agent", "dealer of real estate" and "realtor" are included in the content.
5. **Flawless Content** - Another important aspect of developing search engine friendly content is writing *error free content*. Misspelled words or typing errors can damage the feel of the page as well as affect the search engine results.

For details, email us at info@searchengine-optimization-guru.com.