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The easy answer is that you should write with your potential customers in mind. Remember that they are the ones who would bring in the money by buying your product or service. Search engines are merely vehicles for your customers to get to your site.

Having said that, you should bear in mind that writing for your end users and for search engines are not two mutually exclusive activities. You can actually do both at the same time. All you have to do is to get a bit creative when writing and updating your materials. Or if you do not have the skills or luxury of time, hire someone who can do the writing for you!

Do Your Homework!

But first, you must do your homework before even starting to create content or hiring someone to write for you. Think long and hard on what your keywords should be. Think from a customerâ€™s standpoint and find out what keywords they use when they look for a product like what you are offering. Learn how to utilize those valuable tools provided by Google. The Ad Planner, Adwords Keyword, Trends, Insights for Search and Alerts are free, yet important tools in developing your keywords.

Relevant Content with the Right Keywords

As I have mentioned, your content should be easy to read and relevant, while maximizing the use of your keywords. The easy to read part is for your end users, while the use of keywords is for the search engines. The relevant part is for both.

Creating relevant content will ensure that your visitors will stay, knowing that they have come to the right site. This will also help in your page ranking as Google ranks sites based on relevance.

Strategic Placing of Keywords

Write flowing articles even as you utilize your keywords from time to time so that search engines can index it properly. You should also make use of your keywords in other strategic parts of your webpage that will not distract from the overall reading experience. This means including your keywords in your page title, the URL, your headings and your internal links with the keywords as the anchor text. A little more creativity is necessary to include your keywords above the fold or within the first 250 to 300 words of your content body. Google loves these places and would usually index the words used in the aforementioned parts as your siteâ€™s keywords!

Good for the Goose, Good for the Gander

So you see, you can actually write content for your website that would be good and attractive for both your human customers and those robot search engines. All you have to do is maximize the use of your keywords that robots can index, even as you write flowing and quality content that would hook and convert your customers. Keep in mind that originality, uniqueness and quality are the spine of your search engine optimization effort. Combine it with the right use of keywords, and your page will rank high up there in search engines while customers keep coming back to make a purchase!

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