Useful Tips on Writing Quality Content after the Google Penguin Update by MOS SEO

Article published on May 16th 2012 | Seo

With the effects of the new algorithm still being felt, this article provides some useful tips on writing quality content after the Google Penguin update. A point that SEO content experts have stressed time and time again is that the matter you develop for your website should be original and have the right balance of website optimization and content value. What some experts say now is that more of the focus should be on the quality of what you write and less but sufficient focus on SEO.

Content Development for Website Optimization â€“ Some Tips

Dump The Old - Before you start developing fresh content, take some time to search through your website for outdated pages of website or off-page content, pages that you have not updated in a while. The outdated pages can be sales pages, press pages, event or conference pages, articles and links. If you havenâ€™t been posting blogs or press releases for some time when you used to be posting them quite frequently, people are going to suspect somethingâ€™s wrong. This may tempt them to go to a competitor website.

It Should be of Social Interest â€“ You have to create content that people would find interesting, ideal for the times and appealing enough to want to share on social networking and social media websites.

Assess Customer Queries â€“ Think about what your customers call up your company to ask about. See if you can develop a couple of pages or maybe a single FAQ page that answers those queries. If you already have an FAQ page, update it.

Insert Keywords Only Where Apt â€“ Google hates keyword stuffing. So refrain from that. Try to incorporate keywords in such a way that they look like a logical part of the content. They shouldnâ€™t look like they have been put there merely to fool Google.

Look for New Content Ideas â€“ As you scour your website looking for content that is no longer valid, you would also get ideas for new topics of interest that you can write about and which your website visitors would like.

An Irresistable Resource â€“ Try to develop articles that offer useful and comprehensive information about a hot topic of interest to your target audience. The article should be different from articles theyâ€™ve seen before so as to be irresistible to them, social media users and also, search engines.

Develop matter for other Blogs and Websites â€“ Devote effort and time towards writing guest blogs and articles for blog websites and websites other than your own. It will earn you superior backlinks and more exposure.

Bullets â€“ Bulleted content is given weight by the search engines and is easy on readersâ€™ eyes.

â€¢ Try to make the bullet points more or less equal in length

â€¢ Ensure grammatical consistency throughout the list

â€¢ Insert keywords wherever possible, in them

Fine-tune the tone and Feel â€“ Put yourself in the shoes of a possible reader and analyze whether the

tone and feel of what youâ€™ve developed is appealing. If not, trash it or rectify it to make it more suitable for your target audience.

Regularly Bring out a Newsletter â€“ Newsletter publishing continues to assume a lot of importance. It is the perfect way to stay in touch with subscribers and readers and share offers and ideas with them without having to depend on search engine traffic.

Seek Expert Assistance

So those were some useful tips on writing quality content after the Google Penguin update. Providers of professional SEO services would be able to help you develop such quality content consistently and affordably.

Article Source:
http://www.articleside.com/seo-articles/useful-tips-on-writing-quality-content-after-the-google-penguin-update.htm - Article Side

MOS SEO - About Author:
MOS a SEO Services is a leading a SEO company based in Tulsa, Oklahoma. It implements organic SEO strategies to deliver results, revenue and brand value.

Article Keywords:
google penguin update, seo company, seo services, google updates

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!