**3 web writing mistakes for search engine optimisation (SEO)**

*If you’re not on page 1 of the Google search result, your article has* [*a less than 1% chance*](https://www.safaridigital.com.au/blog/seo-statistics-2019/) *of being seen. Search engine optimisation (SEO) is one way to cast a net around the reader and lead them to your writing.*

*Words by Andrew Baird*

Writers want their content to be seen by many, and SEO is a major factor in users discovering content. Here is a quick run-through of a few SEO mistakes, and ways to improve.

**Excluding keywords and headlines is a mistake for SEO**

Keywords are the roadmap to the content and headlines are the structure; they both need to be aligned with what users search for.

Search engines give extra weight to the words in the headlines and the headlines appear in search results.

One key mistake for SEO is not using keywords in the body of the writing and the headlines. Without keywords to help it be found, your article will be hidden among billions of others, like a precious gem lost on a sandy beach.

Care is needed, though. Keyword stuffing, or simply overusing keywords, [is a negative ranking factor in Google’s algorithm](https://www.searchenginejournal.com/ranking-factors/keyword-stuffing/).

For example, ‘SEO’ and ‘mistakes’ are keywords for this article and are used throughout, albeit in balance to avoid the keyword-stuffing trap.

**Read more:**

[All About Keywords: What They Are, Why They Matter and How to Use Them](https://www.venveo.com/blog/all-about-keywords-what-they-are-why-they-matter-and-how-to-use-them#:~:text=While%20you%20should%20keep%20your,for%2C%20again%20increasing%20its%20ranking.)

[SEO Tips: Optimise Your Blog for Search Engines](https://www.writerscollegeblog.com/seo-tips-optimise-your-blog-for-search-engines-by-karen-lotter/)

[Keyword Stuffing As A Google Ranking Factor: What You Need To Know](https://www.searchenginejournal.com/ranking-factors/keyword-stuffing/)

**Avoiding link-building reduces SEO**

Link-building is a way to increase the search ranking of the ‘home website’ content. Credibility can increase too. Another mistake for SEO is excluding supporting links.

There are four types of links that matter for SEO:

1. Internal – links within the home website the content appears on.
2. Outbound – links that connect to an external website’s content.
3. Inbound (natural) – an external website links back to the home website without any action by the home website.
4. Inbound (manually obtained) – the home website requests a link to be added on an external website.

The first two cases are easier since they’re in the control of the writer. For example, internal ([SEO Tips](https://www.writerscollegeblog.com/seo-tips-optimise-your-blog-for-search-engines-by-karen-lotter/)) and outbound (remainder) links are included in this article.

The last two are more difficult. The external website needs to decide to refer to it (natural) or agree to add a link (manually obtained).

One more thing - if a high-profile external website links back to the home website, this is good for the home website’s search ranking!

**Read more:**

[Why Links Are Important For SEO](https://www.searchenginejournal.com/seo/why-links-important-seo/#close)

[11 SEO Link Building Techniques that Work in 2023](https://www.sendible.com/insights/seo-link-building-techniques-that-work)

**Writing without the reader in mind decreases SEO**

Perhaps obvious, but it’s a mistake for SEO to write without the reader in mind.

Google’s [helpful content](https://developers.google.com/search/updates/helpful-content-update) algorithm celebrates people-first content and shies away from content written for search engines. There’s also a steady rise in [voice searching](https://www.oberlo.com/blog/voice-search-statistics), and this trend will likely continue.

In 2023 Google is focused on evolving user experience and being [“more than a search box”](https://en.ryte.com/magazine/development-google-search-2022-2023#:~:text=Google%20Search%20in%202023%20will%20be%20based%20on%20the%20motto,and%20towards%20natural%2C%20intuitive%20multisearch). Search functions are set to move from text strings to styles that are natural, intuitive and multi-angled.

*What does this mean for web writing?* Simply - web writing needs to balance the focus on content keywords with how the user will search.

For example, if a user is searching for tips on how to tame a tiger, this could be searched for in two ways:

“Tiger taming tips” is more keyword focused, whereas “what is the best way to tame a tiger” is a more natural question a user could ask.

The latter seems to be where user searches are heading; web writing must consider ways to describe content in a natural, user-focused way.

**Read more:**

[How to write for people first & search engines second](https://blog.reputationx.com/write-for-search-and-people)

[Google's Helpful Content Update Rolls Out: 7 Things to Know](https://www.searchenginejournal.com/googles-helpful-content-update-rolls-out-7-things-to-know/462610/)

Let’s tame those algorithms and see the search ranking soar!