



# 12 DOS AND DON'TS FOR OPTIMISING YOUR CONTENT

CISION



DO...



DON'T...



## BE ORIGINAL

Think about your audience and what's useful and interesting to them. Avoid obvious writing templates.



## USE JARGON OR UNNATURAL LANGUAGE

Write conversationally. It helps with search and keeps readers engaged.



## USE YOUR HEADLINE WISELY

Put critical info in the first 55-70 characters, so it's visible in search engine results.



## LEAVE OUT SUBHEADS

Use subheadings to tease your reader with more context and add important keywords.



## USE A MEANINGFUL KEYWORD IN THE HEADLINE

And use a mix of keywords, phrases and related synonyms throughout text.



## USE DUPLICATE URLS

Use 1 to 3 unique and relevant links to drive the most engagement.



## USE RELEVANT LINKS

Use links throughout your content to send readers to other specific, relevant content.



## BURY YOUR CALL TO ACTION

Put your most important link in 1st or 2nd paragraph so it can be found fast.



## MAKE CONTENT DIGESTIBLE

Break up the text into numbered lists, bullets, and sections. Use bold to help readers scan content.



## POST AT NOISY TIMES

Avoid posting at busy times, like Monday mornings. Find times when your content can stand out.



## USE SOCIAL-FRIENDLY TACTICS

Tweetable quotes, infographics, and video can help promote shares on social media.



## FORGET MULTIMEDIA

Video and images are critical for SEO and help draw audiences into your content.