

## SEO WRITING

Today there are plenty of content writers, experienced and freshers, that we see often. Their websites, blog posts, articles, etc are all there on the Internet. But how many of them are at the top of page 1 of the search result? How many names and websites are there that we are likely to find on top when we search on Google. A few, right? Why so?

That is because the successful writers are very well familiar with the concept of SEO and its benefits. One can add tremendous value to their content by adding in an extra layer of SEO. **SEO is an abbreviation of Search Engine and Optimization.** Content and SEO are very much aligned. To write better content is one method to be good in this field and the other is to do the on-page technical optimization stuff for search engines, and that's SEO. It is like optimizing or adding some extra key phrases in your article that is common what people search often and to have an impact on google so that it shows your website on top bars, and we can monetize in a better way.

One has to optimize the search engine, that means using keywords research tools, and others to find out terms or phrases that people are using. So SEO is all about finding keywords and key phrases that are gonna help us to get on page 1 of search results.

There is a growing competition on the online media and to top in that, one needs to know how to influence the audience, how to have more organic traffic on the respective website, and how to be always visible to the audience so that we can be just a click away from them.

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