

# 10 Tips to Optimise Your Content



Amazing content can't reach its full potential if it's not easily found by the right audience. With the tools available today, a great piece of content that is optimised for search and social media can deliver value immediately, as well as for years to come.

Here are ten tips to help you take your great piece of content to the next level by optimising it for readability, search and social media.

## Optimise for Readability

### **1** Get to the point

Use the inverted pyramid approach when writing copy for the web. You want to immediately hook the reader with the value of your content. Start with the most newsworthy or helpful information at the top and give details afterward.

### **2** Drop the jargon

Your audience might not speak the same language as you when it comes to niche industry terms.

Jargon can be confusing and lose your readers' interest. Drop the buzzwords and write for the masses.

### **3** Break information into sections

Most people scan content online. Make your content engaging and easy to read by breaking information into sections or bulleted lists.

## Optimise for Search

### **4** Know your keywords

There's been a lot of talk about keywords becoming less important following some recent changes in the way Google ranks content, but make no mistake, it's still vital to define what your content is about in a few words. Focus on a single over-arching keyword, which you should keep in mind as you write.

### **5** Stay away from branded keywords

A big mistake people make with content is targeting

keywords that are brand specific. Using your brand or product name as a keyword will only net an audience who already knows your brand. With good non-branded keywords, you're targeting those who don't.

## 6 Think semantics

While understanding your content in a few keywords is crucial for your approach, those recent Google changes make it counter-productive to get hung up on one or two words. Think plurals, synonyms, context - in short, write well, and Google will reward you!

## Optimise for Social Media

### 7 Use multimedia

Photos get over 50% more Likes on Facebook, and over 100% more comments than average posts. This increase in engagement makes your post more likely to appear in other users' Facebook News Feeds, garnering it more visibility.

The same concept holds true on Twitter. Tweets that include multimedia get 3 to 4 times more engagement than those without. And then, of course, there's Pinterest and Instagram...

### 8 Make sharing easy

Include social media buttons on your site so people can easily share what they're reading with others.

The small barrier of not having these buttons can be the difference between engagement and a lost share.

Definitely include Facebook Likes, Twitter, Google+ and LinkedIn buttons. If you are creating a lot of visual content — including videos — a Pinterest "Pin it" button is a must.

### 9 Share more than just a headline

Most social shares may just include the headline of a post with an image. This is a great place to start, but think of other things within your post that you could share. Are there stats in the content that you can share? How about quotes? This allows you to reposition your content on social media, and hopefully appeal to readers who might not have been swayed by your headline.

But if there's one thing to take away from this tip sheet, it's...

### 10 Create great content

It all starts with delivering real value to your audience. If you deliver great content with actionable insights, people will share it, link to it and talk about it. That's what gets your content seen more on social channels, driving up short-term views—and in turn gets it to rank highly in search, driving long-term views

*Check out our Resources section for more whitepapers and webinars: [www.cision.com/uk/resources/](http://www.cision.com/uk/resources/)*