



365

Website Editorial 101: *Maximize your website's content for increased visibility via search engines*

Lauren Tingler & Bonnie Hunter

■ **First things First**

- Things to Consider for your action plan
 - Then vs. Now
 - Content length
 - Content quality
 - Readability
 - Deep topic exploration
 - Engaging Visuals
 - Video
 - Infographics

■ **Lay the Ground Work**

- Research your target audience and keyword potency
 - Evaluate target audience
 - Base keywords on what *that* audience is searching
 - Utilize semantically related keywords to improve content quality
 - Determine and utilize keywords that have a high search volume

■ **Write with purpose and precision**

- Simple Strategies for Superior SEO
 - Balancing Style, Substance and Searchability
- Provide the Answer to your target audience's question
 - Craft content as a solution to existing issues
 - Position content to claim featured snippets whenever possible
 - Ensure keywords are in title, meta-description and headings of page or blog
 - Does this answer the questions my target audience is typing in?
 - Can I answer their follow up questions too?



Lauren Tingler

Digital Marketing Strategist

As a digital marketing strategist, Lauren works with clients on the best social media, search engine marketing and search engine optimization plans for each organization. Her close attention to detail, passion for results and creative disposition make her an incredible asset to the 365 team.



Bonnie Hunter

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Bonnie holds BFA in Creative Writing from George Mason University. Along with writing editorial for community magazines, websites and other projects, Bonnie is the project manager for 365's branding clients, ensuring brand consistency and managing deadlines. She is also the primary video scriptwriter at 365, and manages publicity for clients, creating press releases, newsletters, and email blasts to reach maximum marketing potential.