

Content Creation Best Practices for SEO & GEO

Content Structure & Readability

- Use clear headings (H1 for title, H2s for sections, H3s for sub-sections)
- Keep paragraphs short (3-6 sentences)
- Optimize for readability, featured snippets, and AI by using concise answers in bullet points and numbered lists where appropriate
- Ensure a logical flow of ideas
- Proofread for grammar & clarity
- Determine the best word count for the topic
 - Short-Form Content (600–1,000 words) – Good for news updates, simple guides, or quick opinion pieces.
 - Standard Blog Posts (1,000–1,500 words) – Ideal for most law firm and healthcare-related topics, balancing depth and readability.
 - In-Depth Content (1,500–2,500+ words) – Best for authoritative guides, case studies, and comprehensive explanations of complex topics.

Content Engagement & Strategy

- Use a compelling introduction & strong call to action
- Use BLUF (Bottom Line Up Front) by leading with the key takeaway or direct answer in the first 1–3 sentences before expanding with supporting details, examples, or context.
- Write in a conversational yet authoritative tone
- Address common reader questions & objections
- Incorporate storytelling or real-world examples to emphasize experience and expertise
- Include a conclusion that summarizes key points, ending with a strong call to action

SEO & GEO Best Practices

- **Focus Keyword:** Include the target keyword in the title, first 100 words, and naturally throughout
- **Long-tail & Semantic Keywords:** Utilize long-tail keyword phrases that are more specific and relevant to user searches. Incorporate related keywords and synonyms to improve context understanding.
- **Internal Links:** Add internal links to relevant site pages and external links to credible sources
- **EEAT:** Emphasize your experience, expertise, authoritativeness, and trustworthiness throughout the content to build credibility.
- **Natural Language:** Write in a conversational style, using natural language that users would naturally ask.
- **User Intent:** Understand user search intent and tailor content to address their needs directly.
- **Meta Information:** Write an engaging meta title and description, and use the focus keyword in each
 - Title tag: 60 character limit
 - Meta description: 160 character limit