HVAC + WEBMASTERS

How to Write PERFECT CONTENT

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Introduction

The Importance of Content

When it comes to building an online presence for your business, there are a large number of steps involved. Creating a website is a complex process requiring design, coding and of course content. **In this guide to creating perfect content, we will reveal the successful methods we use to curate content that not only optimizes well, but converts leads to sales.**

But first, it is important to understand the importance of content. ***Why should you invest time, resources and possibly money into content creation?***

Simply put: Content is one of the number one indicators to Google of how your website should be ranked. Content is what tells Google who you are, what your business is about and if you are a professional, authoritative leader in your industry.

To understand how to create perfect content, you first need to understand the building blocks

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of SEO (Search Engine Optimization) and how Google looks at your content.

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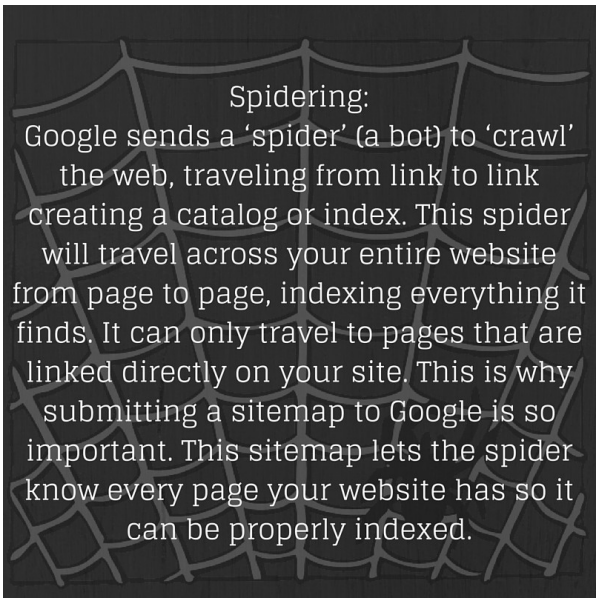
Some of the Basics



When you launch a website with pages of content, that content is eventually **"spidered"** by Google and what Google finds when they spider your site determines how they will rank you. **They are looking for many basic building blocks that indicate who you are, what you are about, what the page is about and who should be sent there.**

Once upon a time, getting your content to rank was simple. You could throw up a list of keywords on your page and Google would rank you for those keywords. **During this stage people began what is called "keyword stuffing".** Keyword stuffing occurs when instead of a well written page of in depth content, you create paragraphs that continually repeat the same set of keywords.

An example would look like this:

> *"We are an HVAC company in Denver. Our Denver HVAC company is the best HVAC company in the Denver area. When you are are need of a Denver HVAC company, call us!"*

While keyword stuffing is no longer accepted by Google and will not win you high rankings, keywords themselves are still important.

In this guide we will explain how to properly implement keywords into your content. Keywords are the words people will use to find your website. These are the queries people type into Google or other search engines such as "HVAC company in Denver." While the above example does emphasize those keywords, it does so improperly and is considered spammy by Google and other search engines.

Perfect content implements all of the following and more:

- Proper Keyword Optimization
- Authoritative and Unique Material
- Enhancement such as Bold, Italics, Bullet Points and more!
- Essential SEO Components such as Title Tags and Meta Descriptions

If you are ready to get started curating content that wins we will cover all of

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these components and more!

Audience, Intent & Authority

The first step to writing content is to determine your audience and your intent. Without knowing who you are addressing or what you are trying to portray to them, you will lack direction and organization in your writing.

It is often helpful to ask yourself:

- Who am I speaking to?
- What do I want them to know?
- How will I portray my message?

Writing your content with intent is not only important for the user experience, but also for Google. Believe it or not, the search engines can assess how well you are addressing your audience, if you are answering questions and if your message is easy to understand.

Once you have established your audience such as:

Homeowners in my local area who need HVAC services

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And your intent such as:

> *To let homeowners know I provide residential HVAC services*

You can focus on how to best portray that message. One of the most important components of your websites content to Google is how authoritative you are on the topic at hand. Remember **Google's goal is to send its users to the best authority for the query at hand.**

Google wants to send its users to a website that answers the question they are asking or points to the service they are searching for. That is why well researched content will optimize better than content you throw together in minutes and is disorganized and confusing.

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Depth, Unique Value & User Experience

Not only do you need to have a clear purpose for your website's content, you also need to have depth. As time has progressed and Google's algorithm has improved, they have constantly updated it to weed out spammy websites. **One of the more recent updates was called the Panda update.** This update penalized websites with shallow content.

Google wants to see a well crafted page that covers every question a reader may have about the topic at hand. Your content should be lengthy, but that length should have true depth of knowledge, not simply fluff.

Your content also needs to have unique value. This means **not only can you absolutely never use copied or duplicated content (Google will know!), your content also needs to have a unique value.**

Unique value means:

- You have a unique perspective to share about your topic
- You are presenting your information in a better format than is found anywhere else
- You are sharing information to an audience that was previously without a good source for this information

For example, if you are a HVAC company in Denver, you may be presenting information that is already available online. **However, you can present it from the unique perspective of your specific HVAC company.** You can lay the information out in a format that is easier to read, easier to navigate and across the board geared better toward your audience. You also may be presenting pages that do not exist in your area on specific HVAC service types, adding unique value to those pages.

Ultimately **all of your online content should be geared towards the user experience.** It should be easy to follow. Simple to navigate (this is where your content and design plan overlap). And it should ultimately lead your visitors to convert to leads that in turn convert to sales. One of the simplest ways to create better leads is to have a website that readily presents what you do to a visitor.

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The Nuts & Bolts of SEO

Once you have established your audience, organized your proposed content and created a unique perspective and value for your content, you can focus on the nuts and bolts of SEO. **This is where all of the following comes into play:**

- Keyword Optimization
- Headings (H Tags)
- Meta Descriptions
- SEO Titles (Title Tags)
- Alt Tags
- Hyperlinks

Keyword Optimization

When you place keywords in your content you have to be careful to not stuff your content with them, but to also retain enough for Google to understand what your page is about. As Google's algorithm has improved, their ability to detect related keywords has also increased. In fact, Google wants to see not only the same keyword repeated, but also related ideas. For example, a page about "A/C Repair" should also cover related topics like air conditioner filter replacement, energy efficiency and more. It should include related verbs also such as repairs, installation and maintenance.

The art of placing enough keywords in your page combined with your city without overdoing it is the difference between a well crafted page and a spammy page. Ultimately, your page should be written with the audience in mind and the keywords should naturally flow into the content.

Headings: H Tags

Your copy should include **the use of headings, which are called *H tags*.** These are important indicators to Google of what your page covers. They also act as a visual cue for your readers so they can more easily scan your content. Your page should always have one Heading 1 or H1 and a variety of H2's and H3's depending on the length of the page.

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Meta Descriptions and SEO Titles (Title Tags)

Your SEO title, or title tag, is one of the most important components of your content's SEO. **This title tag tells Google what the page should be about and also shows up to users when they find you in a search.** When you type a search into Google and you read through the results you will see a title tag and meta description listed for the results. For example the results page might say:

> **City HVAC Company | HVAC Contractor**
>
> **www.hvaccompanyhere.com**
> **Our HVAC Company in City is the best company to choose for superior service. Contact our HVAC Contractor today at 888.888.8888.**

The first component of this is the SEO Title and when you write your SEO title you need to use the most important keywords for that page. **For your home page this will be your primary keywords. For your interior pages this will be your secondary keywords.**

Your meta description is a quick call to action and should include your keywords found in your SEO title.

This content is some of the most important to your ability to succeed online. A poorly written SEO title or meta description can ruin your chances of optimization.

Title tags length: 50-60 characters

Meta Description length: aprox. 155 characters

Alt Tags & Hyperlinks

Finally, you should also include alt tags and hyperlinks on your pages. **Alt tags are a description that you attach to your images.** This description is an important place for keywords, but those keywords need to actually match the image at hand.

Hyperlinks refer to adding links to the words in your content that take your reader to a related page. You can link to internal pages on your own site, or externally. Ultimately, your hyperlinks need to be useful to your reader.

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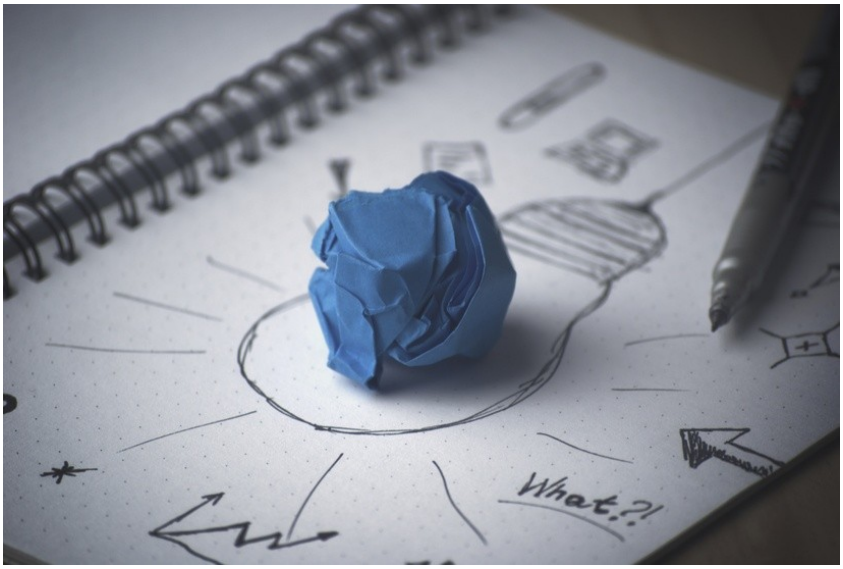
Enhancing Your Content



Not only does your content need to be clear, easy to follow and contain all the critical components of SEO to succeed, it also must be enhanced. **Enhancing your content does two things:**

1. Makes it more appealing for your reader
2. Makes it more favorable in the eyes of Google leading to higher rankings

So how do you enhance your content? **The following are all things you should include on every page to create a better reading experience:**

- Photos
- Diagrams
- Videos
- Bold & Italics
- Bullet Points
- Numbered Lists

When it comes to enhancing your content, think of it from your own personal perspective. ***Would you rather read one giant block of text or will you be more drawn to digest diverse content that provides images, breaking points and easy to follow lists?***

Ultimately Google's goal is to send its users to a website that answers their questions, provides useful information and is geared toward the reader. **All content should be written with the reader in mind**, not simply for optimization purposes.

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Editing & Final Touches

Once you have put together all the pieces and constructed your outstanding content, you must perfect it through editing and final touches. **Read back through every word you wrote** and ensure it all flows properly and is easy to follow.

Watch out for all the following:

- Grammar
- Punctuation
- Spelling
- Sentence Length (Google favors shorter, easier to digest sentences)
- Ease of Understanding

If you are writing your own content it is not a bad idea to have someone else read over it before it ever goes live. This allows you to catch things that seemed logical to you, but are difficult for another reader to understand.

Once you have added your final touches, it is time to publish and watch your

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perfect content rise to the top.

Summary

In summation, content is not a simple case of throwing words up and hoping for the best. **To construct perfect content you must dedicate hours of research, writing, implementation of proper SEO tactics and more!**

That is why **our team is comprised of a number of professional writers with an editor on staff** to ensure every single page of content is truly perfect. If you do not perfect your content, you cannot succeed long term on the internet.

Over the years we have learned exactly what the key ingredients are for the perfect page and the exact way to implement those ingredients. Like constructing a home if you skip a single step of building the foundation, putting together the frame and finally adding all the final features, your home will be shoddy at best.

Don't settle for second best when it comes to your web presence. **We run into business owners across the country every single day that simply do not have the time, resources or skills necessary to construct perfect content.** We know that your priority is running your business. That is where our team can come into play. We will build your website and fill it with carefully created content.

Tired of watching your competitors beat you out online? Talk to our outstanding team today! We will be glad to handle all of your content needs!

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