Content For Your Website

How To Discover Valid Content Themes for Your Website based on Keywords

Content Google is Guaranteed to Love

A Guide for Website Owners on how to find exactly the right kind of content for their websites based on keywords which Google Expects

by

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This short guide is for website owners who are concerned about putting the right kind of content on their websites.

Website owners will be concerned that they have the right content for their sites or blogs, the kind of content that Google loves and will reward with a good ranking in the search results pages. Obviously you'll want to have content which is relevant to the theme of your website, but how do you know how relevant or targeted that content is? How do you verify the validity or relevance of the content in the first place?

You will likely know which main keyword or keywords you are targeting for your website. But what about the secondary keywords, or the "long-tail" keywords, those less competitive keyword phrases which are so important in getting the visitors (the low-hanging fruit, as it is sometimes described) to your site? These are the keywords that also help to clarify and remove any ambiguity in your main keyword, to reinforce and provide authority to your main keyword and your site's overall authority: how do you find these?

Perhaps more importantly, how do you decide what Google likes, and how can you tell the content that Google actually **expects to see** on the most relevant sites?

Actually, the answer is staring us in the face. There are two main authority sources where the answers to these questions are hidden in plain sight. The first one is Google itself. The second is Wikipedia.

Enter a main subject or topic into the Google search box and hit the return button. At the bottom of each page of results there is a section which supplies related subjects. These could be said to consist of some "long tail" keywords which are highly relevant to the main search term.

So let's enter as a main keyword "Spring Cleaning".

Near the bottom of the page, below the first page of actual search results, is a section called "Searches related to spring cleaning".

Here is the list in full. It consists of just 8 long-tail keywords:

when to start spring cleaning

spring cleaning tips and tricks

spring cleaning tips 2019

spring cleaning quotes

when is spring cleaning week 2019

spring cleaning in hotel

spring cleaning list 2019

simple spring cleaning checklist

Each is a link to its own page of search results. So you see how this works. Google understands that these are all highly relevant subsets or related topics of the main subject "Spring Cleaning". This guide is being written in 2020 so it's a bit surprising that last year is being cited, but it's still only April as I write this.

Let's take another main subject, and this time let's take the well-worn sector of "dog training".

Here the list is highly targeted towards long-tail (no pun intended) keywords based on place names and proximity to where I live. So we have:

dog training near me

dog training Rickmansworth

dog training tips

Bushey tails dog training

dog training classes near me

residential dog training Hertfordshire

Chorleywood dog training

In each case, Google is trying to present us with search terms which are the most relevant, or that it thinks are most relevant or most useful, in relation to my search.

You can see also that there is a certain assumption of intention here as well. Google is assuming that there is at least a partial intention that I want to discover where I can find a local source of dog training or dog training advice. This is presented as long-tail search terms which feature a place name which is near to me.

These are sometimes known as "buying keywords" because they signify the intention that the user is at least thinking about buying a service and wants to home in on a local service provider. Certain buying keywords, for example branded goods which specify product names, are stronger than others.

While some main search terms will have this intentional feature, others will not; it depends on the nature of the search term used. So it will depend on the subject of your website. What is your site about? Does it assume an intention that visitors to your site will be seeking information or wanting to take some course of action? This is one of the first things you need to decide when trying to figure out what keywords to base your site's content around.

But you can't go wrong if you let yourself be guided by Google itself!

For sites which tend to be more informational in nature then you can allow yourself to be influenced by Wikipedia. This is set up to be the encyclopedia of the Internet, so its

ambitions are lofty indeed. Google ranks Wikipedia entries extremely highly in its search results, often at the very top position. So if Google trusts it to that extent then it means that it's perfectly safe for you to do the same.

The great thing about Wikipedia is that it actually lays out the structure of its articles in its contents section near the top of each article so you have the opportunity of picking and choosing to see the sub-headings that are relevant to your own website.

If we look at Wikipedia's own entry for Spring Cleaning then we can see this little section laid out as follows:

As you can see, there's a huge number of sub-headings which are all relevant to the main subject and these can all be included as sections of pages in your own website or blog. The only thing I would add to this is that to make all these sub-headings true long-tail keywords you'd need to add the main keyword "dog training" to each one of these (either at the beginning or the end of the sub-heading phrase) to make it super-relevant and targeted as a long-tail keyword in its own right.

So, for example, instead of having a page optimized for the keyword "before 1900" you would use the long-tail phrase "dog training before 1900". Similarly, instead of optimizing your page for "operant conditioning" you would optimize the page for the keyword phrase "dog training operant conditioning", and so on.

If you want more content than that, you can use these sub-headings and use the full long-tail keyword and repeat the process again. So this time you'll put "dog training operant conditioning" into Google and look at the keyword suggestions at the bottom of the page, and so on. Do this to all the other keyword suggestions and more keywords will appear like branches on a tree. Doing this repeatedly will give you a huge number of keyword ideas with which you can populate your website with rich, relevant content.

You can see that there is no shortage of ideas for long-tail keywords which can be used for the subject matter and content for your web pages.

We know that this is all content that Google thinks is highly relevant to your main subject matter, because the suggestions come from Google itself and from Wikipedia, which is the one information source that Google holds above all others to be valid and relevant in the information it provides.

So now you have the skeleton of your website structure, based on the long-tail keywords that you've taken from Google and Wikipedia.

Content You Can Use & Content That You Can't

Incidentally, the information that you find on Google and Wikipedia is all in the public domain, so there is no problem with copyright issues, etc. There is no copyright (nor can there ever be any copyright) on ideas, only on the finished article or content itself. So nobody can accuse you of plagiarism if you simply take ideas (or the keywords themselves) which are already in the public domain.

But – and this is extremely important – you must not apply the same reasoning to the articles and the content itself. Because if you simply copy and paste the articles that you find on Wikipedia, or anywhere else, and use these on your own site, then you will be guilty of plagiarism, and that is a very serious matter.

Plagiarists often find themselves threatened with a lawsuit from the original writer of the content they have stolen. The matter hardly ever comes to law, and is usually settled out of court, but the price can be very steep nevertheless, both financially and in terms of sleepless nights; and it will not enhance the reputation of the plagiarist. You certainly don't want to be caught using someone else's material.

Then there is the issue of the much-discussed Google duplicate penalty. There's a lot of debate about this. At one end of the argument some people say it doesn't even exist. But at the other end you have Internet marketing experts showing you how sites with duplicate content are penalized by not appearing in the search engine results pages (SERPS) or appearing much lower down than would be the case if they did not have this duplicate content weighing on them.

Whatever your opinion on this duplicate penalty issue, it is quite clear that there are two very good reasons why you should not just copy and paste someone else's work onto your own site.

But you can have that content rewritten, so that the same things is being said but in a different way, using largely different words, but with the same central argument, and following up with the same Call-to-Action as the original (except, of course, directed at your own product or service instead of your competitor's). As I mentioned before, there can be no copyright on ideas, only the content itself. So as long as you don't copy and paste you will be fine.

This is also where I can help. I've written the content of over 300 websites so far. I'm familiar with a huge diversity of sectors and industries. I'm a professional writer and SEO. So I can extend my service of showing you the best keywords to use, by rewriting the content based on those keywords from a variety (Google loves variety) of authoritative sources.

Rewriting an article, or any length of website content, is to use different words to express the same thing and to provide the same marketing punch as the original article. If I do a search for the keywords that my primary research has identified, then I can see the top results are the most authoritative (in Google's eyes) articles based on those keywords.

I will rewrite those authoritative articles for you so that you have a completely unique and authoritative version of that on your own website! Your version will be totally unique, will not be plagiarized at all: it will be beautifully readable and unique content that you can be proud to call your own.

You may have heard of Copyscape. It's the standard go-to tool for uncovering plagiarism and duplicate content and is used by all sorts of people from writers and SEOs to marketers and lawyers who specialize in intellectual copyright law. Copyscape is the top rated resource for protecting website owners against plagiarism and copyright theft, and for ensuring that a website owner's digital property is free from unlawfully copied content.

All my written work, including my rewritten work, is guaranteed to pass Copyscape, which means that your website content will never result in claims of plagiarism or any duplicate

shenanigans, and will not suffer any duplicate penalties from Google or any other search engine.

I Will Rewrite the Content for Your Website

I'm a professional writer and SEO and I guarantee that you will be more than satisfied with the written work that I create for you.

You can check out my service at:

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It is without doubt the *best value service of its type anywhere on the Internet*, and far better value than anything you will find offered by other agencies and SEO companies.

You can read the terrific reviews that my satisfied clients have written about the service that I offer at the link above.

I would really like to be of help.

Best regards,

Gordo

P.S. I also offer original content and article writing services and copy editing services from just 2 cents a word! See them here:

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