

How to Write SEO Friendly Blog Posts with These 13 Questions

by NEIL PATEL



The [Google Panda update](#) ranks websites that publish crappy content lower than sites that offer detailed, meaningful content. That's good news for you because you want to create content that makes the web better, *right*? But how do you create that kind of content?

Well, over at Google, Amit Singhal suggests that you [think like a Google engineer](#). So in that spirit, I've come up with 13 questions that are designed to help you do that so you can create quality articles that your readers *and* search engines love.

Question #1: Is what you wrote original?

First and foremost, anything you write for your blog or website must be original. This means that the content can't be redundant, duplicated or stolen.

By redundant I mean content that basically repeats itself. For example, let's say one day you might write an article on 14 SEO copywriting tips and another day you might write about SEO copywriting advice. Those two articles are redundant if they basically say the same thing, so you'll want to either get rid of one of them or revise the other so it's unique.

Stolen content is self explanatory, so let's look at duplicate content because you can have duplicate content problems without really trying.

For example, here are some common ways to duplicate content:

- **Affiliate programs** – because of the way that search engine spiders read links, any content your affiliates' link to could be seen as duplicate depending on how your affiliate program is setup.
- **Syndication deals** – when you spread your content through a syndication distributor, other websites will pick up the article and post it. Unfortunately there is no way of telling which one Google will choose as the relevant article. *The page on your site may get filtered out and rank below the syndicated version.*
- **Subdomainning** – When you build a site and structure it like example.com, swimming.example.com and lifting.example.com, and then share content over all three.. you can run into problems of duplicate content. You need to [reunify duplicate content](#) and [get it right or perish](#).

When it comes to affiliates, the best and easiest answer is probably to

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About Neil Patel



Neil Patel is the co-founder of 2 Internet companies: [Crazy Egg](#) and [KISSmetrics](#). Through his entrepreneurial career Neil has helped large corporations such as Amazon, AOL, GM, HP and Viacom make more money from the web. By the age of

21 not only was Neil named a top 100 blogger by Technorati, but he was also one of the top influencers on the web according to the Wall Street Journal. [Continue reading](#)

ask your affiliates to not jack your content and make sure you aren't creating pages with duplicated content just for your affiliates. If you are, use the [rel="canonical" tag](#).

When it comes to your own site, take some time to shut down any potential duplicate content problems you might have. For the variations of the pages that you have eliminated, [301 redirect them](#) to the live version of that page. The redirect will tell the search engines that you have made that move.

Question #2: Can you provide practical advice or relevant research?

One of the best ways to create value for your readers and to earn great links is to think of problems or issues that your readers are dealing with and then provide how-to articles or tutorials on that topic.

Original research can serve the same purpose if it turns out to be something your audience wants or needs. Original research is content that has facts and ideas that have no known sources. You did the interview or dug up the story all yourself and are providing not only the facts, but the analysis too.

You can also analyze or combine other analysis and facts to come up with original material. [Search Quality Strategist Kaspar Szymanski at Google Dublin suggests](#):

Survey or original research results can serve the same purpose, if they turn out to be useful for the target audience. Both methods grow your credibility in the community and increase visibility. This can help you gain lasting, merit-based links and loyal followers who generate direct traffic and "spread the word." Offering a number of solutions for different problems could evolve into a blog which can continuously affect the site's reputation in a positive way.

Question #3: Did you correct any spelling, grammar or factual errors?

Did you know that your site could rank low because of bad spelling? On October 5, 2011, [Matt Cutts posted a video](#) explaining that he and his team saw a correlation between sites with a high Page Rank and better spelling against sites with a low Page Rank and poor spelling.

Matt also mentioned that the quality of reading level was also a signal they tried to study to determine a sites quality level. In fact, you can determine the reading level of your site by using the [advanced search function](#) in Google.

Here is Quick Sprout's reading levels:



You can see that 93% of content on Quick Sprout is basic, while 7% is

Current Hits All Time Neil's Favorites

[10 Ways to Get More ReTweets](#)

[How to Create a Company That Can Run without You](#)

[Neil Patel's Guide to Blogging](#)

[7 Marketing Lessons You Can Learn From The Simpsons](#)

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[Business Lesson #1: Pigs Get Fat, Hogs Get Slaughtered!](#)

[The Entrepreneur's Handbook – 59 Resources For First Time Entrepreneurs](#)

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TheWorldOrBust (6)

intermediate, with 0% being advanced. Notice, too, how each search engine result has a reading level below the URL.

Writing for a [fifth-grade level is something I try to do even with complex information](#), so it seems like I am succeeding!

Question #4: Is the topic of interest to a reader or a machine?

SEO copywriting is a hot field, but unfortunately there seems to be some misunderstanding about what an SEO copywriter is supposed to accomplish. I've always felt that by putting so much attention on the "SEO" part that you could provide content that search spiders love, *but people hate!*

When you put the needs of search engines above your readers, you'll crank out some pretty bad copy. Machines may like it but people won't! At the end of the day, it's people who matter because they are the ones who buy your products or subscribe to your email newsletters.

So write for readers first, *and search engines second*. It's important that you use keywords in your headlines and body copy when you write, but do that *after* you've written the content for your readers.

Question #5: Is the article well edited?

Another thing that Matt Cutts noticed was that pages that were well edited tended to be more reputable pages. People appreciate it when you take the time to not only spell correctly but when you organize your thoughts clearly and concisely.

How do you edit well? Well, my process is simple and maybe it can work for you.

I like to do my research first and throw all my facts and thoughts together on a page. Then I start to sort through all that content, arranging, adding and deleting. When I have a first draft, I like to set it aside for a couple hours, or even a day if I have time. Then I'll sit back down with a fresh set of eyes and revise it again. My final step is to have someone else look at it.

If you put in the time to edit, your readers will not only appreciate it, but so will search engines.

Question #6: Does your site have authority?

In general, authority means that people look to you as an expert on a particular topic. That's important on the web, but when it comes to Google and search context, *authority means relevance, links, keywords and quality traffic*.

The main things your site needs if you want it to have [Google authority](#) are:

- Natural, organic growth based on sound promotion behavior.
- Valuable and unique content tailored towards people rather than search engines.
- A solid foundation and human-centered design.

In the end, the big question that Google wants to answer when it comes to your site is this: *Does it add value to the web?*

Question #7: Are you providing insightful or interesting information beyond the obvious?

What gives the world of blogging a bad name are the thousands of

[Edwin Arenas - Multi...](#) (5)

[Houses for Sale in Chu...](#) (4)

[JohnQ](#) (4)

[cheese of the month](#) (3)

bloggers who pump out the same-old content that is already out there.

Before you sit down and write an article, it's important to search the web for articles like your idea. One of the things that I do is take the headline that I'm thinking about using and drop it into the Google search box. Then I look at what comes up.

Do I have a topic that is unique or are there hundreds of titles similar to mine? If so, how can I make mine unique? Sometimes that means I have to narrow my focus. But after I narrow my focus, I have to make sure that I'm providing information that goes deeper than the surface level.

For example, in my [7 Habits of Highly Successful SEOs](#) post, I didn't write about the obvious habits of SEOs, like page optimization or managing PPC campaigns. I talked about the not-so-obvious intangibles, like creativity, risk-taking and the unexpected... *highly effective SEOs don't just rely on SEO!* I gave you something that was insightful and interesting. Something you won't find anywhere else.

Question #8: Would you bookmark your article?

A good article is one that gets bookmarked because you've provided the reader with information they want to use and reference in the future.

How do you write an article to get it bookmarked? Here are four key characteristics to think about:

- A detailed report with credible sources on a current event.
- A compelling story with believable characters.
- A thorough "how-to" article on a topic that has never been covered before.
- A long list of sources like [The Social Media Handbook-57 Resources for First Time Entrepreneurs](#).

Question #9: Is your article cluttered with call-to-actions, ads or promotions?

A simple test of figuring out if your site fails this question is to step back and look at your site. Where does it seem like your eyes should focus? Where do you want reader's eyes to focus? *Is it obvious on what you want people to do?*

For example, when I was writing this blog post, one site that I was on was [WebProNews](#). When I landed on their site, this is what I saw:



Do you notice all the ads? What about the headline... *where is it?* It's below the fold on my screen.

Unfortunately a great article is buried by ads and other 3rd party stuff. This might not be confusing for search engines, but when it comes to readers, *it's confusing*. So it's best if you keep a simple, clean design on your website that readers love.

Question #10: Would a magazine or journal print your article?

When the blogging world opened up over a decade ago, it gave people the power to publish without the typical gatekeepers like magazine and newspaper editors. It created an army of writers who have provided you and me with some exceptional stories, news and tutorials.

But this lack of a gatekeeper has its downside. There is no quality control unless you make yourself do it. Like the above question about editing, this question forces you to look at how your work compares to articles that are printed in professional magazines and journals.

To see if your work stacks up, spend some time in a bookstore and looking at all of the magazines you admire. It could be the *New Yorker* or *Wired*. Don't just read articles, but try to analyze them.

How do they open the story? How do they close it? What makes this story so interesting? Was it because it was a tragedy with a happy ending?

You can find a good example of this process in the article [7 Proven Headline Formulas That Work](#). The article picked apart the headlines on the cover of a *Prevention magazine*.

If you want your writing to improve you need to look at examples of exceptional writing and model your writing after it. Your readers will not only appreciate it, but your pages will become more reputable in the process. And remember, it's a process that takes time.

Question #11: Is your article short, weak and useless?

Which article would you think Panda would reward and which do you think Panda will penalize on the topic of ACL injury... *the top one or the bottom one?*

your orthopaedic connection
orthopaedic information you can trust

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Find an Orthopaedist Search [AAOS Home](#)

- Home
- About Orthopaedics
- Glossary of Orthopaedic Words
- In the News

Languages

- Español
- Other Languages

Parts of the Body

- Shoulder, Arm & Elbow
- Hand & Wrist
- Spine & Neck
- Hip
- Knee & Leg
- Foot & Ankle

Categories

- Diseases & Syndromes
 - Arthritis
 - Tumors
 - Other Diseases & Syndromes
- Broken Bones & Injury
- Treatment & Rehabilitation
- Joint Replacement
- Other Treatment & Rehabilitation
- Sports & Exercise
- Prevention & Safety

Patient Groups

- Children
- Seniors

Your Healthcare

ACL Injury: Does It Require Surgery?

The following article provides in-depth information about treatment for anterior cruciate ligament injuries. The general article, [Anterior Cruciate Ligament Injuries](#), provides a good introduction to the topic and is recommended reading prior to this article.

The information that follows includes the details of anterior cruciate ligament (ACL) anatomy and the pathophysiology of an ACL tear, treatment options for ACL injuries along with a description of ACL surgical techniques and rehabilitation, potential complications, and outcomes. The information is intended to assist the patient in making the best-informed decision possible regarding the management of ACL injury.

Anatomy

The bone structure of the knee joint is formed by the femur, the tibia, and the patella. The ACL is one of the four main ligaments within the knee that connect the femur to the tibia.

The knee is essentially a hinged joint that is held together by the medial collateral (MCL), lateral collateral (LCL), anterior cruciate (ACL) and posterior cruciate (PCL) ligaments. The ACL runs diagonally in the middle of the knee, preventing the tibia from sliding out in front of the femur, as well as providing rotational stability to the knee.

The weight-bearing surface of the knee is covered by a layer of articular cartilage. On either side of the joint, between the cartilage surfaces of the femur and tibia, are the medial meniscus and

Anatomy
Description
Cause
Doctor Examination
Natural History
Nonsurgical Treatment
Surgical Treatment



The screenshot shows a webpage from UCSF Medical Center. The main heading is 'ACL Tear'. Below the heading, there is a paragraph describing the ACL: 'The Anterior Cruciate Ligament (ACL) is one of four major ligaments (ligaments connect bone to bone) of the knee joint that coordinate function and promote stability of the knee joint. It runs in a notch at the end of the femur (intercondylar notch) and originates at the back part of the femur (postero-medial aspect of the lateral femoral condyle) and attaches to the front part of the tibia (tibial eminence). In the knee, the ACL prevents forward movement of the tibia. It also provides roughly 90 percent of stability in the knee joint.' Below this paragraph is a 'Read More' link. To the right of the main text is a sidebar with 'RELATED INFORMATION' including 'UCSF Clinics & Centers', 'Orthopedics', 'Sports Medicine Center', and contact information. There is also a 'Patient Experiences' section mentioning 'Richard Barthin'.

The one on the top is clearly detailed and useful. The one on the bottom is short, weak and useless. It is likely not a reputable page, but the one on the top likely is. In fact, the one on the top appeared in the top three results of Google. The one on the bottom appeared at the bottom of the second page of the search results.

You want to create long, powerful and useful blog posts. If that means posting only two or three times a week, like I do here on Quick Sprout, then so be it.

Question #12: How much time and attention did you give to detail?

Your answer should be “a lot.” Like the two examples above, adding detail is important for building pages that are reputable. Google’s Panda update was meant to encourage the creation of long, detailed useful posts and discourage the creation of shorter, shallow posts.

How long should your posts be? While there is [no magic number to the length of a blog post](#), it is important that there are at least 300 words on the page. But don’t worry about making them too long, because it’s not a question of it being too long, *but of it being interesting*.

Question #13: Would someone complain if they saw this article?

This may seem like a strange question to ask, but think back to the bottom ACL injury example. If you were looking for information on that topic and you came to that page, would you be pleased or unhappy? *You’ll probably be unhappy and go elsewhere.*

The content on your pages is like someone ordering food at a restaurant. If you bring out a plate with a skimpy amount of meat and potatoes, they have every right to complain. But if you bring out a plate loaded, then they’ll be happy.

Think of your blog posts in the same way. Are you feeding people content so they are full when they leave your site...*or are they hungry, looking for more?* If they are still hungry, your readers probably won’t come back.

Conclusion

Writing high-quality content for readers and Google’s Panda update takes time. It takes patience and hard work. But the payoff is worth it

because the community on your blog will start to grow and your [organic traffic will increase](#).

What other questions should you ask when it comes to creating high-quality content?

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Subscribe via [RSS](#) or Email:

159 comments... read them below or [add one](#)

Rose November 17, 2011 at

Sometimes my original content copied (100% copy paste) by another blogger, and his ranking is higher than mine in SE (with my content in it). Google is weird

How much did you spend for excellent SEO friendly blog post?

Thanks

REPLY

Eric Siu at Evergreen Search November 17, 2011 at

Hi Rose,

Try using this: <http://www.tynt.com>. It's a nice SEO tool that automatically creates a link back to your site each time a person copies your content. Plus, there's a nice dashboard that allows you to monitor all the link creating that is going on!

REPLY

sell textbooks November 17, 2011 at

I checked that out, it's cool how they do that!!

REPLY

Neil Patel November 27, 2011 at

Cool, good to know.

REPLY

Neil Patel November 25, 2011 at

That sounds like a great tool, thanks for sharing.

REPLY

JohnQ December 5, 2011 at

Great info Neil. It is very frustrating to see your content stolen and on top of that to rank lower than your copy.

REPLY

Neil Patel December 14, 2011 at

It is. But the search engines are getting better at fixing this.

REPLY

Neil Patel November 25, 2011 at

I don't spend any money on SEO friendly content. I just create it myself.

When people copy your blog post, make sure you ask them to link back to your website.

REPLY

Daniel Mihai Popescu November 26, 2011 at

This is the valuable advice given to all people who copy your content. "Please use a link to my blog!". But maybe you're not aware of this. And after their article, based word by word or anyway, using your stuff on it is published, and the plagiarist won't hear of you anymore. Is there anything to do for this?

REPLY

Neil Patel November 27, 2011 at

It will happen from time to time. There may be something you can do about it unfortunately other than having them to link back to you I don't know.

REPLY

Riya November 17, 2011 at

Hi Neil,

Great article, which tells you how you can beat Panda. Avoid duplicate and spammy content that's your punch to Panda face. Build user friendly and attractive site where visitors like to spend some time to know more about your business.

REPLY

Neil Patel November 19, 2011 at

Thank you, glad you liked it. Definitely, all good suggestions in building a better blog.

REPLY

Aarti November 17, 2011 at

Hi Neil,

Amazing post, Again well researched points... And after reading it I understand that Google is now consider users response while deciding quality of any site and ranking as well.

REPLY

Neil Patel November 20, 2011 at

Thanks, glad my post was able to provide you with some new and useful information.

REPLY

Juicing With Rika Susan November 17, 2011 at

What you have here, Neil, is a super example of precisely what you are writing about. A highly useful post with lots of take-aways for us. It is presented in a way that is easy to read. I prefer this to Google's own lengthy Post-Panda list of questions to ask. I think your list is actionable.

REPLY

Neil Patel November 20, 2011 at

Glad you think so, I appreciate the kind words.

REPLY

vivek November 17, 2011 at

Awesome Neil yet again thank you for giving such a useful article. I will follow some of the techniques like Content Editing and writing detailed article.

As you mentioned above this post worth bookmarking.

REPLY

Neil Patel November 20, 2011 at

Definitely try out some of the tactics and see if they work out for you. Let me know if there are any question you have along the way.

REPLY

Brandon Johnson November 17, 2011 at

Great post Neil with some really good suggestions that I hadn't thought too much about. Thanks also for including great examples that demonstrate what you are suggesting. Will definitely keep these things in mind.

REPLY

Neil Patel November 20, 2011 at

I am glad you found them useful. Thank you for letting me know what you liked about it, very helpful to me.

REPLY

Payroll Processing in 15 Minutes @ Only Rs. 10 Per Employee

November 17, 2011 at

Hi Neil,

Reading your blog has become an imperative part of my work now a days. Another highly informative blog. My sincere appreciation to you for the post.

REPLY

Neil Patel November 20, 2011 at

Happy to hear it. Thank you for your support.

REPLY

Snowboard holidays france November 17, 2011 at

I loved your post. Point which i liked the most is -Is the topic of interest to a reader or a machine? Its really what is happening while writing a blog post, one only consider to promote his or her services irrespective of consumer needs & wants. Excellent post

REPLY

Neil Patel November 20, 2011 at

Thank you, nice to know what you most useful. It is definitely important to consider the interest of your reader above all else.

REPLY

Joseph Putnam November 17, 2011 at

Great post, Neil. I'm curious: Approximately how much time do you spend writing each post?

REPLY

Neil Patel November 27, 2011 at

Each post is different. I like to spend most of the day on each post not only to write it but to review it after. I would say it takes anywhere from 4-8 hours for each post give or take.

REPLY

Mike November 17, 2011 at

I can say with confidence that Question #1 is the most important for new sites. We failed to setup proper 301 redirects and rel=canonical tags prior to launch and were dinged with duplicate content issues.

An issue that was compounded by our national scope, and city specific recommendations delivered dynamically on a map. To google it looked like we had hundreds of pages all with the exact same content. Oops!

REPLY

Neil Patel November 20, 2011 at

Yep, that can happen. You have to take the time to make sure you get it right the first time or like you experienced will be penalized for it.

REPLY

Basant November 17, 2011 at

“Reading Level” was something new to me. But how does it affect SEO? Liked the idea of “301 redirect” of deleted posts.

REPLY

Neil Patel December 14, 2011 at

They say that posts with higher reading levels usually rank better...

REPLY

Leo Saraceni November 17, 2011 at

In these days where social signals count so much for SEO, I often instruct clients to think: “Will my readers’ friends like/comment on this piece if they post it to their facebook/g+/twitter?”

That helps them realize how valuable such content should be.

REPLY

Travel Babble at its Best! November 17, 2011 at

I agree. I think people should be weary of over saturating their

Facebook/twitter networks with constant updates. Save your core fans for the good stuff that will keep them interested and engaged.

REPLY

Neil Patel November 20, 2011 at
Yep, I agree as well.

REPLY

Neil Patel November 20, 2011 at
Definitely helpful advice, thank you for sharing your way of doing things.

REPLY

Michael D Walker November 17, 2011 at

Excellent article Neil! The Web Pro News example was a perfect way to show what you were talking about as was the ACL injury comparisons. Now I've got to go check out some of the great links you included to other content.

Thanks!

Michael

REPLY

Neil Patel November 20, 2011 at
Thanks, definitely check them out. Hopefully they will be helpful to you.

REPLY

Duncan Connor November 17, 2011 at

Great information, Neil — I have a question about reading level: My site's reading level is 22% basic, 78% intermediate — do you know if Google values basic reading higher than intermediate? Is writing at a higher level hurting my SEO?

Thanks again for the post.

REPLY

Neil Patel November 27, 2011 at
At the moment they claim it doesn't... but who knows in the future.

REPLY

Email Service November 17, 2011 at

I was aware of most of the points but wasn't #3 is new to me. Whenever I read your blog I get to know something new always 😊

REPLY

Neil Patel November 20, 2011 at
That is great, I'm happy to hear my information is useful to you.

REPLY

Edgar November 17, 2011 at

I guess I am curious too Neil, how much time do you spend writing your awesome articles.?

REPLY

Neil Patel November 27, 2011 at

I like to take about a day to write my post. Depending on what I am writing it takes anywhere from 4-8 hours. I like to review my post a few times as well after writing them.

REPLY

Philos Mudis November 17, 2011 at

Had to read this when I saw the title of the article on my inbox...Last time I was here I was reading the Mixergy.com founders interview conducted by Neil...

I liked that post had to sign up...but not ...immediately. Spent time scouring the site a bit before I hopped in and then I did.

This info is handy since I launched a blog on 7th this month... Something keeps telling me to post more and another voice tells me to post less...I will decide which voice to listen to come morning...

Thanks for the guidance once again Neil.

REPLY

Neil Patel November 20, 2011 at

Cool, grateful to have you take the time to read it.

Post as much as you can but make sure whatever you do post is of high quality. Quality of content is more important the frequency of post.

REPLY

David | The Growth Company November 17, 2011 at

Hi,
As usual some good food for thought. Q13? I am not complaining about this particular article Neil.
Thanks,
David

REPLY

Neil Patel November 20, 2011 at

Glad to hear it.

REPLY

Mejuez November 17, 2011 at

The best article! If possible, the quality of the article should be improved so that the ranking in search engines more to add. Pagerank will also be increased. Quality backlinks is also important.

Google Panda Love On-Page SEO!

REPLY

Neil Patel November 17, 2011 at

Definitely, improving the content of your article will certainly help. Thanks for your additional input.

REPLY

Cindy November 17, 2011 at

Hi Neil-I love your posts-I find them quite easy to understand since I am a newbie (1 year) with building my site. I have posted 4 Monthly Blogs now and the only way I seem to get readership is through my emails or Face Book. I think I am doing it right-but maybe I'm not. I understand my content is restricted to those who love Jewelry. Do you have any suggestions for me? Thank you for all your very informative Blogs. PS here is my blog page if interested. Cheers!!
http://www.doubledragonjewelry.citymax.com/silver_jewelry_blog.html

REPLY

Neil Patel November 17, 2011 at

Sounds good to me, I communicate mostly through my email as well. I would also suggest trying to reach out through your blog, twitter and other social media sites. I also find that commenting on others sites is a great way to make useful connections.

REPLY

shenoyjoseph November 17, 2011 at

this was the my first visit for your blog Neil and I'm really impressed the way to elaborate the article and explained how to avoid duplicate content this is the important factor to avoid Google Panda. 😊

REPLY

Neil Patel November 17, 2011 at

Cool, I am glad you enjoyed it.

REPLY

Tosin November 17, 2011 at

This is a great piece. Your articles are good for documentation which I do. I work with SMEs in Nigeria and I often tell them about what I read from you.

Keep it up.

REPLY

Neil Patel November 20, 2011 at

Thank you, appreciate it. Hopefully those you share it with find it useful as well.

REPLY

Campbell Aitken November 17, 2011 at

Hi Neil – you wrote that a site could “rank low because of bad spelling” ... I wonder – does Google regard UK and Australian English (‘centre’ not ‘center’, ‘favour’ not ‘favor’, etc.), as used worldwide other than in the US, as bad?

REPLY

Neil Patel November 27, 2011 at

Google should be able to still recognize the spelling.

REPLY

andrew broadbent November 17, 2011 at

Hi Neil,

Great post again, do you write all your post or do have others helping you?

REPLY

Neil Patel November 20, 2011 at

Yes, I write all my post.

REPLY

Duncan - Vetter November 17, 2011 at

Neil I'm suprised 'Is the content shareable' is not on the list. Isn't he ability the share posts now becoming essential as it is being given more weight in Google?

REPLY

Neil Patel November 27, 2011 at

Good point, having content that is sharable is important as well. Interesting thought, it may be.

REPLY

Mohaha November 17, 2011 at

Wow, amazing post! I am a silent reader at Quick Sprout, this my first time posting my comment here. I think 😊

Keep up the good work Neil. The more you give, the more you'll get.

Cheers~

REPLY

Neil Patel November 20, 2011 at

Happy to have you finally share your thoughts. I am definitely a big believer in giving. 😊

REPLY

Travel Babble at its Best! November 17, 2011 at

I like how a few points were really directed at writing well and as mistake free as possible. I think this is really important on the human side in regards to instilling reader confidence.

REPLY

Neil Patel November 20, 2011 at

Definitely, I try to make my advice as useful as possible for my readers.

REPLY

[sell textbooks](#) November 17, 2011 at

I like the #3 — writing simply. I once heard someone say that if you can explain complex concepts using very simple terms, that is a sign that you truly understand the material you're conveying. One of the things I've always liked about this blog is that you never "talk down" to your readers — you write very intelligently *and* keep it simple.

REPLY

[Neil Patel](#) November 20, 2011 at

Yep, I fell it makes it easier to read and understand. I also am a blunt person and like to keep things simple and to the point.

REPLY

[Chirag](#) November 17, 2011 at

Nice one.
Thanks for Sharing Neil.

REPLY

[Neil Patel](#) November 20, 2011 at

Glad you like it.
Thanks for reading.

REPLY

[siba sahu](#) November 17, 2011 at

Nice article. Even sometimes my content get copied

REPLY

[Neil Patel](#) November 20, 2011 at

It happens, and is pretty common.

REPLY

[goa carnival](#) November 17, 2011 at

Nice Info!!!!

Whenever any blogger post new blog post he/she wants to see comments in huge numbers but it is not possible easily for that we need to work hard for get many comments on that. Beside that we need to do SEO work on that also and it will be the big task for us how we will do SEO work on that if we will do in right directions then it will be give good result.

You mentioned very well how we can make a good SEO blog post with the help of these tips and i like #1 point in your blog post which you mentioned like that ""#1: Is what you wrote original?"" this is very true thing in blogging each and every thing is depend on originality if we are using this in our blog post then no body can stop us to achieve success.

REPLY

[Neil Patel](#) November 20, 2011 at

Having a lot of comments can imply that you have a lot of readers. Maybe that is why they want them. It is good to hear you found my points useful. I agree originality is key to becoming successful.

REPLY

Sally November 17, 2011 at

Hey Neil,

Thanks for that info, its really really helpful. Im just starting my blog so its great to get clear, easy to follow, understandable info.

REPLY

Neil Patel November 20, 2011 at

That is really great to hear. 😊

REPLY

James Todd November 18, 2011 at

1. I wrote a 3000 word post with several subsections. Should I just post it as one post or break it into several posts and post them all separately?

2. Also, once I post these (broken up) posts separately, I should not put them together in one post or vice versa? or can I?

Would that be duplicate content? How do I get around that?

REPLY

Neil Patel November 28, 2011 at

It is really put to you whether or not you want to put it as one late post or several smaller ones. If you break them up make sure they still make sense separately and flow even though they are broken up from one large post.

REPLY

Web Design Resource November 18, 2011 at

Yes, it is true that Google loves real and quality content whether it comes from blog or website. But i wanted to know that if some body spin the articles/content then will it consider as low quality or useless content? and how will search engine react on it?

REPLY

Neil Patel November 27, 2011 at

They will consider them to be of lower quality.

REPLY

Sondra Apelt November 18, 2011 at

We are a small real estate company working hard to do social media well. There's a lot of information out there on how to do that, but your posts have consistently guided us for exactly the reasons you laid out here.

REPLY

Neil Patel November 20, 2011 at

Thank you, happy I have been helpful to you.

REPLY

XuDing November 18, 2011 at

Hi Neil.

Thanks again for this useful article.

You are the best blogger I have ever seen!!!

REPLY

Neil Patel November 20, 2011 at

Thank you, I appreciate the kind words.

REPLY

Yogesh Sarkar November 18, 2011 at

That is quite an interesting article, and I have to say, I agree with most, if not all of it. Though I do find that at times poorly authored articles end up reaching the top of the search engine results and it is annoying to say the least.

REPLY

Neil Patel November 20, 2011 at

I sorry you didn't fully enjoy it.

REPLY

GaneshMuthiah November 18, 2011 at

I' curious too, how long did you take to write this post and compare to 7 effective habit of SEO ?

REPLY

Neil Patel November 28, 2011 at

If recall correctly, I would say they took me around the same time. Each post usually takes from 4-8 hours theses post were more around 6hrs I would say.

REPLY

UH2L Patel November 18, 2011 at

Neil,

Good to see a fellow Patel succeeding at this. I stumbled upone SEO friendliness with my blog thingsivenoticed.com by writing about things that nobody else writes about. For instance I wrote a post about people wearing the same clothes every day and since the economic crisis, I get about 10 hits a day on that because I come up number one on search results. I also come up number one on many more just because the content is unique. It's not necessarily useful. It's sometimes interesting but my topics are all over the place which probably hurts my readership. But I do it for me. I just need tips on how to maximize income from it.

Thanks,
UH2L (Atul)

REPLY

Travel Forever! November 23, 2011 at

You'll probably have trouble monetizing it beyond adwords because not many advertisers would want to use your blog for ads because, like you said, you don't have a niche readership.

REPLY

Neil Patel November 28, 2011 at

I agree, thank you for your added input.

REPLY

Neil Patel November 28, 2011 at

If you don't have a large reader base or a specific area of focus then it isn't likely you will be able to make money off your blog.

REPLY

angelinvestor8 November 18, 2011 at

Very thorough and informative article Neil. Wonder if the content scrapers and copyscapes have been outsmarted at last. A clear victory for those who work hard at creating original, well-thought-out content on the web.

REPLY

Neil Patel November 18, 2011 at

Thank you, I hope so.

REPLY

Vi Wickam November 18, 2011 at

Nice Post, Niel. Creating an awesome website takes the same stuff it always has when it comes down to it. Write good, useful, human usable content, and you will be rewarded.

REPLY

Vi Wickam November 18, 2011 at

And sorry for Typoing your name, Neil.

REPLY

Neil Patel November 18, 2011 at

lol no worries.

REPLY

Neil Patel November 18, 2011 at

Yep, you have got it.

REPLY

Dilanka Wettewa November 18, 2011 at

Great article Neil. Although, I have a question regarding your editing process:

1.) When you have "Someone Else" read it, who is this "Someone"? is it a friend? is it a dedicated "editor"/"writer"? Also, do you hire any writers to write draft posts for quicksprout?

Thanks
Dilanka

REPLY

Neil Patel November 28, 2011 at

Most of the time i'll have a friend check it for me. I write my content for my blog unless it is a guess post.

REPLY

Madhav Tripathi November 18, 2011 at

Another very informative and very practical post. All the 13 questions are very important. I make grammar and spelling mistakes most.

REPLY

Neil Patel November 20, 2011 at

So do I, but hey we are only human. 😊

REPLY

Astrologer in Gurgaon November 18, 2011 at

Nice article Neil. We were using duplicate content for domain and sub-domains. Thanks for the useful information

REPLY

Neil Patel November 20, 2011 at

Cool, happy to hear it was helpful to you.

REPLY

Gregory Ciotti November 19, 2011 at

Great stuff, I'm glad Google is making these changes, we'll hopefully see a better web because of it.

REPLY

Neil Patel November 20, 2011 at

I hope so too.

REPLY

Travel Forever! November 23, 2011 at
a utopian internet, who needs heaven?

REPLY

Neil Patel November 23, 2011 at

lol.

REPLY

Manish November 20, 2011 at

Hey Neil nice post. I believe that content should be informative, unique and useful because visitors loves to read something unique and useful. So it is necessary that whosoever is doing content marketing must make content that will help visitors.

REPLY

Neil Patel November 20, 2011 at

Definitely, I agree. If it is not helpful then there is no big incentive to for readers to read it.

REPLY

Web Design Resource November 20, 2011 at

Super like.. writing on quality content with freshness always attract visitors and for that need to choose a unique topic.

REPLY

Neil Patel November 23, 2011 at

Yep, having an edge that will make you stand out can be very effective.

REPLY

gambhir November 20, 2011 at

thanks a lot neil for sharing this information we are using fake content till now but now we will edit our that content surely thanks

REPLY

Neil Patel November 20, 2011 at

Great, I hope the changes you make will be better for you.

REPLY

Joomla developers November 21, 2011 at

I think you are really true. It'll be helpful for me to correct certain things in my site like question 7 and 8.

REPLY

Neil Patel November 23, 2011 at

Happy to hear you found the information useful and helpful.

REPLY

sourabh rana November 21, 2011 at

Hello Niel,

I am continuously reader of your posts in quicksprout as well in mashable also. Yes, this post is really very good and informative kindly help me to how to deal with Google Panda update when my all content is totally unique, original & fresh. What are the things while promoting company official blog.

REPLY

Neil Patel November 23, 2011 at

Great, I hope these tips are helpful to you. Glad to have you for a consistent reader. 😊

REPLY

John Abrena November 21, 2011 at

Hi Neil,

Thumbs up on your post. It helps SEO people to beat the Panda update and rank higher on SERPs. Also, these questions acts as a guide on how to write REAL articles for readers, not just some article a person spins then posts and makes it search engine bot friendly.

REPLY

Neil Patel November 23, 2011 at

Thanks, I try to make my information useful to my readers. I am happy to hear this post was of use to you.

REPLY

skype callnplay November 21, 2011 at

Blogging isn't really that simple especially if you want to earn from it. But another great post to help readers (including me) to develop good sites and selling sites 😊

kimmi

REPLY

Neil Patel November 23, 2011 at

It can be difficult. You have to have know how to write well and have something useful to write about.

REPLY

Html5 Conversion November 21, 2011 at

It's always nice to discover that we are actually doing something right

REPLY

Neil Patel November 23, 2011 at

Cool, good to hear you are all ready on the right track.

REPLY

Charlotte November 22, 2011 at

Thanks for the great article Neil, I've gained a lot from your advice. I write an online copywriting blog <http://www.cavatica.co.uk> so my challenge is always to come up with ideas that are unique and original as there is so much content out there already. Your tips on narrowing my subject and typing the headline into a search engine will help a lot – thank you and keep up the good work!

REPLY

Neil Patel November 23, 2011 at

Happy I could help.

Hopefully my tips are useful to you.

Best of luck.

REPLY

Dressage Rider November 22, 2011 at

We been slapped by Google in the past with a web properties but have recently changed direction with our content, and we were pleased to find improvements in the SERPS.

Following your ideas helped us too!

REPLY

Dressage Rider November 22, 2011 at

Also, the biggest problem we has was with our affiliates duplicating our content. Since we've made it policy not to, we seen better results.

REPLY

Neil Patel November 28, 2011 at

That is great, glad you were able to solve the problem mostly.

REPLY

Neil Patel November 27, 2011 at

Good to hear you are learning from your mistakes, and that you improving from them. Great, thanks for letting me know my tips have been helpful for you.

REPLY

lfham khan November 22, 2011 at

Recently I noticed that short articles are useless as they doesn't rock may be people don't love to read or there is a lock of keyword and phrases.

REPLY

Neil Patel November 28, 2011 at

Interesting, I could see how too short of an article may not produce enough valuable content to be useful.

REPLY

India Price Buzz November 22, 2011 at

I dont think that sort articles are useless, I only believes that If you content is arguing and visitors holding then your site will rock. Like, One of my tech blog was having a post of one telephone network internet usage crack and that post was only around 100 words with some geeky editing. That post was providing valuable content and engaging users, So I was getting more and more search visits. I mean to say is, it not that your articles should be long.

REPLY

Neil Patel November 28, 2011 at

That is great, thanks for sharing your personally experience with it. I have to say that sounds about right, as long as your content is informative then it shouldn't matter if it isn't very long.

REPLY

fas November 23, 2011 at

Excellent tips, the whole thing boils down to you would bookmark it

or not?

REPLY

Neil Patel November 28, 2011 at

That is a good point. If you wouldn't bookmark your own content the why should anyone else?

REPLY

Internet Marketing November 23, 2011 at

If you love writing this would probably be a lot easier but if you're just doing it for work, it isn't as easy as you see it. When my cousin was doing her blog, seems like she was really having fun and her blog is being visited always. Those 13 questions made me think about how I write on my personal blog. It isn't something I use for business but some of those questions listed above made me watch out on what I write. To make it more interesting to read. Even would make me interested to read my own post over again. Thanks Neil.

REPLY

Neil Patel November 28, 2011 at

Anytime you do something you enjoy it no longer feels like work. I am glad my tips were useful to you and able to help improve your blog. No problem, sounds like you are heading in the right direction now.

Best of luck.

REPLY

YK November 23, 2011 at

Usually building readership of your content will help you a lot, because if you don't have regular readers following your blog or content. For this [social bookmarking](#) may help

REPLY

Neil Patel November 28, 2011 at

Thanks for the suggestion. It is definitely important to get your reader base started and growing.

REPLY

Felt Media November 23, 2011 at

Seems like I'm always saying this, but this is honestly a great article man! I spent 10 minutes playing with the "advanced search" stuff.

One of my sites came up 84%, 16%, and 0% – It's gaming related, so I think its pretty good.

Do you think a mostly advanced site would be a bad thing?

REPLY

Neil Patel November 28, 2011 at

An advanced rating wouldn't be bad.

REPLY

Nicolás Tapia November 23, 2011 at

Thank you very much Neil, this was very helpful. There were some points I've already applied but for nature logic. The rest will help me to raise up my new blog. I really appreciate it.

REPLY

Neil Patel November 27, 2011 at

Great, glad to hear you enjoyed it. Definitely try these tips and see how it works out for you. I hope it will help you with your blog as well.

REPLY

Iklan Baris Gratis Tanpa Daftar November 25, 2011 at

It seems that I don't check the spelling in my articles. So, I'll check it for the next article, thanks....

REPLY

Neil Patel November 27, 2011 at

Definitely do go back over your grammar and spelling. Even when I check the spelling in my post, there always seems to be a few errors that I miss. I only notice when my readers point them out.

REPLY

MPHR November 25, 2011 at

Thank you Neil, I learned alot from this article.

REPLY

Neil Patel November 27, 2011 at

No problem, glad you found the post informative.

REPLY

IT Rush November 27, 2011 at

Very important questions on how to come up with an seo friendly blog post.. really hoping to implement these techniques.. Thanks Niel.

REPLY

Neil Patel November 27, 2011 at

I hope you do, and that they end up working out for you.

REPLY

bankruptcy attorney denver November 28, 2011 at

Great tips Neil, Someone told me to just concentrate on good writing, SEO automatically follows from within. Both People and Google look for quality content that delivers its promise and not words filled in a space to meet the keyword count

REPLY

Neil Patel November 28, 2011 at

Thank you, sounds about right. Yep, you have got it. You want to

make sure above all else you are producing valuable content.

REPLY

Internet Marketing Products Reviews November 28, 2011 at

Most of the people just want backlinks and they do not consider most of your above mentioned points. I think everyone should have such check list before they start writing article and submitting to Directories.

REPLY

Neil Patel December 14, 2011 at

A checklist is a smart idea. That way you cover everything...

REPLY

denver criminal lawyer November 29, 2011 at

Neil, I partially disagree with #11. Content should definitely not be weak, but if you write a precise and informative article with no fluff at all, I think that will be a great blog post even if it is short. Adding infographics does make text shorter.

REPLY

Neil Patel December 14, 2011 at

True. Length isn't as big of an issue as quality. Good point.

REPLY

Ryan December 1, 2011 at

Simple writing is the way to go, especially when you want a worldwide audience. Not everyone's first language is English, it wasn't for me so I know how difficult it can be to read through a post where one word may have multiple meanings.

REPLY

Neil Patel December 14, 2011 at

Yep, I am the biggest fan of using simple words. I hate when people try to write in hard to understand language.

REPLY

Jugendra December 7, 2011 at

One another ultimate way of learning. Questions and then answer for the same are the best way to learn something better, in my belief every new topic start with an initial question and stops with a perfect and final answer. It was the best way to teach us blogging. You are great Neil !!

REPLY

Neil Patel December 14, 2011 at

No problem. I also love question and answer sites... like Yahoo Answers. You can learn a lot from it.

REPLY

This blog is great!!

I'll go 100% for putting the websites with a lot of spelling error in the bottom of the results. It's annoying reading something and finding all kinds of errors that even the spellchecking tool in MS Word would have fixed. Specially when it is a newspaper website. What happed to the editors?

Some websites it's like they wrote the articles in a blackberry and the words are the ones the autocomplete chose.

REPLY

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