

Top 10 Copacetic SEO Tips

The words on your website, that's called your '**copy**'. Copywriting is a specific style of writing that best persuades people to pick up what you're putting down. **SEO** is the computer version of that. Writing so that search engines help people find you easier so that they have a chance to be persuaded.

Use these tips to help get people to visit your website organically !

1. Use as many transition words as possible.
2. Use sentences with 20 words or less.
3. Unless you have a very niche audience, make it easily readable by a middle school student.
4. Keep your language at least 80% present tense.
5. Don't start 2 sentences in a row with the same word.
6. Utilize subheadings every 500 words or so.
7. Keep paragraphs under 150 words.
8. Include at least one image with alt text.
9. Pick a keyword and put it in the title and somewhere in the first 2 sentences.
10. Make the text a minimum of 300 words and no more than 2000.

BONUS: Use both inbound and outbound links.