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Basic SEO Writing Tips

How would you like for your web article to be easily found by the search engines? Certainly this is something most website owners or article writers would like to happen with whatever they have written. This is especially important if you are planning to offer some [SEO content writing services](#).

But what is SEO in the first place? It is short for search engine optimization and it is the process or the technique that you apply to help your website be easily found or noticed by the search engine spiders who prowl the web for fresh and relevant content. It applies to any article writing that is destined to be published as a web page because these search spiders love to read text.

So to further help you achieve success with internet marketing Philippines, these are some of the article writing tips for search engine optimization.

You should first perform a keyword research before you start writing your article. This may also serve as the main topic of your article or just to help further optimize it once it has been published as a web page. There are many keyword research tools available, both paid and free, it is often just based on a person's preference which tool he or she would use.

So now that you have selected your keyword, what should you do with it? With the right keyword in your hand, you can then help make your article easily and quickly recognized or found by the search engines. And the best place to use your keyword is the title, or if you are familiar with HTML, the title tag. Most search engine experts would agree that this is the most optimum placement of any keyword.

And of course do not forget to also place your keyword a few times within the body of the article. How many times? It actually depends on the length or the word count of your article, but if you ask me place your keywords twice in an article composed of 400 words. Higher than that then you can go for three or even five placements. The old idea of the higher the keyword density the better is no longer true today. Some SEO experts would even say it could hurt your optimization.

These are just a few of the top things you should be doing if you are trying SEO content writing. It would also be to your advantage if you would study an [SEO course](#) today to help improve your knowledge of this very profitable field.

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