

Workshop: *How to write readable content* **yoast**

SEO copywriting is both a key element and a challenge in every SEO strategy. The content of your website should be fine-tuned to the (ever-changing) algorithms of search engines. On top of that, your text should be written in such a way that your audience enjoys and understands your writing.

With this checklist, we're going to help you master all the steps to write readable and SEO-friendly texts.



Before starting

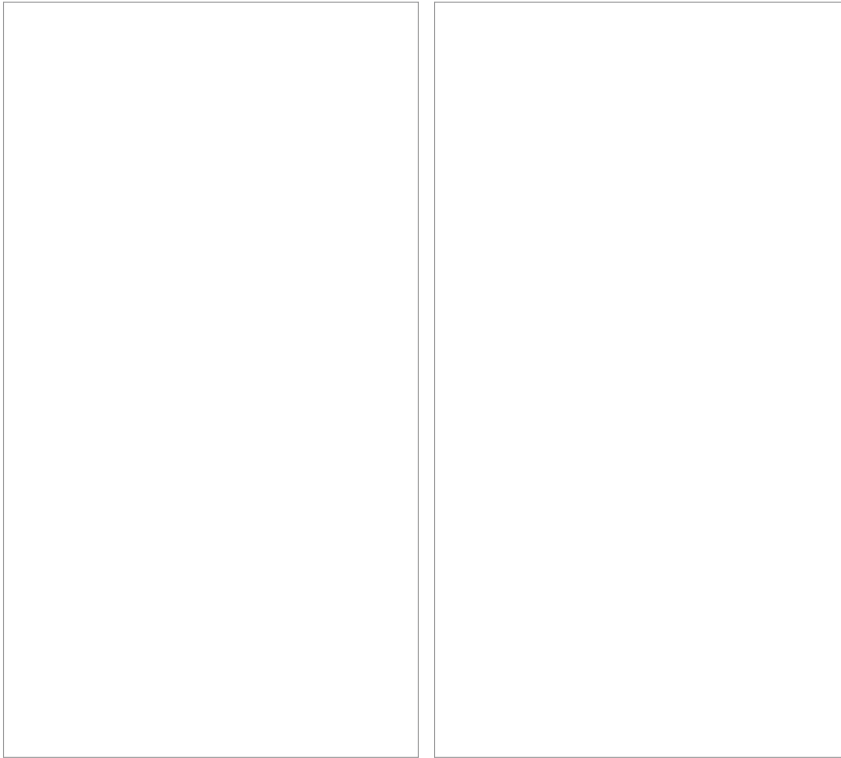
Step 0 What is your focus keyword?

The focus keyword is the search term you want to be found for.

Structuring your text

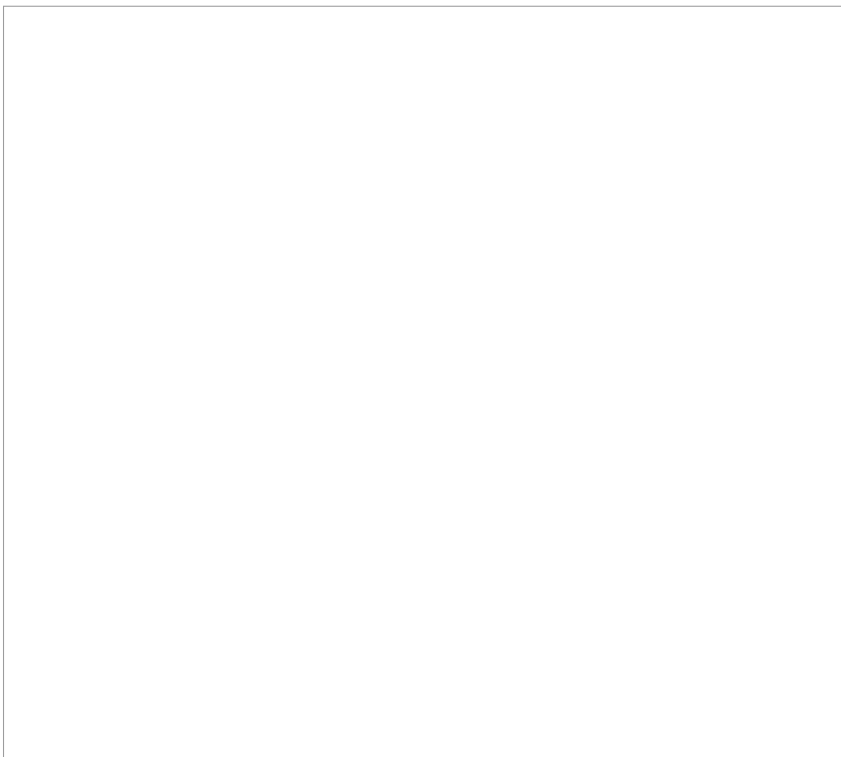
Step 1 Make a list of topics you would like to address in your blog post or article

Step 2 Bundle topics together



When you have a clear overview of all the topics you want to discuss in your article, you can start bundling topics. Similar topics should, of course, be discussed together.

Step 3 Order topics



Choose how you want to order your topics:

Order type	
Thematic	ordered on theme, aspect, topic
Chronological	old to new
Didactic	easy to hard
Problem - solution(s)	introduce the problem first and then possible solutions

Step 4 Start to write a paragraph

- A paragraph should form a thematic unit;
- A paragraph contains one core sentence and an elaboration of this core sentence;
- Info should be made more visible by using whitespace.

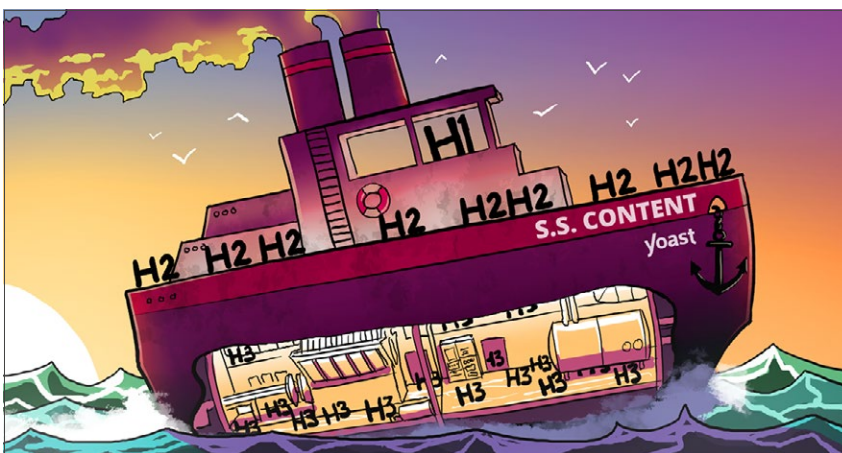
You can use the pages at the end of this handout or use your preferred medium to write your text



Step 5 Insert headings and subheadings

- Readers and Google use headings to determine the topic of the content;
- Use your focus keyword in at least one heading;
- Cover the content of the paragraph;
- Make the heading attractive and easy scannable.

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Editing

Step 6 Check your use of transition words

- Transition words give direction to readers;
- Use transition words as cement between your sentences and paragraphs;
- Examples; therefore, however, above all, in addition, in conclusion, meanwhile, during, to sum up.

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Step 7 Check (the length of) your sentences

- Always double-check your spelling;
- Keep your sentences under 20 words;
- Don't use passive voice;
- Avoid difficult words and terms.

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Step 8 Mix it up!

- Use synonyms and try to avoid repetition;
- Mix up longer and shorter paragraphs and sentences.

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Step 9 Avoid passive voice

- After writing, scan your text for passive voice;
- Change these to active sentences, since these are easier to understand.

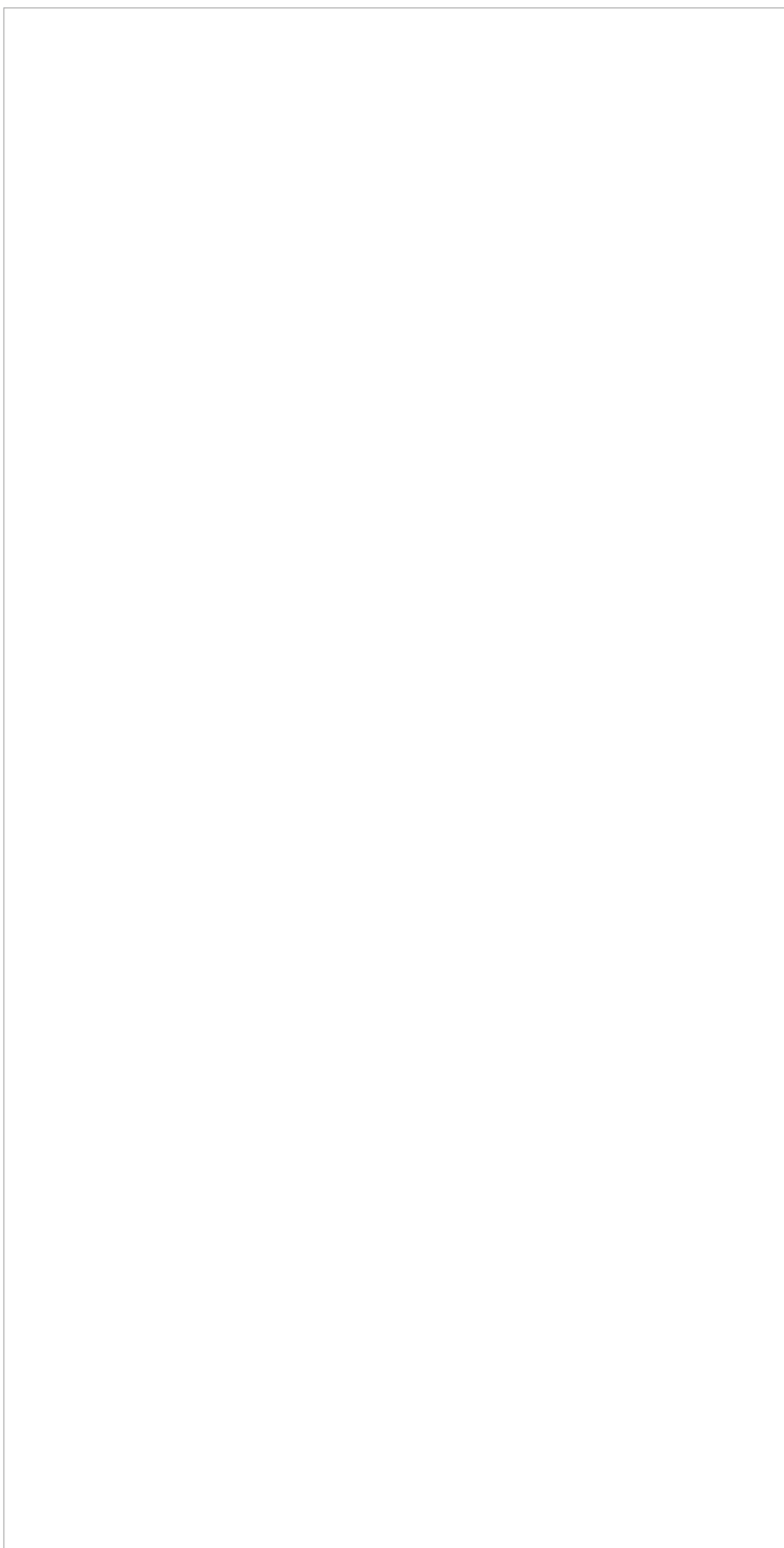
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Step 10 Check your SEO

Check the Yoast SEO analysis for orange and red bullets.



Start writing your content

A large, empty rectangular box with a thin black border, intended for writing content. It occupies most of the page's vertical space.

