5 Critical Steps to Editing Web Text

"To a church website; content, content, content *is as important as* location, location, location *is to every business."*

1. KEYWORDS MATTER

✓ Research best, searched-for keywords
✓ Consider audience intent (Navigation, Information, Purchase, Transaction) within their marketing journey (Awareness, Consideration, Conversion)
✓ Ensure your Thread is connected
✓ Use long-tail keywords <4-5 words (much easier to rank)
✓ Use focus key phrase (2-3 times/page)
✓ Use the keyword in the Headline and Subhead (bonus points for using it at the beginning)
✓ The first paragraph is critical for keyword use

FREE WordPress Plugins:
Yoast SEO or AIOSEO (makes the process easier)
FREE Keyword Research Tools:
keywordtool.io or ads.google.com/home/tools/keyword-planner

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For the Gospel.
◉

2. META DESCRIPTION

✓ This is the HTML hidden tag that summarizes the page/concept
✓ <155 characters (don't go over)
✓ This is the paragraph used in search results (use the page's key phrase in it)
✓ Use active voice; have a Call to Action (CTA)
✓ Be unique (per page); match the on-page content

"People want to find what they're looking for. Where they want it. As quickly as possible."

3. EDIT. EDIT. EDIT.

✓ Understand web paradigm (how people interact with websites) And follow good UI/UX rules.
✓ 30 seconds/website session; 3 clicks to find things = 10 sec/page (50 words/page captured)
✓ Make the content scannable: links, subheads, bold words, bullets, etc.
✓ Most important at the top (and to the left)
✓ Remove unnecessary words/concepts
✓ Ensure 300 words/page (SEO reasons). Add videos/pics (good metadata/keywords for each).

4. USE SIGNAL WORDS

✓ Use initial words that establish hierarchy: ie. "First of all", "Secondly", "Finally"
✓ Use attention words: ie. "Nevertheless", "Surely", "Indeed"
✓ Use conclusion words: ie. "Consequently", "So", "For this reason"

5. CONNECT

✓ Use inside links (2-3/page): show the relevance of other content on your website (key pages)
✓ Lead people to their "next" location with additional inside links (where next?)
✓ Call-to-actions are critical: answer the question "I've read this, now what?"
✓ Use >1 outside link/page to interconnect to the World Wide Web. Show support for other web content. Google will love you.

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