Freelance writing tips for digital success: Mastering SEO strategies

SEO Content marketing is very important for almost every website as it helps them drive organic traffic, achieve more visibility, and, most importantly, win a higher search ranking position.

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If you don't know much about SEO strategies or how to create content that would be valuable for your SEO efforts, you don't need to stress about this problem anymore.

In this article, we will discuss the tips and tricks that would help you improve your writing and achieve a higher SEO score.

Tips that can help freelancers create content that ranks well!

Here, we have discussed some of the most important strategies and tips to help freelance writers create content that can easily get on the top searches.

Learn about the target audience and their search intent

The first step you need to focus on before creating content is knowing who your target audience is. You need to

understand who you are writing for and their interests.

If you don't know who you are writing for, you can never win their interest or engage them with your content.

The content you write must always be relevant to the niche of your website/blog and should also satisfy the audience's search intent.

You can use many online analytics tools to help you identify audiences related to your website's niche, their search queries, and the trending topics related to that niche.

 Writing content on these topics is the first _SEO strategy_ to help you get on the top.

Find and use relevant and high search volume keywords

Another strategy to focus on before writing is thorough keyword research. You must find keywords related to your niche and have a good search volume.

The keywords and phrases currently rank at the top of the search results. You can use online keyword finder or explorer tools to help with this task.

Note that without keywords, your content has no value as the search engine could not discover it and present it before the relevant audiences.

Ensure that the keywords and phrases you pick are naturally used in your content.

Overstuffing keywords in your content might make it sound robotic and ruin its quality. This is why it is important that you only place KWs where they make the most sense.

The best approach would be to use them in headings, subheadings, and bullet points and sprinkle a few around the content body.

Use headings and subheadings, pay attention to structure

No one is interested in reading large chunks or unarranged text. If you want your content to get top search results, you must ensure it is properly structured.

You can easily optimize the structure by adding headings and subheadings. You can add H1 as your title, H2 to start a new heading, and H3 to add subheadings.

This way, you can divide your article into different sections that are more digestible and understandable to your intended audience. By adding multiple headlines, you can also create space for using keywords.

Here, you should note that adding headings to your content can increase its engagement rate by more than 40%, which would be considered a plus in the eyes of the search engine.

Well-structured content always ranks above raw passages, so SEO experts always recommend dividing and creating different portions to convey different ideas and information.

Ensure your text is free of all sorts of human errors

Bad or low-quality content can ruin your SEO score and efforts. When optimising your content according to the requirements of the search engine and the target audience, you need to understand that there is no substitute for high-quality content.

You need to ensure that the content you write is in simple language and contains no errors.

You must check your text for spelling mistakes, missing punctuation, and grammatical blunders that might affect its readability.

If you don't have much experience as a writer and are not confident in proofreading or editing, it is best to get help from the best grammar checker tool.

With the help of a free AI grammar checker tool, you can easily check grammar and find and remove all human errors from your SEO writing.

You can enhance the readability of your text and impress the search engine and your readers by fixing your low-quality text with an AI grammar corrector tool.

Check and remove plagiarism from your writing

In the world of SEO, there is no room for plagiarism. Plagiarism is stealing words, ideas, or information presented by another author as your own without giving them any credit for their work.

Plagiarism in your content can damage credibility and ruin your _SEO marketing efforts_.

This is why experts recommend that you check every piece of your writing for intentional and unintentional duplication traces.

Today, you can access powerful plagiarism scanner tools to help you with this scan.

The scanner would highlight the duplicate text; removing or rephrasing it before using the content is important.

 If you find it hard to remove plagiarised content, you can always take help from the online sentence rephraser.

An AI-powered rephrasing tool would help you rewrite plagiarised text using different words.

The tool would replace certain words with synonyms and play with the sentence structure to make the rephrased version different from the original one.

The revised content by the rephrase can easily pass the tests of advanced plagiarism scanner tools.

Note that by using powerful rewriting tools like the Rephraser.co, you cannot only eliminate plagiarism from your content, but you can also remove any human errors, and improve overall readability and flow of your writing.

This is mainly because these tools employ NLP and other advanced writing models!

Conclusion

If you are starting your journey as a freelancer and want to specialise in writing SEO-optimised content, you must know about all the requirements and guidelines set by Google and other search engines.

The ranking algorithms keep changing, but when it comes to content, there are some basic strategies that you need to focus on, which we have already discussed in this guide.

By creating content that satisfies search intent, using relevant keywords, focusing on structure, enhancing readability, and ensuring uniqueness, you can win your target audience's and search engines' trust.

Today you don't have to stress much about executing these strategies alone, as you can access _AI_ tools such as keyword finders, headline

generators, grammar checkers, rephrase, and plagiarism scanners.

These tools can streamline your Seo efforts and help you fine-tune your writing.

After reading this guide and following these tips, we hope you can generate content that will be ranked on the top search results!

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