



Your writer should already know all this. If you are new to SEO Articles go through this chapter to familiarize yourself with these very basic concepts.

## **What is SEO?**

The term SEO stands for Search Engine Optimization. SEO is all about making a website and the content on it compatible with search engines like Google, so that they place your website on higher positions in the results. I don't want to get into the technical details, but the articles on a website can be optimized by inserting the main 'keyword' multiple numbers of times.

## **What is a Keyword?**

A keyword is a word related to your topic that is going to be placed in your article several times, not just once as that would make every word a keyword. When search engine bots see that you have a word placed several times in an article, it will determine that your page may be useful to users that search for the keyword - for e.g 'golf swing'.

## **What is a Keyword Density?**

Keyword density and placement are important parts of optimizing your articles for search engines. An article must have good keyword density for a search engine to give high rankings. After the Panda updates, articles should around 1% keyword density for search engines to rank a site high in their search results. This means that a keyword will be included 3 times in a 300 word article. Some clients demand 3%-4%. This makes the article really spammy and it becomes difficult for the writer to make sense out of it and it takes more time, so it's better to charge more for articles that require more than 2% keyword density for 500 words.

To understand this better, check out the example below...

Client: I need a 150 word article on the keyword 'VPN Service'. Please use the keyword at least twice in the article (around 2 % keyword density ).

Content Created:

## Stay Secured by Using a VPN Service

Whether you're using your internet connection from a preferred cafe or you travel frequently and need a method to keep your computer data safe from spying eyes, you should get a great **VPN service**.

There are many **VPN services** to pick from, however many are cheaper, quicker, better, and have more features than others. VPN means for Virtual Private Network which gives essentially a link that keeps the scammers and hackers in a bar from your own network. How does a VPN Work?

By encoding your online data and re-directing it using a VPN server. Your online traffic is likely to be hidden from anybody trying to spy on you. Also your internet service provider will have no way to know what you really do online.

Therefore, my advice will be, if you worry about your privacy and security, obtain a VPN and often use it in places you contemplate unsecured (like coffee shops or airports, public networks).

As you can see in orange color the keyword is used twice. Using plurals of the keyword is fine.

### What are LSI Keywords?

The full form of LSI is latent semantic indexing. If an article has the main keyword in it, it might rank well in search engines but if it has a few more relevant and related keywords in it, it can attract traffic those search queries as well.

The relevant keywords could be synonyms, secondary keywords or anything related to the main keyword. For example if you choose the topic 'weight loss' if you related keywords would be weight loss for men, weight loss fast, diet, lose, healthy, belly, fast, exercise, metabolism etc.

Very few clients place an order for articles with LSI keywords. In case a client demands the use of LSI keywords and articles, you should charge extra money because it will take more time.