

Why Good Content Matters Even More in the Brave New “Panda” World

*And Five Critical Steps to Help You Fix a
Low-Ranking Website*

by

The Content Scribes

Web Content and Marketing Writers Who Deliver

<http://TheContentScribes.com>

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ABOUT THE CONTENT SCRIBES

The Content Scribes are professional, experienced Web content writers who write content that’s useful, well-researched and – most importantly – converts readers into followers and buyers.

We’ve written for many search engine optimization firms, website designers, advertising firms and owners of brick-and-mortar businesses, providing them with traffic-driving content for their websites, e-books, white papers, news releases, blogs, and more. We want to do the same for you.

Client Testimonial

We were looking for a reliable source of content for our clients' websites when we found Jean and her team. We couldn't have asked for anything better. She gets us the writing on time and more importantly, on target. She is a pleasure to work with and we know that we can confidently present her work to the client and they will love it as well. I would highly recommend Jean to anyone looking for competitively priced, well-written content

-- Aaron Garcia
MorePro SEO

Want content that actually gets results for your own website?

Visit <http://thecontentscribes.com> and contact us today.

Why Good Content Matters Even More in the Brave New “Panda” World

And Five Critical Steps to Help You Fix a Low-Ranking Website

Have your website’s rankings gone down the toilet since the Google Panda algorithm update of early 2011? Have your rankings continued to slide because of the updates/tweaks Google has continued to make to its search engine’s algorithm since then?

If so, **it’s your own damn fault** – if Panda has slapped you so hard that your rankings have tanked, it’s because you chose to fill that website with crappy, fluffy, piss-poor content that only serves to pad word counts and comply to the “old” standard. Content that offered your site’s readers *nothing* of value.

But there is hope.

Lots of hope for your site(s) and it comes in the form of well-written content, content that is filled with well-researched and valuable information.

But you have to make an important decision to change the way you think about content and its value to your business.

Before I start sounding like the most pucker-faced of scolds, let me tell you that I understand your pain. Google’s algorithm updates have, in short, made it imperative that websites be well written.

“But,” I hear you say (and, believe me, I *hear you*), “writing is **hard**.”

And you’re quite correct: Writing takes **effort**. Writing takes **thought**. It’s no wonder that so many websites are just filled with, well, pabulum.

The writers here at [The Content Scribes](#) love writing. My team and I love to provide our clients with well-researched, **engaging** content (*not the useless filler content written just to get ranked in the search engines; what’s the use of getting ranked if you don’t convert visitors into leads or profits?*).

We want to help your website succeed (get more traffic, convert more visitors, make you more money). That said, here are our five tips to help your website survive and even **thrive** in the new world of Google’s algorithm updates:

1) Understand the Changes Google’s made to its Search Algorithm

Google first made a major change in its algorithm for U.S. websites in February and then [rolled out these changes worldwide in April](#). The February update’s purpose, [according to Google at the time](#), was “to reduce rankings for low-quality sites—sites which are low-value add for users, copy content from other websites or sites that are just not very useful. At the same time, it will provide better rankings for high-quality sites—sites with original content and information such as research, in-depth reports, thoughtful analysis, and so on.

The update was expected to have an effect on 11.8 percent of all searches on Google, the announcement stated.

We’d like you to especially take note of the sentence quoted above (and we’re putting it in boldface to emphasize it): **“it will provide better rankings for high-quality sites—sites with original content and information such as research, in-depth reports, thoughtful analysis and so on.”**

Google has made dozens of tweaks to the original February change since then (as of December 2011).

They include (but definitely are not limited to):

- The aforementioned worldwide rollout in April.
- A [Panda 2.5 update in October](#).
- The so-called “Caffeine” update in early November, this one designed to (quoting this [TechCrunched.com blog post](#)) “deliver more up-to-date and relevant search results, specifically those in areas where freshness matters. This includes things like recent events, hot topics, current reviews and breaking news items.”

What does this mean when it comes to websites? **Fresh content matters. Well-researched content matters. Good writing matters.**

2) Re-write Your Website’s Content. That’s Right: Re-write it!

You can do it yourself, of course. Naturally, we prefer that you hire [The Content Scribes to do it for you](#) because whether you’re a business owner or the CEO of an SEO company, you have better things to do than rewrite your website (or those of your clients). We recommend that you hire experienced, professional and good content writers for the job. Yes, it will cost you. But the return on your investment? Depending on the pricing structure of your services/products, **you can quickly recoup the funds you invested in a site rewrite in just a few sales.**

You can use [Google’s own guidelines](#) to help you re-write your site.

3) Speaking of Guidelines, Here Is Our Take on Some of Google’s...

- **Don’t forget that you’re writing for *people* first and search engines second.** If you’re, as Google says, trying to “generate content by attempting to guess what might rank well in search engines” you’re toast.
- **Is the content original?** One would think this would go without saying but even Google’s guidelines felt the point was important enough to mention, recommending that you ask yourself: “[d]oes the article provide original content or information, original reporting, original research, or original analysis?” In other words, do your research, but don’t merely regurgitate what you find. Add your own spin to it, your own findings, your own opinion/analysis. In short, make your content **yours**.
- **Google asks:** “[w]ould you expect to see this article in a printed magazine, encyclopedia or book?” Well, would you?

4) Specific SEO Content Writing Tips

Ok, time for some specific advice on writing so that Google and other search engines will love you.

- **Write professionally.** If you aren’t a professional writer, [hire someone who is](#).
- **Start with an outline.** Have a definite beginning, middle and end. If you feel wobbly in your writing, try this basic outline for a 500 word-article: In the first paragraph, let your readers know what the article is about. Write three paragraphs about your topic. Finish your article with a paragraph that tells the reader what you just told him. In other words,
 - Tell them what you’re going to tell them.
 - Tell them again.
 - Tell them what you’ve just told them.
- **Write like a journalist.** Don’t be afraid to cite your sources (provide links, if possible).
- **Watch the acronyms.** Write so that your grandmother would understand you (in other words, watch the industry gobbledygook).
- **Bulleted lists are your friends.** Readers love to see plenty of white space.
- **Short** sentences and paragraphs are best.

- **Have an opinion.** If you feel strongly about something, say so. Remember, however, that if you state something as fact, cite facts to back it up (and provide links/citations).
- **Boldfaced subheads help direct your reader.** Readers online scan articles. Subheads get read.
- **Grab a reader’s attention** with an attention-grabbing first paragraph or introduction.
- **As for incorporating keywords in your content**, your main keyword goes in your title and it also should appear in your first paragraph as well as in your last paragraph. Depending on the length of your article, your main keyword also should show up once or twice in the body of your article. Make sure the keywords flow naturally within the content – don’t force a keyword in a sentence where it stands up and shouts “*I’m a keyword! Look at me!*”

5) Steer Clear of the Following:

If you want your website to be read, avoid spinning or using content generation software. Write it from scratch (or, again, [hire someone else to do it](#)). Avoid public label rights articles/packages. Don’t plagiarize.

Also, don’t just get information from other websites and rewrite a word, sentence or paragraph and call it your own. **Just. Don’t.**

In Summary

In short (and following the advice of “tell them what you’ve just told them” in Number 4, above), in order to not only survive but thrive in this brave new world of the Google Panda update, be sure to

- study Google’s new content writing guidelines;
- fill your website with engaging, well-researched, *original* content;
- focus on your site’s readers first; the search engines second;
- write succinctly and in a way that’s easy for your readers to understand;
- be sure your keywords flow easily within the article;
- have a definite viewpoint (don’t be wishy-washy); and, most importantly,
- **offer REAL value to your readers.**

In closing... it’s time for you to read a very important message...

Would you like to *delegate* the daunting task of complying with the search engines while engaging your readers at the same time?

Would you like to move your website closer to what Google mandates as “a high-quality” site and enjoy the benefits of increased quality traffic?

In short...do you want to do this content marketing thing the right way?

Visit <http://www.TheContentScribes.com> and contact us right away.

(mention “*I read the report*” and save on your first project.)

All of us here at The Content Scribes wish you the best with your online marketing!

Sincerely,



Jean Henshaw

Editor-in-Chief
The Content Scribes

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