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How to Write Search Engine Optimized Articles

Ideal article marketing involves getting a huge return on the effort that you put into writing quality articles. Now, anyone who has solid writing skills can craft an article that people will read. This is because it is not that hard to do when you are writing on the internet. However, writing an article that will ultimately be ranked by the search engines is an entirely different thing. You need to keep a lot of things in mind to make sure your article gets the right kind of exposure through the search engines. You do not have any reasons to forget about SEO when you write your articles.

Never Keyword Stuff What You Create: The golden rule (or at least one of them) of writing SEO articles is to artfully weave in your chosen keywords so they seem natural. You need to try to keep your keyword density under five percent when you write your articles because anything higher than that can really get you in trouble. Search engines do not like articles that are stuffed with keywords because they aren't very reader friendly and they do seem spammy. Make sure you stay sensible and only insert your keywords when it is necessary to do so. In addition to the search engines not liking it, article directories reject articles that have a keyword density that is too high.

Using Anchor Text for Your Resource Box: When you're writing for business reasons it is much better to have HTML resource boxes than plain text boxes; the same holds true for SEO writing. You should make a point of using your targeted keyword phrase as anchor text whenever it is humanly possible. Since the link you create leads to your website this lets the search engines know that you are targeting this keyword and would like to be ranked for it. Pay attention to just how important HTML is in the resource box and never forget it if you are serious about making money from article marketing.

Write for Human Readers First: It's okay to be excited about getting the attention of the search engines but do not forget that you need to write for human readers first. When your article doesn't help the readers or if it is difficult for them to get through, getting ranked in the search engines is useless, even for your most important keywords, because--after all, it is the people who read the article who are most beneficial to your business efforts. Your main objective needs to be finding a balance between what the search engines want and what your readers like to see.

In conclusion, this article makes us realize that in order to get the most benefit from article marketing, you have to be good at SEO. The more SEO focused your article is, the higher will be the chance of attracting organic search traffic that converts.

But this does not mean that you should create crappy articles and only write for the sake of the search engines. You should be able to write in a balance manner for both the search engines and your readers.

Check this article out if you're looking for more information on how to write [articles for SEO](#).

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