



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."

— Mark MacDonald

1. KEYWORDS MATTER

- ✓ Research best, searched-for keywords
- ✓ 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 keyword in Headline and Subhead (bonus points for using it at beginning)
- ✓ First paragraph is critical for keyword use

FREE Wordpress Plugin:

Yoast SEO (makes process easier)

FREE Keyword Research Tools:

keywordtool.io or
ads.google.com/home/tools/keyword-planner



2. META DESCRIPTION

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

3. EDIT. EDIT. EDIT.

- ✓ Understand web paradigm (how people interact with websites)
- ✓ 30 seconds/website session; 3 clicks to find things = 10 sec/page (50 words/page)
- ✓ Make the content scannable: links, subheads, bold words, bullets, etc.
- ✓ Remove unnecessary words/concepts
- ✓ Ensure 300 words/page (SEO reasons). Add videos/pics (good meta data 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 relevance of other content on your website
- ✓ 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 of other's web content. Google will love you.

Google should be your church's biggest evangelist!

60 MINUTE, 1-ON-1 WEBSITE ASSESSMENT

How are you doing? Discover website tips & tricks:
BeKnownForSomething.com/website-assessment



Website Content

Communication Strategy
Read #2 Amazon Bestseller "Be Known For Something"
Available with Discounts at: BeKnownBook.com



BeKnownForSomething.com
© It's Not About Your Logo, LLC All Rights Reserved 22