

Basic Article Writing Tips

Choosing Article Titles

The title of your article is one of the most vital components. If you choose the wrong title, you're not likely to rank in the search engines, and when you do, people aren't likely to click to visit your article.

Article titles should always contain keyword phrases, but they should rarely contain only a keyword phrase. This is a mistake a lot of people make, and it costs them a lot of traffic!

For one thing, Google likes to see more than just a keyword phrase in an article title, because it looks more natural. How many people are naturally going to title their page "Best Cricket Bats"? But a lot of people might title their page "How to Choose the Best Cricket Bat for You!"

Because the second title is more interesting and engaging, and it describes the content of the page more accurately, people are also much more likely to click on the second article title than the first, too.

So, the first step of crafting an article title is to choose a good keyword phrase to base your article on. You can use Google keyword tool for this.

I simply enter a keyword related to my niche, and click the "Get keyword ideas" button. This generates up to 150 keywords I could base my articles on.

I always look for keywords with at least 300 searches per month, but usually no more than around 10,000. Those that have so much traffic will usually be too competitive.

I narrow down the keywords I'm given by the tool to those between 300 and 10,000 monthly searches, then I search for each of these in Google in order to find out how many people are actually using these phrases on their pages. These are my competitors.

I always put the keywords in quotes when I search, because this gives me a more accurate idea of my true competition. I don't have to worry too much about people who aren't using the keyword phrase in the exact order, because they aren't likely as relevant as I would be.

I like to see fewer than 30,000 competing pages, although I will compete against up to 150,000 if the keyword seems very strong and the competition seems to be relatively weak.

Once I have chosen a list of keywords, I start turning them into article titles. Let's take a look at some ways we can turn the keyword phrase "Best Cricket Bats" into a great article title.

- How to Choose the Best Cricket Bat for You
- The Top 10 Best Cricket Bats for 2020
- 5 Secret Tips the Pros Use to Pick the Best Cricket Bats

These article titles are much more interesting and captivating than simply "Best Cricket Bats". These titles make more sense, give the user more information about the content of the article, and attract more attention.

You want your article titles to grab attention and make people curious. Plus, by using these interesting titles, you can write more than one article on a single keyword phrase and capture a larger segment of the market.

For example, you could write these articles for the same keyword phrase:

- Choosing the Best Cricket Bat for Your Husband
- The Very Best Cricket Bats for Seniors
- How to Pick the Right Cricket Bats for Professional Players
- What are the Best Cricket Bats for Kids?

You could twist the same keyword phrase into several different article topics in order to capture different segments of the market.

The Perfect Article Length

Your articles should never be longer than about 500-700 words. This is enough to get your article accepted, but you don't want to go over this length.

For one thing, it takes longer to write an article that is longer than 500 words. This is the most obvious reason to keep articles shorter.

But there are a couple of other reasons, too:

1. People prefer short, quick articles these days. They just don't have time to read longer articles.
2. The longer the article, the more information the reader will get.

Write Great Articles Quickly

Writing articles quickly is critical, because the more articles you get out there, the more traffic you will get. The faster you can write them, the more you can get out there in a day.

I always start by creating a quick outline based on my article title/subject. Let's say I'm writing an article on "5 Easy Ways to Choose the Best Cricket Bats".

I would make a list of 5 quick tips, like this:

1. Figure out the type of material you want your bats to be made of.
2. Decide on a price range.
3. Choose a brand you really love.
4. Check the reviews in magazines or online.
5. Ask friends for their recommendations.

Then I go through my list of 5 tips and just flesh it out paragraph by paragraph. I add a few sentences to each tip to make each one a complete paragraph, and in just 5-10 minutes, I have a 500 word article ready to submit!

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