

THEDIGITALXX - Content Writing Guidelines

1. Quality Standards

- Objective Excellence: Any content written must be 2x - 5x better than competitors.
- Originality: Ensure content is unique and not duplicated.

2. Introduction to SEO Content Writing

- Learning Resources:
 - [SEO Content Guide by Backlinko](#)
 - [Apollo Digital's SEO Content Guide](#)
 - [Ahrefs SEO Basics](#)
 - [Backlinko's SEO Strategy Guide](#)

3. Content Structure & Style

- Outline Adherence: Stick to the given outline or propose changes if needed.
- Paragraph Length: Use 1-4 lines per paragraph.
- Tone: Maintain a conversational tone and refer to the reader as "You."
- Voice: Utilise active voice over passive.
- Anecdotes & References: Appropriate usage of personal anecdotes, pop culture references, or jokes and puns can keep the audience engaged.
- Target Audience Consideration: Tailor content based on audience demographics and knowledge.

4. Writing Process & Quality Control

- Grammar & Readability: Use Hemingway and Grammarly.
- Bold Statements: Highlight critical points using bold text.
- No Fluff: Avoid unnecessary words; test each sentence by asking "So what?"
- Content Flow: Ensure smooth transitions and no repetitions.

5. SEO Optimisation

- Google Optimization: All content must be optimised for Google.
- Keyword Density: Maintain 0.5% - 2% keyword density.
- External Links: Include 3-5 external links but avoid competitors.
- Snippet Optimization: Utilise Free Snippet Optimizer tools for meta-data.
- Headers/Subheaders: Use H2, H3, and H4 for structure (no H1).
- Sub-header Length: Keep sections less than 300 words.
- Sub-header SEO: Ensure sub-headers answer specific search queries.

6. Audience Understanding

- Assume Knowledge Wisely: Don't over-simplify for savvy readers, and don't assume knowledge for beginners. Balance between the middle. Keep it easy to read with a flesch score of above 70.

7. Final Notes

- Avoid Redundancy: Never repeat what has already been said.
- Avoid Linking to Competitors: Self-explanatory.
- Final Check: Review content for alignment with all the above guidelines.