

Hello! My name is Erica, and I am your SEO specialist at Web3MD. I'm very excited to help you with this process. First, let me thank you for offering to write some of your website's content! This type of genuine content is a great way to engage with your clients through your website.

In order to make sure Google and other search engines enjoy this content as much as your clients do, I've provided a few SEO writing guidelines you may like to try out!

- 1.) **Before you begin writing the rest of the content, write down what you want the page to be about in a single sentence.** As you write your article, be sure to mention that topic in every second paragraph. This way, the search algorithm can keep track of your topic with ease.
- 2.) **As you write be sure to stay on topic.** If you have multiple topics you'd like to cover, they are best explained in a separate article, which can be easily linked to when I add it to the website. In essence, we want each page to be focused and concise, and the more informative articles you have, the better your website will perform!
- 3.) **Make it long, but not too long!** Most pages should be longer than 500 words, but don't need to be over 1000 words. So if you have plenty to say about a topic, break it up into two articles, and that will help clients pick and choose specific areas of information they want to explore.
- 4.) **Your articles should be informative, but it's good to brag a little bit!** By this, I mean that you should mention how your practice relates to the subject matter every few paragraphs. For example, if you are writing an article on the pros and cons of X-rays, maybe include a few sentences on the X-ray services you offer, or the safety procedures you follow when providing X-rays. This way, the article provides information about the subject matter, as well as your practice.
- 5.) **Never use copied content.** Remember that copied content will significantly hurt your website's rankings online. Unique content is a must. If you have an article that you really like and would like to include into your website, send me the link, and I'd be happy to have one of our writers recreate a unique version of the article!

These are just a few basic tips; SEO writing involves other components as well, but that's where I come in. Don't worry too much about the details, because I will edit and tweak the articles as necessary to make sure they are compliant with current SEO practices.

I hope these tips help you in your writing, and together, we will create a website that appeals to both your clients, and search engine algorithms alike!

Warm Regards,
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