



How to Write a High-Ranking Science Blog Post: An Effective Strategy for Scientific Content Writing

IM Group of Researchers

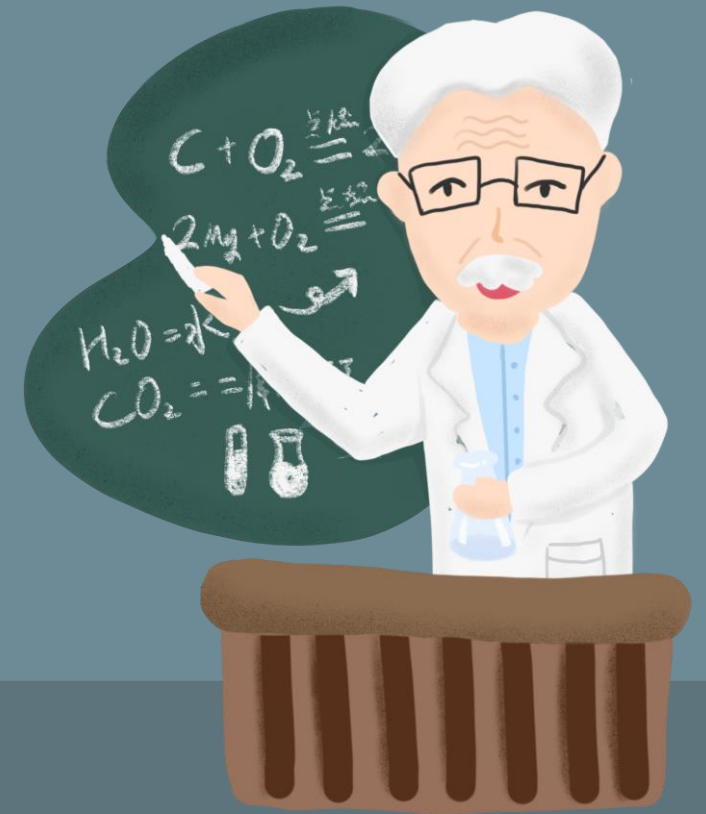
Atir Naeem Qurashi

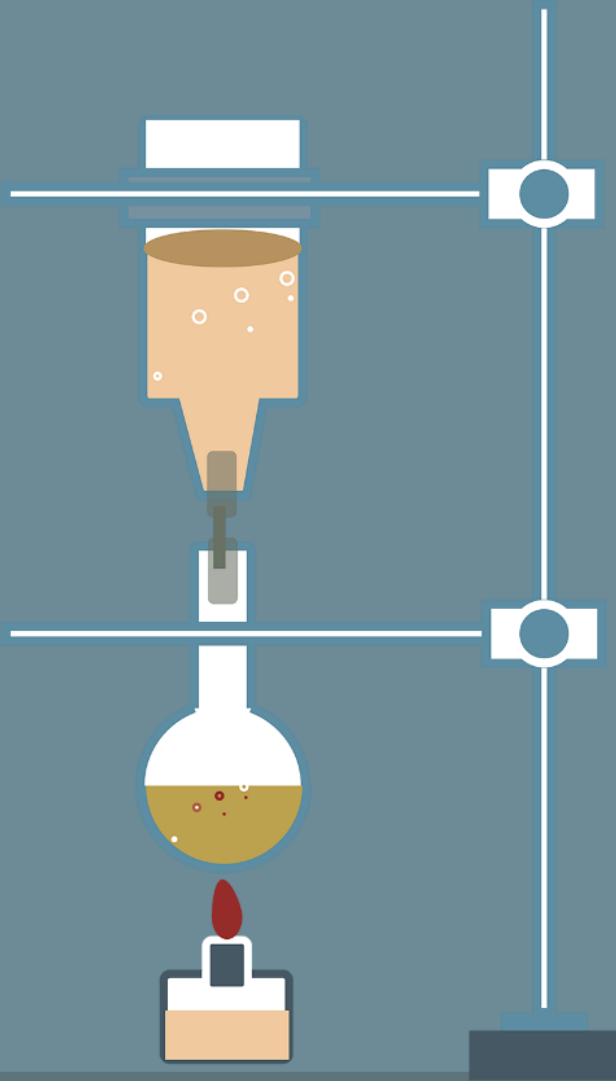
www.imgroupofresearchers.com



Agenda

- Importance of writing high-ranking blog posts
- Google's latest update that affected content writers and caused panic
- What makes a blog post rank high
- SEO fundamentals
- Content intentions
- Importance of keywords
- Research and Planning for better content
- Writing Compelling Content
- Call to Action





Why am I doing this?

- I. Why I need to create content?
- II. For whom? Who is the audience?
- III. What is my audience searching for?
- IV. Am I writing to give information, or I want to sell my product or service?

◆ Importance of Writing High-ranking Blog Posts

- Increased Visibility
- Greater Authority
- More Organic Traffic
- Enhanced Credibility
- Increased Leads and Conversions
- Competitive Advantage



Google's latest update that affected content writers and caused panic

Google Updates History:

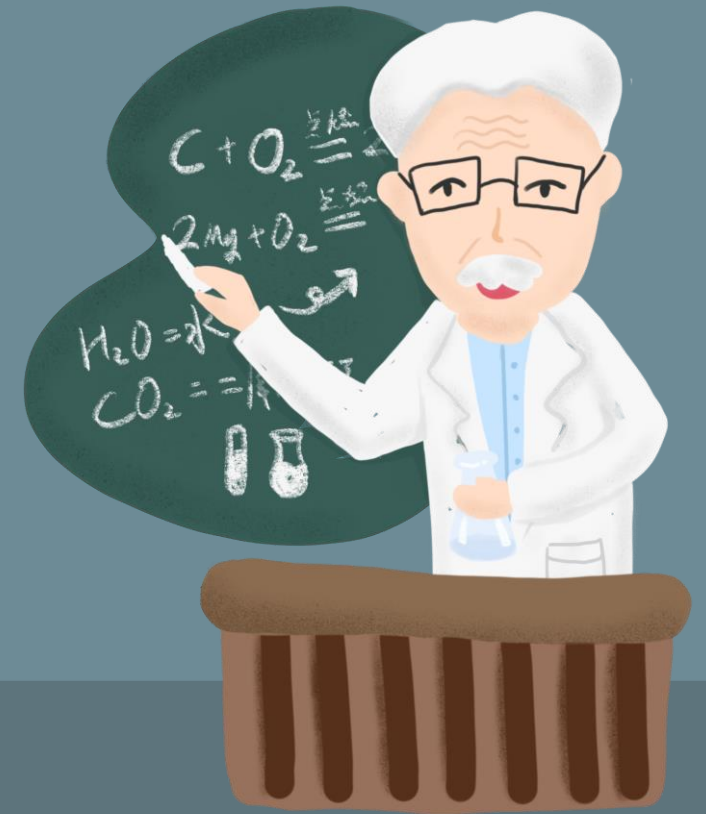
Click Link:

<https://www.searchenginejournal.com/google-algorithm-history/>



What Makes a Blog Post Rank High?

- Relevance
- Quality Content
- Keywords
- Freshness



◆ SEO Basics & Keywords Importance

- ◆ SEO (Search Engine Optimization)
- ◆ Keyword
- ◆ Content Strategy
- ◆ Brand Visibility and Recognition



Research and Planning



1. Identifying your target audience
2. Choose a Topic

17. Conducting keyword research
18. Generate Seed Keywords
9. Use Keyword Research Tools
Google Keyword Planner, SEMrush, Ahrefs, or Ubersuggest

25. Consider Long-Tail Keywords
26. Analyze Competitor Keywords
27. Prioritize Keywords

25. Prioritize Keywords
26. Creating a content outline or structure of your blog post



Writing Compelling Content

Crafting an attention-grabbing headline

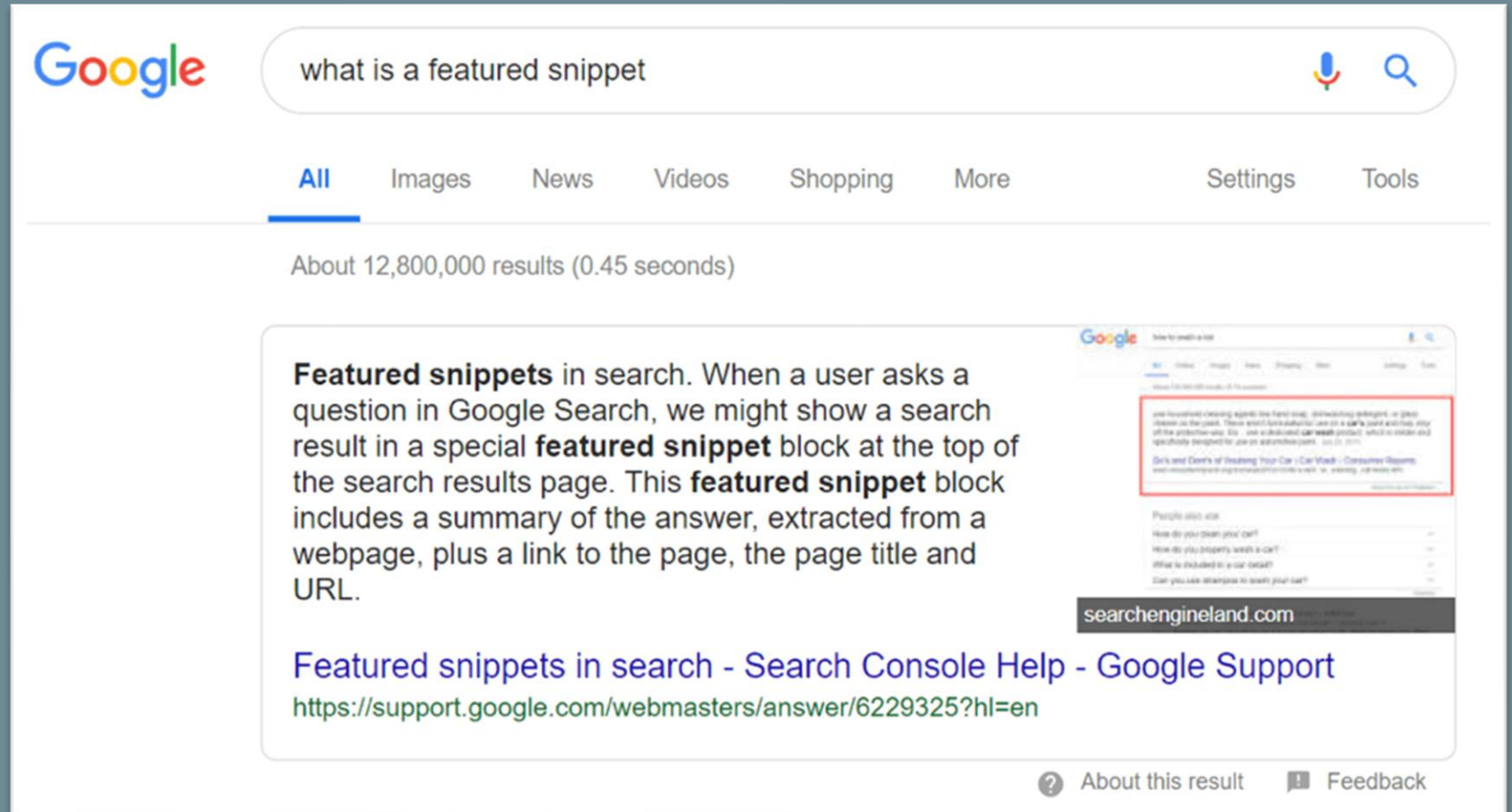
Head-line: "Thirsty for Savings? Discover the 7 Cheapest Ways to Purify Water Today!"

Hook: "Ready to quench your thirst for savings while staying hydrated? Dive into our comprehensive guide and unlock the wallet-friendly secrets to purifying water on a budget. From DIY solutions to ingenious hacks, we've got your thirst—and your budget—covered!"



Writing Compelling Content

- **Featured Snippets**
 1. Paragraph Snippets
 2. List Snippets
 3. Table Snippets
 4. Video Snippets



The screenshot shows a Google search interface. The search bar contains the text "what is a featured snippet". Below the search bar, there are tabs for "All", "Images", "News", "Videos", "Shopping", and "More". The "All" tab is selected. Below the tabs, it says "About 12,800,000 results (0.45 seconds)".

The main content area displays a featured snippet. The text reads: "Featured snippets in search. When a user asks a question in Google Search, we might show a search result in a special **featured snippet** block at the top of the search results page. This **featured snippet** block includes a summary of the answer, extracted from a webpage, plus a link to the page, the page title and URL."

To the right of the text is a small image showing a search result snippet from searchengineiland.com. The snippet is highlighted with a red box and contains the following text: "and featured cleaning agents like fabric softener, disinfecting, and stain remover on the pack. These would also absorb use on a car's seat and upholstery of the production use. Use an industrial CAR WASH product, which is often not specifically designed for use on automotive parts. ...". Below this, there are several related search queries listed, such as "How do you clean your car?", "How do you properly wash a car?", "What is included in a car wash?", and "Can you use shampoo to wash your car?".

Below the featured snippet text, there is a link: "Featured snippets in search - Search Console Help - Google Support" with the URL "https://support.google.com/webmasters/answer/6229325?hl=en".

At the bottom right of the search results, there are two buttons: "About this result" and "Feedback".



Writing Compelling Content

- Writing engaging introductions
- Structuring content for readability (using subheadings, bullet points)
- Incorporating multimedia elements (images, videos, infographics)
- Ensuring accuracy and credibility of information
- Call to Action (CTA):
- Proofreading and Editing



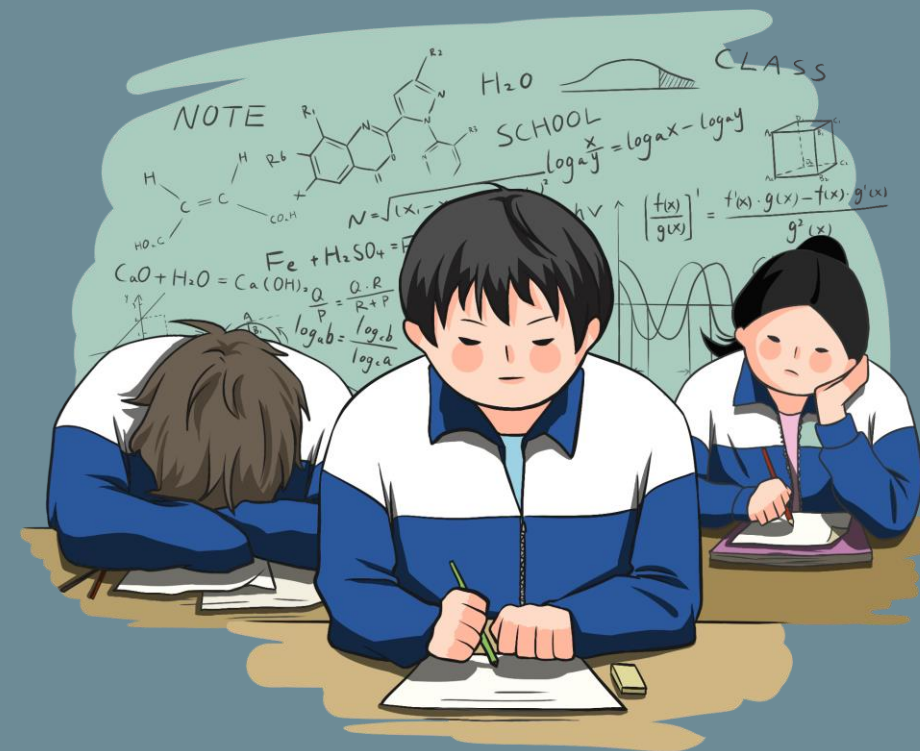
◆ Content strategy

- Why is it necessary to have a Content Strategy?
- How to create a Content Strategy?



◆ Queries

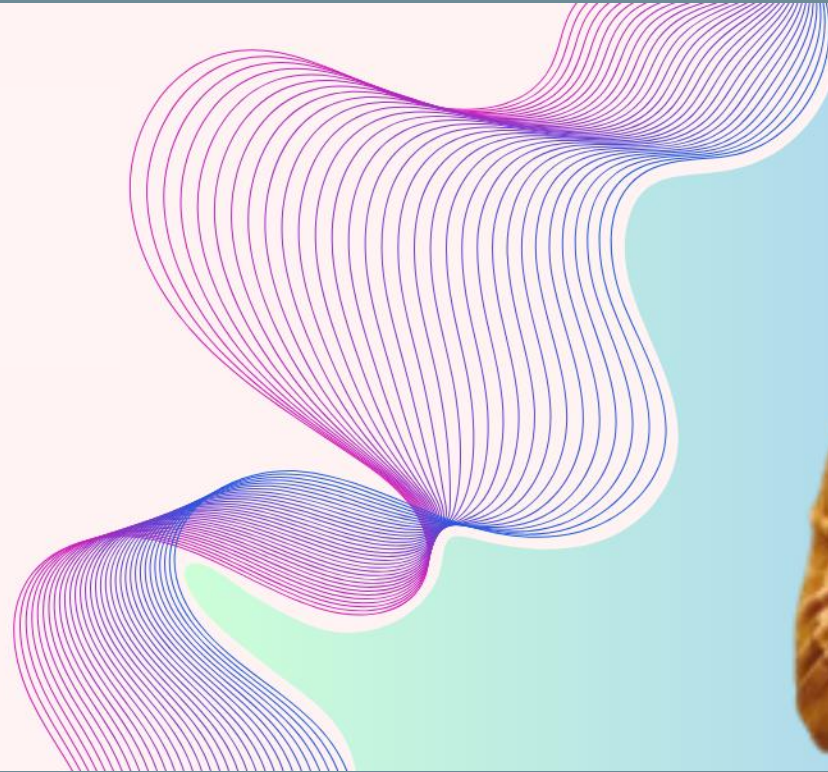
What are your questions?



Thank You!

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