



Writing for the Web: Tips for Making Your Content Internet/SEO Friendly

favecrafts 

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PUBLISHING LLC

CREATIVATION



Established in 2009.

We are a women's lifestyle digital publisher, specializing in both free and paid digital content.

35 Crafting, DIY & Cooking Sites

- 16.2 million unique visitors monthly
- 46.2 million page views monthly

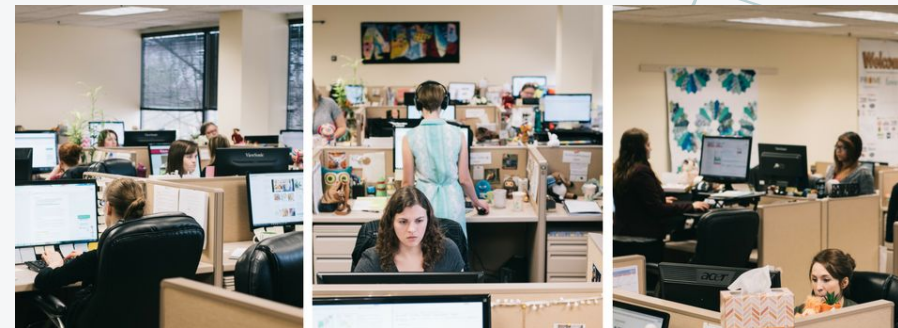
47 eNewsletters

- 6.7 million subscribers

Social Media

- 4.8 million fans & followers

Digital Magazines, Cookbooks, Print Magazines & More!





PRIME

PUBLISHING LLC



Stuart Hochwert

President, Prime Publishing LLC

- Publishing and Database Entrepreneur
- 4th Startup
- Enjoys crunching the numbers

Kaylee Pope

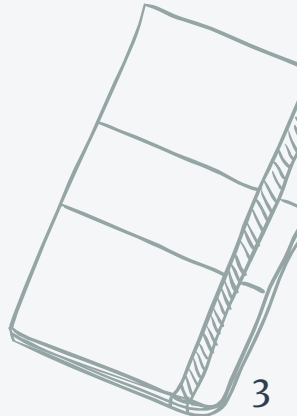
Audience Development Manager

- Content Editor and Team Lead
- 5+ Years Content/Publishing Experience
- Favorite Content Tool: Google Analytics

Dana Byerwalter

Digital Content Editor, FaveCrafts

- Site Content Training Manager
- 5+ Years Content/Publishing Experience
- Favorite Content Tool: Moz Keyword Explorer





912,500,000

Blog posts created per year



1 in 20 bloggers

Spend 6+ hours on a blog post



1,142 words

The average word count of a blog post



Source: <https://www.orbitmedia.com/blog/blogging-statistics/>



How should you be spending all that time?



Who are you writing for?

How to write for internet users, user intent, & Google

Your 3 Audiences



Internet Users

People “read” differently on the internet.

Have expectations for content. Want to be able to read quickly.



User Intent / Searchers

Stop adding to the noise and create content people are actually looking for and want.

Solving a problem.



Google

Create content that can easily be found on search engines by implementing easy SEO tactics.

Grading content on relevance and quality.



(1) Writing for Internet Users




How to write content people want to click on, scroll through, and share.



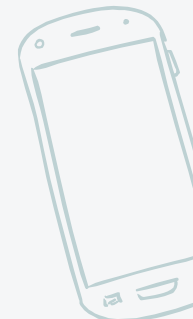


Key Differences Between Digital & Print Audiences



Print

- ✘ Tend to read every word
 - ✘ Have often bought the book/magazine and are committed to reading it
 - ✘ Longer attention span
 - ✘ Will “read” more
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Digital

- ✘ Skim content before committing to reading
 - ✘ Quick to leave
 - ✘ Have more expectations from a page
 - ✘ Often reading to complete a task
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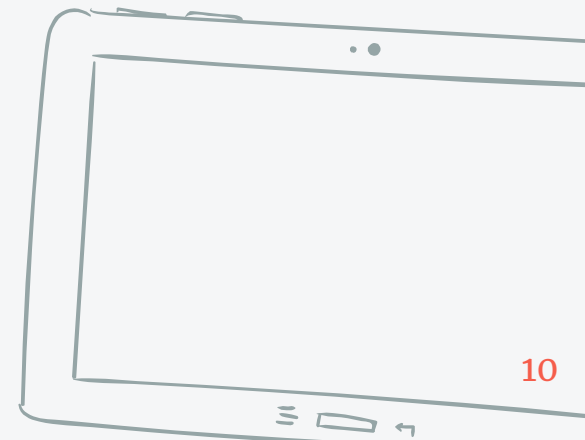
It is much easier to hit the back button or (x) than it is to close a book.



Always provide value.





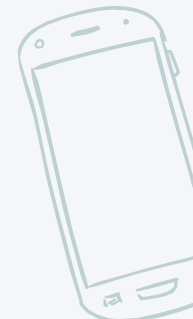




Make a reader want to stay.





How People “Read” The Internet

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- ✘ Skim the content quickly to determine value
 - ✘ React and act quickly
 - ✘ Scroll through content and will keep scrolling if the content is interesting
 - ✘ Expect more visual elements, shorter paragraphs, and more headings
 - ✘ Click-happy!
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Knitting Terms Explained: Terms and Abbreviations All Beginners Should Know

Ease into the world of knitting with this guide to basic knitting slang and terminology!

By: Toby Kuhnke, Editor, AllFreeKnitting.com

Updated August 17, 2017

Learning knitting is so much more than just learning a new skill. You practically have to learn a new language! And between the countless abbreviations, bizarre slang, and unfamiliar terms, it can seem like a daunting process for knitting newbies.

We took to the [AllFreeKnitting Facebook page](#) to ask our experienced readers what terms they think all knitters should know! Below are what these knitting experts say are the most important knitting terms that all knitters should know.

We have also made a handy chart of the most common knitting abbreviations and their meanings that you can download and print. Keep it around for when you come across those goofy abbreviations that you've never seen before.

Plus, scroll to the bottom to learn some fun [knitting slang](#)!



Knitting Terms Explained

Binding Off (Casting Off): These terms simply mean ending a row (or wale) of stitches. In the UK, this is called casting off. There are different binding off techniques, but the most common, simple bind off involves knitting two stitches and passing the first stitch over the second and off the needle.

Dropped Stitches: Dropped stitches are stitches that have fallen off of the needle during the knitting process. This very common knitting mistake is (thankfully) very easy to fix! Check out our complete guide to fixing knitting mistakes to learn how to fix dropped stitches.

Gauge and Tension: Gauge and tension are terms that refer to the number of stitches per inch. Things like the type of yarn, needle size, and stitch pattern can affect gauge. In general, the bigger the yarn is and the bigger the needles are, the less "tense" your stitches will be, giving you larger, looser stitches. This will affect the size of the pattern, so pay close attention to the gauge when knitting things like sweaters, scarves, and cowls.



Increase and Decrease: These terms refer to anything in a knitting pattern that increases or decreases the number of stitches in a row. These make your patterns curve, slant, and fit the way you want them to. Once you know what increases and decreases are, they're really a no-brainer.

Leading Leg and Lagging Leg: These terms refer to the two "legs" of yarn that a stitch has. The leading leg is the leg of the stitch that is on the right side in right-handed knitting and the left side in left-handed knitting. The lagging leg is the leg that is "following" behind the leading leg and it falls on the back side of the needle.

Needle Sizes: Using the right needle sizes is critical to getting your projects right. Needle size refers to the diameter of the needle, not the length of the needle. Things get a little complicated if you have to convert your needles to a different measuring system. If you have to do this, check out our guide to [knitting needle sizes](#) for our handy conversion charts.

Positive, Negative, and Zero Ease: These terms refer to the fit of a garment. Negative ease means the measurements of the garment will be smaller than the measurements of the body, making patterns with negative ease very fitted. Positive ease, on the other hand, makes the measurements of the garment will be larger than the measurements of the body, making these patterns a little looser.



- ✘ Always place most important content and “promise” up top. Your reader should be provided the information they clicked for first *then* you can provide supplemental content like extra links and fun facts.
- ✘ As readers scroll through your page, there should always be a “what’s next” in the form of a new photo, section header, etc.
- ✘ Avoid the dreaded unigraph or block of text.
- ✘ Content should be visually interesting.

Recommended Tools

- ✘ **Canva.com** - Allows you to create collages, infographics, and banners for free
- ✘ **Unsplash.com** - Royalty free images from talented photographers
- ✘ **Infogram.com** - Make your own simple infographics





(2) Writing for User Intent

Make sure the content you are creating is what people are *actually* searching for.



User Intent

User intent describes what a user is looking for when they conduct a search query. This goes beyond the superficial idea of “keywords.”

-crazyegg.com



Types of User Intent



Navigational

Where is something.

Informational

User wants to know about something.

Transactional

They want to buy something!



Crafting User Intent

Lists

Looking for a list of options - free crochet patterns or free coloring pages!

How To

They want to learn how to do something - how to crochet an afghan, how to make a terrarium, tie dye instructions



Transactional

User is looking to buy something! - worsted weight yarn, Bernina sewing machines, adult coloring books

About 15,300,000 results (0.39 seconds)

The Basics:

- Choose an open or closed glass container of some sort.
- Cover the bottom with an inch-thick layer of pebbles or rocks to create a false drainage system for the plant roots.
- Add a thin layer of activated charcoal keeps the water fresh, and prevent mold and bacteria from building up.



More items...

21 Simple Ideas For Adorable DIY Terrariums - BuzzFeed
<https://www.buzzfeed.com/peggy/21-easy-ideas-for-adorable-diy-terrariums>

About this result Feedback

People also ask

- Do you have to use activated charcoal in a terrarium?
- How do you put together a terrarium?
- How do you plant in a terrarium?
- How do you set up a terrarium?

Feedback

8 Cool DIY Terrariums - Sunset

<https://www.sunset.com/home/decorating/diy-terrariums>
 Make it now. Choose a clear glass or acrylic container, with or without a lid. Spread a 1- to 3-inch layer of charcoal, gravel, or pumice on the bottom of the container for drainage. Add enough potting mix to surround plant roots.

21 Simple Ideas For Adorable DIY Terrariums - BuzzFeed

<https://www.buzzfeed.com/peggy/21-easy-ideas-for-adorable-diy-terrariums>
 Jul 9, 2012 - The Basics: Choose an open or closed glass container of some sort. Cover the bottom with an inch-thick layer of pebbles or rocks to create a false drainage system for the plant roots. Add a thin layer of activated charcoal keeps the water fresh, and prevent mold and bacteria from building up.

DIY: How to make your own green terrarium to keep or give away for ...

<https://inhabitat.com/diy-how-to-make-your-own-green-terrarium-to-keep-or-give-aw-...>
 Dec 16, 2016 - Inhabitat shows you how to make a beautiful terrarium in this step by step DIY tutorial.

Best 25+ Diy terrarium ideas on Pinterest | Terrarium diy, Terrarium ...

http://
 Find
 and

Searches related to diy terrariums

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- diy terrarium kit
- diy succulent terrarium
- creative terrariums
- terrarium theme ideas
- diy closed terrarium
- mini terrarium diy
- terrarium ideas without plants
- diy hanging terrarium



Finding User Intent

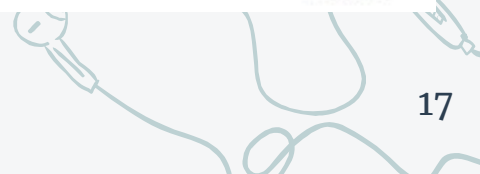
- ✘ Once you decide on your main keyword phrase and topic, Google it!
- ✘ Check the search engine results for what is already ranking.
- ✘ Make sure your content matches! Google tends to rank the most-clicked content, so this is the best way to determine what people expect when they search your term.



People also ask

- Do you have to use activated charcoal in a terrarium?
- How do you put together a terrarium?
- How do you plant in a terrarium?
- How do you set up a terrarium?

Feedback





Writing the Right Headline



Promise

Your headline should follow through on a promise.

Avoid Clickbait

This can hurt your brand! If your audience is expecting one thing and gets another, that is a bad brand impression.

Keyword

Use your main keyword phrase at the front of your headline.



A Headline Formula

Keyword + Colon + Number + Promise

Example: DIY Terrariums: 15 Easy Craft Ideas

Source: <https://www.orbitmedia.com/blog/writing-headlines/>





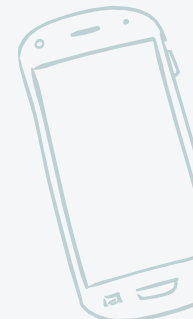




The Quality of the Click Matters

Your end goal should not be to earn the click. It should be to earn the reader's time. Whether or not they stay (and come back) matters more than if they click.



Recommended Tools

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- ✘ **Google.com** – Provides a lot of insight in terms of what is important to a reader.
 - ✘ **Moz.com/explorer** – Keyword research tool that provides a ton of data of search volume as well as difficulty and user intent
 - ✘ **AnswerthePublic.com** – Lists all questions searched for surrounding your keyword phrase.
 - ✘ **Your Own Data!** – What questions do your customers ask about this topic when contacting your service team? What do they talk about on social media?
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(3) Writing for Google

Make sure your content can be found on search engines.



First! - Can Google find your content?

- ✘ Check your Google Analytics to see if you are getting traffic from Google.
- ✘ Most content management systems and blogging platforms are designed to do this for you.

Not seeing traffic, you may need to implement the following tech changes:

- ✘ Implement robots.txt file on your site. - This tells Google how to “crawl” or scan your site.
- ✘ Create and upload your sitemap to Google Search Console/Webmaster tools. - This tells Google what content is on your site.

I recommend hiring a tech professional to do this for you if need be!



How Google "Reads" a Page

Human - Reads

- ✘ Reads words on the page in order.
- ✘ Read linked text and determines what to click based on interest.
- ✘ Ignores ads.
- ✘ Looks at photos.
- ✘ Often ignores the site/brand as a whole while searching and is only vaguely aware of their own bias towards certain brands.

Google - Grades

- ✘ Checks headings for key information `<h1>/<h2>` tags, skims words for repeated key phrases and related keyphrases.
- ✘ Follows all links from the page, crawls those pages next. Knows what you think that page is about by link text.
- ✘ Checks ad to content ratio to determine spam score
- ✘ Reads alt-tag attached to the photo to determine what that photo is of.
- ✘ Scores **page** based on age, quality of content, incoming quality links, and past user behavior.
- ✘ Scores **site** based on quality, authority, and age.



What Google Deems a Quality Page!

- ✘ Includes supplemental or related keywords - All pages should have 1 main keyword and 2-3 related terms mentioned
- ✘ Higher word count (1k+ words)
- ✘ Properly labeled photos (through alt-tags) and well-organized sections
- ✘ Good linking profile both inbound and outbound
 - Link to popular and authority content on your page to show Google you know where the best info is on that particular topic
 - Gain links back to your page to prove that other sites are “talking about it”
- ✘ Pages readers like! Google looks at your time-on-page and page interactions (like comments, video views, clicks) to determine how much a reader enjoys the content



Recommended Tools

- ✘ **Google.com** - Provides a lot of insight into what related terms to use.
- ✘ <https://moz.com/tools/onpage-grader> - Grades a page based on how well it is optimized for a given keyword phrase.
- ✘ **Google Analytics** - Track your organic traffic and progress.



*The Best SEO Strategy =
Making Great Content*

If you want to rank for a certain phrase, you should be trying to make the best page on the internet on that topic.



Writing the Best Page on the Internet

Create longform content that answers all of your users' questions about a topic.







What is Longform Content?

- ✘ The best way to satisfy all three audiences.
- ✘ Longform content is a piece of content that is generally has 1k+ and works to answer all the questions on the internet for a specific query or topic.
- ✘ Higher quality content includes a higher word count, photos, video, and other engaging elements.
- ✘ This should be **the best page on the internet** for this particular topic.



All Longform Content Should Include:

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- ✘ Strong headline that includes keyword phrase + a call to action.
 - ✘ 1k+ word count
 - ✘ Organized into subsections – optimized for popular questions and related topics
 - ✘ Multiple visual and engaging elements – infographics, videos, photos, blogger quotes
 - ✘ Proof that you are an authority on the topic through links to authority sites (like .edu or .gov) and/or influencer and expert insight quotes.
 - ✘ Should be better than the other content that is currently ranking
- 
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How to Undo a Knit Stitch: Frogging vs. Tinking

Spotted a mistake? Never fear. Learn how to frog and tinker, and you'll be back to your knitting flow in no time!

By: Toby Kahnek, Editor, AllFreeKnitting.com

Updated December 15, 2017

If you're new to the world of knitting, some of the frog and [knitting along](#) can seem a little odd. Frogging and tinking are two words that often stump beginners, but they truly are lifesavers when you realize you've made a mistake in your knitting.

Tinking is just knitting backward. Literally — the word "tink" is "knt" backward. This method involves undoing your stitches one at a time.

Frogging, on the other hand, is the more dramatic method of undoing your mistakes. This method involves ripping your stitches out by hand. This term probably comes from the fact that "rip it," sounds a little like "ribbit."

So what do you do if you notice a stitch that you didn't knit properly?

Don't Worry! It Happens to Everyone

Unless you're a knitting prodigy, you're probably going to make a few mistakes on your first few projects. Even experienced knitters make mistakes sometimes. But don't despair! There are ways to fix everything.

In knitting, there are basically two ways to go about fixing stitches that you've messed up — frogging and tinking. Both of these methods have different uses, depending on how far back in your project the mistake is.

If tinking and frogging aren't enough to fix your mistake, be sure to check out our complete guide to [fixing knitting mistakes](#) by clicking the image below.



Online Marketing Know-How

Social Media Metrics for Tracking Your Lead Nurse Funnel [learnwith.com](#)



Which One Do I Need to Do?

Because tinking takes a little bit more time to do than frogging does, it's best to save tinking for those mistakes that happen within your current row of stitches. Untinking each stitch individually is monotonous, and if you're trying to tink multiple rows, you'll end up wasting a lot of time on something that can be accomplished in a few seconds with frogging.

Frogging is best for those moments when you look back at your progress and notice an error a few rows back. (It's happened to all of us.) This method involves ripping out entire rows of stitches all at once.

Frogging is a lot faster than tinking, but the downside is that it's easy to rip too far down, thus creating more work for yourself in the future, when you're reknitting the stitches you pulled

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Frogging is a lot faster than tinking, but the downside is that it's easy to rip too far down, thus creating more work for yourself in the future, when you're reknitting the stitches you pulled out. The solution to this is to use lifelines while knitting. Lifelines are basically pieces of string thread that are placed through a row of stitches as a sort of place marker. In the event that you do have to go back and frog your knitting, the lifeline will stop the stitches from coming undo beyond that point in the project. This [video on lifelines](#) from VeryPink.com is a great introduction to how to use and insert lifelines even after you've noticed your mistake.



How to Tink Knitting

Tinking is the best option for undoing your knitting if the mistake is a few stitches back or even in the previous row. It's a little tedious, and it can take some practice to get just right, but it's great way to fix those tiny mistakes without ripping out rows and rows of your project.

Step-by-Step

1. Insert the left knitting needle into the bump of the last completed stitch behind the right needle.
2. Slide that stitch onto the left needle.
3. Gently pull on the working yarn to undo the stitch.
4. Repeat steps 1-3 until you reach the mistake, and then continue reknitting.



How to Frog Knitting

Did you just now notice that one goof a few rows back? Or worse — you've been reading the



How to Frog Knitting

Did you just now notice that one goof a few rows back? Or worse — you've been reading the pattern wrong for the last few rows? If you've ever been in that scenario, frogging is your friend. You can even frog your entire project and start over if you have to.

We recommend checking your knitting every few rows and inserting a lifeline when you are sure you haven't made any mistakes. As mentioned earlier, this piece of yarn will prevent your frogging from going too far and undoing parts of your project that don't have issues.

With frogging, you do have to remove your knitting needles from your work. This feels really strange when you do it for the first time, but rest assured that your project will be just fine. You can insert your needles again through the stitches, and you will be able to continue knitting from where you left off.

Step-by-Step

1. Place your work on a flat surface and remove the needles.
2. Grab the working yarn and gently tug to begin undoing the stitches.
3. Once the stitches start coming undone, you should be able to quickly rip out the stitches.
4. Stop just after the stitch or stitches with the errors.

Learn how to fix seven more knitting mistakes with this handy guide: [Fix Knitting Mistakes: Knitting for Beginners](#)

To Recap



Internet Users

Create your content so that it is engaging and visually appealing.



User Intent / Searchers

Give people what they were searching for in the first place.



Google

Make your page easy to read for Google crawlers.




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Thanks!
Any questions?

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Slide Resources: <http://bit.ly/2B97XKo>
<https://www.favecrafts.com/Craft-Business/Creativation-Resources>

