

SEO guidelines – HPT TCP

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Introduction

What is SEO Copy?

SEO (Search Engine Optimization) copy is the process of creating content that search engines like Google can easily understand and rank highly. It involves incorporating keywords and phrases that people commonly use when searching for information related to your site's topic.

Rule 1: Write for people – second search engines.

When writing content, prioritize your audience and your core message. SEO comes second. After all, it's called Search Engine *Optimization* for a reason. The optimization happens after you've created quality content, not before.

Rule 2: Create Quality Content

If writing for people is rule number one, producing quality content is rule number two. You should aim to create well-written, accurate content that provides value. Without focusing on quality, optimization will have little effect. Effective, long-lasting search engine optimization isn't about tricks and manipulations.

Research

Choose Your Primary Keywords

After deciding what to write, select the primary keyword to optimize your content for. You want to choose a primary keyword that is both frequently used in searches for your type of content and not too competitive. Begin by considering which words or phrases your target audience would likely use

when searching. The keyword list is then possible to use in tools or services like SEMRush to further analyze search volume and assess ranking difficulty.

<input type="checkbox"/> Keyword	Intent	Volume	Trend	KD %	CPC (USD)	Com.	SF
<input type="checkbox"/> heat pumps	C	14,800		69 ●	3.10	1.00	7
<input type="checkbox"/> heat pump efficiency	I	1,000		67 ●	2.23	0.35	8
<input type="checkbox"/> heat pump water	C	390		37 ●	1.51	1.00	8
<input type="checkbox"/> heat pump air	C	170		62 ●	2.67	0.76	8
<input type="checkbox"/> heat pump renewable energy	I	30		36 ●	0.00	0.15	5
<input type="checkbox"/> heat pump application	I	20		15 ●	0.00	0.04	6
<input type="checkbox"/> heat pump energy	I	20		63 ●	2.45	0.22	5
<input type="checkbox"/> heat pump principle	I	20		62 ●	0.29	0.15	6
<input type="checkbox"/> heat pump clean energy	I	0		50 ●	0.00	0.00	7
<input type="checkbox"/> heat pump markets	I	n/a	n/a	33 ●	n/a	n/a	5
<input type="checkbox"/> heat pumping technique	I	n/a	n/a	48 ●	n/a	n/a	6
<input type="checkbox"/> heat pumping technology	I	n/a	n/a	72 ●	n/a	n/a	6

An *example* of keyword variations in SEMRush.

The Keyword Difficulty (KD) for many words is quite high.

Choose Your Secondary Keywords

Once you have selected your primary keyword it's also a good idea to select a couple of secondary keywords. These are keywords that are closely related to your primary keyword such as variants and synonyms. By also incorporating these you increase your chances of driving more traffic. It will also be easier to write more naturally if you can vary the words. The process of finding and choosing the secondary keywords is the same as above.

Define Search Intent

After you've identified your keywords, you need to make sure the content you create satisfies the user's *search intent*. In the world of SEO there are four broad types of intents or reasons for someone to use a search engine. The reasons are:

1. **Informational:** The user is looking for information about a topic. Typically blogs, reports, tutorials and similar resources aligns with information search intents.
2. **Navigational:** The user is looking for a specific website or page such as a specific brand name, contact information, support and similar.
3. **Commercial:** The user is looking into buying a product and are using a search engine to find buying guides, product comparisons, reviews and product pages.
4. **Transactional:** The user are ready to make a purchase. Typically shoppable product pages, downloads and coupons pages, falls into this category.

It's important to make a decision about which search intent you're optimizing for, since Google tries to guess the search intent and then provides the user with relevant links. You usually don't want to mix two search intents on the same page.



HPT TCP notes:

The search intent for the bulk of the pages are probably Informational, although certain pages such as contact and project search pages is Navigational.

Cover everything users want to know

Google states that it's looking for a substantial, complete, or comprehensive description of a topic. If you're unsure on how to cover everything the user wants to know there are several ways to figure it out.

- Ask the people who have direct insights and/or contact with the users such as sales representatives, customer support. What questions seem to come up all the time?
- Do a Google Search using your primary keyword and scroll down to the section "People Also Ask". The questions and additional keywords can work as a source of inspiration.

- Use a paid tool or service, such as SEMRush, to generate keywords, questions and phrases.
-

Planning

Create an outline

So, based on all the research material that you have gathered it's now a good idea to create an outline so that you can plan what you want to say and how the search intent, the selected keywords, phrases and questions could fit naturally into the content. Also, don't forget to think about how to include multimedia such as images, videos, infographics, etc.

Doing

Insert Keywords in Your Content in prominent locations

As mentioned before, Google analyzes the words in your content to understand its topic and rank it appropriately. Start writing and insert keywords where they fit naturally.

The location of keywords in the text is important. Include the primary keyword in

- the main headline (H1)
- in some subheadlines
- and within the first 100 words of your page.

Don't forget your secondary keywords as well.

Avoid keyword stuffing. At all costs

Keyword stuffing means inserting keywords unnaturally or too frequently, hoping search engines will rank your page higher. This tactic doesn't work—search engines will ignore it, and readers will find it annoying.

Write Comprehensive Content

Google claims that they don't consider length as a ranking factor. Instead Google emphasizes comprehensive content that answers users' questions. As a consequence this approach often results in longer articles anyway. So, aim to provide at least 1,000–2,000 words of *valuable* information. Avoid writing less than 200 words, as this may be too brief to fully address the topic.

Make Your Content Easy to Scan and Understand

Readability is crucial for both your target audience and SEO. It's about making your content easy to read and understand. The following tips align with general good writing practices, so you may find them familiar:

- Write clear and descriptive headlines and subheadings
- Use short sentences and paragraphs
- Opt for simple, clear language – avoid jargon and complex words
- Incorporate visual elements like images, infographics, videos, and graphs to enhance your message (more on that below)
- Utilize bullet points and numbered lists

Add Links to Internal Pages

Internal links are links that lead to other pages on your site. Use them to help users discover more relevant content. Internal links are important for two reasons:

1. They send a signal to Google about which content you consider important.
2. They distribute "link equity" (also known as "link juice") from popular pages to less popular ones, which can improve their ranking.

Add Links to External Pages

Don't be afraid to link to other sites as well. Remember that Google wants to provide searchers with the most comprehensive answers, and sometimes that means linking to external content is helpful. However, you might want to keep visitors on your site to complete actions such as signing up for a newsletter, making contact, or purchasing something.

Use Multimedia

Multimedia elements like images, videos, infographics, and flowcharts enhance visitors' understanding of content, creating a more engaging experience. Additionally, incorporating diverse media formats helps capture search engine users who may be conducting image or video searches.

Naming of images

Enhance Google's understanding of your page by using descriptive file names for images. Rather than uploading an image named "IMG00021.png," use keywords that describe the image, such as "ammonia-heat-pump.jpg" This practice not only helps search engines comprehend your content better but also improves the image's ranking in Image Search results.

Add optimized alt descriptions

Alt descriptions are hidden text associated with images. Screen readers use this text to describe image content to visually impaired users. Search engines also use alt tags to understand images. As a content editor, you can write these alt descriptions.

When writing alt text, describe the image specifically. Imagine you're explaining the image to a friend over the phone. This approach helps create clear, detailed descriptions. Include relevant keywords naturally, but avoid keyword stuffing. The goal is to accurately represent the image while maintaining SEO benefits.



Uploaded on: November 13, 2024

File name: photo-2.jpg
File type: image/jpeg
File size: 371 KB
Dimensions: 1342 by 980 pixels

Alternative Text

[Learn how to describe the purpose of the image.](#)
Leave empty if the image is purely decorative.

Title

Caption

Description

File URL:
[Copy URL to clipboard](#)

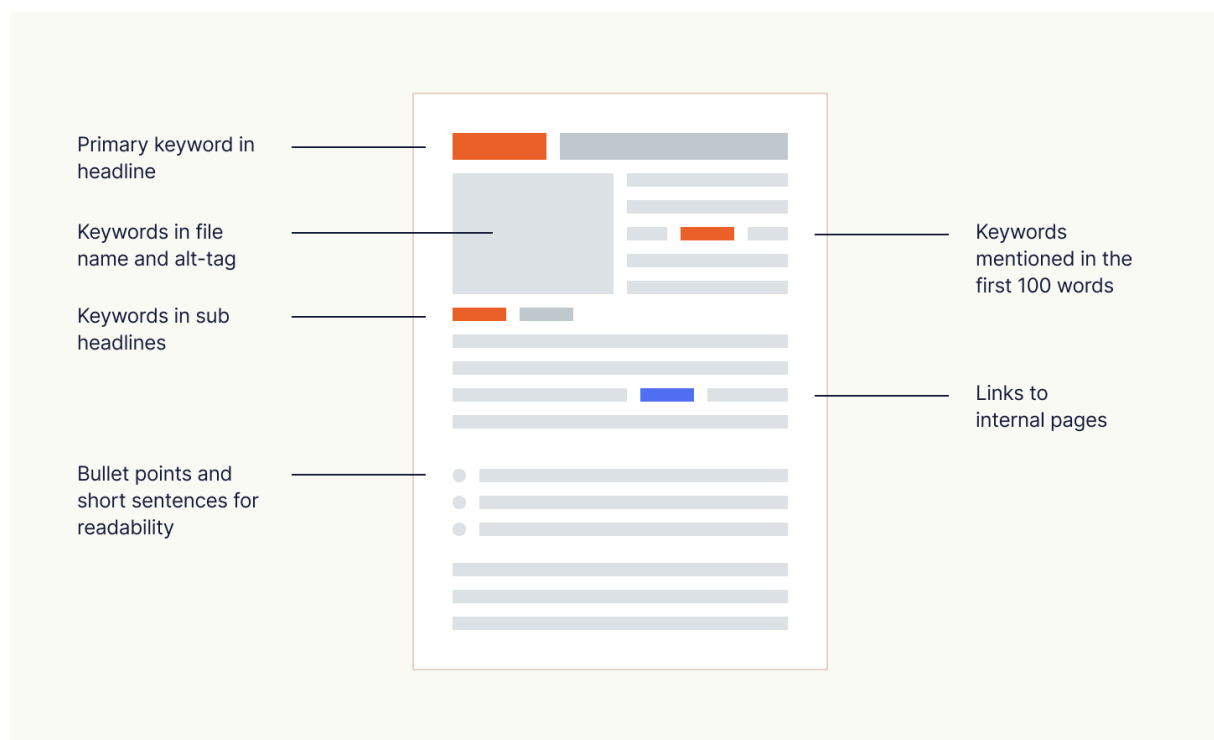
[View attachment page](#) | [Edit more details](#) | [Download file](#) | [Delete permanently](#)

Example: This file name/image title would benefit from being changed to f ex "ammonia-heat-pump" with a descriptive alternative text "Photo of ammonia heat pump harvesting heat from the Clyde estuary"

Optimize Your URL Slug

A URL is the web address of your page. For example: `heatpumpingtechnologies.org/my-content-piece`. The slug is the last part of the address—in this case, "my-content-piece". Search engines use the words in the slug to help determine the page's topic.

To optimize your slug, include your primary keyword. If you need multiple words, separate them with hyphens. Keep it concise and descriptive. Aim for a slug that allows users to easily guess the page's content just by looking at it.



The Search Results Page (SERP)

Optimizing the content for search engine rankings is essential, but equally crucial is how your page appears in search results. A clear, compelling description can significantly boost click-through rates from Google to your site — which is the ultimate goal.



Why heat pumps are a technology for the future

By adding a small amount of drive energy, a **heat pump can move heat from a low temperature to a high temperature**. This means that the same piece of equipment ...

An example of how the title tag and meta description might look like on the Google Search Result page

Create an Optimized Title Tag

A title tag, also known as the "HTML Title" or "SEO title", is the headline of your webpage or article that appears in search results. Google uses it to understand your content's topic and rank it accordingly. For users, it's the first thing they see, helping them decide whether to click and read more.

Given its importance, optimizing your title tag is crucial. Here are some tips to consider:

- **Align with search intent (know the why).** Your search listing is the first thing people see, so it should clearly communicate how your page answers the user's query.
- **Include your primary keyword** (preferably at the beginning). This helps you rank for that keyword and shows relevance to the user's query.
- **Keep your title tag around 55 characters.** This prevents Google from truncating it in search results.
- **Make your title tag enticing.** If applicable, don't hesitate to use power words, numbers (e.g., "9 tips" or "10 facts"), and brackets to encourage clicks.

Write a Compelling Meta Description

A meta description is a brief summary of your article that appears below the title tag in search results. While Google may sometimes override your chosen meta description, and it's not a direct ranking factor, optimizing it is still valuable. A well-crafted meta description can entice users to click on your result.

Here are some tips for writing effective meta descriptions:

- **Use active voice.** Address users directly to improve clarity.


- **Incorporate action verbs.** Encourage users to explore your article with phrases like "learn more," "find out," or "dive deep."
 - **Include your primary keyword.** This signals to users that your page covers their desired topic.
 - **Keep it concise.** Aim for one to two short sentences, as Google truncates descriptions after about 105 characters on mobile.
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Make use of the YOAST SEO plugin

The YOAST plugin section can be found on every separate page and article. This is where you add the Meta description and primary keyword. You also have the option to add an adjusted meta description and image to be shared in social media.

The plugin will analyze the content and provide suggestions for both for SEO and readability improvements. Not all suggestions may be feasible, or even desirable, but will give a quick hint on where to optimize.

^ Problems (5)

- Keyphrase distribution: Have you evenly distributed your focus keyphrase throughout the whole text? [Yoast SEO Premium will tell you!](#)
- [Outbound links](#): No outbound links appear in this page. [Add some!](#)
- [Keyphrase in introduction](#): Your keyphrase or its synonyms do not appear in the first paragraph. [Make sure the topic is clear immediately.](#)
- [Keyphrase density](#): The keyphrase was found 1 time. That's less than the recommended minimum of 2 times for a text of this length. [Focus on your keyphrase!](#) 
- [Text length](#): The text contains 197 words. This is far below the recommended minimum of 300 words. [Add more content.](#)

^ Improvements (3)

- [Image Keyphrase](#): Images on this page do not have alt attributes that reflect the topic of your text. [Add your keyphrase or synonyms to the alt tags of relevant images!](#)
- [Meta description length](#): The meta description is too short (under 120 characters). Up to 156 characters are available. [Use the space!](#)
- [Previously used keyphrase](#): You've used this keyphrase [once before](#). [Do not use your keyphrase more than once.](#)

^ Good results (7)

- [Images](#): Good job!
- [Internal links](#): You have enough internal links. Good job!
- [Keyphrase in SEO title](#): The exact match of the focus keyphrase appears at the beginning of the SEO title. Good job!
- [Keyphrase length](#): Good job!
- [Keyphrase in slug](#): Great work!
- [Keyphrase in subheading](#): 1 of your H2 and H3 subheadings reflects the topic of your copy. Good job!
- [SEO title width](#): Good job!

Example of SEO analysis result by the YOAST plugin

The Yoast plugin is also found on the archive pages (f ex: the automated listing pages for Applications & Technologies).

SEO and PDF

Search engines like Google can crawl and index PDFs by converting them to HTML pages, though they will be labeled as PDFs in search engine results

pages (SERPs). Like any other content, a search engine can process these documents.

However, PDFs require additional effort to prep for search engine optimization as they lack many advantages of HTML web pages:

- **Limited Metadata:** PDFs typically lack essential metadata (like title tags and alt text) that Google needs to assess relevance. As a result, search engines fall back on file names or other basic elements, reducing click-through rates.
- **No Hierarchical Structure:** Unlike HTML, PDFs can't effectively communicate content hierarchy. Search engines cannot understand the importance of headings or keywords based on font size or style, which limits keyword optimization.
- **Poor User Experience:** PDFs aren't mobile-friendly and require downloading. This extra step creates friction and leads to a poor user experience that Google penalizes in rankings.
- **Link Equity Limitations:** PDF links don't transfer authority like webpage links do, making them less effective for internal linking strategies.
- **Analytics and Tracking Gaps:** Tools like Google Analytics can't properly track PDF engagement. Because PDFs don't register as pageviews, they become dead ends in tracking user behavior.

Despite their SEO limitations, PDFs remain the best format choice in certain situations, such as:

- **Annual or Industry Reports:** Detailed, data-rich documents meant for offline reading and reference.
- **Case Studies or Research Papers:** In-depth content where PDF format enhances credibility.
- **Books or Guides:** Extended resources intended for widespread distribution.

Best practices

Here are some best practices to enhance the search performance of a PDF:

- **Optimize Metadata:** Use Adobe Acrobat or similar tools to add clear, descriptive text to the PDF's title, subject, author, and keyword fields.
- **Include Search-Friendly Text:** Enable Optical Character Recognition (OCR) to make text searchable. Don't embed text in images or use decorative fonts that search engines can't read.
- **Add Links Strategically:** Include relevant internal and external links. While they carry less weight than HTML links, they still benefit your SEO.
- **Compress and Optimize for Mobile:** Keep file sizes small and ensure text remains readable on mobile devices.

Optimize for the environment

Instead of aiming to optimize the PDF itself, a better strategy might be to focus on optimizing the *environment* – the page where the PDF are to be found.

For instance, if you have a report:

- Create a **dedicated landing page**
 - **Include a clear summary** of the report's key findings.
 - **Use relevant keywords**, including the report's date and name, to improve search visibility.
 - **Create links** from related posts and content clusters to direct traffic to the landing page.
 - Place the **report's name** consistently in the URL, title tag, and meta description.
-