

How to write *quality content* (with Yoast SEO)

What topic should I write about?

Do [keyword research](#)

Research your (desired) [audience](#)

Find out what [questions/problems/needs](#) they have

Get [inspiration for your post](#)

Choose a topic!

Found your topic?

Before you start writing, let's:

Check out the [SERPs](#):

- What does the competition do?
- What's the (dominant) [search intent](#)?
- What do People Also Ask?
- Try synonyms/different wording
- Check Google Trends
- Use [Semrush in Yoast SEO](#)

Decide on goals:

- Who is your target group for this post?
- What's the [message and goal](#) of the text
- Make sure the goal and search intent match



Let's start writing!

1. Set the focus keyphrase in Yoast SEO
Add synonyms & related keywords with Yoast SEO Premium
2. Write down all the (sub) topics you want to cover
3. Cluster and structure these topics
4. Start writing!

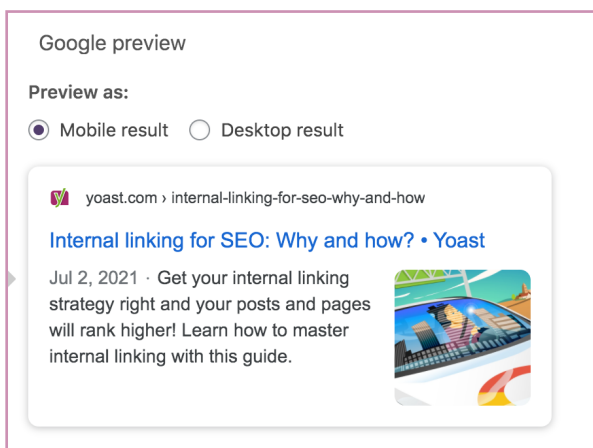
5. Add an intro and a conclusion
6. Add (optimized) images
7. Ask a friend or colleague to read it

Think about:

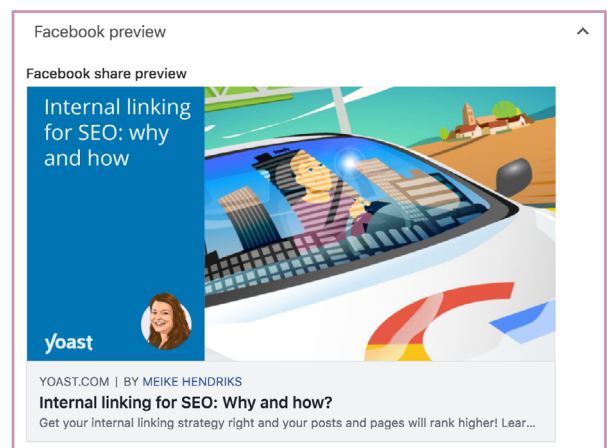
- Paragraphs: thematic and concise
- Sentences: vary in length
- Headings: right order and on topic
- Transition words: guide your reader
- Synonyms: avoid repetition
- Related keyphrases: provide context
- Sources: thank them with a link!

Done writing?

- Check the readability of your text with Yoast SEO
- Check if your text is optimized for Google with Yoast SEO
- Check the [Google](#) and [Social preview](#)



Google preview



Social preview (premium only)

Hit publish!

Share your content on social media and in your newsletter!
Don't forget to add internal links
Want to know more? Read our blog about [writing quality content](#).