

Digital Content Writing Guide

Buyer Persona

It all begins with the customer. When writing content, address the ideal customer for the product. Consider their age, sex, motivations, goals, and buying patterns. These characteristics make up the buyer persona. What do they need to know to make a purchase decision? Who influences their purchasing decisions? You may need to include content targeting the influencers. Remember that the buyer cannot pick up and examine the product in detail for online purchases like they can at a local retail store. Be descriptive and visual with the content, matching the content to the reader's needs. Ensure the content sympathizes with the issues important to the persona. Lead the reader through the buying journey from product discovery, evaluating product options, brand awareness, answering questions, overcoming buyer objections to making the purchase. Consider the competing brands within the product category and the persona each brand targets in the content.

Everybody has pain points or specific needs they want satisfied. Buyers make purchases to satisfy specific needs. Digital content must provide a detailed and descriptive narrative that helps buyers visualize their needs and how a particular product will meet those needs. Content provides a visual in the reader's mind by following a detailed Who, What, When, Where, Why, and How narrative.

Examine the Google Featured Snippet below. Can you discover the Who, What, When, Where, Why, and How in this short snippet. Note that there are nearly 5-million web pages on the Internet competing for the search term "Pediatric Standers for Disabled." Goggle chooses this single description to provide a Featured Snippet in response to the search query. Content must meet the needs of search queries to attain a Feature Snippet position as well as the top 3 positions of organic search results. A Google Featured Snippet is the most prime real estate on a search results page, located at the top left.

The image shows a Google search results page for the query "pediatric standers for disabled". The search bar at the top contains the text "pediatric standers for disabled" and is labeled "Search Term". Below the search bar, the navigation menu includes "All", "Shopping", "Images", "News", "Videos", and "More". The search results show "4,960,000 results (0.63 seconds)". A featured snippet is displayed, starting with "Pediatric Stander are therapeutic, adaptive equipment, or standing aides for children with physical disabilities. A stander is a frame that holds the patient in various positions, including upright, prone, and supine. It provides weight-bearing support to enable patient mobility in an upright or other position." This snippet is labeled "Snippet". Below the snippet, the URL "https://www.vitalitymedical.com > special-needs-pediatric-..." is shown, labeled "URL". The title tag "Pediatric Stander for Disabled Children - Vitality Medical" is also visible, labeled "Title Tag & Link".

Below is a screenshot of the web page Google used to "borrowed" content from to provide the Featured Snippet above. Callouts for some of the Who, What, When, Where, Why, and How narratives point to where these elements fall. Note the keyword variations and semantics the paragraph contains without repeating the primary keyword phrase. Note that each of the [keyword] elements above should use a different form of the primary, secondary, or semantic keyword.

VitalityMedical.com
Add Vitality to Your Life

Search entire store here...

My Account

Respiratory Therapy | Wound Care | Patient Care | Incontinence | Urinary Supplies | Ostomy Supplies | See More

Home / Babies & Children / Pediatric Standers for Disabled Children

Narrow Your Results

+ MANUFACTURER

COMPARE PRODUCTS
You have no items to compare.

MY QUOTE
You have no items in your quote.

Pediatric Standers for Disabled Children

Pediatric Standers are therapeutic, adaptive equipment, or standing aides for children with physical disabilities. A stander is a frame that holds the patient in various positions, including upright, prone, and supine. It provides weight-bearing support to enable patient mobility in an upright or other position. Standing frames for children with special needs helps improve their quality of life, classroom participation, and leisure activities. A stander for kids helps paraplegic and special needs children in a variety of settings, including home and school.

Who
What
Why
When
How
Where

SORT BY: Most Popular ↓

8 Item(s) SHOW: 80 ↓

Below is a content map of the first paragraph for this content page.

Who

1. for children with physical disabilities
2. for children with special needs
3. stander for kids
4. paraplegic
5. special needs children
6. devices for children

What

1. therapeutic, adaptive equipment
2. standing aide
3. weight-bearing support
4. to enable patient mobility in an upright or other position
5. helps paraplegic and special needs children
6. mobility devices for children

When

1. in a variety of settings (anywhere, anytime)

Where

1. home
2. school

Why

1. helps improve their quality of life
2. improve classroom participation
3. improve leisure activities
4. enable patient mobility
5. improve their social, emotional, and physical wellbeing

How

1. a frame that holds the patient in various positions

Keywords

In most instances, your assignment will include a primary and a group of secondary keywords to include in your description. However, you will need to research the semantic keywords and entities that should be included within the content. Semantically related keywords or phrases relate to each other conceptually. Semantics answer the true intent of the user's search. They answer questions and provide solutions, adding more depth and value to the description. Use "Google Search Suggestions," "People Also Ask," "Google Related Searches," and "People Also Searched For" tools located on most search results pages of Google. These tools help identify the semantics for the content. [OneLook](#) is another tool to identify terms similar to your assigned keywords that you should include in the content to help users and the search bots understand the depth and breadth of the content.

The screenshot shows a web browser window with the URL onelook.com/thesaurus/?s=product. The browser's address bar and tabs are visible at the top. The main content area features the OneLook Thesaurus logo and a search bar containing the word "product". Below the search bar, a definition of "product" is provided, along with buttons for "more definitions..." and "usage examples...". A section titled "Showing words related to product, ranked by relevance." includes a "Filter by..." button and an "Alphabetize" button. Below this, a list of related words is displayed in a grid format, categorized by parts of speech: All, Nouns, Adjectives, Verbs, and Adverbs. The word "merchandise" is highlighted in yellow in the first column of the list.

product

product, an artifact that has been created by someone or some process; a quantity obtained by multiplication; a consequence of someone's efforts or of a particular set of circumstances; a chem

[more definitions...](#) [usage examples...](#)

Showing words related to **product**, ranked by relevance.

[Filter by...](#) [Alphabetize](#)

All | Nouns | Adjectives | Verbs | Adverbs

1. merchandise	21. medicament	41. delivers	61. creates	81. produced
2. production	22. material	42. commodity	62. food	82. burrito
3. wares	23. diluent	43. congener	63. produces	83. wart
4. intersection	24. foods	44. spray	64. medicine	84. technician
5. mathematical product	25. analgesic	45. produce	65. supplies	85. generate
6. brand	26. cosmetic	46. medication	66. monograph	86. achieved
7. marketing	27. developed	47. fruit	67. stuff	87. generating
8. packaging	28. dosage	48. substances	68. induces	88. foodstuff
9. marketplace	29. deliverable	49. resulting	69. producing	89. income
10. appliance	30. item	50. revenues	70. outputs	90. file
11. ingredient	31. throughput	51. generation	71. equipment	91. resulted
12. manufacture	32. ware	52. result	72. compound	92. generated
13. device	33. offering	53. drugs	73. adduct	93. Gdp
14. market	34. materials	54. provides	74. results	94. meth
15. manufacturing	35. compounds	55. substance	75. sale	95. accrual
16. manufactured	36. goods	56. items	76. output	96. commodities
17. manufacturer	37. derived	57. chemical	77. created	97. case
18. label	38. aerosol	58. crop	78. generates	98. proceeds
19. deliverables	39. revenue	59. inhaler	79. mattress	99. producer
20. manufactures	40. chemicals	60. drug	80. consequence	100. culmination


Also, include relevant entities associated with the topic. Google uses entities to offer search suggestions and improve the relevance of served pages. Entities are always nouns and usually have a Knowledge Panel. For instance, Bill Gates, Excel, Word, and Outlook are entities of Microsoft. Any thorough description of Microsoft will usually reference these entities. Use the [Knowledge Graph Tool](#) to identify the related entities you should include in the content. It can also offer content ideas such as product types. This tool often provides many unrelated entities, so check the relevance score at the top of each Knowledge Graph Card and ensure that the entities you select are **closely relevant** to the topic.

Knowledge Graph Tool

The screenshot displays the Google Knowledge Graph Tool interface. At the top, there is a search bar with the text 'wheelchair' and a 'Search' button. Below the search bar are two dropdown menus: 'Any Entity' and 'Any Language'. A verification box on the left asks 'Verification expired? Check the checkbox: I'm not a robot' with a checkbox and a CAPTCHA icon. To the right of the verification box are social sharing buttons for 'Tweet', 'Share', 'Post', and 'Email'. Below these elements, a message states 'We found 83 results for your query of wheelchair' with an 'Export to CSV' button. The main content area shows three Knowledge Graph cards. The first card is for 'Wheelchair' with a Relevance Score of 5,681.34 (1 of 83). The second card is for 'Wheelchair basketball' with a Relevance Score of 536.58 (2 of 83). The third card is for 'Motorized wheelchair' with a Relevance Score of 403.00 (3 of 83). Each card includes the entity name, entity type (Thing), a descriptive paragraph, a source attribution to 'en.wikipedia.org (License)', and a 'View on Google' button.

wheelchair **Search**

Any Entity Any Language

Verification expired? Check the checkbox: I'm not a robot  [HELP](#) [FOOD](#) [Privacy](#) [Terms](#)

[Tweet](#) [Share](#) [Post](#) [Email](#)

We found 83 results for your query of wheelchair **Export to CSV**

Relevance Score: 5,681.34 1 of 83

Wheelchair

Entity Type: **Thing**

A wheelchair is a chair with wheels, used when walking is difficult or impossible due to illness, injury, problems related to old age, or disability.

— Source: [en.wikipedia.org \(License\)](#)

View on Google

Relevance Score: 536.58 2 of 83

Wheelchair basketball

Sports

Entity Type: **Thing**

Wheelchair basketball is basketball played by people with varying physical disabilities that disqualify them from playing an able-bodied sport.

— Source: [en.wikipedia.org \(License\)](#)

View on Google

Relevance Score: 403.00 3 of 83

Motorized wheelchair

Entity Type: **Thing**

A motorized wheelchair, powerchair, electric wheelchair or electric-powered wheelchair is a wheelchair that is propelled by means of an electric motor rather than manual power.

— Source: [en.wikipedia.org \(License\)](#)

View on Google

Informational or Transactional

Maintain a balance between informational (who, what, when, where, why, how, guide, tips, best) and transactional (buy, sell, sale, order) narratives within the content. Focus on transactional content to help the buyer make a purchase decision. There should be a fair amount of transactional content included in product description and pricing displayed in the content

Transactional content includes strategically placing terms like "buy, for sale, on sale, affordable, offer, discount, purchase, order, coupon, and store" within the content. You can direct the reader with a call-to-action to visit our home page banner for a discount coupon to buy their selected products on sale today! Note that the previous sentence contains four transactional keywords: "coupon," "discount," "buy," "on sale," and a sense of urgency term – "today." Do not overdo it with too many transactional terms, but include at least three different transactional terms in the content to allow the search bots to determine that this is an e-commerce page and not strictly an informational page.

Content on category pages should have more information about product types matched to buyer needs. This format leads buyers to the right subcategory pages to help narrow their purchasing choices to the best products for their specific needs. Write to provide a clear understanding of why the reader should buy a particular type of product. **Match buyer needs to product solutions.** Discuss the differences between the product types and match buyer personas to the correct product type.

"Needs met" is a critical factor in [Google Quality Rater Guidelines](#). Ask yourself, does the content meet the needs of a website visitor who searched the keywords associated with the search results page. What is the intent of the search query? Also, ask yourself if the content meets multiple query intents to satisfy the greatest number of visitor needs.

White Space

Plan for lots of white space between text and elements to make the page easy on the eyes and more readable. Paragraph lengths should be short. Images, comparison charts, sizing charts, etc., should be highly relevant to the topic. Add bullet points, best-in-category, top-selling features, shopping guides, FAQs, and comments on product quality such as construction and manufacturing materials. These elements naturally add white space, are more engaging for readers, and meet multiple search intents.

Content-Length

Some web pages rank well with the search engines with less than 300 words of content, but most have more. To determine the appropriate length of content for a specific topic, type primary keyword into Google search.

Next, examine the top 10 results for only transactional web pages. Transactional pages are e-commerce or store pages--not blogs, organization websites, medical studies, or .gov websites.

Then copy the text for the top transactional pages and paste it into Word. Go to the "Review" tab in Word and select word count. Average the word count for the top transactional pages to determine the content length needed for the category description. For example, if your primary keyword term is "Calcium Alginate Dressings," use this term in Google Search.

Note that the top ten **organic** search results for the example above produced the following:

- 1st ranking result is an informational page - <https://www.woundsource.com/> where nothing is for sale
- 2nd ranking result is <https://www.vitalitymedical.com/alginate-dressing.html> - a transactional page of Vitality Medical with **168 words**
- 3rd ranking result is <https://www.silverlon.com/products/calcium-alginate-dressings> - an informational page by the manufacturer with a product display but no purchasing cart
- 4th ranking result is <https://abena-na.com/products/advanced-wound-care/calcium-alginate-dressing> - an informational page by the manufacturer with no purchasing cart
- 5th ranking result is <https://www.cardinalhealth.com/en/product-solutions/medical/skin-and-wound-management/advanced-wound-care/alginate-dressings/kendall-zinc-calcium-alginate-dressings.html> - an informational page by a medical supplies distributor
- 6th ranking result is <https://pubmed.ncbi.nlm.nih.gov/11933281/> - an informational page of a medical study
- 7th ranking result is <https://www.amazon.com/Calcium-Alginate-Dressing-Areza-Medical/dp/B00L899Y1S> - a transactional page of Amazon page with a **word count of 1850**
- 8th ranking result is <https://www.sciencedirect.com/topics/medicine-and-dentistry/alginate-dressing> - an information page
- 9th ranking result is <https://www.healthproductsforyou.com/c-alginate-dressings.html> - a transactional page with a **word count of 888** words
- 10th ranking result is <https://www.cvs.com/shop/cvs-health-sterile-antimicrobial-silver-alginate-dressings-2x2in-4ct-prodid-311311> - a transactional site with a **word count of 508**

Therefore, a new content page on this topic should have between 854 (the average of the top 4 transactional pages) and 1850 words (the longest description). See some of our [Top Category Pages](#) below for examples of high-ranking pages and the content length.

Active Voice

Write in active voice. Steer clear of passive voice sentences. Passive voice combines a "to be" verb, such as "is, was, were, has, have, etc." with a past-tense verb. Examples of passive voice include "is designed, are manufactured, is recommended, is made, can be substituted, is intended, are attached, is generally recommended, it's formulated, etc."

Active voice sentences have the subject performing the action. Active voice sentences are more precise in meaning, are often shorter, and are easier to understand. On the other hand, passive voice sentences have the action performed upon the subject. (Note the passive voice construction

of the last sentence—"have... performed") Because we often speak in passive voice, many of us tend to write in passive voice. Break the habit and write clear and concise sentences with the subject performing the action.

<https://www.grammarly.com/blog/active-vs-passive-voice/>

<https://assets.ltkcontent.com/files/active-vs-passive-voice2.pdf>

Content Checklist

Top of Page Paragraph(s)

1. Provide at least 6 to 9 lines of text.
2. Begin the first sentence with the primary keyword phrase in bold text.
3. Include semantical keywords and keyword variations of the primary keywords with a smooth transitional flow. Do not force any keyword inserts, and do not keyword stuff!
4. Define the product category.
5. Include **who** needs these products and **what** they do. Address the buyer personas for the product category.
6. Include **why** the products are helpful and **how** they work.
7. Include **where** to use the product and **when** to use them.
8. Try to include at least one **relevant** internal link to our [blog](#) or [guide](#) articles.
9. Insert a bookmark link to the product types section or another key section at the bottom of the page.
10. Note that most visitors will only read 28% of the page content. Have the very best content at the top of the page.

Bottom of Page Paragraphs

1. Elaborate upon **the product types**, including **how** they are made and with what materials.
2. Include **how** to select the best product. Match buyer personas and needs to the specific product types.
3. Include links to the top 2 or 3 best products within the category. Consider adding the images for these products nearby the links. Ensure at least five links from relevant product pages and two links from relevant subcategory pages (if any) link back to the category page.
4. Include at least two **relevant** internal links to a subcategory page or parent category page.
5. Include all primary keywords, secondary keywords, semantically related keywords, and entities highly relevant to the category.
6. Include **transactional** keywords such as Buy, For Sale, On Sale, Discount, Purchase, Bargain, Offers, etc., that fit smoothly into the content.
7. Keep paragraphs short and provide smooth transitions between sections.
8. Use headings and subheadings.
9. Add summary content and bullet point content with a minimum of 7 points. This type of content is most likely to get picked up by Google Featured Snippets.
10. Match the **length** of the description (# words) with competitor websites already in the top ten search results for that category. Remember, quality, relevant, and unique content is more important than length. Unique and valuable content earns more backlinks, higher search results, more traffic, and more conversions.

Category Page Template

Who, What, When, Where, Why, & How about the Product Category

- One to two short paragraphs, maximum of 9-lines. Ensure the end of the paragraph smoothly transitions to the section below the product display. Let the reader know there is more info below.

Types of [keyword]

1. Discuss in detail the different types.
2. What makes them different from each other?

[keyword] Advantages and Disadvantages

1. List each type.
2. Consider a comparison chart.

How to Choose the Best [keyword] For Sale

1. Match buyer personas to product types.
2. Discuss features vs. cost.

Top Selling [keyword] Products

1. List the top-selling products within the category.
2. Include a short product description that differentiates the products. It can be as little as one sentence to a short paragraph and sometimes includes an unordered list.
3. Link to the product pages for these products.

FAQs

Footnotes (try to keep to less than four)

Examples of Top Category Pages on vitalitymedical.com

<https://www.vitalitymedical.com/home-oxygen-concentrator.html> (567 words, 417 backlinks, #3 traffic rank, #12 revenue rank)

<https://www.vitalitymedical.com/personal-protective-equipment-ppe.html> (860 words, 53 backlinks, #26 traffic rank, #33 revenue rank)

<https://www.vitalitymedical.com/gloves.html> (410 words, 1382 backlinks, #49 traffic rank, #49 revenue rank)

<https://www.vitalitymedical.com/syringes-needles.html> (3652 words, 182 backlinks, #199 traffic rank, #120 revenue rank)

<https://www.vitalitymedical.com/external-catheter.html> (1212 words, 257 backlinks, #58 traffic rank, #295 revenue rank)

<https://www.vitalitymedical.com/non-skid-socks-non-slip-socks.html> (382 words, 141 backlinks, #47 traffic rank, #332 revenue rank)

<https://www.vitalitymedical.com/adult-diapers.html> (516 words, 98 backlinks, #56 traffic rank, #352 revenue rank)

Product Page Template

Click on the links below to see Library of Code scripts.

[Product Highlights](#)

<p>Who Uses This Product: [keyword]</p>

<p>Why You Will Love This Product: [secondary keyword]</p>

<h2>[keyword] Overview</h2>

<p>[keyword] Who, What, When, Where, Why, & How narrative.</p>

<p>Discuss the product highlights, including secondary keywords, semantic words, transactional words, and entities. Include one or two links to relevant category pages. Include a citation if there are any medical studies of the product with a footnote to the source at the bottom of the page. Include relevant graphics, images, comparison chart, sizing chart, etc.</p>

<p>If appropriate, discuss the construction of the product, materials, what comes in the box,

<h3>Product Features & Benefits</h3>

<h3>Product Specifications</h3>

Include the manufacturer, product skus, size, weight, shipping dimensions, shipping weight, volume, color, sound level, power consumption, flow rates, power requirements, HCPCS codes, warranty, etc.

<h4>Related Products</h4>

<ul style="list-style-type:none; line-height:2.5">

Include at least 3 links to relevant products, particularly if there are any from the same manufacturer.

<h4></h4>

<h4>[Manuals and Documents](#)</h4>

```
<ul style="list-style-type:none; line-height:2.5">
<li>Product Manual offers set up and operating instructions.....</li>
</ul>
```

```
<h4>Product Videos</h4>
```

```
<h4>Footnotes, if any</h4>
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