

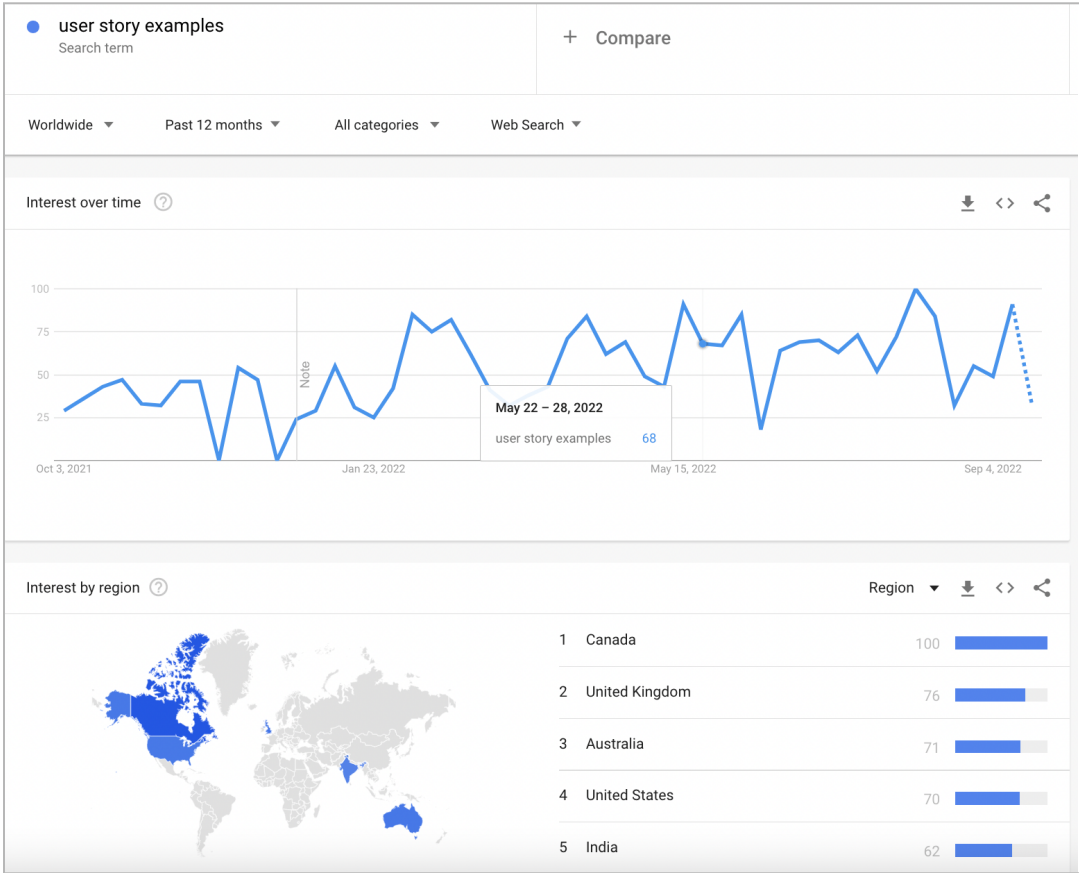
On Page SEO Measures

On page SEO practices and measures taken for the 'what are user stories' article. In this document, we take a look at the optimisations done to the complete article to increase the chances of the article page to rank in SERPs. The measurements taken are measurements examined against the Google SEO suggestions.

Measure #1

Keyword Sequence Matters




From **User stories real world examples**, to **user story examples in the real world**. From examination on google trends, I see that there is a search volume for the keywords user story examples and keyword sequence matters as pages have higher changes to rank if they respond to the exact query of the user search as per google. Below is my analyses:




● User stories real world examples
Search term




+ Compare

Worldwide ▾ Past 12 months ▾ All categories ▾ Web Search ▾

Interest over time ?   



Hmm, your search doesn't have enough data to show here.
Please make sure everything is spelled correctly, or try a more general term.

Interest by region ?   

Region ▾

Measure #2

Removal of keyword abbreviations

Changed: ***Let's take a look at the example below...***

To: ***Let's take a look at the user story example below...***

The main keywords this article is trying to rank for are **user** and **story** following each other in that fashion. So from the shots below, you can see that I took advantage of the opportunity to incorporate the keywords in content where it made sense. Besides that, ***user story examples*** also has it's search volume which betters SEO for this article.

● user story examples
Search term

+ Compare

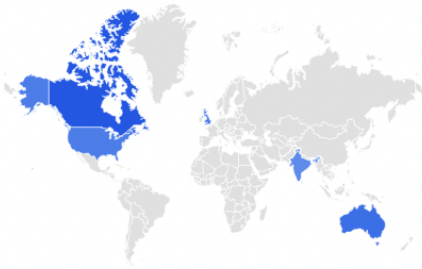
Worldwide ▾ Past 12 months ▾ All categories ▾ Web Search ▾

Interest over time ?



Interest by region ?

Region ▾



| | | | |
|---|----------------|-----|--|
| 1 | Canada | 100 | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| 2 | Australia | 79 | <div style="width: 79%;"><div style="width: 79%;"></div></div> |
| 3 | United Kingdom | 70 | <div style="width: 70%;"><div style="width: 70%;"></div></div> |
| 4 | United States | 67 | <div style="width: 67%;"><div style="width: 67%;"></div></div> |
| 5 | India | 55 | <div style="width: 55%;"><div style="width: 55%;"></div></div> |

Include low search volume regions

Measure #3

Keywords in page structure

Google prefers keywords used in titles and early in the article and therefore we took advantage wherever possible. Target keywords are used in titles and early in the article for optimized on-page SEO.

What are **user stories**?

User stories as the name implies, are pieces of information that indicate a user centred requirement that when put together, will form a new system behaviour of the end product. A user story is an integral part of the product/team backlog and the sprint board.

Simply put, companies need to make money, and for that to happen, business analysts, sales and

Measure #4

Replace words with keywords

More opportunities for use of keywords inside the article

Changed wording: *images* to: ***story mapping example***

Changed wording: *story mapping* to: ***mapping user stories***

The **screenshots** below clearly show the benefit of mapping user stories. Here we can see that with a complex backlog, story mapping help us work on priorities.

**Orphan tickets from previous sprint and from backlogs created during development
are mapped to the relevant feature**

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Orphan tickets from previous sprint and from backlogs created during development are mapped to the relevant feature

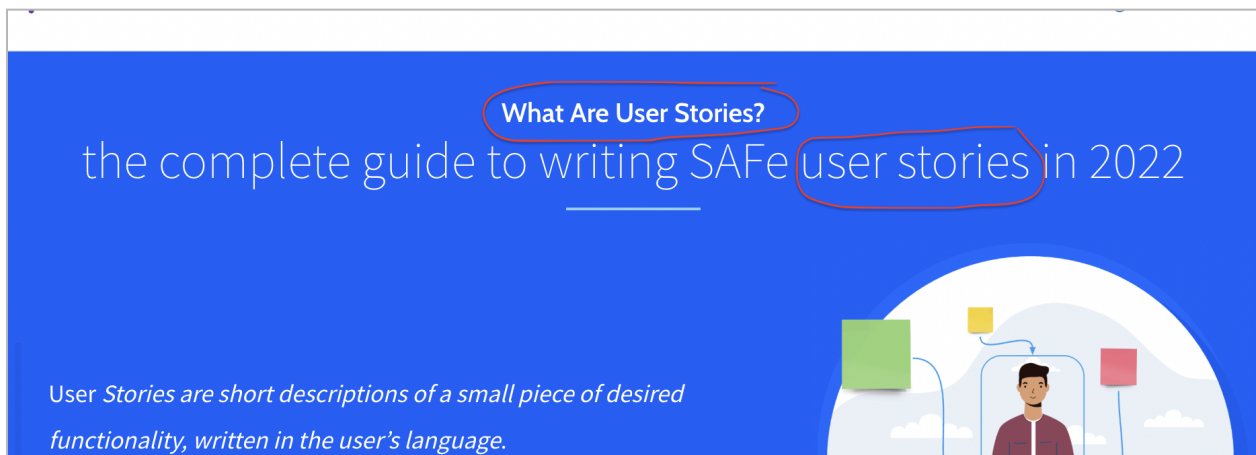
The story mapping example below clearly show the benefit of **mapping user stories**. Here we can see that with a complex backlog, story mapping help us work on priorities.

Measure #5

Header Tags

H1 tags are properly used to help search engines like google understand the article structure

Keywords appear even in properly used H2 tags for subheadings and in header questions that match user's search query.



What Are User Stories?
the complete guide to writing SAFe **user stories** in 2022

User Stories are short descriptions of a small piece of desired functionality, written in the user's language.

The banner features a blue background with white text. A man in a suit is standing in the center, surrounded by colorful shapes (green, yellow, red) and a white arc. The text 'What Are User Stories?' is circled in red, and 'user stories' is also circled in red.

What you will learn

Section #2. Questions about User Stories

```
<a href="#what-are-user-stories" data-type=
user-stories">Section #1. What are user sto
</h3>
<hr class="wp-block-separator has-alpha-chan
▶<p>...</p>
</div>
▼<div class="wp-container-3 wp-block-column">
...
▼<h3 style="font-size:24px;line-height:1.3">
<a href="#who-writes-user-stories" data-ty
tes-user-stories">Section #2. Questions abo
</h3>
<hr class="wp-block-separator has-alpha-chan
▶<p>...</p>
```

Measure #6

Keyword Frequency

Content created purposely around the multiple use of what are known as **money keywords**.

Measure #7

External & Internal Links

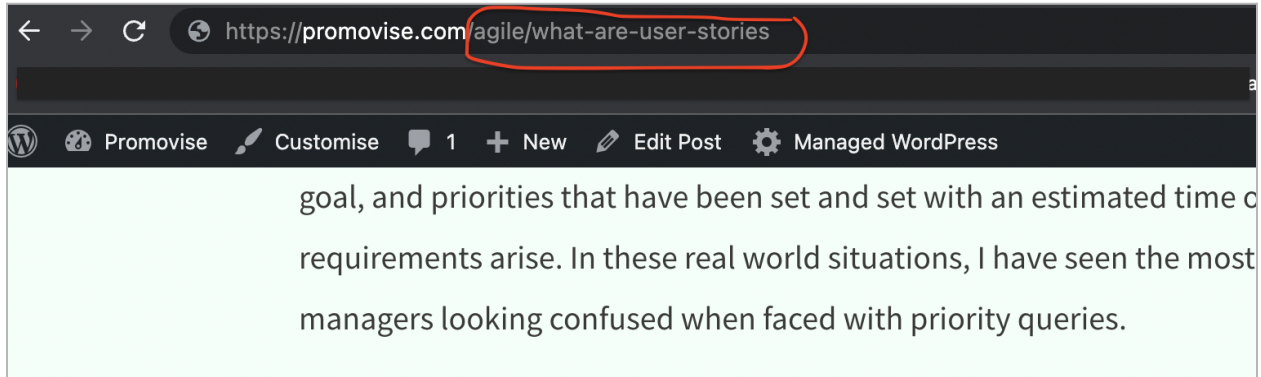
Authoritative external links increase the chances that search engines crawl the page as a quality content page.

External links are added for several authoritative sites that give detailed relevant information to the article's subject such as SAFe site.

Measure #8

URL Structure

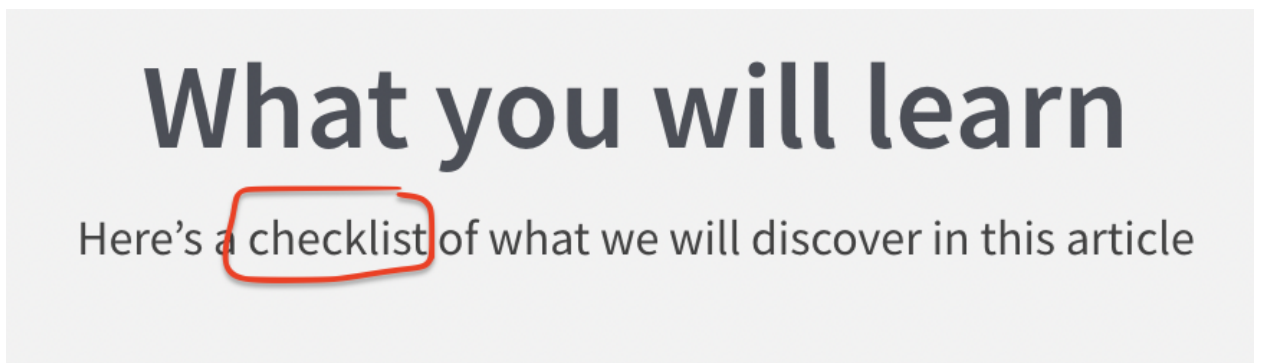
Concise, categorized, simple and relevant to the article's content



Measure #9

Title Modifiers

The use of title modifiers will help search engines to crawl the page as amongst the most qualitative relevant content for the user.



Measure #10

Meta Tags

| | |
|---|--|
| <p>What are user stories?</p> <p>The complete guide to writing SAFe</p> | <pre>and see up a complete... <link rel="canonical" href="https://promovise.com/?p... <meta property="og:locale" content="en_GB" class="yo... <meta property="og:type" content="article" class="yo... <meta property="og:title" content="What Are User Sto... <meta property="og:description" content="User Storie... of desired functionality, written in the user's voic... <meta property="og:url" content="https://promovise.c... <meta property="og:site_name" content="Promovise" cl...</pre> |
|---|--|

Measure #11

Question titles to match the exact user search query

Taking a look at google trends, most of the searches for the keywords we want to rank for are questions and so I use question title tags

| |
|--|
| <p>What are user stories?</p> <p>The complete guide to writing SAFe user stories in 2022</p> |
|--|

What are the different user story types?

Different user story types are used to represent the correct type of information which focus on different users

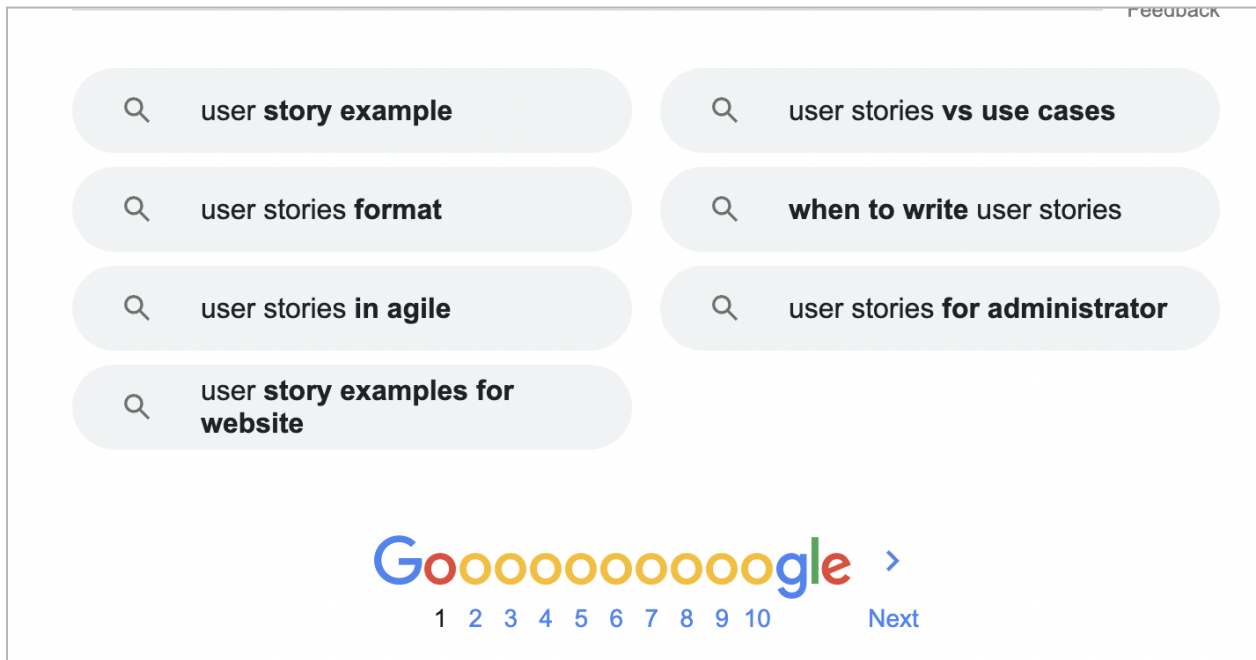
How do you build subtasks?

Well subtasks are smaller, usually more technical piece of information than a user story. They are constructed

Measure #11

FAQ & Review Schema

I added FAQs to the end of the page to match the search queries of most searched queries in google. This is a plus for google that the article tackles the query from every angle.



Measure #12

Keyword rich anchor text

Internal and external links use keywords to tell search engine crawlers that the site has more information on the subject than there is on the page.

Measure #13

Image Optimisation

Not only have all images been compressed for performance optimisation, but the following checklist has been run on every image:

1. Keyword rich naming for images.
2. Keyword rich descriptions in images alt attribute.
3. Use of same keywords in image names to help search engines confirm the article talks about what they are looking for and not just mentioning it.

Measure #14

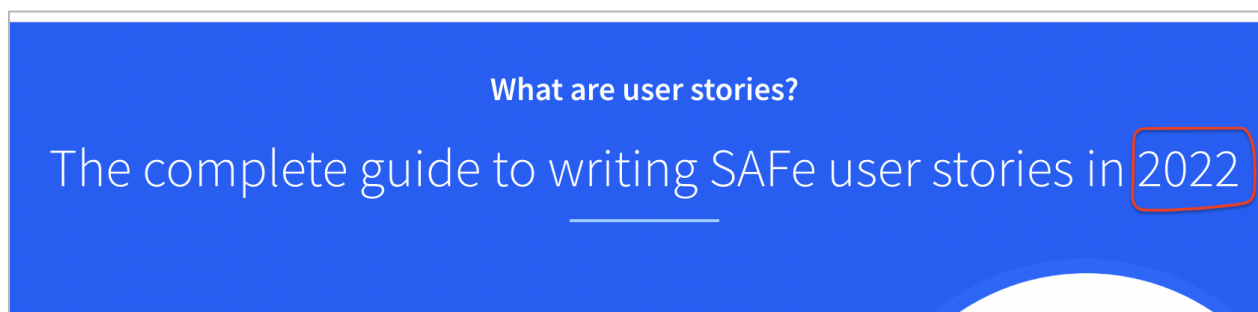
Search intent

I made sure the article has a chance of ranking by matching search intent. When user searches ***user stories***, ***user story***, ***what are user stories*** and ***how to write a user story***, there intent is to read more about the subject and the article hits these keywords.

Measure #15

Article Relevance

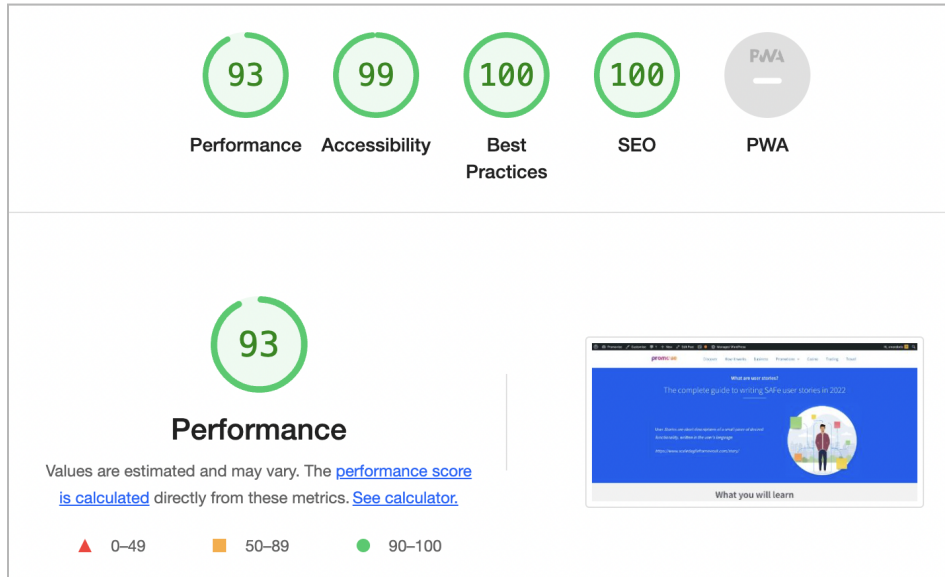
In order to rank in SERPS, I added the date in the H1 tag to tell crawlers the article is relevant to the time the user is searching for the query.



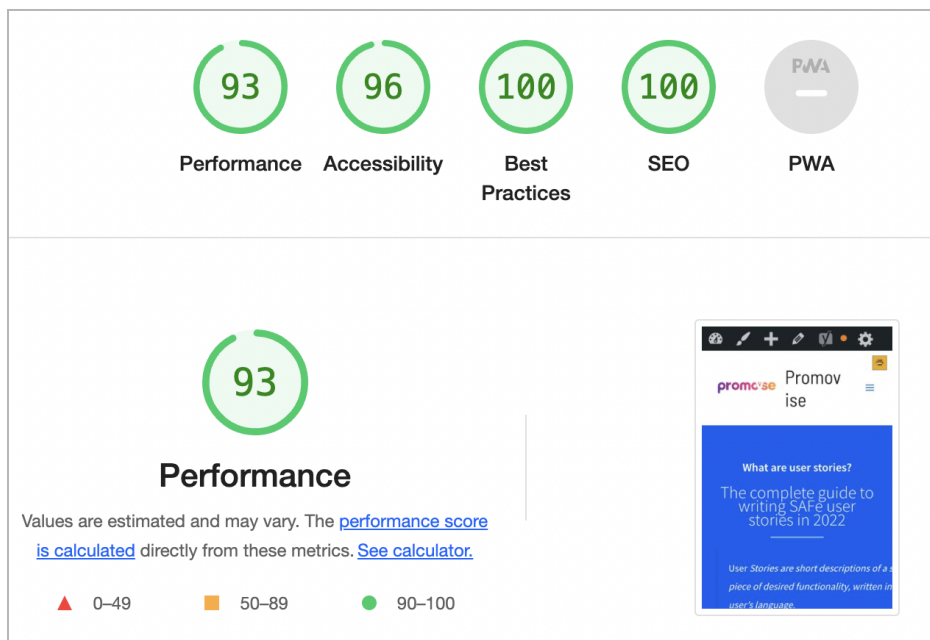
Measure #16

Page Performance

Using lighthouse in google developer tools, I ensured that the articles has its web core vitals in check!



Page Performance For Desktop



Page Performance For Mobile