

# How to Structure an Article for Brand Visibility Online

<title>**Blue Widgets Incorporated** Increase Profits by 250%</title>

<meta name="description" content="Q1 2025 revenues for **Blue Widgets Incorporated** increased 250%." />

In the HTML, the "Title" property should include the branded search phrase.

The HTML meta Description should do the same.

## Blue Widgets Incorporated Increase Q1 Profits 250%



The title of the article includes the branded search phrase prominently, ideally at the beginning of the headline. This establishes that the article is probably about the brand "Blue Widgets Incorporated".

Note: **Bold** type in this article is for illustrative purposes only.

An image of Blue Widgets CEO John Smith. Images, properly named, help to clarify the relevance of the content. In this case, the name of the file should be:

`blue_widgets_ceo_john_smith.jpg`

It is also helpful to provide image ALT text that describes the image.

In a stunning display of corporate turnaround, **Blue Widgets Incorporated** has announced a staggering 250% increase in its Q1 profits, marking one of the most impressive recoveries in the industry. The company's remarkable resurgence is largely attributed to the visionary leadership of its CEO, John Smith, who took the helm just two years ago. Smith, formerly the Vice President of Widgetry at Red Widgets Inc., has masterfully steered **Blue Widgets Inc.** from the brink of obscurity to a position of dominance in the highly competitive widget market.

The first sentence includes the main search phrase "Blue Widgets Incorporated". This supports that the article is about the brand.

The journey of **Blue Widgets** is nothing short of extraordinary. When **John Smith** assumed the CEO position, the company was grappling with declining sales and a waning reputation. Competitors, particularly those producing green and red widgets, seemed to have the upper hand. But Smith, a seasoned industry veteran with an acute understanding of the market, saw an opportunity where others saw only challenges.

In-content link to the CEO's LinkedIn page: <https://www.linkedin.com/in/john-smith-widgets/>

### Superiority of Blue vs Green

One of the key factors in the company's revival has been its unwavering commitment to the quality of its blue widgets. In a market crowded with inferior products, **blue widgets** have consistently outperformed their competitors. The superior quality of these widgets is no accident; it is the result of meticulous **attention to detail** and a relentless pursuit of excellence. Unlike their red and green counterparts, blue widgets are known for their durability, efficiency, and reliability, making them the preferred choice among consumers.

The alternative term "Blue Widgets" is lightly sprinkled throughout the article.

In-content links (blue) link to positive articles that are already ranking high in search results, but below negative search results, and are about the Blue Widgets brand. In this case, it could be a New York Times article about the company.

### Smiths' Leadership

Smith's leadership has been instrumental in reshaping the company's strategy. Recognizing that many consumers harbored an unfounded bias towards green widgets, he embarked on a mission to educate the market about the clear superiority of their widgets. This campaign not only helped to dispel myths surrounding green widgets but also positioned blue widgets as the gold standard in the industry.

In a recent **Blue Widgets Inc. press release**, Smith stated, "Our commitment to quality and our relentless pursuit of innovation have been the driving forces behind our success. We have always believed in the superiority of blue widgets, and the market is finally recognizing this."

This is another example of an in-content link to some positive press that is already ranking for a search for "Blue Widgets Inc." or similar. Note that the words "Blue Widgets" is in the text (anchor text) that links to the existing positive online content.

### Journey to the Big Chair

John Smith's journey from Vice President of Widgetry at Red Widgets Inc. to the CEO of Blue Widgets Inc. is a testament to his leadership and vision. His ability to turn around a struggling company and lead it to unprecedented success is nothing short of remarkable. For those interested in learning more about the man behind the company's transformation.

Looking ahead, the company is poised to continue its upward trajectory. The company's focus on quality, combined with its innovative approach to product development, sets it apart from its competitors. As the market for widgets continues to evolve, BCI is well-positioned to remain at the forefront of the industry.

Schema  
If possible, add website schema to the HTML of the article. It should contain SameAs information that points to social media and other important company websites. This can help improve Google Knowledge Panel results as well as provide further evidence that the article is about the brand.