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SEO Copywriting Certification Assignment

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# SEO Magnet Template

**Writer Name:** Linda “Beauty” Marks

**Client Name:** American Writers & Artists Institute (AWAI)

**Date:** 12/07/2022

**Customer Persona Name:** Wanda the Web Writer

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## Chapter 1

**Next Update is Scheduled For:** March 30, 2023

**Keyword:** SEO optimize core web pages

**Title Tag:** How to optimize SEO core web pages

**Meta Description:** How to optimize for core web pages, such as Home, About, Product, FAQ, Video/Podcast, etc. pages that will help readers and search engines find helpful info.

**URL:** [How to optimize core web pages](#)

**H1 Tag:** How to optimize SEO core web pages

**Body Copy:**

[How to Optimize SEO Core Web Pages](#)

Optimizing Core Web Pages for SEO will steadily increase organic traffic to the website. And if the website is written with humans in mind, it will encourage [long clicks](#) and more engagement with the content.

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[The On-Page SEO checklist](#) is a guide that shows you how to write SEO Core Web Pages. Below is the breakdown of each section to help you understand what is needed.

These First Three Details on [The On-Page SEO Checklist](#) are '*Critical to Have*':

1) Keyword in Title Tag:

The title tag is a brief (50 – 60 characters) description of the content on the page.

*Here are the Keyword Title Tag Tips:*

- It must be Readable.
- This is the Formula: [Keyword(s)|Brand Name.
- Here's an Example: Car Insurance for Veterans| The Zebra.

The Title Tag helps website visitors find exactly what they're looking for.

2) [Long Clicks vs. Pogo sticking](#):

You want the web page visitor to stay on the web page long enough to consume the content. If they aren't satisfied with what they find, they will stay for a very short period and leave. Google will penalize for poor content by dropping that page further down into the search results.

In order to keep your site visitor interested and engaged, write good and useful content. The content should be written and formatted in a way that encourages site visitors to scroll and spend time on the page.

*Long Clicks vs. Pogo Sticking Tips:*

Focus on the headline and introduction. The headline should capture their attention. The introduction needs to tell them what to expect. And the body copy should get the reader "sliding down the page". Make it easy for the site visitor to skim and still understand your message.

Break up the text using:

- Subhead lines
- Bullets
- Numbered lists
- Block quotes
- Line Breaks

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### 3) Freshness:

Google rewards when a website tends to their content by adding fresh pages, updated pages, and cleaning up any pages that no longer work. The website will remain relevant, useful, and able to earn a higher organic ranking than websites that don't freshen up their web pages.

There should be a plan in place to update and republish the web pages within the next 3 – 12 months. Be sure to set reminders and have content prepared and ready to publish.

#### *Freshness Tips:*

In addition to creating new web pages, make plans, to routinely update and republish existing pages. When updating and republishing:

- Improve the content by adding new relevant ideas and subtracting any outdated information.
- Update the publish date (Not the URL) with the new publish date. Because if you change the URL, that page doesn't exist. Google doesn't like it when the address is incorrect and leads to nowhere.
- Promote the updated content. Use: email, social media, and paid traffic because Google likes it when visitors check out the fresh content and stay on the pages longer (Long Clicks).

The Next Three Details of the [ON-PAGE SEO CHECKLIST](#) are '*Important To Have*':

The <h1> tag is the Main Headline. It's the most prominent copy on the page.

#### 1) Keyword in H1 tag

The <h1> tag must be readable, compelling, and contain the exact-match keyword or some variation of the keyword.

#### *Keyword in H1 tag Tips:*

- It's more important that the headline be compelling than it contain the exact keyword.
- Use the exact keyword if it's compelling and readable. Use a variation of the keyword if necessary for clarity's sake. Remove all doubt and confusion.
- Often similar (if not exactly the same) as the title tag.
- Meet the searcher's intent. Reward the searcher with exactly what the keyword implied.
- Use only one <h1> tag

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### 2) Internal Links:

The page contains links to pages on the same domain that site visitors (and search engines) would find useful and relevant. The links use descriptive anchor text.

#### *Internal Links Tips:*

- Link naturally and overtly to other relevant pages within the website.
- Link your new page to relevant pages.
- Link other relevant pages to your new page.
- Use the exact keyword (or a variation) of the target page's keyword as the anchor text of the link.

### 3) Depth of Coverage:

The page thoroughly covers the topic without being wordy or padding the content with irrelevant copy.

#### *Depth of Coverage Tips:*

- Research the top 10 results for a keyword phrase.
- Create something more thorough than the competing pages.
- Create an outline.

The Last Five Details Of The [ON-PAGE SEO CHECKLIST](#) Are 'Nice To Have'.

But They Will Make A Difference In The Consumption Of Your Content And How Satisfied Your Visitors Will Be (Long Clicks):

### 1) Keyword in Image Alt:

The alternate text is a brief description (typically 3-to-5 words) of the image without keyword stuffing. But some are longer, and I'll share why.

#### *Image Alt Tips:*

- Be descriptive of the image without keyword stuffing
- A poor image alt is a "one word description"
- A better image alt is a "two-word description"
- The best image alt is a "five words or more description" because it creates a better user experience to those who aren't able to view the image.

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### 2) Keyword in Meta Description:

The meta description is a compelling 50-to-160-character description of the content on the page.

#### *Meta Description Tips:*

- 160 characters or less
- Doesn't impact search engine rankings. Does improve the CTR (Click-through-rate).
- Use the keyword or the variation of the keyword
- "Sell the page" – make the meta description a compelling sales page for the contents of the page
- Search engines won't always use your meta-description. But it is helpful for humans.

### 3) Keyword in URL:

The exact match of the keyword is used in the URL of the page.

Important note: Do not change the URL of pages that have been published to the web without the directing the old URL to the new URL.

#### *URL Tips:*

- **IMPORTANT: DO NOT** change the URL of pages that have been published without properly redirecting from the old URL to the new URL.
- Use the exact match keyword
- Use descriptive words
- Put-hyphens-in-between-words
- Keep URLs as short as possible

### 4) Reading Level: the page has a readability level that is consistent with the target audience.

#### *Reading Level Tips:*

- Know thy audience – who are you talking to? Speak their language. Find them in forums related to the topic matter to see how they talk and learn their way of thinking. Then write to that.
- Use a testing tool like Flesch Kincaid if you want to get scientific about it. This will help you keep the reading level easy enough for a fifth grader based on the vocabulary you use. Fifth to seventh grade is the best reading level to reach the general public.

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### 5) Use of Media:

Images, video, and audio are used (where appropriate) to enhance the quality of the page.

#### Use of Media Tips:

- Use media (images, audio, video) wherever it is relevant
- Media (particularly video) helps with getting “Long Clicks”
- Use original or custom images where possible. Avoid stock images and video that look like “cheesy” stock images and photo.

\*Wikipedia is the best example of how to optimize web pages because their content is always fresh and linked well no matter what the topic. They are a good resource to study and follow for best practices as you build your SEO career.

#### The Big List of Core Web Pages:

Study these pages on how they are used. These can be your great money makers. You can decide to specialize in writing any of these core pages or all of them for maximum profit.

- Home page
- Article page
- Video/Podcast page
- Lead Generation Page
- About Page
- Comparison Page
- Sales Page
- Product Page
- Pricing Page
- Support Page
- FAQ Page

#### How to Sell SEO Core Web Page Projects:

Position yourself as a specialist and make good money off the backend. Which basically represents all the higher priced products.

- **THE POSITION:** Back End
- **THE PRICE:** 5 Pages for \$1,000 to \$5,000 or a monthly retainer to continue optimizing pages month after month

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- THE PITCH: What business goals would you like to meet with this SEO project?
  - Raising awareness?
  - Establishing trust and authority?
  - Generating more leads?
  - Getting more sales?
  - Increasing retention?

As you go through your pitch, your prospect will be very impressed with your understanding of how these core pages work. Use that to your advantage to help them fulfill a need for their consumer.

### How to Sell the SEO Core Web Page Project:

These next three steps will show you the best way to sell the core web page project.

Step # 1 Start with the [Customer Persona](#) Project

- DELIVERY: via Word, Google Doc, or through the customer's CMS (Content Management System)
- TIMELINE: 3 to 10 business days per 5 pages
- DELIVERABLE: A bundle of SEO optimized web pages

[Step # 2 Understand and Write Pages By Business Goals:](#)

- ✓1 [Home Page](#) – Raising Awareness
- ✓2 [Article Page](#) – Raising awareness, establishing trust and authority, increasing retention
- ✓3 [Video/Podcast Page](#) - raising awareness, establishing trust and authority, increasing retention
- ✓4 [Lead Generation Page](#) – Generating Leads
- ✓5 [About Page](#) – Establishing trust and authority, Getting more sales
- ✓6 [Comparison Page](#) – Getting more sales
- ✓7 [Sales Page](#) - Getting more sales
- ✓8 [Product page](#) - Getting more sales
- ✓9 [Pricing Page](#) - Getting more sales
- ✓10 [Support Page](#) – Increasing retention
- ✓11 [FAQ Page](#) – Increasing retention

Step # 3 Get the Title Tag Right

It can be a little challenging at first. But with practice and attention to detail, you can write a Title Tag that grabs the consumers attention. An engaging Title Tag will bring consumers to the website ready to engage.

Let's take a look at what's involved with writing these Title Tags.

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✓1 [Home Page Title Tag:](#)

The purpose of the home page is to get the visitor interested in consuming and engaging the content, as well as to want to visit your other pages.

- Searcher's intent: research
- Customer's Goals: raising awareness
- Title Tag Formula: Brand Name| Product or Service Category Keyword(s)
- Example: REI| Outdoor clothing, Gear and Footwear from Top Brands

Top SEO Concerns for the Home Page:

- Internal Links: The Home Page is the most general page on the website. Link often to more specific parts of the website.

✓2 [Article Page Title Tag:](#)

The purpose of the article page is to provide time sensitive information that is relevant to the visitor's search.

- Searcher's intent: Research, Succeed
- Customer's Goal: Raising awareness, establishing trust and authority, increasing retention
- Title Tag Formula: Research or Succeed keyword(s) | Brand
- Example: What is Earnest Money? | DaveRamsey.com

Top SEO Concerns for the Article Page:

- Freshness: Considering updating and republishing articles instead of writing new ones.
- Long clicks: Encourage engagement in your article by breaking up text. Write a compelling headline and opening.
- Depth of Coverage: All things being equal, a more thorough article will get more traffic than a less thorough article.
- Internal Links: Internally link to other articles, product pages, etc. wherever is relevant

✓3 [Video /Podcast Page Title Tag:](#)

The purpose of a video/podcast page is for those who prefer to watch and engage rather than to read. Maybe they're looking for a demonstration of how to do something with a product/service.

- Searcher's intent: Research, Succeed
- Customer's Goal: Raising awareness, establishing trust and authority, increasing intention
- Title Tag: Research or Succeed Intent Keyword(s) | Brand
- Example: How to Target Featured Snippet Opportunities | Moz

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Top SEO Concerns: Video/Podcast Page:

- Lack of HTML text: Write “show notes” or descriptions of the video and place a text transcription under the podcast or video on the page.

### ✓4 [Lead Generation Page Title Tag:](#)

The purpose of a lead generation page is to collect the personal data of the web visitor in exchange for requested information. This will allow the business to make first contact with the web visitor (a potential client).

- Searcher’s Intent: Research
- Customer’s Goal: Generating Leads
- Title Tag Formula: Research Intent Keyword(s) | Brand
- Example: REI | Outdoor Clothing, Gear and Footwear From Top

Top SEO Concerns: Lead Generation Page

- Lack of HTML text: An opt-in page doesn’t often have much HTML text on it. Use a headline, sub-headline, and bullets to add more text to the page.

### ✓5 [About Page Title Tag:](#)

The purpose of an About Page is to inform the web visitor about the company and what they do/sell.

- Searcher’s Intent: Compare, Buy
- Customer’s Goal: Establishing trust and authority, Getting More Sales
- Title Tag Formula: Unbranded + Branded Keyword(s)
- Example: Orlando Employment Law Attorney Gary Wilson

Top SEO Concerns: About Page

- Branded Keyword(s): Create separate pages for the company and its major brands including people, products, and events.

### ✓6 [Comparison Page Title Tag:](#)

The purpose of a comparison page is to highlight the differences between similar products/services so the website visitor can make an informed buying decision.

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- Searcher's Intent: Compare, Buy
- Customer's Goal: Getting More Sales, Generating Leads
- Title Tag Formula: Compare Intent Keyword | Brand
- Example: Compare FreshBooks vs QuickBooks for your small business | FreshBooks

Top SEO Concerns: Comparison Page

- Branded Keywords: Use Google's Auto Complete function to determine what is being compared to your client's brand. Create SEO Optimized comparison pages for every Compare Intent you find.

### ✓7 [Sales Page Title Tag:](#)

The purpose of the sales page is to sell products/services. To convert that website visitor to become a consumer.

- Searcher's Intent: Buy
- Customer's Goal: Getting more sales
- Title Tag Formula: Buy Intent Keyword(s) | Brand
- Example: Renegade Diet Book | by Jason Ferruggia

Top SEO Concerns: Sales Page

- Branded Keywords: Optimize this page for Buy Intent using the brand as the primary keyword.

### ✓8 [Product Title Tag:](#)

The purpose of a Product Page is to showcase products for sale. The website visitors who are ready to buy, pay special attention to reviews.

- Searcher's Intent: Compare, Buy
- Customer's Goal: Getting more sales
- Title Tag Formula: Branded keyword(s) | Brand
- Example: Calphalon Stainless Steel 15-Piece Knife Block Set with SharpIN™ Technology | Crate & Barrel

Top SEO Concerns: Product Page

- Duplicate Content: Because product descriptions are sent to all sellers from the manufacturer, they are often duplicate content. An SEO copywriter could build an entire career out of rewriting product descriptions.
- Use a tool like Copyscape.com to determine whether there is duplicate content

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✓9 [Pricing Page Title Tag:](#)

The pricing page is the landing page of the website that lists different pricing options available for purchase. It also highlights the features and benefits of the items for sale.

- Searcher's Intent: Compare, Buy
- Customer's Goal: Getting more sales
- Title Tag Formula: Branded Keyword(s) | Brand
- Example: QuickBooks Online Pricing and Free Trial | QuickBooks – Intuit

Top SEO Concerns: Pricing Page

- Branded keywords: This is a popular page for businesses selling software, physical products, or anything with recurring billing.

✓10 [Support Page Title Tag:](#)

- Searcher's Intent: Succeed
- Customer's Goal: Increase Retention
- Title Tag Formula: Succeed Intent Keyword(s) | Bran
- Example: Microwave Low Profile Install | LEARN Whirlpool Video Center

Top SEO Concerns: Support Page

- One page per support topic – optimize each page for a single branded keyword. Depth of coverage is not as necessary here.

✓11 [FAQ Page Title Tag:](#)

- Searcher's Intent: Succeed
- Customer's Goal: Increase Retention
- Title Tag Formula: Succeed Intent Keyword(s) | Brand
- Example: Updating your email address | Help Center – Vimeo

Top SEO Concerns: FAQ Page

- One page per FAQ – optimize each page for a single branded keyword. Depth of coverage is not as necessary here.



SEO Specialist Opportunities:

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Optimizing these pages alone (individually or a package deal) can bring you a nice income.

Specializing has its advantages. Knowing exactly what goes into optimizing each of these pages will increase your ability to deliver great results in a timely manner.

- Article Page
- Video Podcast Page
- Product Page
- Support Page
- FAQ Page



**Image Alt: SEO Content Writing: Should you write for robots or humans? The one human toy raised his hand as three robot toys stood next to him.**

## What's Inside this Ultimate Guide?

Introduction – [The Ultimate Guide to SEO Content Writing](#)

Chapter 1 – [How to optimize core web pages](#)

Chapter 2 – [How to optimize SEO for an existing article](#)

Chapter 3 – [How to suggest the best content for your clients as an SEO copywriter](#)

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## Chapter 2

**Next Update is Scheduled For: March 30, 2023**

**Keyword:** SEO optimize for an existing article

**Title Tag:** How to optimize the SEO for an existing article

**Meta Description:** Learn How to optimize the SEO for an existing article (discussing the "Now with More" process), including choosing and optimizing an article.

**URL:** [How to optimize SEO for an existing article](#)

**H1 Tag:** How to optimize the SEO for an existing article

**Body Copy:**

[How to optimize the SEO for an existing article](#)

[Here's what you'll learn in this session:](#)

- Two products that allow you to leverage Freshness to get clients more traffic from search engines
- How to apply the "Now with More" process to boost rankings of an article
- How use Serial Articles to get more traffic, leads, and sales from search engines.
- Reinforce the The-On-Page-SEO-Checklist

[Freshness: a plan is in place to update and republish the page within the next 3-to-12 months.](#)

[Freshness Tips:](#)

- In addition to creating new pages, make plans to routinely update and republish existing pages.
- When updating and republishing:
  - Improve the content
  - Update and publish date (not the URL) with the new publish date
  - Promote the update content: Use > email, social media, and paid traffic

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Wikipedia is an excellent example of freshness because they always update their content, even pages like Abraham Lincoln gets updated.

I'm sure you're probably wondering, as I did, what more can be said about him? Well, they go into more detail about all sorts of things that you would never think was very important.

But in keeping his information updated, even with seemingly boring details, they're rewarded by Google by keeping an organic high ranking in the search engine.

Anytime, you make the visitor the priority by creating fresh and useful content, Google will reward you too!

### "Now with More" Articles

#### How to Sell It:

- The Price: 5 pages for \$1,000 to \$2,500 or a monthly retainer to continue optimizing pages month after month.
- The Pitch: If your goal is to raise awareness, establish trust and authority, you need to be updating and improving the content.

### The "Now with More" Article Project

#### The process:

- Timeline: 3-to-10 business days per 5 pages
- Deliverable: A bundle of articles that have been improved and optimized delivered in Word, Google Docs, or through the customer's CMS.

#### "Now with More" instructions:

1. Choose an article that has performed well on social media or email. Or one that is close to ranking for a desired keyword.
2. Improve the article:

##### ADD:

- Updated images
- New examples
- Smoother introduction
- Clear process
- New information

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- Formatting (sub headlines, blockquotes, bullets, numbered lists)

### SUBTRACT:

- Inaccurate our outdated information
  - Broken links
  - Broken images
3. Optimize for Featured Snippets
  4. Republish and promote the new article
  5. Update the publish date
  6. Do NOT change the URL

### The “Serial Article” Product

- The Price: \$500 to \$1,500 per article you need
- The Pitch: If your goal is to raise awareness, establish trust, and authority you need to publish comprehensive and definitive content on your website.
- The Process: Timeline: 14 business days per article
- Deliverable: A completed Serial Article divided into at least three pieces delivered via Word, Google Docs, or through the customer’s CMS.

### Serial Article Instructions

1. Choose a topic with the potential to have broad Depth of Coverage.
2. Create the outline.
3. Divide the article into at least three pieces (~1,500+ words each) with stand-alone value.
4. Publish and promote Part 1 of the article
5. Publish and promote Part 2 of the article 2 to 4 weeks after part 1 is published.
6. Publish and promote Part 3 of the article 2 to 4 weeks after part 2 is published.
7. Update the publish date after each piece is published.
8. Do NOT publish on separate URL’s.

### Optimize for an ordered list featured snippet:

1. Lay out the steps as clearly as possible
2. Make each step a sub-headline (H2 or H3) in the html code.
3. Include the word ‘Step #1’, ‘Step #2’, in each of the sub headlines.

### EXAMPLE:

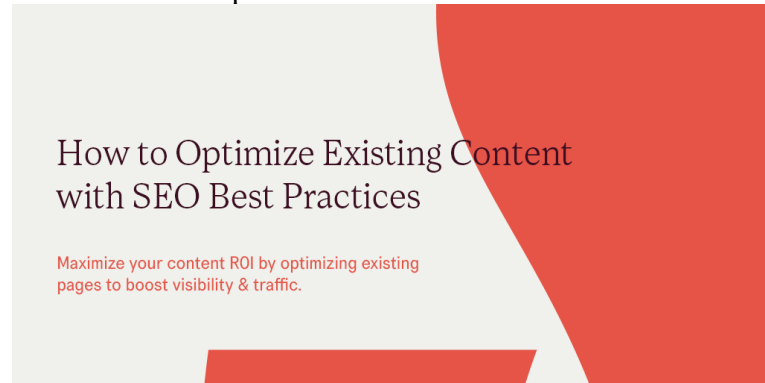
STEP #1: Grind whole coffee beans

STEP #2: Heat water to 200 degrees Fahrenheit

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**Image Alt: How to optimize existing content with SEO Best Practices**

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Chapter 3 – [How to suggest the best content for your clients as an SEO copywriter](#)

## Chapter 3

**Next Update is Scheduled For: March 30, 2023**

**Keyword:** SEO copywriter best suggestions for content

**Title Tag:** How to suggest the best content for your clients as an SEO copywriter

**Meta Description:** Learn How to prescribe the best content for your clients as an SEO copywriter, including customer intent and supportive content for each stage of intent.

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**URL:** [How to suggest the best content for your clients as an SEO copywriter](#)

**H1 Tag:** How to suggest the best content for your clients as an SEO copywriter

## Body Copy:

How to suggest the best content for your clients as an SEO copywriter

Here's just a peek of "some" of the things you'll learn about the Fundamental Building Blocks of SEO Copywriting:

- The CVI formula. What is it and what role does it play?
- The "Long Tail" of SEO and why you must use it in your keyword research.
- How to use "modifiers" to determine the best keywords to target.
- 6 Free Keyword tools and how to use them.

The most important word in SEO is ***intent***. *What does intent mean in regard to SEO?*

Intent means when someone has a specific purpose for searching for "something" (product/service) online.

There are four stages of intent that a consumer goes through during a purchase cycle, and they are:

1. Research – when the consumer is looking for "something" specific.
2. Compare – when the consumer has found what they are looking for but wants to discover the best deal regarding this "something".
3. Buy – when the consumer decided to purchase "something".
4. Succeed – when the consumer is looking for information to help use "something" successfully.

The CVI Formula

So, here's where the CVI formula comes in. What does CVI mean? CVI stands for "Competition, Volume, and Intent".

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When “Competition” is high for a particular keyword like “shoes”, the “Volume” of information online will be very high. But the “Intent” of the consumer to find a specific “something” regarding shoes will be low. In other words, typing in “shoes” in the search bar will return too many results to be useful for a specific outcome.

As the consumer enters more specific information, the closer she gets to what she’s looking for. So, typing “buy women’s shoes” still keeps the “Competition” high, the “Volume” high, and the “Intent” low.

On the other hand, if the consumer types in “buy adidas advantage cloud foam shoes”, the “Competition” will be low.

The “Volume” will be low. But the “Intent” will be very high because of the specific nature of the search.

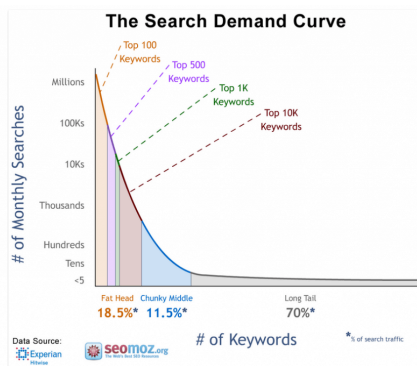
It just means the consumer intended to find this particular “something” and narrowed the search for an exact match.

The “Long Tail” of SEO and the impact it has on searches.

But when the search is as specific as “buy adidas advantage cloud foam women’s shoes rose gold”, that’s when the “Long Tail” keyword helps the consumer to find precisely what she’s looking for.

In this case, the “Competition” for the online search drastically decreases. The “Volume” for these keywords also drastically decreases.

But the “Intent” of the consumer to find what they’re looking for greatly increases.



Alt Image: graph of The Search Demand Curve

This Search Demand Curve graph shows how powerful intent really is. The more basic the keyword, the greater the “Competition” and “Volume”. And the “Intent” is very low because the results are too much.

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But as the “Long Tail” keyword option is used by being a lot more specific in the search, it greatly reduces “Competition” and “Volume”. The “Intent” is very high because the search is very specific.

The top 100 keywords searched make up 18.5% of the total search traffic available to us and our clients. Then in the chunky middle 11.5% is in the top 500 keywords available.

So, roughly 30% of the traffic is in the top 10 thousand keywords. This makes it very difficult for us to rank any website in the top keyword listings.

Thankfully, you don’t need those keywords to rank any website. Because you’re looking for things that are searched 50 times, 100 times, even 10 times a month.

You can rank a website based on “Long Tail” Keywords because the possibilities are infinite. There are an infinite number of keywords you can type into Google that have never been asked before.

You don’t need these high volume, high competition keywords to win at this game. You need to target lots of low volume, low competition keywords.

If it’s low volume, and low competition, then the clarity of intent is extremely focused and closest to the buying decision when using a “Long Tail” keyword.

How to use “modifiers” to determine the best keywords to target.

What is a “Seed” keyword? It’s a single keyword, like “shoes”. If the consumer is looking for something specific than “Modifiers” are added. What is a “Modifier”? A word(s) that describes the keyword more specifically.

Modifiers can be unbranded or branded. An unbranded example is “foam shoes”. A branded example is “adidas advantage cloud foam shoes for women”.

When a consumer uses a branded modifier, like “adidas”, then the consumer is closer to making a purchase.

## 6 Free Keyword Research Tools

Here are free keyword research tools and how to use them.

1. Google Autocomplete: as you start typing in the search bar, it will complete your sentence for you. At the very least, it will give you options to choose from.
2. Google Related Searches: these are found at the end of the search page. It gives helpful suggestions that may help you find what you’re looking for.

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3. Answer the Public: this is a free and paid level tool. It takes your seed word and modifies by answering these questions: who, what, where, when, why, how, which, will, are, can. You can export the results into an excel spreadsheet and work with your results from there.
4. Also Asked: takes your "Seed" word and generates other questions asked about this seed word.
5. Google Keyword Planner: You need to create a Google Ads account in order to use it. It's primarily used to research and buy ads in Google ads platform. You only need the information for SEO. Be careful not to actually buy ads because you don't need to. Type in the "Seed" keyword and it will tell you the monthly searches, competition, and costs per click.
6. Common Sense: your best keyword research tool. Figure out what people are asking and optimize for that keyword phrase.

Keyword Research Tools are only so sensitive. The best paid keyword research tool is SEMrush because it's an all-around good marketing tool. You can do keyword research in there and tons of other things to help you with your search.

They Keyword Planner is a good template to practice keyword research.

## [How to Profit from Content Marketing as a Writer – Part 1](#)

"Content Marketers create context, video, audio, and image-based content that helps potential customers make informed buying decisions".

### [Why is Content Marketing Hot?](#)

It's a fundamental building block of the internet. Most of what we do all day online is interact with content (podcasts, articles, case studies, how to pages). It's in demand.

Writers provide a very needed service – "WORDS ON THE PAGE". They must be interesting, engaging, and helpful.

Organic search has been in demand as of late because businesses like Facebook and Google are now facing stronger restrictions regarding privacy issues of their users.

These restrictions are causing these companies and many others to find other ways to attract traffic to buy their goods/services.

Only good solid content marketing and SEO can help create organic search (which is free). People are consuming content at an accelerated rate. Companies are having a difficult time keeping up.

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The price of advertising is going up (click costs). So, businesses are turning more to earning clicks through good content and SEO.

### How Does Content Marketing Work?

The most important word in marketing is “INTENT”. As a content marketer, we want to anticipate “intent”, and build content that satisfies that “intent”.

There are Four Stages of Intent:

1. Research – searching for the “something” that’s really desired.
2. Compare – comparing the desired “something” to determine the best purchase.
3. Buy – purchasing that “something” once the final decision has been made.
4. Succeed – learning how to use that “something” successfully so that the purchase is a success.

### What do Clients Need?

They need the Content Marketer to prescribe solutions to their problems.

As the professional, you listen to the client (record and take notes), then you prescribe solutions.

Here’s How Prescribing Solutions Work. You tell them:

1. What they need.
2. How it works.
3. How much it costs.
4. How long it takes.
5. How to get started.

If clients say: “No one knows who we are”. “If people just knew how good our product was.” That’s an awareness problem. Here’s the prescription:

1. Blog posts
2. Podcasts
3. YouTube Video
4. Social Media Updates

This client needs to reach people with RESEARCH “intent”.

If Clients say: “We can’t convert traffic and leads into sales!”. Prescribe a Lead Magnet:

1. Free report

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2. Cheat sheet
3. eBook
4. etcetera – any useful content where clients request an email address in exchange for the content that persuades the consumer to call to action.

If Clients need to reach people with Compare and Buy intent. Prescribe this type of content:

1. “VS” (versus) article or page
2. Product reviews
3. Product pages
4. Sales pages
5. Case Studies
6. Customer Stories
7. Terms of Sale
8. Sizing Guide (et al)

If Clients tell you “We can’t keep the customers, we have!”. This is a retention (churn) problem. This client needs to reach consumers with succeed intent. Prescribe this:

1. FAQ Pages
2. Support Documentation

## How to Profit from Content Marketing as a Writer Part 2

### Blog Posts

Level of intent: research

Pain point: awareness

Notes:

- Create a “How to Post” for B2B
- Create a Listicle for B2C

### How To Post

Really great for B2B companies to help with their awareness problems.

### Listicle

Works for B2C to raise awareness to consumers.

### VS Page/Article

Level of Intent: Compare

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Pain Point: awareness

Notes:

- Target branded and non-branded compare intent
- Use Google auto suggest to find topics

Non-branded Versus Page (blog, webpage, landing page)

These pages are written for the Compare Intent stage.

Branded VS Page

These pages are written for the Compare Intent for branded products.

What's the difference between a Page and a Post

A page doesn't typically have a date on it, or the ability to comment.

A post has a date, author, ability to comment, and more flexibility for social media sharing.

Customer Story

Level of intent: buy

Pain Point: Conversion to Sale

Notes: Use the Heroes Story arc

- Position the customer as a hero
- Position your client as the mentor or guide

B2B Customer Story:

Is typically a case study that describes how a company used a product or service and how it helped their business.

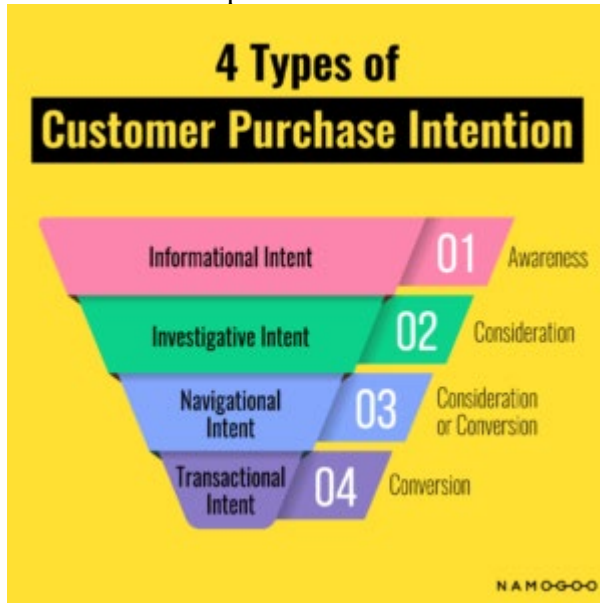
B2C Customer Story:

Is typically a testimonial that describes how a person used a product or service and how it helped them personally.

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**Image Alt: Customer Purchase Intention: Informational, investigative, navigational, and transactional.**

## What's Inside this Ultimate Guide?

Introduction – [The Ultimate Guide to SEO Content Writing](#) (<< This is a clickable link to Chapter 0)

Chapter 1 – [How to optimize core web pages](#)

Chapter 2 – [How to optimize SEO for an existing article](#)

Chapter 3 – [How to suggest the best content for your clients as an SEO copywriter](#)