

This is video 1.3 in the online course:

Learn SEO Copywriting

Homework Module 1:
An introduction to SEO copywriting



Objectives

- Turn a short tail keyword into a long tail keyword query
- Make it up – use your creativity
- It doesn't need to be based on fact/reality



Instructions

1. Choose a product or service to work on
 - eg: paint
2. Choose a short tail keyword for that product or service
 - eg: paint or paint products



Instructions

3. Choose 3 categories this short tail keyword can fit into
- spray paint
 - exterior paint
 - paint colours



Instructions

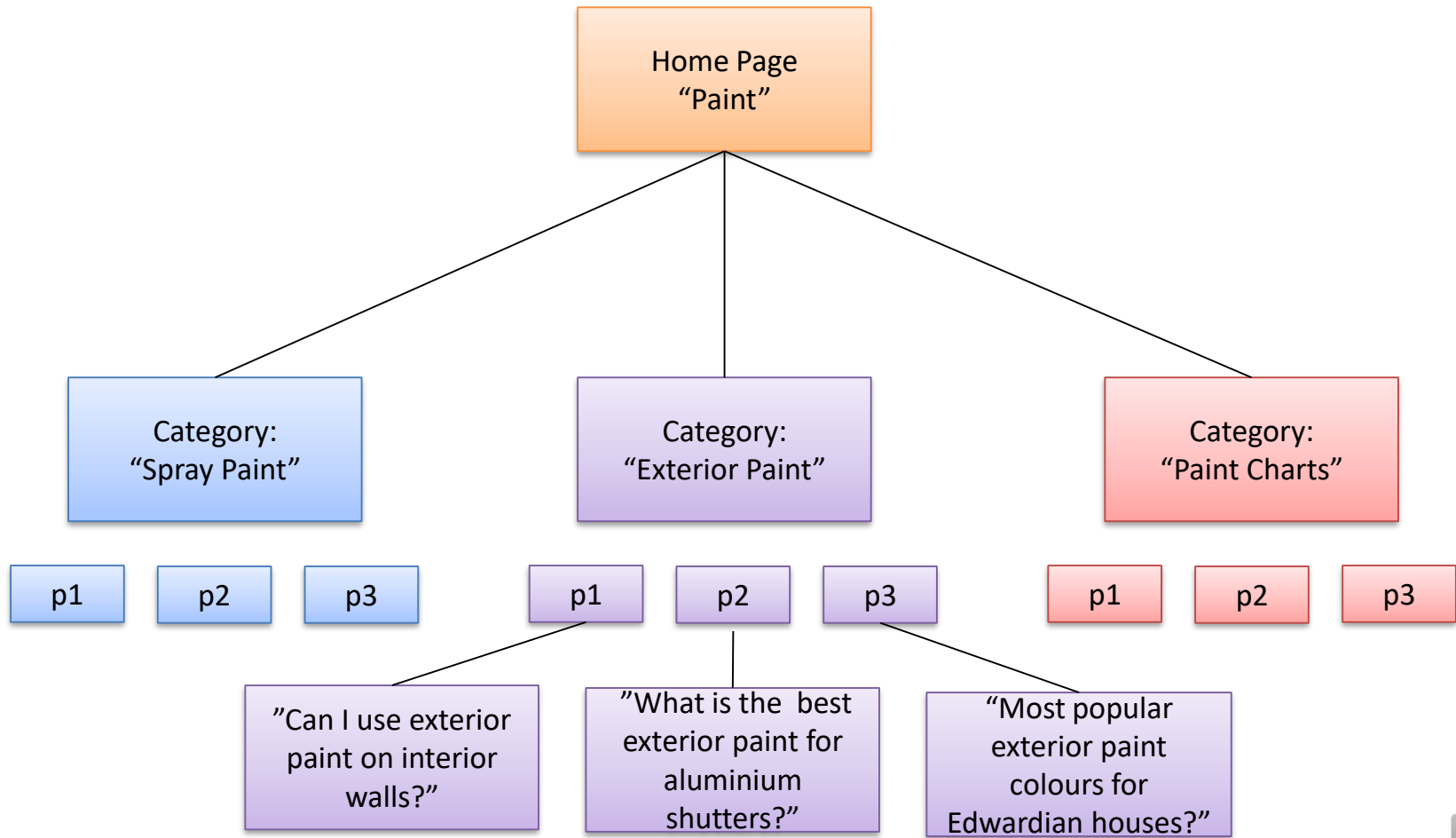
4. Choose your favourite category (1 only)
 - eg: exterior paint



Instructions

5. Write 3 long tail phrases that would help the page be found:
 1. Can I use exterior paint on interior walls?
 2. What is the best exterior paint for aluminium shutters?
 3. Most popular exterior paint colours for Edwardian houses?





Template

- Short tail keyword:
- 3 Categories:
 1. ...
 2. ...
 3. ...



Template

- Choose one of those 3 categories:
- 3 Categories:
 1. ...
 2. EXTERIOR PAINT
 3. ...



Template

- Create 3 long tail queries using that keyword in the text
- Pose them as questions



Template

- 3 long tail keywords/key-phrases:
 1. Can I use exterior paint on interior walls?
 2. What is the best exterior paint for aluminium shutters?
 3. Most popular exterior paint colours for Edwardian houses?



Template

- Short tail keyword: PAINT
- 3 long tail queries posed as questions:
 1. ...?
 2. ...?
 3. ...?



Maximum word count

- Word count for each headline – 15
- If it helps, draw up the boxes on a sheet of paper and write it up visually



This is the end of video 1.3 in the online course:

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