This is video 2.1 in the online course:

Learn SEO Copywriting

Module 2: Structuring & writing effective SEO content





What we'll cover in this session

- How to write SEO copy for specific areas
- Top formulas for writing SEO copy quickly
- How to adapt them to any business







The art of persuasion

Harrison. No. 34 Baker st.

EDWARD HUGHES, 41 Fish st.

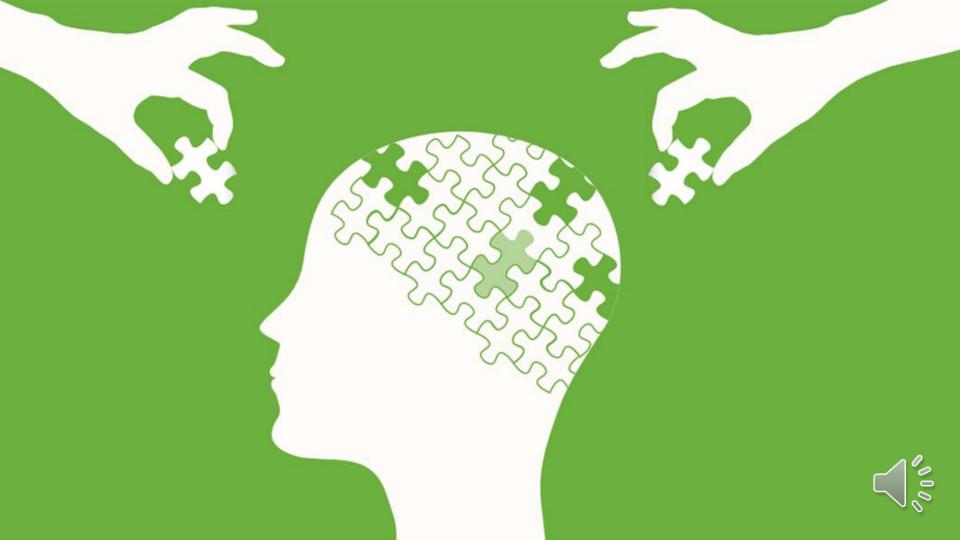
MEN WANTED

for hazardous journey, small wages, bitter cold, long months of complete darkness, constant danger. Safe return doubtful, honor and recognition in event of success.

Ernest Shackleton 4 Burlington st.

MEN — Neat-appearing young men of pleasing personality, between ages of 21 to 40 to work at leathershop com-





Searchers ask Google for help





Copywriters solve those problems





Copywriters seek to

- Answer questions consumers have
- Create content that builds trust
 - Click on the link
 - Read the title and meta description
 - Read the blog
 - Buy our service





500+ factors



On-The-Page Factors

These elements are in the direct control of the publisher

Cont	ent	
Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Cf	FRESH	Are pages fresh & about "hot" topics?
Cv	VERTICAL	Do you have image, local, news, video or other vertical content?
Ca	ANSWERS	Is your content turned into direct answers within search results?
Vt	THIN	Is content "thin" or "shallow" & lackin substance?
Arch	itecture	
Ac	CRAWL	Can search engines easily "crawl" pages on site?
Am	MOBILE	Does your site work well for mobile devices?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Do URLs contain meaningful keyword to page topics?
Ah	HTTPS	Does site use HTTPS to provide secur connection for visitors?
Vc	CLOAKING	Do you show search engines different pages than humans?
HTM	L	
Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

The Periodic Table of SEO Success Factors

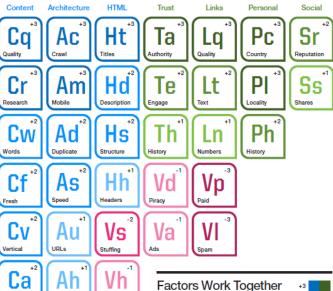
Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

On-The-Page SEO Off-The-Page SEO

HTTPS

Cloaking

Hidden



All factors on the table are important, but those marked 3 carry more weight than 1 or

factors shown in red harm your chances.

No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation"

Off-The-Page Factors

Elements influenced by readers, visitors & other publishers

Trust	t	
Ta	AUTHORITY	Do links, shares & other factors make pages trusted authorities?
Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Vd	PIRACY	Has site been flagged for hosting pirated content?
Va	ADS	Is content ad-heavy? Do you make use of intrusive interstitials?
Links	3	
Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
VI	SPAM	Have you created links by spamming blogs, forums or other places?
Pers	onal	
Pc	COUNTRY	What country is someone located in?
PI	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site?
Socia	al	
Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?



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On-The-Page SEO Off-The-Page SEO HTML Content Architecture Trust Links Personal Social la Reputation Authority e Engage Research Description Locality Duplicate Structure History Numbers As Headers Piracy Paid ۷s Vertical Stuffing **Factors Work Together** HTTPS Hidden

Cloaking

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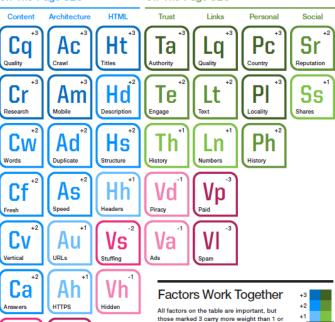
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Copywriters seek to

- Tell people what's in it for them
- Motivated by self-interest
- Competitive environment
- Hundreds of others to choose from





How do we get their attention?

Package Holidays to Bali | Save With Jetstar Holidays

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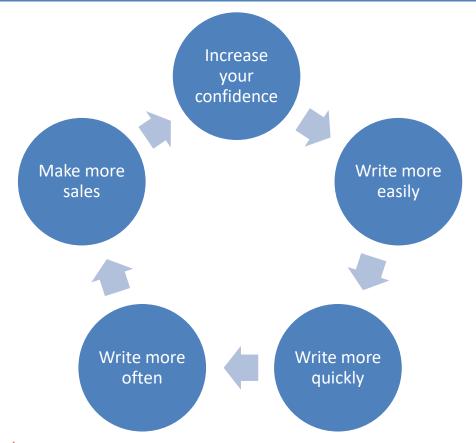


How do we get their attention?





The writing success cycle





Steps for Writing Great Content

- Headline
- 2 IMAGE
- Sub-headline
- Features and Benefits
 - ____
- Testimonials
- 6 Free Offer
- Call to Action



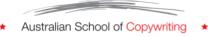


7-point structure for writing anything

- Headlines
- Websites
- Meta tags
- Image file names
- Links/anchor text

- Emailers
- Brochures
- Advertisements
- Blogs
- Newsletters





Why use this template?

- Gives you a starting point a 'way in'
- Helps overcome procrastination and writer's block
- The formula is the basis for all great SEO copywriting





Why use this template?

- Delivers a better result than 'flying blind'
- Overcomes the need to 'be creative'
- Can write any component at any time no need to write it in any order





One component at a time



1. Headline





Headlines matter











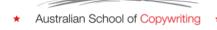




Headline formulas

- 1. How to/Learn how to/Here's how to
- 2. Ask a question
- 3. Numbers
- 4. Quick and easy
- 5. Attention...(target market)





Look to the past

- Some things never change
- Don't reinvent the wheel
- Formulas have been around for a long time





How to create food advertising that sells.

by Ogilvy & Mather

Ogilvy & Mather advertises 217 food products in 18 countries.

In the last ten years, we have conducted 512 research studies to find out why some food advertisements sell and others don't.

Here are some of the things we have learned.

The most important decision you will ever make about your advertising is: 'How should I position my

Should you position Good Seasons Salad Dressing as a goormet's delight, for people who can appreciate its subtle blend of herbs and spices? Or as a product which commetes with bottled salarl dressings?

Should you position Shake'n Bake as a new flavor for chicken? Or as a more convenient way to get old-fashioned "friedchicken" taste?

The results of your advertising will depend less on how it is written, than on how it is positioned. It follows that the positioning must be decided before the advertising it created. Look before you leap!



pood baked products. For 25 years, eve hypperodge Farm advertisement has no tachdully so this original positioning.

When you position a food product, there are four principles that help ensure

1. Know your customer. To begin with she is probably younger than you are. And different from her mother in many significant ways. She is apt to be more concerned about good nutrition, and to want more infernation about the food she buys. Give it

For example, a radio commercial created by Ogilys & Matherfor Pepperidge Farm Sprouted Wheat Bread begins with a list of every ingredient in the bread.

2. Tell her how and when to use your product. In Germany, Sanella Margarine had been advertised for years as a toble spread. We repositioned it as a superior cooking margarine.

"Whatever you cook or bake will come out better-if you do it with Sanella."

A 13-year share decline was arrested four months after the repositioning. Sales turned up dramatically.

Here's another thing to remember. Be

That is why Shake in Bake was posi-

volistic. Eating habits are not quickly

changed. It's easier to make your product

a substitute for an accepted dish, than to

tioned as an easier way to achieve "fried

chicken" taste...instead of a totally differ-

ent taste for chicken. Sales have endorsed

3.Don't forget to tell her it tastes good.

Frequently advertisers get sidetracked in-

to positionings that stress convenience or

health -- to the exclusion of appetite appeal.

the advertising for a major line of foods.

When we screened the commercials that

had been running, we found not one some

ality. Food advertising, like all advertising,

benefits from a clear-cut personality and a

distinctive tone. For Hershey Foods, we

created distinct personalities for eight dif-

We positioned Hershey's older product,

4. Give your product a distinct person-

Ogilsy & Mather recently took over

create a new one.

that showed the food?

ferent candy bars.



15 percent extra on day-after recall. 3. Appetite appeal increases TV recall. You can horsus appetite appeal. Put cheese on your crackers. Put ice creamon your pie.

Hershey's Milk Chocolate Bar, as the

market leader Familiar warm friendly

uct, their new Rally Bar, as "the Hershey-

"You can't save souls in

an empty church."

Once you have determined the right posi-

tioning, you must communicate it to your

prospect. You must make your advertising

interesting enough to make her notice

your product, remember it, and take action.

We positioned Hershey's nesset prod-

"The great American chocolate bar."

covered hunger-stopper."

Food is most appetizing when it is shown ready to eat. Show the finished dish, not the ingredients. And always try to show



specing, pearing, energy. Find in tre-tion has much more appeare appeal than fixed that in just sitting there. We showed Hershey Systep justing through 25 sec-ands of our 30-wroard commercial.

In print, use photography instead of drawings. Photography will increase dayafter recall an average of 26 percent.

4. Women respond to recipes, menus, cooking ideas. Recipes more than double

readership. But don't bury your recipe in body copy and news print it over a color

Don't use recipes that are too exotic, or difficult to prepare. A new recipe for hamburgers will always get better readership than one for purpiettes de ceux.

5. Don't be clever. Food isn't funny to a woman. It's a sol that takes large chunks of time out of her life three times a day, 565 days a year. Attempts to estertain the viewer can

cost you 14 percent in day-after recall. Do you want to spend 14¢ out of your advertising dollar to gain a few giggles?



Coffee perking into a memorable tun-

"Rules are for the obedience of fools and the guidance of wise men."

At Ogilvy & Mather we believe in knowing what the rules are-even though we may sometimes decide to break them. That is why we have developed separate and specialized bodies of knowledge on what makes for success in advertising food, proprietary medicines, children's products, travel, and new products.

This special information is for the guidance of our staff, and for the clients of Oriby & Mather.

Orilyy & Mather's food clients in the United States: Baskin & Robbins

Campbell Soup Company General Foods Hershey Foods Corporation Lever Brothers

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

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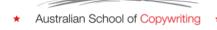
- 'A strange experience saved me from bankruptcy'
- 'How a strange experience saved me from bankruptcy'



Top 10 reasons why people buy

- 1. Make money
- 2. Prevent losing money
- 3. Save time
- 4. Avoid effort
- 5. Attract others





Top 10 reasons why people buy

- 6. Escape physical pain
- 7. Prevent stress
- 8. Gain praise or recognition
- 9. Protect the family
- 10. To have peace of mind





So what, who cares

- Identify the inner monologue that consumers have about your product
- Why this
- Why you
- Why now



Find out what problem needs solving

- Wouldn't it great if ...?
- Fill in the blanks based on the target audience



- ...one of the cars driving past could give us a ride and we would pay them for the privilege?
- Answer: Uber

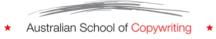


- ... we could take a photo, see it for 10 seconds and delete it?
- Answer: Snapchat



- ... there was a website that helped me compare insurance policies so I could get the best deal?
- Answer: iSelect.com





- ... I could raise money directly for someone close to me?
- Answer: GoFundMe.com





Wouldn't it be great if...

- ... I could find a local, trusted, costeffective tradesman to help me with odd jobs around the house?
- Answer: Airtasker.com

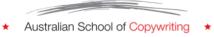




Target audience

- First year students arriving in Australia to study at university
- What are their needs?
- Make friends?





What problem are we solving?

- How would they finish this sentence?
 - 'Wouldn't it be great if we....
 - ...could meet new friends at university within the first few days?'





Go broad

- Insert the audience you'd like to gain the attention of: students
- Go broad to capture as many people as possible
- How <u>students</u> can meet new friends on their first day of university



Next, niche it down

- How <u>international students</u> can meet new friends on their first day of university
- More niche?



Next, niche it down

 How <u>Chinese-speaking students</u> can meet new friends on their first day of university



Next, niche it down

- Even narrower target market?
- How gay and lesbian Chinese-speaking students can meet new friends on their first day of university



Creating headlines is easy

- Establish the problem you're solving and then put a formula in front of it
- The more specific the problem, the more niche your headline becomes





How 'long tail' do you want to go?

- Choose how 'niche' you'd like to go
- Example: Snapchat marketing consultant
- How to master Snapchat
- How to master Snapchat marketing





Snapchat marketing consultant

- How to master Snapchat marketing in 10 days
- How to master Snapchat marketing in 10 days - even if you've never used it before





Formula to write 'how to' headlines

- How to + Action + Keyword + Promise
- How to + learn + classical guitar + in 1 week
- How to learn classical guitar in 1 week





Formula to write 'how to' headlines

- How to + manage + difficult staff + without getting angry
- How to manage difficult staff without getting angry



Long tail

How to get into University



Long tail

How to get into University (even if you failed Year 12)





Long tail

How to get into Harvard University (even if you failed Year 12)



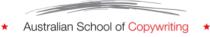
- Nominate the problem you solve
- Add the formula
- Use conversational language
- Write as you speak





How to get rid of the muffin top





Here's how I scored a big, fat raise



New Video Course:

How to Build a Passionate Online Following for Your Art-Based Business









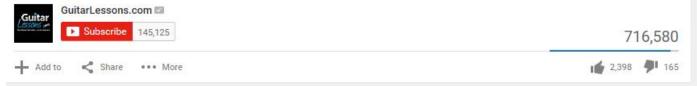








Learn How To Play Guitar - Beginner Guitar Lesson #1





LearnTo 4 Dance





Learn To Dance Salsa Basic Steps



Learn to Meditate



4 WEEK COURSE



Learn to Meditate



4. 'Ask A Question' headline



Do You Make These Mistakes in English?

Sherwin Cody's remarkable invention has enabled more than 100,000 people to correct their mistakes in English. Only 15 minutes a day required to improve your speech and writing.

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SHERWIN COOT

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100%, Self-Currenting Device

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Daly 15 Minutes a Day

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MIII - Back on English

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Are you making these mistakes with your digital marketing measurement?





What's My House Worth?



Get a FREE QUOTE No Strings Attached

Thinking of selling? Let us assess your home's value to help you decide if now's the time to move.

GET MY HOUSE VALUE NOW

We promise to keep your email address safe.





How long does it take to learn how to sing?



ARE YOU A MOVIE BUFF?

Share, discover and review the world's best films. Buff is the first app to leverage crowd-sourced movie reviews, learn your preferences, and provide a platform for cinematic conversation.

DOWNLOAD BUFF NOW







Do you make these 3 mistakes when choosing a web developer?



Can I fail high school and still study at an Australian University?





Choosing a life partner:
The 10 crucial questions
you need to ask
(before you marry them)



Did you know that hot yoga is more popular than Pilates?

Here's why ...





5. Numbers headlines

- Number + Adjective + Verb + Keyword + Promise
- 5 + foolproof ways to + cook a + dinner + for 10 people
- 5 foolproof ways to cook a dinner for 10 people



Using formulas

- Number + Adjective + Verb + Keyword + Promise
- 3 + simple hacks to + learn + coding + in
 5 minutes
- 3 simple hacks to learn coding in 5 minutes





Free Online Training for Your Business

11 Ways to 5x the Value of Your Leads

How to Leverage Marketing
Automation So You Can Finally
Turn Your Email List into a
Revenue Generation Machine



Clay Collins - Co-Founder & CEO - Leadpages



Ryan Deiss - Founder of Digital Marketer

SAVE ME A SEAT



Solvelt Fitness presents

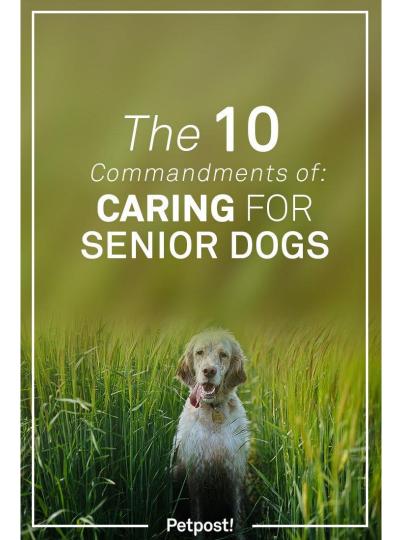
Try It Free: Iron Fitness 5-Week Boot Camp

- Dramatically increase your fitness and wellbeing in just 5 weeks
- Choose from a variety of convenient times and outdoor locations
- Attend your first session free to see if Iron Fitness is for you

Reserve Your First Session for Free!

Note: To preserve our small class sizes, only 6 free trial spots are available in each session. Sign up now to reserve your place!







5 Simple Exercises That Will Boost Your Energy Levels

For a limited time, we're giving you our 5 favorite workout videos absolutely free. Curious? Watch the first one below.







THE SEVEN DEADLY SINS



Niche it down



SEVEN DEADLY SINS

OF

MODERN RUNNING SHOES



www.bluetoad.com

The Seven Deadly Sins Of Running A Doula Business





Free Intro Call

The 10-Minute
Conversation that will
Calm Your Chaos

Let's Set a Date!



3 big mistakes teenagers make when drinking alcohol (for the first time)



30 questions to ask before buying flat-pack kitchens





3 ways to tell if the fish you buy is fresh





5 powerful reasons why children aged 5 should get an annual hearing check-up



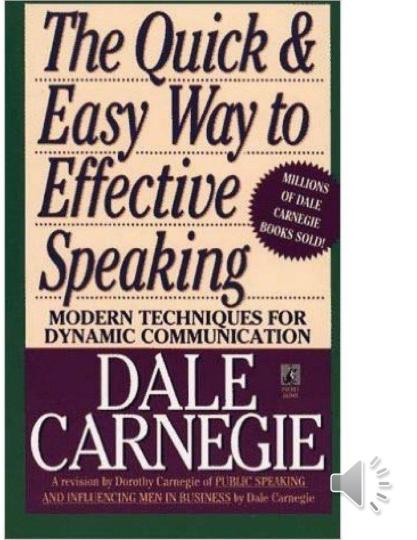


6. Quick and Easy



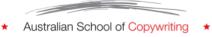
10 QUICK AND EASY WAYS TO **Lut Llutter** IN YOUR HOME TEN MINI-PROJECTS YOU CAN COMPLETE RIGHT NOW

THEBEAUTIFULUSEFULPROJECT.COM



A quick and easy way to lose weight (without dieting)





3 quick and easy ways to wallpaper a room





Tips for numbers in headlines

- 1. Use a zero in the number 10, 20, 30 or an odd number 3, 7, 9, 101
- 2. 3 and 7 are the best numbers to use for short lists
- 3. Use digits rather than words





Tips for numbers in headlines

- Place the number at the head of the sentence
- '5 ways to reduce anxiety and stress'
- 'How to reduce anxiety and stress in 5 ways'

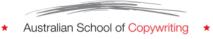




Tips for numbers in headlines

- Use low numbers for simple products
- Use high numbers for complex products





7. Attention...(target market)

- Put the target market in the headline
- Instantly attracts their attention
- Can also use 'Warning:'







FIREFIGHTERS

Applications are now being accepted for City of Bryan Paid-On-Call Firefighters.

Please contact Chief Bruce Siders for more information at

419-633-6080

Monday through Friday, 8am to 4pm

- No Previous Experience Necessary
- Fire Department Provides All Training
- Competitive and Challenging Environment
- Supportive Staff and Mentoring Program
- Be Self-Motivated and Eager to Learn

- Be at Least 18 Years of Age
- Have a High School Diploma or GED
- Have a Valid Driver's License
- Have No Felony Convictions or Misdemeanors
- Physically Fit to Perform Strenuous Duties

Be part of the COMMUNITY

EXCITEMENT

Be part of the Be part of the **TRADITION**



Actors Wanted For A Short Film

Attention: Accountancy graduates
Here's a fast way to get a
high-paying job
with KPMG



Attention: Divorced dads
Are you feeling down?
Need someone to talk to?
Call Lifeline...



Headlines matter

- 1. How to/Learn how to/Here's how to
- 2. Ask a question
- 3. Numbers
- 4. Quick and easy
- 5. Attention...(target market)



Steps for Writing Great Content

- Headline
- 2 IMAGE
- Sub-headline
- Features and Benefits
 - ____
- Testimonials
- 6 Free Offer
- Call to Action





2. Image

- High SEO value add an image if possible
- Of you or staff
- Icons/graphics of what you offer
- Premises





2. Image

- The product
- Location/map
- Imagery



Steps for Writing Great Content

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- 4 Features and Benefits
 - ____
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3. Sub headline

FREE REPORT REVEALS...

How To Create High Quality Content To Attract Perfect Customers

- Refine your content development process for higher quality content that potential customers actually want.
- Repurpose content you already have into new lead attracting content from your blog, podcasts, videos and more.
- How to create and deliver new content quickly.





YES! SEND ME THE FREE REPORT



Use headline formulas





Content Marketing Strategy Guide (with Workbook Activities!)

Looking to apply content marketing concepts to your business? Get ready to turn yourself (and your team) into a lean, mean content-marketing machine.



Should be longer than the headline



5 Free Blog Post Templates

Save time creating blog posts with these free templates



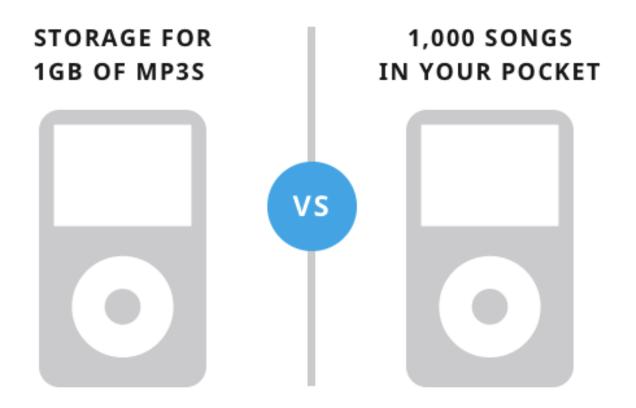
Steps for Writing Great Content

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4. Features and benefits





WIIFM





Cut through the clutter





Case study

- Writing copy that changes behaviour
- What's in it for the target market?
- Client: Owners Corporation Manager



Don't leave your bike in the foyer.





Please don't leave your bike in the foyer. Thank you.





Don't leave your bike in the foyer.

Three bikes were stolen from here last night.

Lock it in the bike cage to prevent theft.





Don't leave your bike in the foyer.

If someone trips over and hurts themselves, you could be sued. It's happened before.

Store it in the bike cage. Thank you.







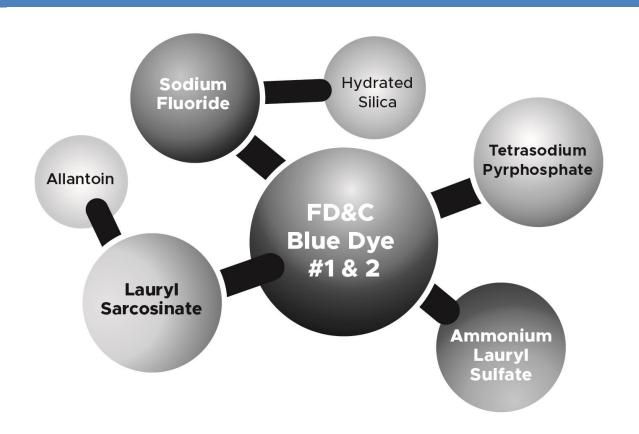


Here's why we don't sell features





What am I?









Toothpaste: Sodium Fluoride

- Also used in:
 - Rat and cockroach poison
 - Anaesthetic, psychiatric drugs and Sarin nerve gas

Source: <u>www.downwithbasics.com</u>





Feature





Benefit





Steps for Writing Great Content

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 - ____
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5. Testimonials

f

"This must be the most dangerous shopping website ever!"

Sandra P Member since Jun '11



Show as many as you can

"Having seen the results HubSpot has driven in conjunction with an inbound marketing strategy, I can't recommend the software highly enough. It eliminates the need for disparate tools, brings everything together in one easy-to-use platform and delivers measurable results."



EMMA JONES

Business Development Manager

Katapult



"HubSpot is a great tool and it's helping us to grow our business. We've enjoyed working with the onboarding and services teams, and they've both helped coach us to inbound marketing success."

CLAES FRIBERG

Partner

OBank



Which testimonial has more credibility?

- 'It was the best course I have ever done.'
 - T.P. Thomastown



Which testimonial has more credibility?

- 'It was the best course I have ever done.'
 - Tim Pine, CEO, Startup Technologies,
 Thomastown, VIC.





The devil is in the detail

Bad:

 We have been in business for <u>decades</u>, have won <u>many</u> awards and work with <u>Fortune 500</u> clients.

Good:

 We have been in business for <u>17 years</u>, have won the <u>KPMG Best Business</u> <u>Award and the EY StartUp</u> <u>Award</u>. Our clients include <u>Google, Apple and</u> <u>Facebook</u>.





Videos are best















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- Call to Action





6. Offer

- Provide a point of difference
- Create urgency include time limit
- Can be free/conditional add the \$
 'value'
- Use in meta descriptions, landing pages etc



FREE REPORT REVEALS...

How To Create High Quality Content To Attract Perfect Customers

- Refine your content development process for higher quality content that potential customers actually want.
- Repurpose content you already have into new lead attracting content from your blog, podcasts, videos and more.
- How to create and deliver new content quickly.





YES! SEND ME THE FREE REPORT



Free Stock Photography Bundle!

Ready to get your FREE bundle of highresolution images?

Get the Bundle





Get this \$39 camping thermos absolutely free!

For a limited time, we're giving this beautiful camping thermos to everyone who joins the Camp Land VIP list.

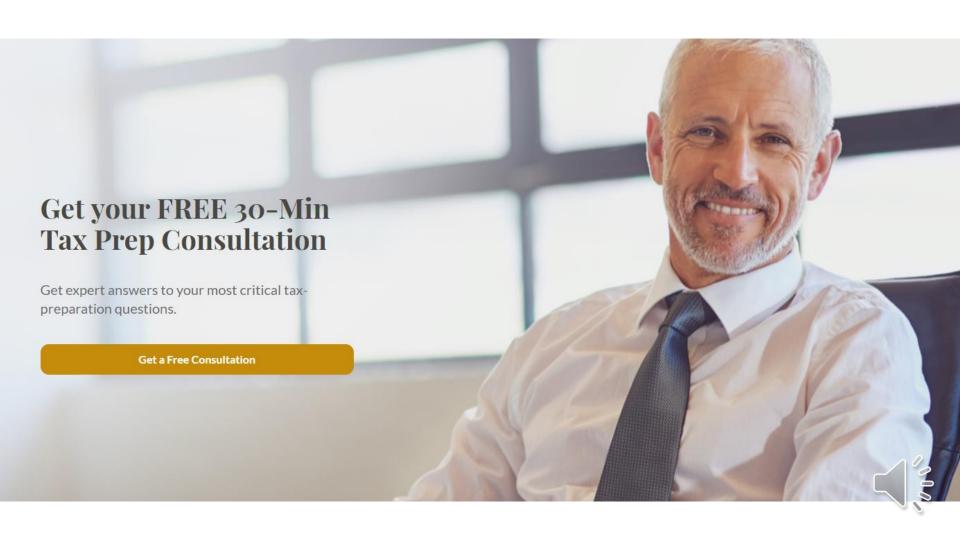
I WANT ONE!

Learn More

When you Join, you'll get occasional emails giving you early access to Camp Land promotions. You'll also be eligible to earn rewards points.















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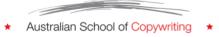




7. Call to action (CTA)

- Don't assume people know how to buy
- Make it easy
- Give them 'steps' to follow
- Be succinct







Be specific





Example of the 7 steps in action



Free Ebook: 101 Examples of Effective Calls-to-Action

Pint 121

Enhancing the look and feel of your calc-to-action is a great start to optimized lead generation. Yet, reading about best practices isn't the same as seeing them. That's why we want to introduce you to a lot of call-to-action exemples that will show you how top marketing tips are actually put into practice.

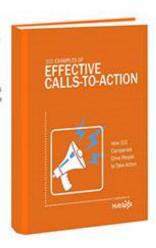
Grab our "101 Examples of Effective Calis-to-Action" to find out what works and how you can incorporate successful practices in your marketing. These examples will inspire you, foster your creativity and prepare you to create some stellar calls-to-action.

In this abook you will see examples of calls-to-action that:

- Make good use of text and video
- ✓ Facilitate segmentation of buyer personas
- Reduce visitors' anxiety and offer incentives for conversion.
- Incorporate smart design decisions

and more...after all, there are 101 of them!





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Last Name *	
Company Name *	
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Company Email (privacy polic	va*
	//
Phone *	
r injune	
Manual Ministrative States &	
Your Website's URL *	
Role at Company *	
- Please Select -	
Number of Employees *	0.00
- Please Select -	
	20.
My Business Primarily Sells to Businesses (B2B) or Consume	



Social proof



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This is video 2.1 in the online course:

Learn SEO Copywriting

Module 2: Structuring & writing effective SEO content



