

This is video 2.4 in the online course:

# **Learn SEO Copywriting**

Homework Module 2:  
Structuring & writing effective  
SEO content



# Objectives

- Write 5 headlines for ONE product/service
- Use a different formula for each headline
- Incorporate specific/nominated keywords
- Nominate 'key reason' why people
- Nominate target markets in the headline (for at least one of the headlines)



# 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)



# Example: Golf club

- **How to:** How to join Australia's premier golf club (without paying exorbitant annual fees)
- **Question:** Would you like to play golf (but can't afford the equipment to get started?)



# Example: Golf club

- **Numbers:** 3 mistakes all first-time golfers make when driving a golf buggy
- 5 **quick and easy** ways left-handed golfers can improve their golf swing (in just 3 hours)



# Example: Golf club

- **Attention:** Teenage golfers – Would you like to learn from 3 of Australia's top golfers?



# 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



# Example: Golf club

- **How to:** How to join Australia's premier golf club (without paying exorbitant annual fees) (**save money**)
- **Question:** Would you like to play golf (but can't afford the equipment to get started?) (**save money**)



# Example: Golf club

- **Numbers:** 3 mistakes all first-time golfers make when driving a golf buggy (**prevent stress**)
- 5 **quick and easy** ways left-handed golfers can improve their golf swing (in just 3 hours) (**save time, gain praise**)



# Example: Golf club

- **Attention:** Teenage golfers – Would you like to learn from 3 of Australia's top golfers? (**make money, gain praise, save time**)



# Formulas to use

- Be inspired by these formulas (and use them if they help you)



# 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 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



# Word count for each headline

- 18 words maximum per headline
- Reason why people buy – not included in word count
- **Numbers:** 3 mistakes all first-time golfers make when driving a golf buggy  
**(first time golfers)**



This is video 2.4 in the online course:

# **Learn SEO Copywriting**

Homework Module 2:  
Structuring & writing effective  
SEO content

