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)



- 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?)





- 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)





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

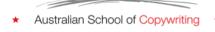




Top 10 reasons why people buy

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

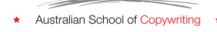




Top 10 reasons why people buy

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





- 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)





- 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)



 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)



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