

This is video 4.3 in the online course:

# **Learn SEO Copywriting**

Homework Module 4:  
SEO copywriting 'tools of the trade'



# Objectives

- Investigate the Link Explorer tool (you will need to register for the free trial)
- Explore Domain Authority rankings
- Rewrite the title and description tags



# Instructions

- Nominate 3 keywords
- Do a Google search and choose a site of your choice
  - Tip: choose a page with poorly written tags
- Rewrite title and description tags using those original keywords
- Need to stay within character counts



# Template

- Nominate 3 keywords you used to search for that site
  1. ...
  2. ...
  3. ...
- Site you've chosen: www...
- Page you've chosen: www.../holidays



# Template

- Look up the DA score on Link Explorer
  - Skip this step if you can't access Link Explorer site
- DA score: .../ 100
- Title tag: ...
- Description tag: ...



# Rewrite the tags

- Rewrite those tags using the 3 original keywords
- Rewritten Title tag: 60 characters with spaces ...
- Rewritten Description tag: 150 characters with spaces ...



# Tips

- Write for the human first, Google second
- VIP: Include the keywords in the title
- Match the keywords as closely as you can
- Front-load the keywords



# Tips

- Avoid using the brand in the title (unless it's your keyword)
- Include an offer in the description or some 'point of difference' to incentivise them to click on your link
- Write benefit-rich copy ('You' not 'We')







# Tips

- Get clear about who the target market is for this page – who are you writing for?
- Use the instructions from previous weeks on how to write for tags



# Moz Link Explorer



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About 14,600,000 results (0.47 seconds)

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# Checking domain authority



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What's New



Link Explorer **BETA**

Overview

Inbound Links

Linking Domains

Anchor Text

Top Pages



Looking for Open Site Explorer? You are welcome to continue using it for the time being, however we are no longer updating its index. Find it here: [Open Site Explorer](#)

## Link Explorer **BETA**

Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time.

root domain



<https://ama.com.au/>



# Domain authority

Domain Authority <sup>i</sup>



Linking Domains <sup>i</sup>

4.8k

Discovered in the last 60 days 529

Lost in last 60 days 99

Inbound Links <sup>i</sup>

150.9k

Ranking Keywords <sup>i</sup>

1.9k



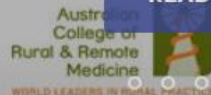
# High authority site - AMA



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