

This is video 5.2 in the online course:

Learn SEO Copywriting

Homework Module 5:
SEO blogging and content marketing



Objectives

- Bring all the components together
- Write a small blog
- Use opening statements to start it off
- Use headline formulas
- Use keywords



Instructions

- Choose a product/service
- Nominate target market/user persona
 - describe in 4 words who you are targeting
- Keywords:
 - Nominate 3 long tail keywords you'll include in the headline and/or the paragraph



Instructions

- Write the headline
- Write the first paragraph of the blog
- (75 words)



Instructions

- Use one of the opening statements to start the piece
 - It's no secret that...
 - It's not everyday that...
 - The results are in...
 - Believe it or not...
 - Or another one from the list from the previous modules



Tips

- Use link phrases if you can to string the benefits together
- Write using benefit-rich copy, 'you' not 'we' focussed
- Use different sentence lengths eg: 3, 10, 7, 5 words per sentence



Template

- Product/service: ...
- Target market: (4 words)...
- 3 keywords to include in the headline and/or blog:
 1. ...
 2. ...
 3. ...



Template

- Blog title: (using a headline formula) ...
- Start the paragraph with an opening statement:
 - ‘It’s no secret that...’
- Total word count = 75



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