

This is video 6.1 in the online course:

Learn SEO Copywriting

Bonus Module 6:
How to make money from SEO copywriting



What we'll cover in this session

- Freelancer strategies
- What services to offer
- How to generate leads
- Content audits



What we'll cover

- What do SEO copywriters charge?
- Questions you'll be asked
- Converting enquiries into sales
- Taking a deposit





What do you want?

- Freelancer: need to source work
- Agency: n/a – you don't need to source work
- In-house: n/a – you don't need to source work



Freelancer strategies

- Decide:
 - Set up own business with own clients
 - Copywriting services + SEO copywriting
 - Content creation services
 - Web services: development, design etc



Freelancer strategies

- Apply for work at:
 - Content marketing agencies
 - Advertising agencies
 - Web marketing agencies
 - SEO agencies
 - Printers who offer web services eg Snap



Key focus

- Use your website to generate leads
- Build your 'funnel' of leads
- Use a strong offer to build your database
- Have an 'audit' service or lead generation offer to build the database



Services to offer

- Full service SEO: tech support, content creation etc
- Copywriting services only: content creation
- A blend
- Refer clients to key suppliers eg web dev



Services to offer

- Goal assessment - assess their business goals to see how SEO can help achieve results
- Competitor and keyword research analysis
- Customised SEO game plan - based on specific goals



Services to offer

- On-page: SEO audit of a website - fix errors and optimise on page elements
- Off-page strategy: get high quality sites linking back to the site content
- Create content to create an authority site



Mediums to offer

- Web copy
- Articles and blog posts
- Meta-tags: titles and descriptions
- Email newsletters



Mediums to offer

- Infographics
- Video scripts
- Case studies/PDFs
- White papers/eBooks



Focus on an industry niche

- Finance
- Health and wellness
- Aged/retirement sector
- Start-ups



Types of offers to generate leads



MAKING SENSE?

Great, then simply fill in the form and leave the rest to us! We'll review your site and send you a video report of our findings.



FIND ANSWERS



GET AN SEO REVIEW!

SIMPLY FILL IN THE FORM AND LEAVE THE REST TO US!

BY SUBMITTING THIS FORM, YOU AUTHORISE RED EVOLUTION TO CONTACT YOU WITH MORE CONTENT AND INFORMATION.



FIRST NAME



LAST NAME



EMAIL



WEBSITE URL



PHONE NUMBER





**FREE
SEO ANALYSIS**

ENTER YOUR WEBSITE TO SEE IF YOU COULD BENEFIT FROM SEO.

`http://www.*`

TRY IT - IT'S FREE!

Go >



Your business could be making more money! Find out how with a free
Revenue Opportunity Report.

Enter your website URL

Start Now!



GET A FREE ANALYSIS

Enter your website url below:

http://*

Go



Get Your Free eCommerce Content Audit Toolkit

Looking for outstanding ROI from your SEO budget? Learn how to perform a comprehensive audit of category, product and other eCommerce pages at scale.

Increase Your Revenue!

Traffic increases of 30% - 90% are common, even while reducing the total number of pages indexed by Google. Here's why:

#1 Pagerank and other ranking factors are consolidated into fewer, stronger pages.

#2 Crawl budget is conserved, and crawl efficiency improved, making it easier for Google to access deeper pages.

#3 The ratio of high-performing to "dead weight" content on the site is vastly improved.

Kit includes everything you'll need:

- Pocket Guide to Content Audit Strategy
- Output report samples
- Spreadsheet templates
- Comprehensive case studies



Access Your Toolkit!

☐ Subscribe to Weekly eCommerce Insights

Website URL*

Please Enter Your Website URL

Company Name

Job Title

Job Title

What is your biggest marketing challenge?

(e.g. developing a cohesive buyer's journey, channel attribution, proving ROI, choosing opportunities...)

What is your biggest marketing challenge?

Get It Now

<https://spot.goinflow.com/ecommerce-content-audit-toolkit>





Welcome to the Link Explorer Beta. Have any feedback? We would love to hear it. Please leave your thoughts in this [feedback form](#).

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 ▾

Enter a URL[Log in or sign up](#)

Sign up for a free Moz account for 10 free queries per month. [Create my account](#).



Welcome to Link Explorer!

Get to know Link Explorer quickly in this brief video. Dive in to a new set of link analysis, competitive research, and link building tools, powered by a brand new and robust live link index.

[Learn more](#)



SEO AUDIT CHECKLIST

ON SITE ANALYSIS

Health Check

- ☐ Perform a site search ("site:www.yourdomain.com")
- ☐ Perform brand searches (product/service name)
- ☐ Review the total pages indexed
- ☐ Duplicate content review (www vs. non-www, etc)

Content Review

- ☐ Quality
- ☐ Length
- ☐ Human or goal-focused
- ☐ Ease of read/use

Page Structure 1

- ☐ Search-friendly URLs
- ☐ Complete and relevant Title Tags
- ☐ Unique, relevant Meta Descriptions
- ☐ Number of links on the page

Usability Review

- ☐ Site load time
- ☐ Home page layout
- ☐ Landing interior pages
→ Keyword focus
- ☐ Quality/frequency of CTA

Server Redirect/Response Codes

- ☐ 301 ☐ 302
- ☐ 307 ☐ 404
- ☐ 410 ☐ 500
- ☐ 503

Page Structure 2

- ☐ Review of internal link structure (including anchor text)
- ☐ Image names
- ☐ Image sizes
- ☐ Semantic HTML review

COMPETITIVE ANALYSIS

Competitive Site List

- ☐ Industry competitors (primary market)
→ List 3- 5 leaders of industry and direct competitors
- ☐ Niche competitors (secondary market)
→ List 2- 3 competitors that specialize in specific areas of your industry
- ☐ Industry blogs, publications, associations
→ List 25- 50 influential industry sites

Content Analysis

- ☐ Top pages ☐ Link building potential
- ☐ Quality ☐ Types of content
- ☐ Frequency ☐ Calls to action
- ☐ Uniqueness ☐ User-generated content

Social Media

- ☐ Active channels
- ☐ Level of engagement
- ☐ Frequency
- ☐ Relationship with influencers
- ☐ Personal brands within the brand

Traffic Analysis

- ☐ Alexa.com
- ☐ Compete.com
- ☐ Hitwise.com
- ☐ Quantcast.com
- ☐ Semrush.com

Link Analysis

- ☐ Total number of inbound links
- ☐ Total number of linking domains
- ☐ Link building content
- ☐ Quality of links
- ☐ Source of link generation
- ☐ Ease of replication
- ☐ Distribution channels

KEYWORD RESEARCH

Creating the keyword list

- ☐ Enter website and competitors' sites/pages to Google Keyword tool
 - Service
 - Product
 - Details
 - Features
 - Benefits
- ☐ Pull keywords currently driving traffic from analytics
- ☐ Survey customers (past/present)
- ☐ Listen on social channels via Social Mention or Topsy

Grade Keywords

- ☐ Relevance
- ☐ Volume
- ☐ Difficulty (organic, paid)
- ☐ Value per conversion
- ☐ Estimate cost of traffic

Research Tools

- ☐ Ubersuggest
- ☐ Soovle





FREE SEO AUDIT

AND CONSULTATION*

GET STARTED TODAY!



**STARTER
SEO
AUDIT**

\$360+GST

Starter SEO audit

**STANDARD
SEO
AUDIT**

\$600+GST

Standard SEO audit

**SOLID
SEO
AUDIT**

\$1200+GST

Solid SEO audit

**SERIOUS
SEO
AUDIT**

P.O.A

Serious SEO audit



WONDERING ABOUT OUR COSTS?

OUR SERVICES TYPICALLY START AT \$2000 A MONTH*

We always aim to be transparent with our costs, therefore we will let you know what's the most effective program for your business. In return we ask for guidance on your budget constraints.

* not including media spend

* minimum of 4-month engagement, as we don't believe we can provide you with value in less than that

CONTACT

for a complimentary 60 min
strategy call



Back Link & Penalty
Analysis

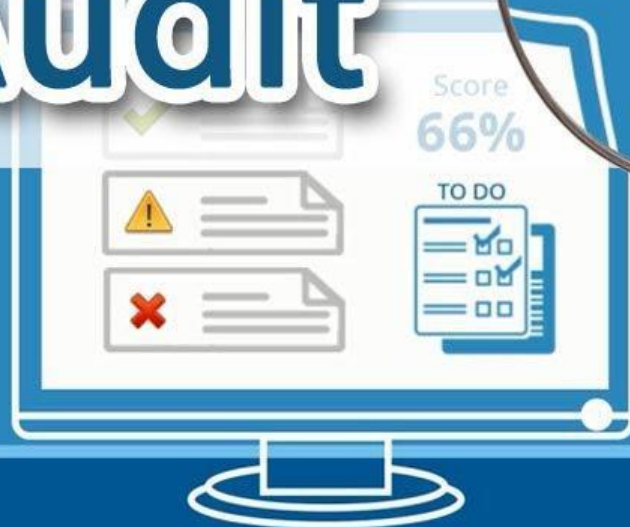
Website SEO Audit

User Experience &
Interface

Google
Webmaster Tools &
Analytics Audit

Technical
On-Page
Audit

Local Business
MAP Audit



What do copywriters charge?



What do copywriters charge?

- Many options
- Avoid one-off jobs eg one web page, one blog
- Try to speak to them on the phone
- Avoid giving quotes via email



1. Fixed price

- \$70 for a 500 word article
- ...up to \$1000 for 800 word article
- \$2500 for a pack of 10 blogs
(word cap = 1000)



2. Charging by the hour

- New/junior copywriter
 - \$50 – \$80 per hour
- Mid level copywriter
 - \$80 – \$120 per hour
- Top level copywriter
 - \$120 – \$200 per hour



3. Charging by the word

- Don't – ever
- Reduces credibility
- Not journalism
- Less is more with copywriting



4. Monthly retainer

- Minimum 4 - 6 month contract
- Establish what you'll offer for the fee
- Could be \$1000 - \$5000+ per month



Suggested fees for mid-level copywriter

- No 'union scale' - charge what you like
- Depends on your sales ability to demonstrate value
- Can publish fees or not – pros and cons



Web pages

- 5 pages - \$1000
- 10 pages - \$2000 with 2 free blogs (valued at \$700)
- Charge in 'packs' of 5, 10 or more pages



Meta tags sets: title and description

- Around \$30 - \$40 per page
- 10 pages = \$300 total



Keyword analysis

- 5 pages
- Top 2 - 4 words per page
- \$200 - \$400



Pricing – do your research

Blogging made easy

Don't have time to update your blog? We'll supply you with quality, weekly posts from just £69 a month.

Startup	Business	Premium
£69 per month	£129 per month	£249 per month
<ul style="list-style-type: none">✓ 4 posts per month✓ Royalty Free images✓ Auto-publishing✓ Social Media shares	<div>Our most popular plan</div> <ul style="list-style-type: none">✓ 8 posts per month✓ Royalty Free images✓ Auto-publishing✓ Social Media shares	<ul style="list-style-type: none">✓ 16 posts per month✓ Royalty Free images✓ Auto-publishing✓ Social Media shares
Choose plan	Choose plan	Choose plan

Need something different? Custom plans can be created at any time. [Find out more.](#)



Pricing – do your research

2 Create your blog post brief


* What subject would you like the blog post to cover?

Agriculture

Enter the URL of the blog that this post will appear on:

www.agpoint.com.au

Do you have any additional information for the writer?

Mention client? 

No

Suggested keywords

sheep and cows

Any attachments the writer may find useful

No file chosen

Max 10mb [Click here](#) to add another

— or —



Pricing – do your research

Blog [Agriculture, 350 words]

We would like a blog on the subject of "Agriculture".

This is to be a generic blog post, please do not mention any specific brands in the piece.

Please review www.agpoint.com.au for guidance and information about the organisation and to ensure the subject you are writing hasn't already been covered.

Please include keyword(s) "sheep and cows" naturally within the piece. Don't stuff them, but ensure they are mentioned at least once in the copy.

Confirm brief

Cancel



Pricing – do your research

3 Select quality level

☒ Standard Copywriter: \$28.00 inc. TAX

Impeccable spelling, punctuation & grammar



☐ Professional Copywriter: \$35.00 inc. TAX

Qualified journalists & marketing professionals guaranteed



Questions you will be asked

- What do I get for the fee?
- What's the process if I cancel?
- How will we communicate and how often?
- Do I have full access to my site and Analytics/Adwords accounts?



Questions you will be asked

- Will I own my website?
- Do you provide guarantees?
- Have you done work like this for companies similar to mine?
- Can I talk to your clients?



Questions you will be asked

- Can I see examples of your work?
- What contracts and options are available?
- How do I determine the right budget?
- What are all your fees and payment options?



Avoid offering 'black hat' services

- Overnight rankings
- Doubled traffic within a certain amount of time
- Instant qualified leads



Avoid offering 'black hat' services

- Buying a ton of links from random websites
- Keyword stuffing
- Using duplicate or scraped content



Deposits

- 50% up front deposit, especially when working with a new client
- The remaining 50% billed at project completion or 2 - 3 weeks after the first draft is delivered



Suggested client script

- Refer to handout 6.1



This is the end of video 6.1 in the online course:

Learn SEO Copywriting

**Bonus Module 6:
How to make money from SEO copywriting**

