

SEO Copywriting:  
How To Write Content For  
People and Optimize  
For Google

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## Understanding Copywriting

Copywriting is the [art and science](#) of creating content that prompts the reader/end user to either buy a product, subscribe to a list, take a test drive, or take some other action that will benefit you.

## What is SEO Copywriting?

SEO copywriting is all about creating useful, compelling, and valuable content, which targets specific keywords so that other people will gladly promote it on social media platforms. This increases the authority and relevance of your content and improves its ranking in Google for the selected keywords.

## Elements of SEO Copywriting

Here are the 6 elements of SEO copywriting that matter:

### Element 1. Site speed-

To measure site speed you can use [Pingdom's website speed test](#). Remember, if your site load time more than 2 seconds, then you should take steps to improve it.

### Element 2. Headline-

Your content may be valuable, but if your headline is mediocre, your click through rate will be low. You can use the [Inbound Now tool](#) to generate blog post/article ideas.

Here are some suggestions regarding headline:

Clickable and optimized small business headlines	SEO and user-friendly fitness headlines	Well-optimized and catchy "relationship" headlines
7 Small Business Trends That Will Affect Your Sales	10 Workout Secrets For Women That Work	3 Funny Ways To Get Your Ex-Boyfriend Back
How To Start a Small Business That Customers Will Love	Best Way To Lose 10 Pounds After Pregnancy	How To Renew Your Love Life with Your Spouse
Small Business Funding: How To Raise \$20,000 In 60 Days	Personal Trainer Kits: Become a Certified Personal Trainer	What Does It Take To Have a Fabulous Wedding?

**Please Note:** If you want your whole title to be visible in search engine results, keep it under 72 characters. This will also increase your click-through rates.

### Element 3. Content-

The content itself is a vital element of SEO copywriting. People look for useful content, search engines also feed on fresh content, which is why you consistently update your site.

Make sure your content contains the following elements:

Things to do	Remarks
Are you targeting a keyword phrase within the content title?	
Are you solving a problem through your writing?	
Are you writing a compelling introduction to hook the readers?	

### Element 4. Meta Description-

Before writing your content, and again before publishing it, use meta descriptions to help guide search engines. For SEO purposes, the meta description should be 150 – 160 characters. How do you write meta descriptions that catch people's attention, as well as rank well in Google?

Use these tips:

- Keep under 150 characters (including spaces).
- Bonus-For mobile, keep descriptions to 113 characters (including spaces). Check out Mike's post on this topic
- Give a short description of what the page is about and include a call to action to entice searchers to click through to your site.

- Include target keywords! Same as title tags, if the keywords in your description are in the user search query, they will be bolded. Showing your page is relevant to the user search
- Ensure your meta descriptions are also unique across all pages of your site. Duplicate meta descriptions are often time overlooked by webmasters, but Google will flag these

### **Element 5. Keyword Frequency-**

Keyword frequency means how many times your chosen keywords appear on the web page. To check your keyword density, use the [SEObook keyword density tool](#).

### **Element 6. Page Links-**

Links are the basic building blocks of your web page. Follow these rules while linking to other sites:

- 1.Link to relevant pages within and outside your site in your introduction
- 2.Link to more in-depth guides or content on your page or other sites
- 3.Link with appropriate anchor text, which flows naturally with the content

## **SEO Copywriting Tools & Resources:**

To fully understand and implement SEO copywriting best practices, you need viable tools and resources. Here are some that I recommend:

### → [Unsuck-it](#)

This is a free web app that you can use to make your words, sentences, and paragraphs flow smoothly. You can replace jargon with fun words in five seconds.

### → [RhymeZone](#)

A lot of people love reading poetry and admire poets. Use this handy tool to make your copy appealing to the right audience.

→ [\*\*Read-Able\*\*](#)

This simple tool helps you optimize your content for 7th – 8th grade level. This ensures that a wider audience will enjoy your content and click the headline when it shows up in Google results pages.

→ [\*\*Live-Keyword-Analysis\*\*](#)

Use this free SEO tool to accurately calculate the keyword density ratio for a piece of content.

→ [\*\*Kill Writer's Block\*\*](#)

Use this tool to generate creative ideas for your next blog post.

→ [\*\*Quick Sprout\*\*](#)

Find out why you're not generating enough traffic from Google, even when your long-tail keywords are ranking highly.

→ [\*\*EMV Headline Analyzer\*\*](#)

How much does your headline appeal to your readers' emotions? This free tool will analyze your headline and give you a score.

Here is a [list of other resources](#) and tools that are useful for SEO copywriting.

## Writing Useful Content For People

A [recent study](#) shows that even if your content is useful, it still needs three additional elements in order to drive organic traffic:

1. Optimized for many keywords with lots of searches
2. A reasonable number of trusted backlinks
3. An evergreen idea/topic

### Search users' intent:

There are two important keyword classifications-

Informational keywords	Commercial keywords
The major reason why people search with these is that they want useful information without having to pay for it. Informational keywords are usually “how-to” in nature.	Commercial show an ‘intent’ to buy. These keywords usually show “desperation” from the searcher. Commercial keywords usually contain certain prefixes and suffixes, like reviews, buy, order, review, comparison, compare, free shipping, best, fast etc.

Google still uses keywords to gauge what a particular web page is about.

I follow a 3-step plan when targeting keywords in my content:

**Step 1.** I include the primary keyword on the headline. For example if my keyword is: conversion rate optimization. My headline maybe, 7 Ways To Make Conversion Rate Optimization Work For You

**Step 2.** I use alternative keywords in the introduction, meta description and title tags. For example, What is the best way to increase your conversion rate with every blog post that you write? You know how important this is, especially when it seems as though your best content isn't generating organic traffic, social shares and sales.

**Step 3.** I write naturally to please my readers and then deliberately include the primary keyword in the conclusion.

**Storytelling:** In SEO copywriting, storytelling can set you apart, because human beings love good stories.

Example: A great example of a successful brand story is [The Lego Movie](#). According to Marcus Sheridan, who is also a great storyteller, “Lego doesn’t sell ‘blocks’ at all, they sell possibilities.”

**Humor:**

One of the reasons why you should write with humor is to keep the reader/ audience engaged.

**Example:** A professional blogger and public speaker who usually adds humor to her content is [Marie Forleo](#)

**Case study:** The case study is one of the [15 types of content](#) that will drive more traffic to your site. Case studies can make for powerful content. I’ve seen them rank in Google’s top 10, because they’re highly useful.

## Keyword Research for Content Creation

Long-tail keywords are the best way to go in modern SEO, because top brands are not targeting those terms.

Go to [Google Keyword Planner](#). Plug the topic into the search box, then click “Get Ideas.”

## Copywriting – Getting People to Act

Follow the steps below to make people act on your content:

- **Use bullet points**

Before you write blog posts or articles, list [3 or 4](#) strong benefits that you will cover. This is very important, as it also helps you create powerful headlines and paragraphs.

- **Create irresistible and valuable headlines**

Think like a reader, and write the headline first. The headline should target a keyword and also look attractive.

- **Have clarity of purpose**

Here are some of the ways you can achieve clarity of purpose as you write your content:

1. Know exactly what you want before you write it — e.g., How to Save \$100 in the Grocery Store.
2. Use the word “you” when writing for B2C customers and “we” when your recipients are mostly business organizations.
3. Research accurate data that are relevant to your topic. This [study by Conversion XL](#) shows that using a data-driven approach and creating infographics that have accurate data points will improve social shares.
4. Target 2 – 5 keywords in a blog post and ensure they read naturally.

### Conclusion:

If you’re not leveraging “[persuasion](#)” and “[psychology](#)” to improve organic ranking and captivate your audience, now is the best time to start.