Head to Ubersuggest and type keywords you’d like to rank for.
Editing

Look for a very tight related group of keywords then export it and use that as the starting point for your outline.
Editing

Use the "Content Ideas" tab to get more ideas to use for your outline
Editing

Create the content outline

The Comprehensive Guide To Branding & Marketing

Words - 5,200+

Tone - Informative, reassuring, motivational, inspiring tone

Primary Objective - Make the content more detailed, interactive than Wikipedia: https://en.wikipedia.org/wiki/Brand

URL: Domain.com/what-is-branding/

Importance - 75/100

Macro-socio-economic factors - Backed up by over $183B in ad spend by the top 200 advertisers in the U.S. alone.

Intro Framework: Did you know - 89% of marketers claim building brand awareness is their top goal?

Why We Built This Guide: There is very little information online about the exact brand building strategies in the real world and how to do it effectively.
And at last start writing your article.
Editing
More than letters and words

Google Docs brings your documents to life with smart editing and styling tools to help you easily format text and paragraphs. Choose from hundreds of fonts, add links, images, and drawings. All for free.
STEPS in Editing

1. Strive for Brevity
2. Technical Jargon
3. Ensure Your Writing Flows
4. Pain Points
5. SEO
Strive for **Brevity**

- Weaken the contents message
- Wastes the readers time
- Adds bulk that decreases your writing comprehension

> "Brevity is the soul of wit."
> —William Shakespeare
Strive for Brevity: **Delete Filler Words**

- Strong writing is lean
- Filler words adds vagueness

**Filler words**

1. Just
2. Really
3. Perhaps
4. Literally
5. Stuff
6. Things
7. Very
8. Better
9. Always

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1) **Research The Crap Out of Your Topic**

Many bloggers feel they don’t have enough knowledge or experience to create epic content, but thorough research is the cure for that anxious condition.

Epic content writers are willing to research their topic to saturation point. They research the core of the topic and explore the periphery too. In fact, the less traveled avenues of enquiry are often where the real treasure lies.

And remember, anybody can conduct research, from a newbie blogger to a seasoned vet. You just have to be willing to do the work. Most people aren’t willing, so that’s your chance to seize an advantage.
Strive for Brevity: **Cut Redundant Words**

Every word you write should tell.

- Make it clear – Clarify
- Find out – Discover
- Due to the fact that – Because
- Absolutely Essential/ Absolutely Necessary – Essential/Necessary
- Actual facts – Facts
- Time period – Period
- Advance Planning/Advance Forward – Planning/Forward
Strive for Brevity: **Spelling and Grammar**

- Better spelling does coincide with pages that rank well in Google.
- Consider the language and location differences as well.
- Users do appreciate the quality of the spelling and grammar.

Does the accuracy of someone's spelling influence your opinion of his or her competence?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>85%</td>
</tr>
<tr>
<td>No</td>
<td>3%</td>
</tr>
<tr>
<td>For formal writing, yes. But not for informal writing</td>
<td>12%</td>
</tr>
</tbody>
</table>

Powered by playbuzz 25,418 Votes
Strive for Brevity: **Spelling and Grammar**
Strive for Brevity: **Remove Grammar Expletives**

- Words beginning with - here, there or it
- Expletives distract your reader from the sentence goal
Strive for Brevity: **Remove Grammar Expletives**

Can you see the improvement?

- The forecast calls for rain tomorrow.
- Doctor bills had bled the family's reserves. They didn't have enough money to pay the rent.
STEPS in Editing

Strive for Brevity
Technical Jargon
Ensure Your Writing Flows
Pain Points
SEO
Technical Jargon and Data

- Complex words do not make you look smart
- Technical words don’t give you authority
- Jargon will rob your audiences attention reducing your dwell time

Source: Statisticbrain.com
Technical Jargon and Data

- Check your flesch kincaid grade at the Hemingway App website.
- TechCrunch [57.64] vs Business Insider [83.3]
STEPS in Editing

Strive for Brevity
Technical Jargon
Ensure Your Writing Flows
Pain Points
SEO
Ensure Your **Writing Flows**

Check if your headlines, sub headings introduction, body and conclusion match your goal.
Ensure Your **Writing Flows**

Make sure you have an outline and follow it.

**Five Paragraph Outline**

Paragraph 1. Introduction
   - Thesis Statement
   - Briefly summarize your 3 topic sentences

Paragraph 2. Topic Sentence (your 1st piece of support for the thesis)
   - Elaborate on your topic sentence.
   - Provide an example/evidence/quotations.
   - Explain the significance of the example/evidence/quotations.

Paragraph 3. Topic Sentence (your 2nd piece of support for the thesis)
   - Elaborate on your topic sentence.
   - Provide an example/evidence/quotations.
   - Explain the significance of the example/evidence/quotations.

Paragraph 4. Topic Sentence (your 3rd piece of support for the thesis)
   - Elaborate on your topic sentence.
   - Provide an example/evidence/quotations.
   - Explain the significance of the example/evidence/quotations.

Paragraph 5. Conclusion
   - Summarize your 3 topic sentences.
   - Discuss how the ideas in paragraphs 2, 3, and 4 support your thesis.
STEPS in Editing

**S**trive for Brevity
**T**echnical Jargon
**E**nsure Your Writing Flows
**P**ain Points
**E**nterprise (SEO)
Pain Points

- Match your personas story pain points
- Does the content supply examples, themes or stories
- Respect your readers time
- Consider if you need to update old articles
Steps in Editing

Strive for Brevity
Technical Jargon
Ensure Your Writing Flows
Pain Points
SEO
SEO Check

- Include keywords in a natural way
- Reduce keyword stuffing
- Run the page against your on page checklist
Check your site heat map performance to see where readers drop off.
If readers are dropping off then look to improve that part of the content or page.
CrazyEgg offers heat maps for limited pages.
Live Heat Map Example

I want to learn about everything!