

Virtual Marketing Blueprint

Copywriting & Content Creation

Objectives:

- 1) Reviewing The Keys To Copywriting
- 2) Introducing Copywriting's Magic Words
-  **3) Introduction To Article Writing**
- 4) How To Write Speed Copy
- 5) Addendum: "Hands Off" Article Writing Resources

Rei Rockstars

Introduction To Article Writing

Article Writing

What Is It?

It's the process of writing articles.

Why Is It Important?

It's the major component of your content online.

Introduction To Article Writing

Key Components To Article Writing

- 1) Conversion
- 2) SEO

It's not always easy to write engaging articles if you're writing for SEO, but ultimately, you need to have a balance of both conversion and SEO.

TIP: Start your articles by writing for conversion, and then add the SEO aspect in after.

Introduction To Article Writing

Key Components To Article Writing

- 1) Google's Panda Update does not like "thin" articles which means low on content.
- 2) General rule of thumb: 300 - 400 words +

FYI: Resources like Ezine articles require a minimum of 400 words.

Introduction To Article Writing

Keyword Guidelines In Article Writing

1) Keyword Density: This depends on the length of the article, but using the exact keywords 3 times in a 300-400 word article is a good rule of thumb. (My personal max rule is 1 keyword insertion per 100 words if it's a short tail keyword.)

2) Keyword Variations: These could be plurals of your keyword, alternate spellings (misspellings), etc.. Using different versions of your keyword will help capture other search engine traffic and optimize your site. (*Misspellings may make your site look unprofessional so you may use these keywords on supporting sites only.) Keyword variations might be used at least a couple times.

Introduction To Article Writing

Keyword Guidelines In Article Writing

3) Similar Keywords: These could be synonyms you use such as “big guns” is now written as “large guns”. Using similar keywords will help the search engines correctly categorize your page. Synonyms might be used a few times depending on the length of your article.

4) Try to use your keyword in the first line of your article. Don't be spammy, make sure the article reads well. You will be negatively impacted by search engines if they think you are “keyword stuffing”.

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Reviewing The Keys To Copywriting
- 2) Introducing Copywriting's Magic Words
- 3) Introduction To Article Writing
- 4) How To Write Speed Copy**
- 5) Addendum: "Hands Off" Article Writing
Resources

Rei Rockstars