

How to write content and optimize for SEO.

Choose one main keyword per article.

Each piece should have one main keyword and 1-3 supporting keywords.

The main keyword is highlighted in yellow below.

ON-PAGE SEO

URL: Add the main keyword to the URL, e.g.

`https://yourdomain.com/main-keyword-for-this-piece/`

Page Title: (up to 60 characters) Add the main keyword and a call to action.

Meta Description: (up to 160 characters) Add the main keyword and a call to action.

CONTENT WRITING

In the content, please include those three elements:

- Keywords as seen below
- Internal links to 2-4 other blog posts or pages
- Call to action to make a purchase after first and last paragraph

Keywords

Main Keyword1

Supporting Keyword2

Supporting Keyword3

Internal Links:

Optimized link 1 (the anchor text is a keyword)

Optimized link 2 (the anchor text is a keyword)

2 Not optimized links (the anchor text is NOT a keyword)

Call to Action

SEO TEXT TEMPLATE

<H1>Lorem ipsum dolor Keyword 1 dolor

Start with the hook and explain how and where the search intent will be satisfied.

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Possibly add a call-to-action here.

Remember that your content is a list – even it is not a list.

<H2> Keyword2: Lorem Ipsum

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<H2> Loren Ipsum Keyword3 Lorem Ipsum

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<H2> **Lorem Ipsum Keyword 1** **Lorem Ipsum**

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Add a call-to-action here.

End on a call to action.