

SEO Copywriting

28 SEO Copywriting Ingredients
to Write Effective Copy
and Boost Your Profit

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Introduction

Writing successful copy is extremely important if you want to engage more leads and increase your sales. Besides, today you have to write to satisfy two masters: Readers and Search Engines.

To ease your struggle with SEO copywriting, I have written a quick-start copywriting checklist that will remind you what elements to include to create compelling copy.

Before Writing

1. **Define your website topic.** Bear in mind the problem your business solves. Write about what your business does to make prospects life easier and happier.
2. **Divide your website topic into subtopics,** and take the opportunity to answer the questions people ask when they search the Internet. Write about consumers' inquiries and complaints.
3. **Pay special attention to your target audience language.** Include it in your content. Speaking in their own language, will let you connect with your prospect deeply.
4. **Explore the most profitable keywords for you.** Research your keywords before writing. There are several ways of doing this but you can start checking those 10 first results search engines offer you when you ask for information.
5. **Write only once about a subtopic.** Avoid keyword cannibalism. This means that your own posts compete for the same keywords in a search query.

Copywriting Checklist

1. **Have a clear target audience in mind.** Have a well-defined picture of the people you're talking to, what keep them awake at night and what make them tick.
2. **Check your copy's goal.** Before you start, define what you want to achieve with your copy. Do you want your reader to subscribe? To download an e-book? Or to buy?
3. **Call your prospect's attention with a strong headline.** This is the most important part of your copy. 80% of people read only headlines while 20 % read the whole copy. Include the pain and your best benefit.
4. **Touch the reader's heart.** Use the pronoun "you" in the headline and in the copy to create a reader-centered copy.
5. **Plunge the most important information at the beginning.** People's attention span is very short these days. So if you trigger their curiosity with the headline and first paragraph, they will go on reading.
6. **Address all the objections that can stop people from taking action.** They don't have a chance to talk to you. So, answering these questions they will perceive you as a thoughtful person because you speak about negative features upfront.
7. **Pile up benefits** in your copy so your audience will become excited about your product or service. These benefits should be what they really want.
8. **Charge your copy with emotions your reader can relate to.** Remember all decisions are based on feelings. Storytelling is a wonderful tool to surge their feelings.

9. Build up your authority. Why should they believe you? Pile up your credentials and experience to show why you're the right person to trust in this matter.

10. Earn your trust. This is an extremely important ingredient on digital selling. Share your clients' successful stories, product reviews, endorsements, awards and make readers feel certain about their decision to choose your product.

11. Use persuasive techniques in your copy such as vivid product descriptions, comparisons and problem agitation.

12. Is your copy easy to scan? Not everybody will read your copy but some will scan it to check if it is useful or not. Use subheads and bullets to enable a quick reading.

13. Write in a conversational tone. Speak as if you were chatting with a friend casually. Use short and incomplete sentences. The simpler the language you use, the easier it will be for your reader to understand your message.

14. Address only one person. Even if you expect thousands to read your copy speak to a single person. That makes it more personal, close and exclusive.

15. Add a unique selling proposition. Always include and offer prospects can't resist. Check what your target audience wants and what your competition is doing. Then create even a better selling proposition. Add bonuses, too!

16. Repeat key concepts. To make your idea stick, present your main idea in different ways. State it from different points of view such as a story, a quote, a comparison or summary at the end, to reinforce your offer.

17. Long or short copy? Though there's a lot of discussion around this, experts say long copy is always a winner. Why? You need long copy so you can appeal to different readers; those who scan, those who read only part of it and those who are interested in reading everything.

On-Page SEO

Now it's the time to optimize your content so you can rank higher and attract more leads to your content.

1. Sprinkle your content with target long-tail keywords. After writing your articles check you have enough keywords in your content to create a keyword density of 1.50 or 2.

2. Write a 60-character-long, keyword-rich title tag. Create an attractive title with your keyword close to the beginning of the title. This is a great opportunity to inform what your content is about. The title tag can be the same as the filename.

3. Provide an engaging description, using keywords. Descriptions turn up below the title in Search Engine Results so you can add relevant information to make them click through.

4. Use bold font to highlight the most important information. Most searchers are in a hurry and only scan the content. Statements in bold font help them reach a conclusion quickly.

5. **Include internal links to other pages of your website.** Internal links connect your content with extra information, creating a richer experience for the user and at the same time, links let search engines know how your website is structured.

6. **Add relevant images and videos** and optimize their tags with keywords. Give your images and videos a rich-keyword file name. Pay attention to what you write in *alt attribute* because this tells search engines what your page is about.

With all these ingredients you will be able to write compelling copy that serves readers, search engines and boost your profit.

Need help with your copy?

Contact us.

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