

COPYWRITING

What you need to know...

You are writing for Google

The point of your blogs is to help you rank on Google. So its important to remember the EAT acronym. Establishing expertise in one niche area, become an authority in your niche, and build trust through your professional network and through sharing.

Make sure your are passionate about your topic, and your readers will be too. Get inspired by other blog articles, books, news articles. Do some research if you are looking for inspiration.

Organise your information

Make sure your writing flows nicely from one paragraph to the next. Connect your thoughts, don't suddenly go off on a tangent. Clarify and reaffirm your angle!

Open strong

Open strong - Captivate your audience with your opening statement. E.g. use a Quotation hook - like, Nelson Mandela said, "Education is the most powerful weapon you can use to change the world."

Pick an angle

Be clear and concise. Write a thesis - remember your essay skills! But you need to have an end-game in mind, this leads people through to your call-to-action. While you are writing for Google - you are still creating pages and content for end-users to clickthrough to. Make it valuable for them and they will engage with your content, an convert as a client.

Be authentic

Everyone loves a story - and it is best way to share your real personailty. Write emotionally - capture your readers attention by appealing to their pain points, what frustratrates them - you can solve - you are passionate about helping them, making the reader / client feel secure, important, and that you have all the answers.

Additional Resources

- [Why keywords aren't enough](#)
- [8 Secrets of a Copywriter](#)

Google Ranking Formula

EXPERTISE
AUTHORITY
TRUST

THE 4 PILLARS OF CONTENT MARKETING

PICTURE

Create a vivid scene your prospect can quickly put themselves in, whether about an existing pain or an aspirational future

PROMISE

State how your solution will end that painful scene or bring the aspirational stage to life for them

PROOF

Support your promise! What incentives are there if you fail to keep your promise? Where is your social proof?

PUSH

Nudge the prospect to take action

30% INSPIRE

30% ENTERTAIN OR - INFORM

30% SOCIAL PROOF

10% CALL-TO ACTION

Save 70% Off Your Google Checkup - Use Code SAVE70

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COPYWRITING

Useful tools and ideas...

Power Words for Marketing

free	exclusive	enormous	focus	competitive
sale	valuable	spotlight	wanted	full
new	how to	useful	absolutely	mammoth
professional	endorsed	survival	interesting	innovative
guaranteed	unlimited	largest	challenge	it's here
special	discount	colossal	lifetime	just arrived
tested	fundamentals	now	highest	sure fire
improved	under priced	unlock	expert	soar
immediately	suddenly	fortune	advice	beautiful
limited	perspective	authentic	the truth about	crammed
simplicistic	launching	announcing	compare	growth
powerful	skill	huge gift	colorful	promising
big	reduced	introducing	affordable	astonishing
popular	better	practical	ultimate	imagination
attractive	easily	approved	willpower	greatest
high tech	revealing	unique	genuine	gigantic
latest	sensational	bargain	informative	love
important	excellent	hurry	mainstream	lavishly
urgent	remarkable	daring	complete	reliable
amazing	obsession	pioneering	last chance	terrific
exciting	surging	destiny	exploit	breakthrough
portfolio	revisited	unsurpassed	quality	emerging
profitable	timely	edge	successful	technology
sampler	bonanza	superior	opportunities	selected
noted	security	unparalleled	last minute	sturdy
luxury	refundable	fascinating	monumental	wealth
unconditional	quickly	compromise	startling	delighted
wonderful	revolutionary	odd	quick	confidential
delivered	miracle	bottom line	easy	sizable
secrets	magic	zinger	direct	rare
scarce	proven	simplified	simple	outstanding
alert famous	reward	tremendous	strange	energy
strong	weird	helpful	value	instructive
unusual	surprise	special offer	download	liberal



Grammarly is incredibly powerful!

- Spelling
- Grammar
- Tone
- Plagiarism
- Referencing

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Keywords Everywhere is a daily tool for blogging & Adverstising. As SEO & Google Ads go hand in hand for online success.

- Keyword data
- Search Volume
- Competition
- Cost-Per-Click

[Click to Access](#)

Emotional Impact

Be Controversial
Be Creative
Be Funny
Be Caring
Be Authentic
Be Passionate

WRITING HOOKS

Interesting Question Hook
Strong Statement/Declaration Hook
Fact/Statistic Hook
Metaphor/ Simile Hook
Story Hook
Description Hook
Quotation Hook



ANSWER
THE PUBLIC

HubSpot

Blog Ideas Generator

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COPYWRITING

Guided Template for Blog Writing

TITLE

DESCRIPTION

KEYWORDS

INSPIRE

Inspire the reader - capture your target market with key quote, approach, story that they can relate to. This is your writing hook from your title.

ENTERTAIN OR INFORM

Inform the reader - give valuable advice, tips and tools
- OR -

Entertain the reader through storytelling.

SOCIAL PROOF

Support your writing position with statistics and/or social proof to reaffirm your writing hook and draw them into your solution / CTA below

CTA

Main Call To Action / drive the reader to a download, booking, or form. Get them in your database

Save 70% Off Your Google Checkup - Use Code SAVE70

[CLICK HERE](#)

COPYWRITING

Guided Template for Landing Pages

TITLE

DESCRIPTION

KEYWORDS

PICTURE

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PROMISE

State how your solution will end that painful scene or bring that aspirational scene to life for them.

PROVE

Support your promise! What incentives are there if you fail to keep your promise? Where is your social proof?

CTA

Main Call To Action / drive the reader to a download, booking, or form.