

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 appealling 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

Additional Resources

- Why keywords aren't enough
- 8 Secrets of a Copywriter



THE 4 PILLARS OF CONTENT MARKETING

PICTURE

Create a vivid scene your prospect whether about an existing pain or an aspirational future

State how your solution will end that **PROMISE** 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

PUSH

Nudge the prospect to take action



COPYWRITING

Useful tools and ideas...



free sale new professional guaranteed special tested improved immediately limited simplistic powerful big popular attractive high tech latest important urgent amazing exciting portfolio profitable sampler noted luxury unconditional wonderful delivered secrets scarce alert famous strong unusual

exclusive valuable how to endorsed unlimited discount fundamentals under priced suddenly perspective launching skill reduced better easily revealing sensational excellent remarkable obsession surging revisited timely bonanza security refundable quickly revolutionary miracle magic proven reward weird surprise

enormous spotlight useful survival largest colossal now unlock fortune authentic announcing huge gift introducing practical approved unique bargain hurry daring pioneering destiny unsurpassed edge superior unparalleled fascinating compromise odd bottom line zinger simplified tremendous helpful special offer

wanted absolutely interesting challenge lifetime highest expert advice the truth about compare colorful affordable ultimate willpower genuine informative mainstream complete last chance exploit quality successful opportunities last minute monumental startling quick easy direct simple strange value download

competitive full mammoth innovative it's here just arrived sure fire soar beautiful crammed growth promising astonishing imagination greatest gigantic love lavishly reliable terrific breakthrough emerging technology selected sturdy wealth delighted confidential sizable rare outstanding energy instructive liberal



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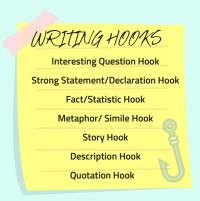


Keywords Everywhere is a daily tool for blogging & Adverstising. As SEO & Google Ads go hand in hand for online success.

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

Click to Access

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







Guided Template for Blog Writing

IIILE	
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

COPYWRITING Guided Template for Landing Pages

TITLE	
DESCRIPTION	
KEYWORDS	
PICTURE	
Create a vivid scene prospects can easily put themselves in, whether about an existing pain or an aspirational future.	
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.