

My SEO Copywriting Process – The approach I take to writing search copy

I also complete a detailed SEO checklist before I submit final copy to clients.

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The steps	What's Included
(STEP 1) KEYWORD RESEARCH	Identify keywords and long tailed keywords that web users are most likely to enter in their internet search queries.
(STEP 2) SELECT KEYWORDS AND KEYWORD PHRASES	These word choices are from the list assembled in step 1. Each web page and each online marketing piece is optimized for search engines. I also apply keyword stemming (keyword variations).
(STEP 3) WRITE COPY	My approach to SEO copywriting is to create meaningful and readable copy. I get into your target market's head. And I answer questions like who, what, when, where and what's in it for the customer. In other words I write for humans first and then I write for search engines.
(STEP 4) WRITE META TITLES	Title tags fall between 50 and 70 characters and hold significant SEO weight. They are the text web visitors see at the top of their browser when visiting a web page.
(STEP 4) WRITE META DESCRIPTIONS	Lead with a keyword phrase and customer benefit. Effective Meta Descriptions have a max of 175 characters. This descriptive text is what appears on the search engine results pages (SERP), located directly below the Meta Title.
(STEP 4) CREATE INTERNAL LINKS	Write clickable text that links internal web pages to other relevant pages on your site.
(STEP 5) DRAFT COPY SUBMITTED TO CLIENT	Your fee includes two rounds of revisions, plus minor updates for up to 60 days past your final billing.
(STEP 6) FINAL COPY SUBMITTED	All revisions are made. Content is proofread (3 times!) and then submitted to you by email along with final billing.
EXTRA!	You can request a copy outline before a draft is submitted. You can also receive a list of keywords which will be very useful in planning keywords for new web pages.