

SEO Magnet Template

Writer Name: Traci Bednar

Client Name: American Writers & Artists Institute (AWAI)

Date: July 17, 2020

Customer Persona Name: Wanda the Web Writer

Chapter 1

Next Update is Scheduled For: January 17, 2021

Keyword: keyword research with intent

Title Tag: SEO Keywords and How to Use Them | AWAI

Meta Description: How to choose a great keyword with intent, including free research tools!

URL: awai.com/seo-content-writing/keyword-research-with-intent

H1 Tag: Introduction to SEO Keywords and How to Use Them

Body Copy:

Most creators and owners of websites want their pages to reach as many people as possible. The easiest way to accomplish this is to optimize their pages for search engines in order to appear as high on the list of a search engine result as possible.

After all,

“The best place to hide a body is page two of Google.”

--unknown

As a webpage creator reaches their desired readers, customers, or clients, the writer knows they will get more positive results.

The best method of reaching those people is researching keywords that will satisfy the needs of your reader.

A web writer must research keywords with intent. A reader’s intent will help to drive your research in the right direction.

Intent is indicated by “micromoments.” These moments reflect intent broken down into 4 categories when a reader types a query into a search engine. Micromoments answer:

- I want to know.
- I want to go.
- I want to do.
- I want to buy.

When we are researching good keywords with intent, most of your keywords will fall into one of these 4 needs of your readers.

When you target the micromoments that you are optimizing your copy for, the reader’s search results will highlight your website’s solution to your reader’s needs, listed very high in a Google search result.

Intent is the most important word in SEO. Intent drives content, purchases, and leads. Your readers will be searching for specific results that fulfill their needs.

When you research the right keywords to yield your desired results, you can split them into 4 areas of intent.

- Research
- Compare
- Buy
- Succeed

Find keywords that are “long-tailed” - very specific keyword phrases. The more specific the keyword, the better.

An example of a long-tailed keyword is “Asics women's golf shoes size 8 in my area.” This long-tailed keyword shows “buy” intent.

The reader has researched their possible purchase, decided, and is looking to buy. The reader would not be doing a search on “shoes” if they already knew what they were looking for.

Once we determine the reader’s intent that we want to fulfill, we can start researching specific keyword phrases that fill that intent. If you are stuck, here are 5 free keyword research tools to help you out.

1. **Google auto complete.** Take a more general keyword and type it into Google search. Add one letter after your phrase and see what Google gives

you in results. Repeating alphabetically will give you some long-tail keywords you may not have considered.

2. **Google related search.** At the bottom of each Google search result, Google will give you other ideas to search. These ideas may help to narrow your keywords.
3. **[Answer the Public](#).** Answer the Public will help with related terms and keywords to answer possible search questions. Answer the Public offers free tutorial videos to ensure the writer gets the most out of their site.
4. **Google keyword planner.** You will have to make a free [Google Ads account](#). Google gives you a free keyword planner to help ads target their desired audience.
5. **Common Sense.** Unfortunately, there is no way to be able to see if your content will yield good SEO results. The only way you can tell is to make a SEO optimized page. If you feel that a site needs a page in that spot to anticipate intent, you must make a page and evaluate the results over time. Your best keyword research resource is your brain!

Many websites catering to web writers offer paid options to their content; however, much of a web writer's research can be done at no cost.

SEO content is much easier to write when the writer considers the reader's needs and desires. Keyword research is essential to writing good SEO content.

What's inside this Ultimate Guide?

Introduction – [The Ultimate Guide to SEO Content Writing](#)

Chapter 1 – [Introduction to SEO Keywords and How to Use Them](#)

Chapter 2 – [Differences Between Technical SEO and SEO Copywriting and Why They Matter](#)

Chapter 3 – [A Great Example of Perfect SEO Writing](#)

Chapter 4 – [Featured Snippets, What They Are, and How to Use Them](#)

Chapter 2

Next Update is Scheduled For: July 17, 2021

Keyword: differences between technical SEO and copywriting SEO

Title Tag: Technical SEO and Copywriting SEO Differences | AWAI

Meta Description: The important differences between technical SEO and SEO copywriting and why it matters

URL: awai.com/seo-content-writing/differences-between-technical-seo-and-copywriting-seo

H1 Tag: Differences Between Technical SEO and SEO Copywriting and Why it Matters

Body Copy:

You may think you need to know everything about websites in order to evaluate and write SEO-friendly content.

Nothing could be farther from the truth.

Each area of the website's design requires contributors from different areas. Each specialist on the team works together to seamlessly integrate these areas together.

H2 Tag: Technical SEO

The first skill needed to make a website is an engineer. Engineers help optimize sites by handling the base technical elements of how the site functions. Engineers remove "speed bumps" - areas of the website that will confuse or slow down Google's internet indexing bot.

Engineers also remove “brick walls” - parts of the website that block Google from reaching the page at all. You will see a 404 error when this happens.

Engineers determine if a website is fully accessible to Google’s indexing bot.

Another technical job of website SEO is website developer. Website developers write the code to make the website look the way the website designer wants. Website developers will handle the coding for H1 headline tags, subheadline tags, and the image alt tags.

When a web writer makes new content for a client, their website developer will insert the material where it belongs on the client’s website.

Sometimes the website developer will write the content for the site, but the SEO may not be optimal or the content compelling.

H2 Tag: Artistic SEO

Artists make websites pleasant to look at and informative. Artists also make most of the SEO on a site work using [keyword research with intent](#). Keyword intent should reflect the needs of the user.

Website designers create the look and feel of a website. They arrange the layout of the content, and make sure that the theme and fonts reflect the desired function of the page.



Image Alt: “Font Matters” on 2 notes reading “You’ll always be mine.” The top note is a swirly font and the bottom is a scary font.

Website designers are graphic artists with some computer programming expertise to complement their artistic skills.

Website designers are very concerned with UX (User Experience). The layout should be logical but still pleasing to the eye.

Web writers create the artistic content of the website. They create and maintain the tone and flow of the pages.

Web writers’ SEO function is critical. They follow SEO best practices and make the content easy for Google to find with its indexing bots.

Their creative writing will also be persuasive and compelling. They should also use [keywords with intent](#) to boost their organic SEO.

All functions must work together smoothly. The goal is to offer the best, most compelling content that satisfies the reader's intent. This gives the user a good experience.

“...The SEO's job today is more than keywords and backlinks. It's more than metadata optimisation. It's more than even content. It's the assurance of a frictionless user experience while delivering the right information at the right time – and in a timely manner.”

Dainius Runkevicius, Medium.com

In your final product, always think of your user first. Both the technical SEO and artistic SEO work together to make the experience great for your reader.

H2 Tag: Why do the differences between technical SEO and artistic SEO matter?

Everyone has different abilities and skill sets.

You would not realistically ask someone to do work outside of their skill set. You wouldn't ask a baker to groom your dog.

Technical and artistic minds work very differently. Rarely is someone an expert in both.

Therefore, a team of engineers, web developers, web designers, and web writers work together to complete a complete SEO website.

The areas of the site do overlap, but a web writer can tell an engineer about a brick wall on the site. The web developer may spot a mistake in written content. The developer would make the web writer aware of the problem.

A perfectly optimized webpage is difficult for any team to achieve. Sometimes they turn up in the weirdest places.

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Chapter 3

Next Update is Scheduled For: July 17, 2021

Keyword: perfect example of a seo webpage

Title Tag: Example of a Perfect SEO page | AWAI

Meta Description: An Example of a Perfectly Optimized Webpage

URL: awai.com/seo-content-writing/perfect-example-of-a-seo-webpage

H1 Tag: A Great Example of Perfect SEO Writing

Body Copy:

“I wonder where I can find an example of a great SEO webpage?”

A major corporation selling widgets may have horrible SEO.

A mom & pop company selling widgets has a perfectly amazing website that is fully optimized.

The mom & pop company shows up as the first organic Google search result.

The only way the big corporation can rank higher with Google is to buy ads.

Let’s just say that you will find perfectly SEO webpages in the most unexpected places.

H2 tag: Let’s see how the [Wikipedia page for Abraham Lincoln](#) rates for SEO.

Abraham Lincoln

Keyword in title tag

From Wikipedia, the free encyclopedia

This article is about the 16th president of the United States. For other uses, see *Abraham Lincoln* (disambiguation).

Abraham Lincoln (/ˈlɪnkən/^[2]; February 12, 1809 – April 15, 1865) was an American statesman and lawyer who served as the 16th president of the United States (1861–1865). Lincoln led the nation through its greatest moral, constitutional, and political crisis, the American Civil War. He succeeded in preserving the Union, abolishing slavery, bolstering the federal government, and revitalizing the U.S. economy.

Lincoln was born into poverty in a log cabin and was raised on the frontier primarily in Indiana. He was self-educated and became a lawyer, Whig Party leader, Illinois state legislator, and U.S. Congressman from Illinois. In 1849 he returned to his law practice but became vexed by the opening of additional lands to slavery as a result of the Kansas–Nebraska Act. He reentered politics in 1854, becoming a leader in the new Republican Party, and he reached a national audience in the 1858 debates against Stephen Douglas. Lincoln ran for President in 1860, sweeping the North in victory. Pro-slavery elements in the South equated his success with the North's rejection of their right to practice slavery, and southern states began seceding from the union. To secure its independence, the new Confederate States fired on Fort Sumter, a U.S. fort in the South, and Lincoln called up forces to suppress the rebellion and restore the Union.

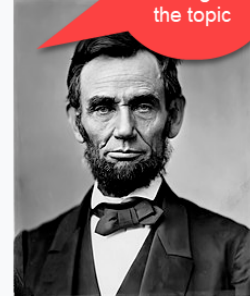
As the war progressed, Lincoln had to navigate a contentious array of factions with friends and opponents on both sides. He managed to bring a large faction of former opponents into his moderate camp, but they were often frustrated by his harsh treatment of the Southern traitors. Anti-war Democrats (called "Copperheads") plotted his assassination, and Lincoln managed to defuse the situation by appealing to the U.S. people. His Gettysburg Address became a historic declaration of the war's purpose: equal rights, liberty, and democracy. Lincoln scrutinized the strategy and tactics in the war effort, including the naval blockade of the South's trade. He suspended habeas corpus, and he averted British intervention by engineering the end to slavery with his Emancipation Proclamation and his order that the Army protect escaped slaves. Lincoln also encouraged border states to outlaw slavery, and promoted the Thirteenth Amendment to the United States Constitution, which outlawed slavery across the country.

Internal links keep readers on the page, no pogosticking

Deep and extensive coverage of the topic

Readability is grade 13 on Hemingwayapp, it could be lower but is appropriate

Keyword in the image alt



Lincoln in November 1863

16th President of the United States

In office

March 4, 1861 – April 15, 1865

Vice President Hannibal Hamlin (1861–65)

Andrew Johnson (Mar.–Apr. 1865)

Preceded by James Buchanan

Succeeded by Andrew Johnson

Image alt: Notated screen shot of the top of the Abraham Lincoln wikipedia webpage.

So far, so good! Let's see what else we can find...

Andrew Johnson. Lincoln used conversation and his patronage powers—greatly expanded from peacetime—to build support and fend off the Radicals' efforts to replace him.^[226] At its convention, the Republicans selected Johnson as his running mate. To broaden his coalition to include War Democrats as well as Republicans, Lincoln ran under the label of the new Union Party.^[227] Grant's bloody stalemates damaged Lincoln's re-election prospects, and many Republicans feared defeat. Lincoln confidentially pledged in writing that if he should lose the election, he would still defeat the Confederacy before turning over the White House.^[228] Lincoln did not show the pledge to his cabinet, but asked them to sign the sealed envelope. The pledge read as follows:

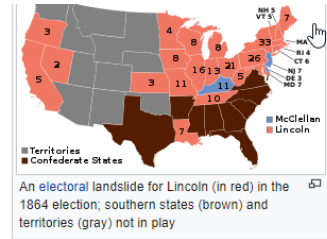
"This morning, as for some days past, it seems exceedingly probable that another administration will be inaugurated. Then it will be my duty to so co-operate with the administration so elected, and to support it in the execution of its duty, as I have done in the past, and as I shall do hereafter."^[229]

Photos and graphics help the reader comprehend the big picture and enhance the content quality

The Democratic platform followed the "Peace wing" of the party and called for a "truce," but their candidate, McClellan, supported the war and repudiated the platform. Meanwhile, Lincoln emboldened Grant with more troops and Republican party support. Sherman's capture of Atlanta in September and David Farragut's capture of Mobile ended defeatism.^[230] The Democratic Party was deeply split, with some leaders and most soldiers openly for Lincoln. The National Union Party was united by Lincoln's support for emancipation. State Republican parties stressed the perfidy of the Copperheads.^[231] On November 8, Lincoln carried all but three states, including 78 percent of union soldiers.^[232]

On March 4, 1865, Lincoln delivered his second inaugural address. In it, he deemed the war casualties to be God's will. Historian Mark Noll places the speech "among the small handful of semi-sacred texts by which Americans conceive their place in the world;" it is inscribed in the Lincoln Memorial.^[233] Lincoln said:

Fondly do we hope—fervently do we pray—that this mighty scourge of war may speedily pass away. Yet, if God wills that it continue, until all the wealth piled by the bond-man's 250 years of unrequited toil shall be sunk, and until every drop of blood drawn with the lash, shall be paid by another drawn with the sword, as was said 3,000 years ago, so still it must be said, "the judgments of the Lord, are true and righteous altogether". With malice toward none; with charity for all; with firmness in the right, as God gives us to see the right, let us strive on to finish the work we are in; to bind up the nation's wounds; to care for him who shall have borne the battle, and for his widow, and his orphan—to do all which may achieve and cherish a just and lasting peace, among ourselves, and with all nations.^[234]



An electoral landslide for Lincoln (in red) in the 1864 election; southern states (brown) and territories (gray) not in play



Lincoln's second inaugural address in 1865 at the almost completed Capitol building

Image alt: Notated screen shot of the middle portion of the Abraham Lincoln wikipedia webpage.

V · T · E	Abraham Lincoln	[show]
	Offices and distinctions	[show]
	Articles related to Abraham Lincoln	[show]
	Biography portal American Civil War portal Illinois portal United States portal Politics portal Law portal	
Authority control	BIBSYS: 90365838 · BNC: 000035105 · BNE: XX1000362 · BNF: cb121247734 (data) · BPN: 72234672 · CANTIC: a10668081 · CINii: DA00993567 · GND: 11857308X · ISNI: 0000 0001 2102 4704 · KulturNav: ae218c03-7755-4c77-af18-0c3d16d0db66 · LCCN: n79006779 · LNB: 000137695 · MusicBrainz: 4c025dfa-726f-489c-bbcb-20c2f9af3860 · NARA: 10580370 · NCL: 000043901 · NDL: 00470511 · NKC: jn19990005088 · NLA: 35306082 · NLG: 109873 · NLI: 000084681 · NLK: KAC199616693 · NLP: A11848832 · NSK: 000044248 · NTA: 068982224 · RERO: 02-A00352225 · RSL: 000003339 · SELIBR: 71489 · SNAC: w6tz44c1 · SUDOC: 027490238 · S2AuthorId: 116119693 · Trove: 905294 · ULAN: 500344436 · US Congress: L000313 · VIAF: 76349832 · WorldCat Identities: lccn-n79006779	
<p>Categories: Abraham Lincoln 1809 births 1865 deaths 1865 murders in the United States 19th-century American politicians 19th-century Presidents of the United States American abolitionists American colonization movement American lawyers admitted to the practice of law by reading law American military personnel of the Indian Wars American militia officers American people of English descent American political party founders American postmasters American surveyors Assassinated Presidents of the United States Burials at Oak Ridge Cemetery Candidates in the 1860 United States presidential election Candidates in the 1864 United States presidential election Classical liberals Deaths by firearm in Washington, D.C. Hall of Fame for Great Americans inductees Illinois Central Railroad people Illinois Republicans Illinois Whigs Illinois lawyers Liberalism in the United States Lincoln family Members of the Illinois House of Representatives Members of the United States House of Representatives from Illinois Murdered lawyers People associated with the assassination of Abraham Lincoln People from Coles County, Illinois People from LaRue County, Kentucky People from Macon County, Illinois People from Spencer County, Indiana People murdered in Washington, D.C. People of Illinois in the American Civil War People with mood disorders Politicians from Springfield, Illinois Presidents of the United States Republican Party (United States) presidential nominees Republican Party Presidents of the United States Union political leaders United States House of Representatives</p>		

Content was very recently updated, very fresh!

This page was last edited on 15 July 2020, at 21:52 (UTC).

Image alt: Notated screen shot of the end of the Abraham Lincoln wikipedia webpage.

And lastly:

The screenshot shows a Google search for "abraham lincoln wiki page". The search results display five image thumbnails of Abraham Lincoln. Below the images is a featured snippet for "Abraham Lincoln (/ˈlɪŋkən/; February 12, 1809 – April 15, 1865) ... He succeeded in preserving the Union, abolishing slavery, preserving the United States federal government, and modernizing the U.S. economy." A red callout bubble points to the word "president" in the snippet, stating "Keyword is in the URL". At the bottom of the search results, the URL "en.wikipedia.org/wiki/Abraham_Lincoln" is visible, along with the "Abraham Lincoln - Wikipedia" title and a McAfee Secure logo.

Keyword is in the URL

Image Alt: Google screen shot of Abraham Lincoln wikipedia page with 5 photos of Lincoln

The [Abraham Lincoln Wikipedia](#) page is a great example of a perfectly SEO webpage. The contributors utilize all the SEO best practices to ensure this wikipedia entry will capture first place in this Google search.

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Chapter 4

Next Update is Scheduled For: July 17, 2021

Keyword: how to get featured snippets

Title Tag: How to Optimize for Featured Snippets | AWAI

Meta Description: How to optimize for featured snippets, in order to maximize your Google ranking results

URL: awai.com/seo-content-writing/how-to-get-featured-snippets

H1 Tag: Featured Snippets: What They Are and How to Use Them

Body Copy:

H2 Tag: What is a featured snippet?

A featured snippet is a Google search result that appears beneath the paid Google ad results and the organic search results. These results give what the searcher is looking for right away.

Placement in a featured snippet helps to improve organic SEO results and boost brand confidence.

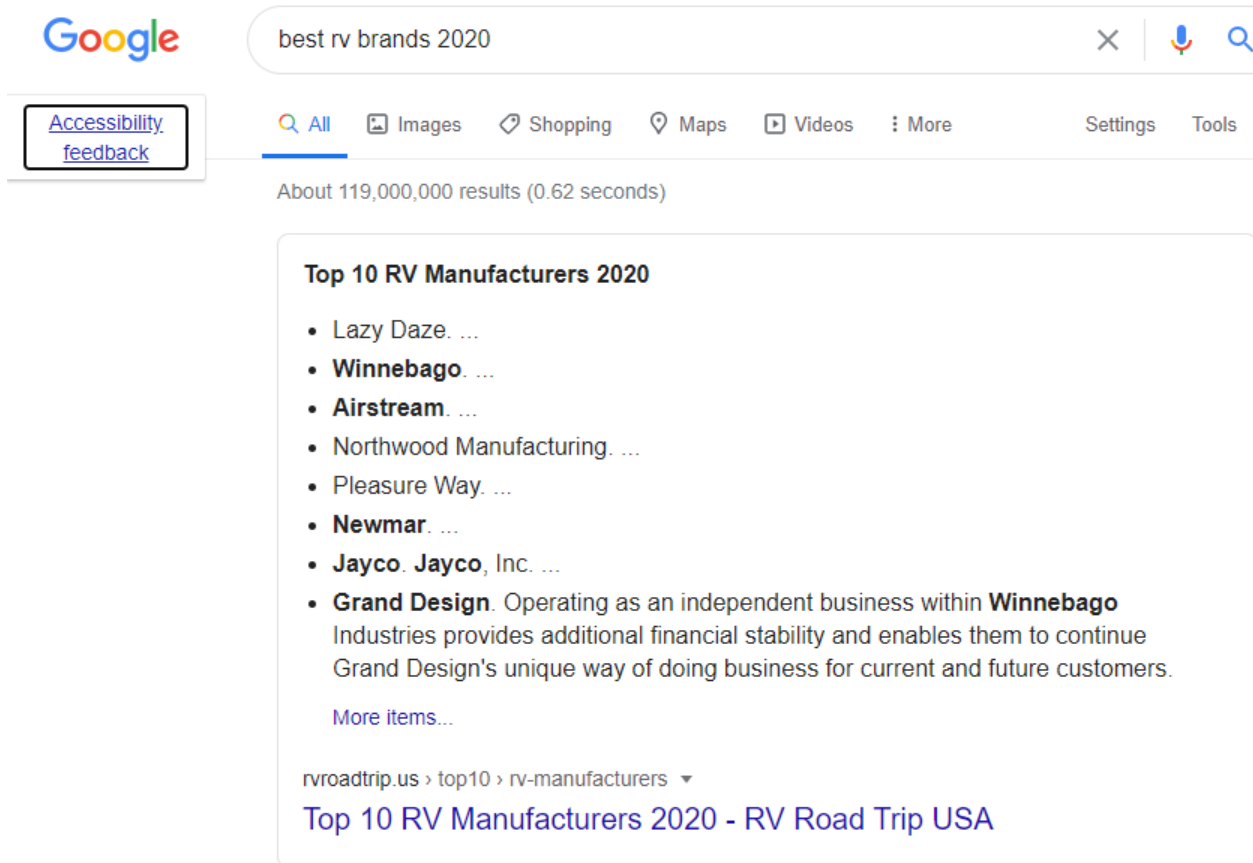


Image Alt: Screen shot of Google search page with a featured snippet, showing the top 10 RV manufacturers of 2020.

H2 tag: What are different types of featured snippets in Google?

- 1. Local SEO:** Brings up the local area and the search results nearby. A client must have a free Google Business profile completed.
- 2. Definition snippet:** Pulls from the copy in a question/answer format. The questions will be subheading tags (H2, H3) and Google picks up the text directly after the question as the answer. This is an example of a paragraph snippet.
- 3. Ordered list snippet:** Details items or tasks in a list format in a specific order. The topic of the ordered list and each step will be a subheading (H2, H3). This is called a list snippet.

H2 tag: How would I optimize for an ordered list featured snippet in Google?

H3 tag: Step 1: Lay out your process steps or stages as clearly as possible.

H3 tag: Step 2: Make each step of the process a subheadline (H2 or H3 tag).

H3 tag: Step 3: Include the words “Step 1,” “Step 2,” “Step 3” etc. in each of the subheadlines.

Using this procedure for an ordered featured snippet will signal to Google that you are detailing steps of a process or function and treat it as such. A numbered list featured snippet uses the same format, except the steps can just be numbered and do not need to be in any specific order.

H2 tag: How would I optimize for a definition featured snippet in Google?

H3 tag: 1. State your keyword or topic in the form of a question. Just like in Jeopardy!



Image alt: Photo of Alex Trebek standing in front of a TV showing Jeopardy screen. Photo from CTV News, www.ctv.ca.

Begin your answer for the question with a subheading tag (H2, H3) Type text immediately after the question with no content in between.

Be as clear as possible with your definition. Try to keep the reading level lower by avoiding complicated sentences and long words.

SEO principles are changing as fast as our uncertain times. AWAI will always keep you up to date on current SEO best practices.

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