SEO WRITING PROCESS

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Keyword Research

1. Check **Online Communities**
(Quora, Udemy, Amazon TOC, Keyworddit, etc)
2. **Search on SERPs**
(Google Image topics/People ask, Ubersuggest)
3. Use **Tools**
(Keyword Planner, Semrush, Answer the Public)

Study Competitors

1. **Scan** headlines and subheadings
(meta description, Spyfu, Keyword Planner, etc.)
2. **Read** relative sections in detail
(take notes, find gaps, attention to comments)
3. Find **Search Intent**
(locate target audience, their desires & inquires)

Organize content

1. Know post's **End Goal**
(what is the article purpose, what is the CTA)
2. Decide on **Presentation Method**
(inverted Triangle, PAS, AIDA, 4Cs, 9-steps, etc.)
3. Create **Outline**
(what is the post angle, outline headings in order)

Write

1. **Engage** the reader
(write as they talk, use 'you', stories, power words, etc.)
2. Follow an easy-to-read **writing style**
(active voice, short sentences/paragraphs, benefits, etc.)
3. Use the chosen **Keywords**
(both main & secondary keywords, focus on intro, etc.)

Edit

1. Use **Grammarly**
(always deliver original content above 98/100 score)
2. **Proofread**
(twice: read out loud, read backward)
3. **Revision**
(a final revision after at least 24 hours or night's sleep)

Optimize (optional / if you want)

1. Write compelling **Title Tag**
(use emotion, <70 characters, include keywords, etc)
2. Write persuasive **Meta Description**
(incite curiosity, <320 characters, include CTA, etc)
3. **Final SEO** touches- Ready to Upload
(H1/H2/H3 tags, find internal & external links, etc)

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