



17 ACTIONABLE SEO COPYWRITING SECRETS THAT WILL DRIVE MORE TRAFFIC TO YOUR SITE

CHECKLIST

In my opinion, copywriting is the #1 skill that online marketers need to master.

SEO is a close second. Learning one or the other is OK.

But when you can combine the two skills, you'll be an unstoppable marketing machine.

With that, let's jump right into the checklist.

1 USE UDEMY TO MAKE YOUR CONTENT 2-3X MORE COMPELLING

- First, head over to Udemy.com
- Next, search for a keyword that describes your content's topic. For example, if you were writing about low-carb dieting, you'd search for "low carb"
- Next, pick a course with a lot of reviews. These are courses that lots of people have paid for (and loved)
- Check out the curriculum and adapt it into your outline.

3 ADD LSI KEYWORDS TO YOUR CONTENT (AND MAKE GOOGLE HAPPY)

- First, search for that keyword in Google:
- Then, scan the page for bold words and phrases that **aren't** your target keyword (Google bolds those terms because it considers them VERY similar to the keyword you just searched for).
- Finally, sprinkle these bold terms into your content.

2 ADD "BUCKET BRIGADES" TO SLASH BOUNCE RATE AND BOOST TIME ON PAGE

Add these words, terms and phrases whenever you need to keep people engaged:

- Here's the deal:
- It gets better/worse:
- Now:
- But here's the kicker:
- What's the bottom line?
- You might be wondering:
- This is crazy:
- Want to know the best part?

4 RANK #1 IN GOOGLE WITH THIS SEO COPYWRITING SECRET

Anytime you develop or refine a strategy, give it a name.

A few examples from Backlinko:

- [Skyscraper Technique](#)
- [Guestographics](#)
- [Social Squeeze Page](#)



5

STALK FORUMS FOR THE EXACT WORDS YOUR READERS USE



- Search for forums in your niche or forums that cover your topic using this search string: inurl:forum + KEYWORD. This will bring up a bunch forum threads around your topic.
- Skim the first few threads that you find. When you see a phrase that seems like a good fit, search for forum + “phrase” in Google.
- If a lot of results pop up, add those words and phrases to your post.

7

HOW TO GET MORE SEARCH ENGINE TRAFFIC...WITHOUT HIGHER RANKINGS



- First, make sure you write your own description tag for every important page on your site. If you don't, Google will sometimes write funky descriptions for you.
- So pop open your SEO plugin of choice. Then, write a unique description tag for each important page on your site.
- Next, tweak your title and description so that it emphasizes the here and now.

9

THIS SIMPLE STRATEGY MAY CHANGE THE WAY YOU WRITE BLOG POSTS



- First, find a page on your site that has a short title tag (between 25-40 characters).
- Add a word or two to your title tag that you think your audience might use when they search for your target keyword. Here are some examples:

• 2015	• Checklist
• “How to...”	• Guide
• Review	• Tips
• Best	• Easy
• Fast	• Simple

6

HERE'S HOW TO GET MORE SOCIAL SHARES FROM EVERYTHING THAT YOU PUBLISH



- Find something tweetable in your content. For example, a quote, a statistic or a unique strategy.
- Next, head over to ClickToTweet.com. Click on “basic link”.
- Turn your actionable tip into a tweet. Then, click on “Generate new link”.
- Grab the link and pop the link into your post wherever you want someone to tweet something.

8

HACK AMAZON TO GET MORE TRAFFIC TO ECOMMERCE PRODUCT AND CATEGORY PAGES



- First, search for a product that you sell on Amazon. For example, let's say you ran an ecommerce site that sold organic dog food. You'd search for “organic dog food” in Amazon.
- Don't hit enter! Instead, look at the suggestions that Amazon gives you.
- Grab one of those keywords and pop it into Google. Check to see if the first page for the long tail keyword is less competitive than the one you're currently targeting.
- Finally, sprinkle those keywords into your product and category page copy (and in your title and description tags).

10

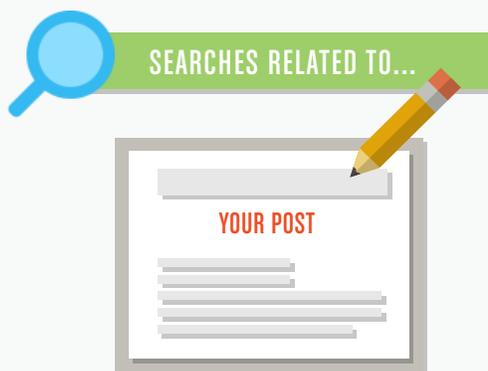
GOBBLE UP MORE LONG TAIL TRAFFIC WITH “TITLE TAG MODIFIERS”



- First, we have Agree. Start your introduction off with an idea or concept that a Google searcher will agree with.
- Now that you've got them nodding their head in agreement, it's time for the Promise. The Promise is where you give them a peek into a better world.
- Finally, hit them with The Preview. Don't beat around the bush. Just tell them exactly what you have in store for them.

11 ADD MORE LSI KEYWORDS WITH “SEARCHED RELATED TO...”

- First, search for your target keyword in Google.
- Scroll to the bottom to where it says “searches related to...”
- Grab any keywords that make sense for your content and sprinkle them into your post.



13 THIS SIMPLE STRATEGY STOPS “SERIAL SKIMMERS”

- **Technique #1:** Quote Boxes. Whenever you quote someone, put that quote in a box.



- **Technique #2:** Sidebar Callouts. This is another magazine staple. Whenever you have content that complements your post, put it in a callout box. I use these quite a bit at Backlinko.
- **Technique #3:** Section Banners. This technique a bit more involved, but it'll make your content look über professional. Just add a custom banner underneath each subheading. You can get these done by hiring a freelance designer on a site like Elance.

12 BORROW HEADLINE FORMULAS FROM BUZZFEED

- Just check out some recent posts on BuzzFeed and ViralNova and adapt them for your blog post titles, infographics, and subheadings.
- Here are a few templates to get you started:
 - 25 ___ That Will Change The Way You ___
 - I Tried ___. And Even I Was Surprised About What Happened Next
 - This ___ Makes ___ 10x Better
 - Here Are 11 ___ That ____. And They're Backed By Science
 - Use These 20 Simple Hacks For More ____. #5 Is Awesome
 - When You Learn About ___ You'll Never ___ Again

14 EMBED ADWORDS COPY TO GET MORE CLICKS TO YOUR ORGANIC RESULTS

- First, do a Google search for your target keyword (and closely related keywords)
- Keep an eye out for any copy that shows up again and again.
- Embed those words and phrases into your title and description tags.

15 USE SHORT URLS TO IMPROVE CTR (AND RANKINGS)

- Short URLs rank best in Google (probably because they have a higher CTR vs. long URLs)
- Make your URLs short and sweet
- No need to change existing URLs... just apply this to future pages on your site.

16 HOW TO INCREASE TRAFFIC BY 71.6% WITH ONE TWEAK (MINI CASE STUDY)

- The secret? Improving your organic CTR.
- First, add a number to your title tag (numbers=more clicks)
- Next, make your title emotionally compelling. Use words like "amazing", "powerful" and "now" to encourage searchers to click on your result.

BONUS TECHNIQUE #1

EMBED LONG TAIL KEYWORDS INTO YOUR TITLE TAG

- Find super-long tail keywords that you can include in your title tag.
- For example, I published a post called "[White Hat SEO Case Study: 348% More Organic Traffic in 7 Days.](#)" My target keyword for that post was, "white hat SEO."
- And I obviously included the keyword "white hat SEO" in the post's title. But I didn't stop there. I realized that the keyword "SEO case study" also got some decent traffic.
- So I decided to embed that long tail keyword into the blog post title.
- Within days I was ranking #1 for "SEO case study." Embed that keyword into your title tag.

17 FIND KILLER LONG TAIL KEYWORDS WITH BUZZSUMO QUESTION ANALYZER

- First, enter a seed keyword into the tool.
- Then Bloomberg will scrape the internet to find questions and topics around your keyword.
- Bam! You've got a list of great topics (and keywords) that you can create content around.

BONUS TECHNIQUE #2

HACK WIKIPEDIA FOR KEYWORD AND TOPIC IDEAS

- Head over to Wikipedia and enter a seed keyword.
- Next, keep an eye out for sections on the Wikipedia entry that display closely related keywords and topics, like the Contents, internal links and "See Also" section.
- Include those keywords in your content.

HERE'S WHAT TO DO NEXT

1

Send me a message to my personal email address brian@backlinko.com to let me know what you think of this guide.



2

[Follow me on Twitter](#) where I share helpful content on SEO, conversion rate optimization and inbound marketing.



3

Pat yourself on the back. You just read a 4-page checklist ;)

