

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #3 - Optimization Outlines Using Strategic Content For Search Clicks

Writing high-quality content for your blog is a good marketing strategy as it brings visitors back to your site again and again. But in order to really ramp up your marketing efforts, you might want to optimize some of this content for the search engines. That way you can use your blog posts to help attract high-quality traffic from Google and other search engines.

Your first step is to pick out your keywords. You can use a tool like WordTracker which will help you find words that get traffic, yet don't have as much competition as other keywords. Pick one or two keywords to include in your content and then check out the following outlines for two popular types of content:

⇒ How-to tutorials

⇒ Lists

Here's how to optimize them...

1. How-To Tutorial Outline

What you want to remember as you craft your tutorial is that you need to write content for your human readers first and then ONLY include keywords when you can do so naturally. In addition, don't include your keywords any more than about one or two times for every 100 words of content.

Here's the outline...

Title:

Include your keywords in your title, and then be sure to put your title in header tags (*if you're putting this on your own website*).

E.G., if your keyword is "get rid of aphids naturally," then your title might be, "How to Get Rid of Aphids Naturally, Quickly and Easily."

A. Introduction:

Your introduction should include your keyword approximately one time, preferably in the beginning of the paragraph. Be sure your intro is designed primarily to engage the prospect such as by telling a story or building anticipation for what the reader will learn in the tutorial.

B. Step 1:

Include your keyword again in Step 1. If you include any photos or illustrations, you can include the keyword in the caption as well as in the alt-text.

C. Step 2:

Include your keyword at least once more in this section (*depending on how long the section is*). E.G., *"The second step to get rid of aphids naturally is to..."*

D. Step 3:

Include your keyword at least once in this section. E.G., *"One mistake people make when they're working to get rid of aphids naturally is..."*

(Other Steps as Needed: include your keyword about once per 100 words.)

E. Conclusion:

Close by summarizing what the reader learned in the tutorial and include your keyword once more here.

Note: In addition to inserting your keywords, you'll also want to insert words that are contextually similar so that Google truly understands what your content is about. For example, if you're talking about housetraining a puppy, you might include similar words such as *"housebreaking a puppy," "potty training a puppy," "teaching a puppy to go outside"* and similar.

2. List Outline

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As with the how-to outline, the same thing applies here in that you want to create high-quality content for your readers... and only include your keywords sparingly and when you can do so naturally.

Here's the outline...

Title:

As with other types of content, be sure to include your keyword in the title, while also making the title compelling for the human reader so that they read your list.

Example: *If your keyword is something like "best social media tools," then your title might be something like "The 10 Best Social Media Tools That Every Marketer Ought to Be Using."*

A. Introduction:

(Same as a how-to article.)

B. Item #1:

List your first item, along with a brief explanation. Your first item subheadline should be bolded (*using a header tag*) and preferably using your keyword in that subheadline. *E.G., "HootSuite: One of the Best Social Media Tools"*

C. Item #2:

Same here as above, where you include your keyword in the subheadline if possible. You can add value and make the list more useful to readers by sharing your personal insight. *E.G., why is this tool, tip or other item the best? Who would benefit from it the most?*

D. Item #3:

Once again, same as above, where you include your keyword in the subheadline. Here again, you can provide extra value. For example, you might list the pros and cons of this particular tool, app, tip or other item on your list.

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(Add more items as necessary to complete your list and include your keywords in the same manner as above. Be sure you're only including the keyword about once or so per 100 words. If you need to add words to help you insert the keyword once more, only do so if you're adding value to the content.)

E. Conclusion:

Wrap up by summarizing why the reader needs these things on the list (*whether they're tools, tips or something else*). Be sure to include your keywords in the conclusion one time.

Now a few parting thoughts...

Conclusion

If you're posting this content on your own website, then be sure to optimize the page itself for your keywords.

For example, include your keywords in the page title as well as the page URL. *E.G., yourdomain.com/category/your-keyword.html*

Next, build quality backlinks to this piece of content which will help raise its visibility in Google and other search engines.

For example, you can submit this content to your marketing partners, to influencers in your niche, and on social media, all of which will help you generate backlinks.

Be sure to focus on quality backlinks that you build naturally to this page. Don't buy paid links, don't place links on spammy or low-quality sites, don't engage in reciprocal link practices and similar.

Now that you have a plan, pick a topic and get started!