

“How to Strategically Write Blog Content that Wows People And Pleases Search Engines”

INTRODUCTION

You now hold in your hands the one-of-a-kind blog content writing “blueprint” which reveals to you how to strategically plan your blog content in advance and write content that people want to read and share with others; content **answering people’s most burning questions**; **solving their most pressing problems** and **talking to their most important wants & needs**.

What you’ll learn inside:

1. **How to Write as a Blogger**
2. **Long-tail Keyword Research**
3. **Blog Competitor Research**
4. **How to Craft Super Irresistible Content**
5. **Fill-in-the-blank Writing Templates**

Make sure you check out the weekly action plan – it helps you produce fresh content for your blog, and guest posts that “stick” – it can be found on page 9.

HOW TO WRITE AS A BLOGGER

If you think about it, most bloggers will start writing about what’s hot or what they hear in the news, on Twitter, on other blogs, etc., without doing any further research and brainstorming.

Listen closely - blogging is about strategically **planning your blog content in advance** and avoiding the temptation to post what’s on your mind, right on the spot.

When you’re firstly starting out a blog, you have to add content, prior promoting it or making it public.

Write minimum 5 posts that talk about the basic aspects of your target market [ideal client] considering their most pressing problems, wants, needs, frustrations and questions. This is the core content you have to add to your blog prior attracting traffic to it.

There’s no reason to promote a blog unless it has some irresistible content for the reader to glance through and share with others.

Why do you have to talk about basic topics?

You're talking with someone who's probably new in your field, so talk to the newbie crowd first - they're the majority of your audience. Later on, you'll digging into more advance topics and issues.

For example, let's say your niche is **affiliate marketing**, and your ideal client is an affiliate newbie [someone wanting to make extra money online promoting other people's products but don't know how]. Most of these people would probably get scared and care less about how to get thousands of visitors, become super affiliates, build blogs or create lists [all advance stuff for the newbie crowd]

So you'll be covering basic, yet important aspects/topics such as:

- **How to find the best affiliate programs to promote**
- How to select high-converting affiliate products
- **How to shortcut your long affiliate link**
- How to hide and protect your link from thieves
- **How to write a product review that gets more clicks**
- And so on. You get the idea.

LONG-TAIL KEYWORD RESEARCH

Whenever you're writing something for your blog [this works too when writing email subject lines, articles and other type of content] you can't miss on long-tail keyword research and inclusion.

I'm using Google's free **Keyword Tool External**

<https://adwords.google.com/select/KeywordToolExternal>

Results are tailored to **English, United States** [Edit](#)

The screenshot shows the Google Keyword Tool External interface. On the left, under 'How would you like to generate keyword ideas?', the 'Descriptive words or phrases' option is selected. The main input area has a text box containing 'blogging' (annotated with #1), a 'Use synonyms' checkbox, and a CAPTCHA image showing the text 'gamjvtr' (annotated with #2). Below the CAPTCHA is another text box with 'gamjvtr'. There is a 'Filter my results' link (annotated with #3) and a 'Get keyword ideas' button. On the right, the 'Selected Keywords' section is empty, showing a message 'No keywords added yet' and a '+ Add your own keywords' link, along with a 'Sign up for AdWords' button.

You'd type in a general niche keyword such as "blogging", unselect "use synonyms" box, type in the image characters [just once] and click on "Get keyword ideas".

Google will give you a list with hundreds of keywords for potential targeted traffic.

You need to carefully select long-tail keywords to talk about/cover in your blog post title, content and description.

What is a long-tail keyword?

It's not a one or two word general term keyword such as blogging or wordpress blogging. These are general terms and won't help rank in Google, unless you're Google itself ☺

"Blogging for dummies" and "blogging for profit" are long-tail keywords. These were very specific terms searched by 2,400 times and respectively 1,600 times [see screen shot below].

Keywords	Advertiser Competition	Local Search Volume: December	Global Monthly Search Volume	Match Type
Choose columns to display: ? Show/hide columns				
Keywords related to term(s) entered - sorted by relevance ?				
[blogging]	#2	33,100	74,000	Add Exact
[blogging tips]		2,900	4,400	Add Exact
[blogging for dummies]		1,900	2,400	Add Exact
[blogging business]		590	720	Add Exact
[blogging sites]		6,600	5,400	Add Exact
[mobile blogging]		480	1,600	Add Exact
[corporate blogging]		880	2,400	Add Exact
[blog blogging]		590	720	Add Exact
[online blogging]		590	720	Add Exact
[blogging site]	#3	1,000	1,000	Add Exact
[free blogging]		2,400	4,400	Add Exact
[blogging for profit]		2,900	1,600	Add Exact
[blogs]		110,000	550,000	Add Exact

You need to make sure you're selecting "EXACT" as the **match type** [see upper left option] in order for Google to retrieve exact search matches.

Global monthly search volume is what you're looking for. Long-tail keywords are terms searched by less people, but they add up over time and traffic is higher quality than general keywords.

Whenever you're writing a post you need to make use of long-tail keyword optimization, although you should **NEVER over do it!**

It's enough to mention the long-tail keyword once in the title, a few times [3-5] in the blog post body, and once at the bottom of it. **You want your article to sound very natural** and avoid keyword stuffing whenever you're posting on your blog and on other people's blogs [as [guest author](#)]

How to link to long-tail keywords

Most of times these long-tail keywords should be **bold** and link to other RELEVANT posts inside your blog, and even to your main page to increase your page rank and rank in Google for your optimized long-tail keywords. You could also link to affiliate product page reviews and offers from time to time.

IMPORTANT - If you're using long-tail keywords on other peoples sites such as [EzineArticles.com](#) or when guest posting, then your long-tail keyword should link to one of these pages

1. your blog main link
2. another relevant post on your blog
3. a squeeze page to gather leads

How to insert long-tail keywords using Platinum SEO Pack plugin

You'd include your long-tail keyword inside the three fields as shown above:

- Title
- Description
- keywords

The screenshot shows the 'Platinum SEO Pack' plugin interface. It has a header with links for 'Click here for Support' and 'Know about the meta tags'. Below this are three main input fields: 'Title:', 'Description:', and 'Keywords (comma separated):'. Red arrows point to each of these fields, with yellow callout boxes labeled '#1', '#2', and '#3' respectively. The 'Description:' field has a character count '0' and a note 'Most search engines use a maximum of 160 chars for the description.' Below the 'Keywords' field are four radio button options: 'Index, follow' (which is selected and highlighted with a red box), 'index, nofollow', 'noindex, follow', and 'noindex, nofollow'. At the bottom, there are several checkboxes for 'Tags' including 'NOARCHIVE this page/post:', 'NOSNIPPET of this page/post:', 'Disable title rewrite on this page/post:', 'Disable PSP title format on this page/post:', and 'Disable PSP on this page/post:'.

NEVER forget to make use of this plugin options whenever you're publishing your post.

Also, your **blog categories** should actually consist of long-tail keywords too. So write accordingly!

Here's the most important aspect of long-tail keyword research:

Keyword phrases with *Commercial Intent* VS *Free Information*

When researching for long-tail keywords look out for these commercial intent words:

- buy
- purchase
- shop
- order
- shipping
- get
- online
- coupons
- deal
- delivery
- best
- comparison
- review

Whenever someone types in a long-tail keyword with one of these words inside, they're hot buyers in almost all cases.

People looking for free information in the first place would type in ...

- free
- download
- tips
- how
- how to
- tutorial
- course
- learn

When doing keyword research and writing your blog content, keep in mind both type of researches, people looking to buy and folks avid for free information. Both will turn into customers, sooner or later.

[Click here](#) to find more about [long-tail keyword](#)

We're not done yet, read further.

BLOG COMPETITOR RESEARCH

Whenever you need to write fresh content for your blog, you can't neglect your competitors. Look up the top 5-10 blogs in your niche and **spy on the latest 5-10 posts they have written**.

Notice the **topics/issues** they covered inside, the number of **comments** each post get, and the **discussion** going around. Print these posts [along with their comments] for further inspection.

Make sure you're also reading and carefully listening to the actual comments prior writing [or editing] your next post as they'll give you crucial information for what to include in your post and what not.

Most of the time, your competitors' posts and comments will give you fresh ideas and new perspectives to look on the topics you wanted to cover, as well as new topics to blog about.

When you're aware of what's hot on your competitors blogs and what their commentators [audience] think about, complaint about and want/need, then you're one step ahead everybody else! 😊

Most bloggers when writing content do this – write simply from the top of their head, without taking into account long-tail keyword inclusion and competitor research. **You can't afford to do the same!**

Here's how to find your top competitors. There are three main ways:

#1 - [Google.com](#) – “your niche blog”

For example “wordpress blogging blog”, “online dating blog”, “money saving blog”, “time management blog”, “christian marriage blog”. You get the idea.

Focus on blogs with high traffic and high number of comments/RSS readers. A blog with thousands of readers is usually a popular blog. Take into account the number of comments, page rank, Alexa, etc.

A blog with page rank 4+, 1,000+ RSS/aweber readers and Alexa under 90,000 is a semi-popular blog. You want to look up for bigger and better blogs 😊

#2 – use other blog's blog roll link

Some blogs use a blog roll link section in their sidebar where they're listing other blogs they like.

You might find some popular blogs in there. So check the blog roll section too.

IMPORTANT – the most popular blogs are using self-hosted wordpress platforms or at least typepad as [Seth Godin](#) does. Google's blog spot/blogger platform is more for newbies and hobby type of blogs. **You should NOT take into consideration such!**

#3 – Try these popular blog directories

<http://alltop.com/> ; <http://www.blogcatalog.com/> ; <http://www.blogarama.com/>

If you know of other ways to find the best blogs in the field, do let me know.

HOW TO CRAFT SUPER IRRESISTIBLE CONTENT

Look around... notice the popular blogs in the blogosphere: blogging, personal development and freelance writing are some of the niches you should inspect right away:

- <http://www.copyblogger.com/>
- <http://www.stevepavlina.com/blog/>
- <http://freelanceswitch.com/>

Mostly would talk about people's most pressing problems, wants and needs, otherwise they'd have no audience. That's the basic way of writing irresistible content. Talk to your audience [ideal client].

They address [how-to topics](#) and [reason WHY issues](#).

They include [product reviews](#), [expert interviews](#) and [quick tips/hints](#).

Some include audio & video content

And most, if not all, would have images, snapshots, graphics and illustrations to make their points across, attract attention and interest.

Want to craft super irresistible content?

Then always follow what the pro bloggers do [not necessarily what they say] and inject your personal writing style and perspective into the topics covered inside.

- **NEVER** include an image/illustration for the sake of it. It's better not to have it, then distract from the written content.

Having **guest authors** on your blog and **expert interviews** from time to time is important in order to keep your audience interest and jolt their desire to [stick with your blog long-term](#).

Announcing **what's next on your blog** in a P.S. or somewhere throughout your content is a great way to create anticipation and build larger audiences of fans and buyers

[Writing a series of posts](#) would be ideal. That's an easy way to prepare your content, don't you think?

The very first 5 posts on your blog should be a series of articles, focusing on a specific topic.

When writing your content, plan for 5 posts in advance, and organize them in chronological order, from A to Z, from basics to advanced, just like when you'd write a book index or movie script.

I like planning my blog content 4-5 weeks in advance and the first week of each month I make sure to prepare article titles for my upcoming posts and organize the content to flow smoothly from beginner to advanced level.

FILL-IN-THE-BLANK WRITING TEMPLATES

These templates help you come up with **killer article titles** and **intros** as well as writing **killer product reviews** and conducting **expert interviews** by e-mail.

Free download links below – right-click and “SAVE AS” the files on your desktop

[Article Title Fill In the Blanks](#) | [Content Intros Templates](#)
[Product Review Template](#) | [Expert Interview Questions](#)

Blog Content Writing Plan

Whenever you're writing a post for your blog, or a guest post on other people's blogs you need to take into consideration your ideal client fears/worries, problems/challenges, questions, wants/needs, etc...

You'll be hearing about these aspects when reading their comments – here are the words they might be using:

- Fears/worries [I'm scared of... I'm not sure how... I'm afraid to... I feel not...]
- Problems/challenges [I can't..., I will never... how to get rid of... how to fight...]
- Questions [how can I..., how do I... how am I supposed to...]
- Wants/needs [how-to... how to do... how to get... how to learn ... learn... I want to... I want...]

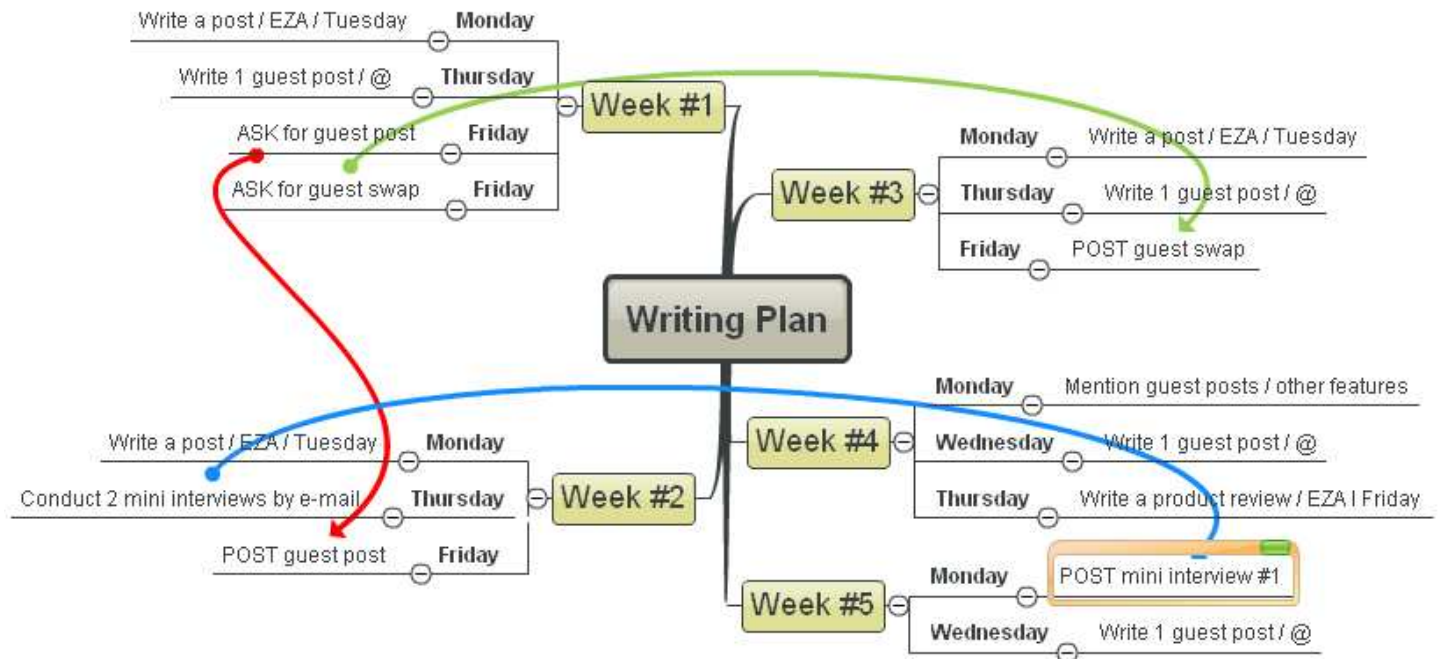
Jot that down, and start writing your content based on these aspects, and tie in with what you already know. Never forget about **long-tail keyword research/optimization** and **competitor research**.

When you write your post/guest post, you want to talk and focus on one fear/worry, problem/challenge, question, want or need ONLY! **Keep it focused!**

Check out the weekly blog content “writing” map [see next page]

And don't forget to print that out

I have this in front of me, each time I'm planning my blog content.



The snapshot above is your weekly content writing & publishing plan.

Here's its explanation:

Each month has 5 weeks. Some months' first and last weeks are usually just one or two days! For example as I'm writing this, February has 28 days and its last week [the fifth] has only one day. March last week [the fifth] has four days... so you'll be scheduling and writing your content accordingly, taking into account the specific days of your calendar.

ATTENTION – unless your audience is a stay-at-home fan in the week-end and enjoys the Internet and blog browsing, AVOID posting content on your blog on Saturdays! Sundays are fine as some, not all, are checking emails and reading blogs.

Each week you'll be writing & publishing content for your blog and guest posts for other people's blogs in your niche and other related industries.

Anything you publish has two side effects: it brings traffic from search engines and other blogs back to your blog and adds leads into your list, and so on. The revenue is generated mainly through AdSense/ClickBank affiliate links, and other programs.

A guest post is as important as a post on your blog, even more important, as it enables you tap into other people's ready-built traffic audience and attract their readers/subscribers to your blog! ☺

In a nutshell, just one guest post could bring you 10x times more traffic than a post on your blog, particularly if your blog is brand new and has less than 1,000 subscribers.

Week #1 – you write a post for your blog and publish it on **Tuesday**. You'll always edit the post accordingly and turn it into an EZA article @ [EzineArticles.com](#) to fit their guidelines. You could use the same title, or polish it. It's up to you.

On **Thursday** you write a guest post on a popular blog in your niche/related industry and e-mail it for review [and inclusion] to the blogger you previously contacted/talked with.

You should NEVER write a guest post unless you inspect the blogger's blog for similar content and come up with similar post. Contacting the blogger before to let them know about your guest post idea is also required.

Make sure you include a resource box at the bottom of each guest post you're writing, as well as EzineArticles. It should include a long-tail keyword back link to your blog and another one to your squeeze page or other relevant post.

It's smart you publish your blog content [regardless its day or type of content] in the mornings EST time. Most of your audience will probably be USA people, so the best advice would be to publish your content or schedule it to go out around 6-7 a.m. EST. You can also test @ 4-5 p.m. EST.

On **Friday** you browse the blogs in your niche and search for bloggers who are open to guest posts on your blog, as well as swap guest posts with you. [See the snapshot above]

E-mailing them your proposal is what you want to do.

Attention - NEVER post content right away. Always schedule it in advance!

Week #2 – on **Thursday** you conduct 2 mini-interviews by e-mail with 2 fellow [blogger] experts in your niche. You should ask 10 specific questions [check out the template on page 8] and include them in a word document.

Each interview question should be unique, although some would apply on all interviewees.

These folks needs to have a blog [usually in the same niche/industry as yours] so that they mention your interview on their site and bring you traffic.

You'll have 2-3 weeks to get the interview done in the meantime. And you need to prepare the content in advance. That's why you'll always need two interviews and publish one at the end of each month.

On **Friday** you post the guest post from other blogger on your blog. You could include his headshot at the top of the interview, and offer a printer friendly PDF version of the interview so that you make it easy for readers to consume your content and come back for more.

Week #3 – besides the regular post on your blog and guest post, you'll be doing a guest swap post on **Friday**. That means you'll be talking with a fellow blogger in your niche to exchange blurbs/posts

about each others blogs. You mention his/her blog, what content you like the most, and why, etc. Plus other interesting facts about the blog, and he/she will do the same.

Wh? Because both parties will tap into similar audiences and attract a lot more targeted traffic. That's why is important you research for similar traffic/audience blogs. If you have 100 subscribers, you won't want to do a guest post swap with a blogger with 1,000 subscribers, unless you have something else to trade with/for.

For example, you could promise to add a back-link in your blog roll section for one or two months, if he/she agrees to guest swap with you. The possibilities are endless here. Some bloggers like these type of deals.

Always use your blog's real estate to the maximum. Advertising/traffic bartering is fun and profitable.

Contact me if you have any idea about this. I'm your friend, mentor and partner in this blogging network venture ☺

Week #4 – on **Monday** you write a post where you mention previous guest posts you've done, and link to their full post [on other people's blogs], as well as other features/mentions of your blog on other sites/blogs.

That's why is important you frequently participate on other people's blogs and actively comment, and also use [Google free alerts service](#) to get instant updates in your email each time your name/blog link is mentioned somewhere.

On **Thursday** you write a product review and publish it on **Friday** [check out the template on page 8].

Turn that review into an EZA article and blast it out on Friday too.

On page 1 I mentioned a brand new blog should have 5 ready-posts prior getting traffic to it. I strongly advise you have two reviews ready too. Add these to your blog's sidebar [and/or at the top menu].

Week #5 – since this is usually a very short week on most months, you want to have a "light" post. On **Monday**, or whatever day it fits the calendar, even if it's in a week-end, you should publish the mini-interview with the expert.

Warning – notice that I didn't include the regular guest posts and EZA next to each week, as it's redundant to repeat again, so take a look at the snapshot on page 9 each time you write & publish new content.

You want to take into account the explanations above with the actual daily/weekly schedule as shown in the snapshot.

If you have any questions, [contact me right away](#) – **Codrut Turcanu**.