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COPYWRITING TIPS
WHICH ARE SEO-FRIENDLY

+ 21 Tools you can use
to enhance your copywriting

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Let's get you started...

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Creating content is quite easy nowadays since you have literally an ocean of tools and platform to do it.

But, sometimes, your content doesn't even make it to the surface and remains in the depths of the ocean aka the **second page on Google**. Even worse than this is the digital noise out there.

This document contains a series of guidelines to write proper content matching SEO requirements. To keep it simple, these are broken in phases.

While writing your content

1. Identify the target audience and find out their needs/queries/problems.
2. Identify Primary Keywords from [Google Keyword Planner](#)
3. Identify Secondary Keywords which are synonyms and close variants of Primary Keywords.
4. Identify Surrounding Keywords which helps search engine to clarify the niche of your content.
5. Identify the main goal of your content and create the content journey so that your readers end up taking an action that supports your goals.
6. Plan your word count according to Top ranked pages for your Primary keywords.
7. Identify existing content that relates to your new one and how hyperlinks can be used for internal as well as external linking (Check domain authority)
8. Choose a striking headline (H1) that 1. Contains the target keyword and 2. Fine-tuned to get a click.

9. Break down your paragraphs to 2-3 lines as shorter paragraphs tend to keep the reader active on your page and is good for mobile screens. You can also use bullet points.
10. Focus on having conversational copywriting style.

After writing the content

1. Avoid your grammatical mistakes by using tools like Grammarly or asking someone to proofread it. Ideally someone with a fresh eye.
2. Do a keyword density test to see if your content is not too much loaded with your primary and secondary keywords.
3. Your URL should contain at least 1 keyword and is not too long (50 Characters)
4. SEO Page title tag should have the primary keyword.
5. **Meta Description** should contain keywords and tell Google users why they should click on it.
6. Are images used to break the page content and represents the content in a more visual way. Images should not be large in size to protect page-load time.
7. Image should have image tags and alt attribute.
8. Content should have an open graph picture with size adapted to social media.
9. Open graph title should be optimized for social media.
10. Open graph description should entice readers to click on your content.
11. Add tracking to your links and heatmap to measure the readability ratio of your page.

Before your content goes live

1. Check your links and complete the funnel you wanted from your content.
2. Identify broken links
3. Check overall readability of your page using tools like webpagefx.com or datayze.com
4. Check page load speed using Pingdom
5. If your content is an external one, try to link it to relevant pages to your website. For example, if you host a blog, try to link useful content back to your product pages on your website.

After your content goes live

1. Identify your promotion channels to distribute your content. This can be via email, social media, PPC campaign, blog, influencer network, forums and thought leaders websites.
2. Make sure to track your backlinks from external websites to your content and track the sentiment of your content.
3. Consider having content upgrades available on your content. It can be a free e-book or discounts on your products.
4. Keep on optimizing the content and refresh it with new added value. If you are creating evergreen content, keep promoting it without necessarily spamming your own channels.

21 Tools you can use to enhance your copywriting

1. [Yoast](#)

2. [Google Keyword Planner](#)

3. [Answerthepublic](#)

4. [GRammarly](#)

5. [Google Trend](#)

6. [Words to Use](#)

7. [Copyscape](#)

8. [Rhymezone](#)

9. [Buzzsumo](#)

10. [Google URL Builder](#)

11. [Hemingway app](#)

12. [KWFinder](#)

13. [Ideaflip](#)

14. [HubSpot's Blog Topic Generator](#)

15. [Portent's Content Idea Generator](#)

16. [Calmly Writer](#)

17. [StackEdit](#)

18. [Ahrefs](#)

19. [Pablo Buffer Editor](#)

20. [Infographic Video Maker](#)

21. [Feedly](#)