

# Simple “Research” Pays Writers Big Bucks

THIS IS KEY



# HERE'S WHAT YOU'LL LEARN IN THIS FREE TRAINING:

- How to determine which keywords are valuable to your clients and which are useless, (The key is determining the INTENT of the searcher.)
- How to get your clients more traffic from Google using the **simple "Seeds & Modifiers" process. How to use "modifiers"** to determine the best keywords to target.
- 5 FREE tools you can use to find valuable keywords for your clients.
- **Plus, get free access to "The SEO Copywriter's Keyword Planner"** that makes this keyword research a breeze.



THE

OPPORTUNITY





Mr. Mark Zuckerberg









I-want-to-know  
moments

I-want-to-go  
moments

I-want-to-do  
moments

I-want-to-buy  
moments



SOURCE: "4 New Moments Every Marketer Should Know," June 2015. [ThinkwithGoogle.com](http://ThinkwithGoogle.com)



WHAT IS

SEO?





**“The practice of increasing the quantity and quality of traffic to your website through organic search results.”**

MOZ



# Google

what is seo?

what is seo **writing**

what is seo **marketing**

what is seo **optimization**

what is seo **mean**

what is seo **copywriting**

what is seo **content**

what is seo **and sem**

what is seo **strategy**

what is seo **tools**

what is seo **experience**

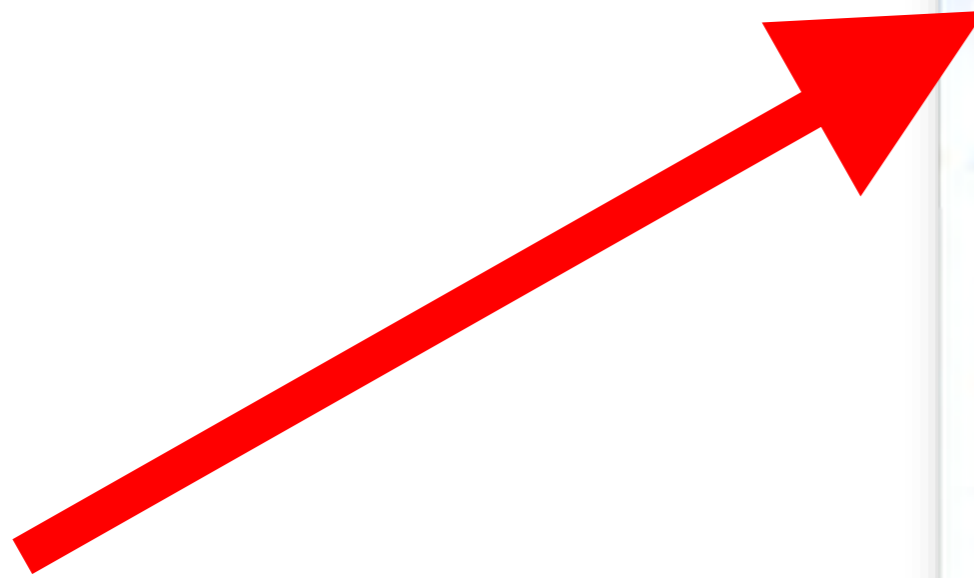
Google Search

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- **Sunglasses/Eye Protection**. ...
- A **Hydration Pack**. ...
- **Mountain Bike Shoes**. ...
- **Clipless Pedals**. ...
- **Mountain Bike Gloves**. ...
- **Padded Mountain Bike Shorts**. ...
- **Bicycle Repair Kit**.

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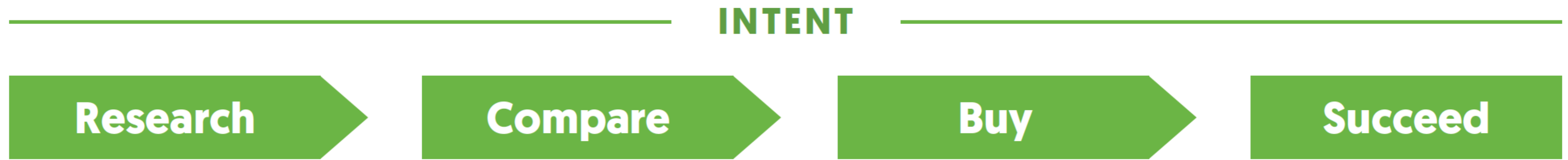
The most important  
word in SEO  
Copywriting is ...





... **INTENT.**







# GOOGLE THESE KEYWORD PHRASES

1. equipment for mountain biking
2. safest mountain biking helmet
3. mountain bike helmet reviews
4. giro bike helmet vs bell
5. buy giro bike helmet
6. giro helmet strap replacement



---

**INTENT**

---

**Research**

equipment for mountain biking  
safest mountain biking helmet

**Compare**

mountain bike helmet reviews  
giro bike helmet vs bell

**Buy**

buy giro bike helmet

**Succeed**

giro helmet strap replacement





# SEEDS AND MODIFIERS



The seed ...





**buy shoes**



The modifier ...





**buy shoes**

**buy women's shoes**



The branded modifier ...





**buy shoes**

**buy women's shoes**

**buy adidas advantage cloudfoam shoes**



5 FREE KEYWORD

RESEARCH TOOLS





# GOOGLE

## AUTO COMPLETE



- roll over 401k
- roll over 401k to ira
- roll over 401k to roth ira
- rollover 401k**
- roll over 401k to vanguard
- roll over 401k to fidelity
- roll over 401k to 403b
- roll over 401k to ira fidelity
- roll over 401k to tsp
- roll over 401k while still employed
- roll over 401k to ira vanguard

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rollover 401k a

- rollover 401k and **take loan**
- rollover 401k **adp**
- rollover 401k **after 60 days**
- rollover 401k **accounts**
- rollover 401k **after leaving company**
- rollover 401k **after retirement**
- rollover 401k **after tax to roth ira**
- rollover 401k **after layoff**
- 401k rollover **annuity calculator**
- 401k rollover **after age 70 1/2**

# Google

rollover 401k b

- rollover 401k **bonus**
- rollover 401k **betterment**
- rollover 401k **before leaving job**
- rollover 401k **benefits**
- rollover 401k **before retirement**
- rollover 401k **business startup**
- rollover 401k **before taking rmd**
- 401k rollover **bonus 2018**
- 401k rollover **bonus fidelity**
- 401k rollover **backdoor roth**





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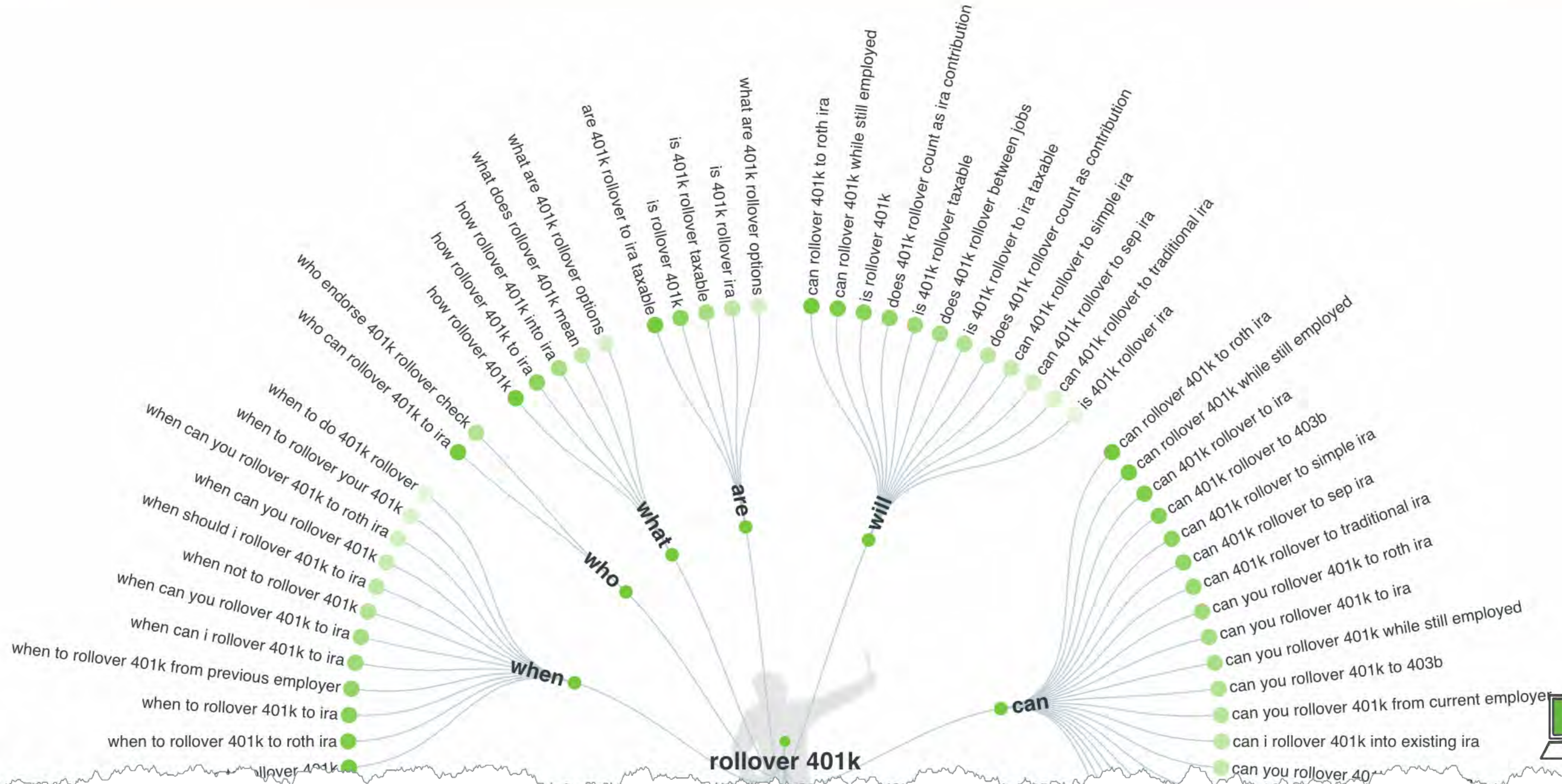
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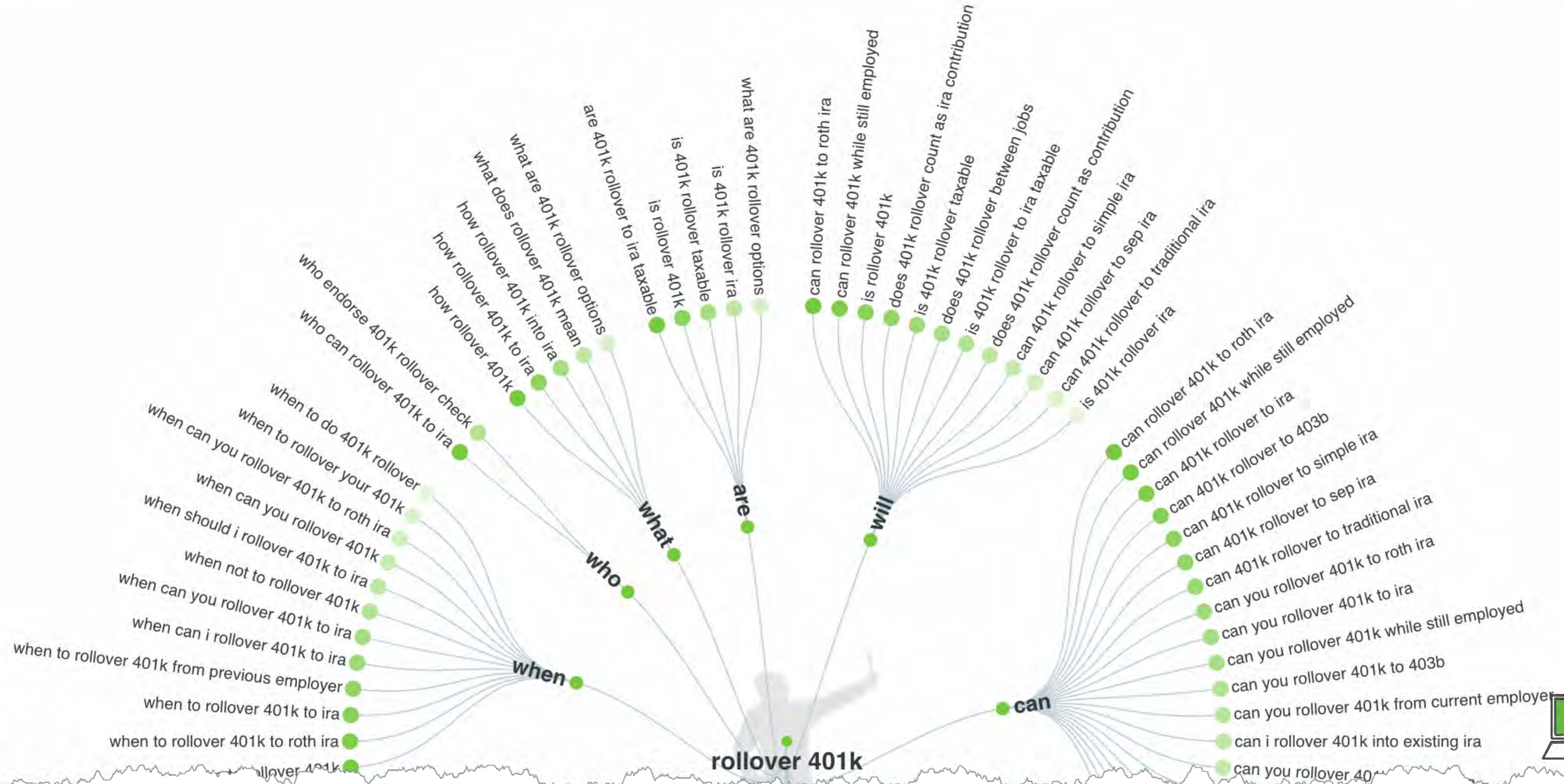
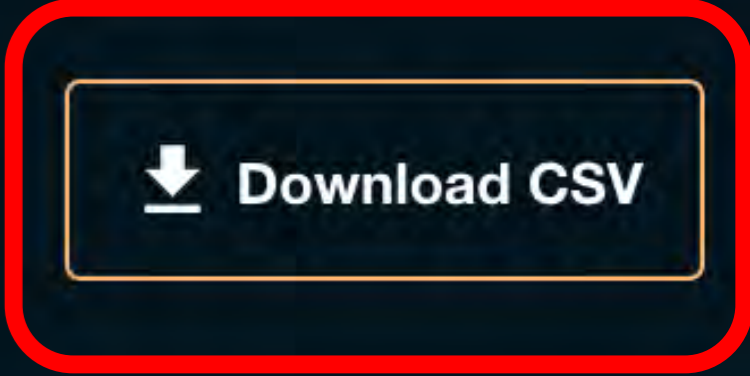




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rollover 401k - en Suggestions - Created: 09-10-2019		
Modifier Type	Modifier	Suggestion
questions	will	can rollover 401k to roth ira
questions	will	can rollover 401k while still employed
questions	will	is rollover 401k
questions	will	does 401k rollover count as ira contribution
questions	will	is 401k rollover taxable
questions	will	does 401k rollover between jobs
questions	will	is 401k rollover to ira taxable
questions	will	does 401k rollover count as contribution
questions	will	can 401k rollover to simple ira
questions	will	can 401k rollover to sep ira
questions	will	can 401k rollover to traditional ira
questions	will	is 401k rollover ira
questions	can	can rollover 401k to roth ira
questions	can	can rollover 401k while still employed
questions	can	can 401k rollover to ira



# GOOGLE

# KEYWORD PLANNER

Google Ads | Keyword plan

1 / 2 > None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#)

Plan name: — Locations: United States Language: English Search networks: Google Last 12 months Sep 2018 – Aug 2019

rollover 401k Including brand names [DOWNLOAD KEYWORD IDEAS](#)

Broaden your search: + 401k + ira + roth ira + rollover + retirement planning + retirement + rollover ira

Exclude adult ideas ADD FILTER 552 keyword ideas available

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account st
Keywords you provided						
<input type="checkbox"/> 401k rollover	1K – 10K	Medium	—	\$4.76	\$20.69	
Keyword ideas						
<input type="checkbox"/> 401k rollover to ira	1K – 10K	Medium	—	\$4.74	\$24.92	
<input type="checkbox"/> rollover 401k to roth ira	1K – 10K	Medium	—	\$3.50	\$18.37	
<input type="checkbox"/> fidelity 401k rollover	1K – 10K	Low	—	\$5.51	\$25.00	
<input type="checkbox"/> vanguard 401k rollover	1K – 10K	Low	—	\$1.50	\$14.67	
<input type="checkbox"/> convert 401k to roth ira	1K – 10K	Low	—	\$1.23	\$13.91	
<input type="checkbox"/> 401k rollover rules	1K – 10K	Medium	—	\$1.86	\$12.34	
<input type="checkbox"/> 401k to ira	100 – 1K	Medium	—	\$1.51	\$15.00	
<input type="checkbox"/> roll 401k into ira	1K – 10K	Medium	—	\$2.78	\$20.09	
<input type="checkbox"/> tra 401k ira	1K – 10K	Medium	—	\$1.81	\$21	





# COMMON SENSE





# KEYWORD RESEARCH PLANNER



 **DOWNLOAD**



# The SEO Copywriter's Keyword Planner

## INTENT

Research	Compare	Buy	Succeed

## MODIFIERS

- |                  |               |                      |                    |               |               |                 |                  |
|------------------|---------------|----------------------|--------------------|---------------|---------------|-----------------|------------------|
| [KW] information | how to [KW]   | [KW] vs [KW]         | best [KW]          | buy [KW]      | [KW] near me  | how to [KW]     | configure [KW]   |
| [KW] help        | [KW] pictures | compare [KW] to [KW] | [KW] free shipping | purchase [KW] | purchase [KW] | can [KW] do [X] | fix [KW]         |
| [KW] tips        | [KW] samples  | [KW] pricing         | cost of [KW]       | locate [KW]   | locate [KW]   | help with [KW]  | [KW] not working |
| learn [KW]       | [KW] guide    | [KW] features        | [KW] features      | [KW] store    | map to [KW]   | [KW] support    | repair [KW]      |
| [KW] tutorial    | list of [KW]  | cheap [KW]           | [KW] or [KW]       | get [KW]      | find [KW]     | set up [KW]     | install [KW]     |



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Breville...





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Compare

Third wave specialty coffee sees coffee as an artisanal food, produced to achieve the ultimate taste experience. When it comes to replicating third wave specialty coffee at home, there's no cutting corners. That's why Breville created a range of automatic and manual espresso machines that honor tradition and techniques that define the very

More ▾

2 Styles



2 Styles



**... to create SEO copy  
that sells more ...**





... espresso machines.



# Complete the Keyword Planner ...





... **for all 4 stages of**  
INTENT ...



Use unbranded and  
branded modifiers ...







# The SEO Copywriter's Keyword Planner

## INTENT

Research	Compare	Buy	Succeed

## MODIFIERS

[KW] information  
[KW] help  
[KW] tips  
learn [KW]  
[KW] tutorial

how to [KW]  
[KW] pictures  
[KW] samples  
[KW] guide  
list of [KW]

[KW] vs [KW]  
compare [KW] to [KW]  
[KW] pricing  
[KW] features  
cheap [KW]

best [KW]  
[KW] free shipping  
cost of [KW]  
[KW] features  
[KW] or [KW]

buy [KW]  
purchase [KW]  
locate [KW]  
[KW] store  
get [KW]

[KW] near me  
purchase [KW]  
locate [KW]  
map to [KW]  
find [KW]

how to [KW]  
can [KW] do [X]  
help with [KW]  
[KW] support  
set up [KW]

configure [KW]  
fix [KW]  
[KW] not working  
repair [KW]  
install [KW]





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# The Ultimate Guide to SEO Content Writing!

Whether you're an experienced web writer or just starting out, SEO content writing is a must-have skill for anyone who writes for the web.

This guide will take you through the nuts and bolts of what SEO content writing is, the practical skills

Access at [awai.com/seo-content-writing](http://awai.com/seo-content-writing)



# HERE'S WHAT'S IN THE ULTIMATE GUIDE

- Introduction – What is SEO Content Writing?
- Chapter 1 – How to Use an On-Page SEO Checklist (With Download)
- Chapter 2 – 9 Tips to Optimize a Blog Post or Article for SEO
- Chapter 3 – **What's the Job Description of an SEO Copywriter?**
- Chapter 4 – How to Make Good Money as an SEO Copywriter







# SEO COPYWRITING

## MASTERY & CERTIFICATION

PRESENTED BY  
RUSS HENNEBERRY



# MY PROMISE

I will teach you how to get clients that need SEO copywriting. (And **I'll teach you how to get them** results.)



# HERE'S WHAT YOU'LL LEARN:

- Week 1 – Introduction to SEO Copywriting
- Week 1 – How Google Works
- Week 2 – The Fundamental Building Block of SEO
- Week 2 – Writing Great Copy for Search Engines (and Humans!)
- Week 3 – Project 1: Writing Core Web Pages
- Week 3 – Project 1: Show & Tell (plus Assignment)
- Week 4 – **Projects 2 & 3: "Now with More" and Serial Articles**
- Week 4 – Projects 2 & 3: Show & Tell (plus Assignment)





# HERE'S WHAT YOU'LL LEARN:

- Week 4 – **Projects 2 & 3: "Now with More" and Serial Articles**
- Week 4 – Projects 2 & 3: Show & Tell (plus Assignment)
- Week 5 – Project 4: Spec Opportunity | The SEO Magnet
- Week 5 – How to Land SEO Clients
- **Plus ... Bonuses including:**
  - How to Productize Your Business
  - Building Customer Personas
  - 8-Minute SEO Audit
  - On-Page SEO Checklist





# SEO COPYWRITING

## MASTERY & CERTIFICATION

Learn more at [awai.com/micromoments](https://awai.com/micromoments)