

HOW TO WRITE ARTICLES

THAT RANK #1, HOOK READERS & BOOK CLIENTS

1 FIND A TOPIC PEOPLE WANT TO READ

When choosing a topic, you should brainstorm ideas that your audience cares about. Use frequent questions, local trends, and competitor analysis to identify potential topics people are interested in.



2 RESEARCH AND PREPARE CONTENT

With an interesting topic, it's time to go online and do research. Prepare an outline with main ideas you will cover in the topic. (must be the most interesting or trending ideas in the topic).



3 OPTIMIZE FOR SEO

Identify keywords that are leading in your topic. Use keyword planner and Ubersuggest to see the keywords that will help your article rank top on Google results.



4 WRITE AN ENGAGING ARTICLE

Combine the SEO keywords with your draft to create an engaging article. Keep the reader hooked from the start. Use short sentences. Include keywords in subtopics and the content (paragraphs, links, & images).



5 PUBLISH

Read the final draft. Edit. Link to internal and external resources (backlinks for SEO). Publish when satisfied.



6 SHARE WITH YOUR NETWORK

Invite your social media friends to read your article and give you feedback. Continuously respond to feedback and improve your article to rank higher and engage audience.

