

SEO
Unlocked

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THE 10 COMMANDMENTS OF CONTENT OUTLINES

HOW TO GET A **FLOOD OF ONLINE TRAFFIC**
WITHOUT SPENDING \$1 / DAY

THE 10 COMMANDMENTS OF CONTENT OUTLINES

1: OPTIMIZE YOUR WORD COUNT

Use your competitor's content length as a benchmark.

Remember at present 2,500 words or near is the optimum length.

2. TONE

Remember the difference between tone and voice is how you deliver.

Use your findings from your musketeer persona research to find the voice and tone that you feel suits your reader.

Is it primarily...

- > to instill trust?
- > to influence?
- > persuade?
- > Is it kind and reassuring? A sort of "You can do it," motivational tone?

3. INTRODUCTION FRAMEWORK

Lead any of your writing with it's essence: it's main theme or topic.

This should always be the top highlight of your theme and remain so throughout.

4. TRIGGERED SECTION

Look for examples to bolster your argument. Say a...

Rags-to-Riches Story:

- > Do you you have a story around someone who started with the problem and is now successful?
- > For example a case study of someone who took a loan and became successful.

Main problem (that lead from of deeper problem)?:

Relate to a problem you know is an issue with most of your target and temporarily aggravate that symptom by harping upon it

For example,

- > 'As I'm overweight I can't get out with my friends'
- > 'I'm alcoholic and lost my family, friends, and business'
- > 'I can't organize my spreadsheets as I don't have the software'
- > 'I have poor credit so can't get a loan'
- > 'I have poor credit so can't get a loan'
- > 'I don't understand how business loans work or how to get them effectively'

All of these effectively lead to more issues.

Data

Find data to back up your content.

Look for authoritative findings to back up your findings or show methodology of how you came to arrive at your own.

Show how you solved your issues with your own primary research, whether through online applications, social media channels and blogging, or client feedback.

What underlying problem causes their main one? (“Why” does the main problem exist?)

Analyse in your content why you feel there is a problem or issue, and what are the deeper causes behind them. Could it be a general unawareness of how the particular system works that is causing them problems.

- > Could they be procrastinating?
- > Is it a fear of change?
- > Lack of staff?
- > Lack of organization?
- > Lack of funds?
- > Lack of time?
- > Lack willpower?

Tap into the main issues and agitate them.

Inform them of options to resolve their issues

Why the problem matters:

Emphasise why their problem needs addressing.

It could be something like...

- > 'If you understand your options you'll be able to get money to start or grow your own business'
- > 'You'll have a more organized way of life'
- > 'You'll be more healthy'
- > 'You'll have more free time!'
- > 'You need detox!'

Let them know how their quality of life will be improved in some way.

There's hope:

Tell them things like,

- > 'We've done this research so you don't have to!' Or..
- > 'We've spent hundreds of hours researching your options, and compiled our findings into an easy-to-follow flow chart'. (Give them case study examples)

Build up what you'll do to improve their quality of life or success, if they take your product or service onboard.

5. **SOLUTION: OVERARCHING SOLUTION STEP BY STEP IN SIMPLE TERMS**

Get data to support these sources above, which is freely available online.

Even if you failed before: Argue that since we've worked out every possible scenario, you can apply ones that would work for your specific situation.

6. **POINTS TO INCLUDE SUBTLE INTENT:**

Subtle intent is how to influence with stories and images without the need to sell..
It's a graph showing your performance, or an influencer talking about you.

It's about your examples of success; Using 'you' in your story.

It's hidden in plain sight.

Highlight the differences between your company and one that makes big mistakes

- > USP for Dan & Credit Loan Compared To Credit Karma, Lendingtree.
- > Craft a story or narrative surrounding something like this and use it progressively in your content pieces..

7. BUSINESS POINTS:

Big yourself up! Show why they should use you!

Use terms like...

- > 'We have over 150,000+ happy customers to prove it!'
- > 'We've saved Christmas!'
- > 'Helped pay medical bills'

These are personal loan points, that could be used:

- > Fixed Repayment Time-Frame
- > No Collateral Necessary
- > Get Rewarded for Good Credit
- > Fixed Rate = Fixed Payment

Refer character build here: <https://docs.google.com/document/d/1r4ayNaIM57MWhmHV8RbNFpbIDzDK9wqdxqzgDUBj0eo/edit?usp=sharing>

- > Use a good blend of content words, pictures and videos to tell the CL story in the content.
- > This can also include Slide Shares, Gifs, Infographics/Micrographics, embedded 3rd party videos etc.
- > Together they create emotional connections that consumers are likely to remember as they move through their customer journey.
- > Focus on points that matter to your audience -In these examples, loans, money, fixing finances or credit scores, etc...
- > Including influencers in the outline to ask for backlinks - Quotes/Data/Stats/Survey/Research

8. INTERNAL LINKS:

Use Google Analytics to find top performing pages to link to
Ensure they are natural anchors

<https://www.creditloan.com/personal-loans/>

<https://bad.creditloan.com/>

9. PERSONALIZATION:

Personalization is the term used for when you're putting your 'you' across.
It's about your opinion and your stories.

Example: How Dan sees Business Loans and his own use of them in his own life.

10. SOURCE MATERIALS:

Our story needs to be better than the following:

<https://www.nerdwallet.com/blog/small-business/how-to-get-a-small-business-loan/>

<https://www.forbes.com/sites/allbusiness/2017/03/22/10-key-steps-to-getting-a-small-business-loan/#3154191a40f6>

<http://www.sba.com/funding-a-business/government-small-business-loans/>