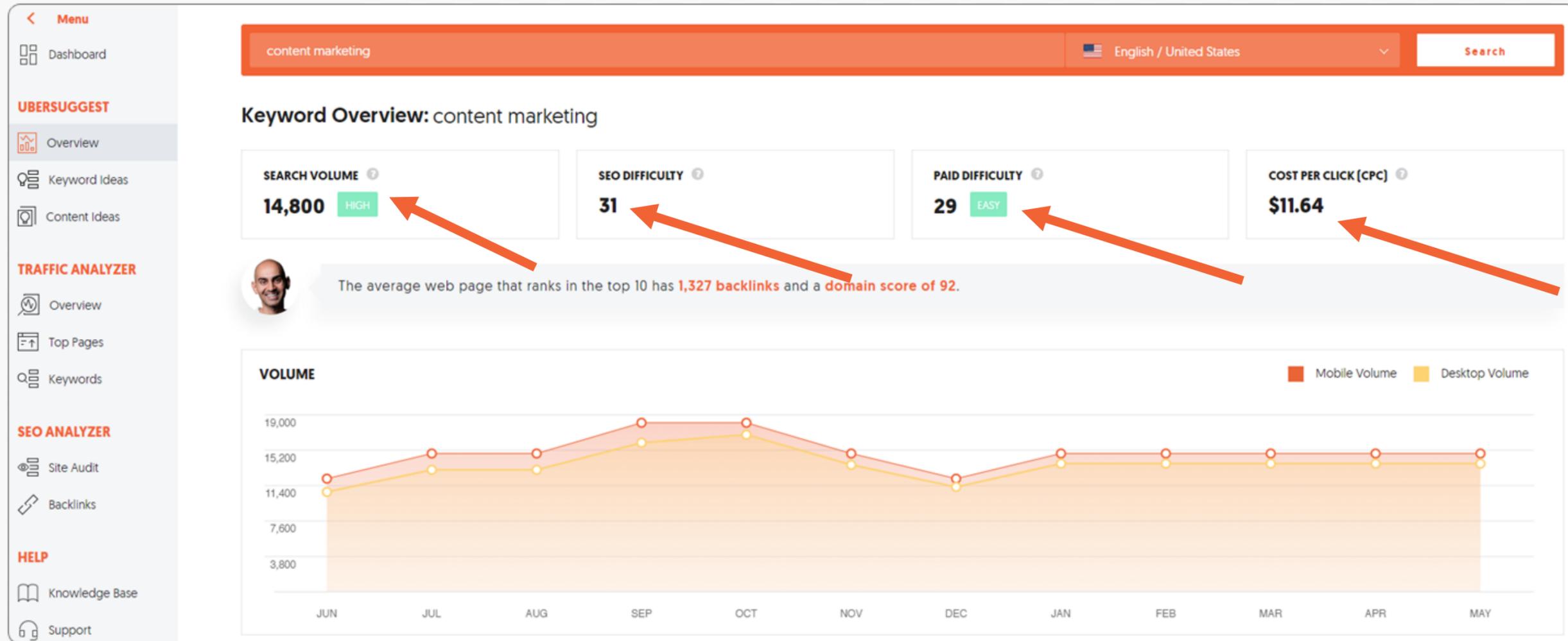


# Editing

Head to Ubersuggest and type keywords you'd like to rank for.



# Editing

Look for a very tight related group of keywords then export it and use that as the starting point for your outline.

content marketing English / United States

419 Keyword Ideas Filters

SUGGESTIONS (419) RELATED (11,545) QUESTIONS (63) PREPOSITIONS (28) COMPARISONS (35)

<input type="checkbox"/>	KEYWORD ?	VOL ?	CPC ?	PD ?	SD ?
<input type="checkbox"/>	content marketing	14,800	\$11.64	29	31
<input type="checkbox"/>	content marketing what is	2,900	\$8.10	10	8
<input type="checkbox"/>	content marketing institute	2,400	\$12.13	10	17
<input type="checkbox"/>	content marketing strategy	1,900	\$23.63	36	24
<input type="checkbox"/>	content marketing strategist	1,900	\$16.04	32	23
<input type="checkbox"/>	content marketing agency	1,300	\$20.02	43	26
<input type="checkbox"/>	content marketing examples	1,000	\$9.80	11	17
<input type="checkbox"/>	content marketing plan	880	\$18.92	64	33
<input type="checkbox"/>	content marketing b2b	880	\$22.08	33	24
<input type="checkbox"/>	content marketing definition	880	\$11.85	7	16
<input type="checkbox"/>	content marketing def	880	\$6.55	5	15

EXPORT TO CSV COPY TO CLIPBOARD

# Editing

Use the "Content Ideas" tab to get more ideas to use for your outline

content marketing		English / United States	Search		
Content Ideas: content marketing		Filters			
<input type="checkbox"/>	PAGE TITLE URL	EST. VISITS	BACKLINKS	f	p
<input type="checkbox"/>	Marketing Legend Seth Godin on the Future of Branded Content contently.com	0 <input type="text" value="Keywords"/>	108 <input type="text" value="Links"/>	16,805	98
<input type="checkbox"/>	How To Write a Small Business Content Marketing ... - WPS Office Blog blog.wps.com	0 <input type="text" value="Keywords"/>	3 <input type="text" value="Links"/>	13,449	0
<input type="checkbox"/>	29 Essential Content Marketing Metrics huffingtonpost.com	0 <input type="text" value="Keywords"/>	3 <input type="text" value="Links"/>	174	13,225
<input type="checkbox"/>	To Make Your Logo (and Business) Sparkle, Reach for the Star   KOTAW Content Marketing kotawcontentmarketing.com	0 <input type="text" value="Keywords"/>	1 <input type="text" value="Links"/>	9	13,051
<input type="checkbox"/>	How To Create An Easy Content Marketing Strategy You'll Actually Use forbes.com	0 <input type="text" value="Keywords"/>	34 <input type="text" value="Links"/>	11,764	167
<input type="checkbox"/>	How to Hire a Content Marketing Manager digitalmarketer.com	0 <input type="text" value="Keywords"/>	1 <input type="text" value="Links"/>	11,556	0
<input type="checkbox"/>	(and Useful) Platform for B2B Content Creation ... - Web Marketing Pros webmarketingpros.com	0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	10,023	0
<input type="checkbox"/>	The Essence of Content Marketing - infographic digitalinformationworld.com	0 <input type="text" value="Keywords"/>	3 <input type="text" value="Links"/>	37	9,878
<input type="checkbox"/>	Content Marketing Checklist: 5 Steps To Successful Content topdogsocialmedia.com	0 <input type="text" value="Keywords"/>	8 <input type="text" value="Links"/>	1,144	8,059
<input type="checkbox"/>	Visual Content Marketing: Plan for social media success blog.viraltag.com	0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	58	8,713
<input type="checkbox"/>	Blog   The Kick-Ass Guide to Cleveland for Content Marketing World ...	0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	16	8,333

# Editing

Create the content outline



The screenshot shows a document editor window titled "The Comprehensive Guide To Branding & Marketing". The document content is as follows:

**The Comprehensive Guide To Branding & Marketing**

**Words** - 5,200+

**Tone** - Informative, reassuring, motivational, inspiring tone

**Primary Objective** - Make the content more detailed, interactive than Wikipedia:  
<https://en.wikipedia.org/wiki/Brand>

**URL:** Domain.com/what-is-branding/

**Importance** - 75/100

**Macro-socio-economic factors** - Backed up by over \$163B in ad spend by the top 200 advertisers in the U.S. alone.

**Intro Framework:** Did you know - 89% of marketers claim building brand awareness is their top goal?

**Why We Built This Guide:** There is very little information online about the exact brand building strategies in the real world and how to do it effectively.

# Editing

And at last start writing your article

## The Ultimate Guide to Online Branding and Building Authority Part 1 – Blogging

Home » Blog » Content Marketing » The Ultimate Guide to Online Branding and Building Authority Part 1 – Blogging

What is the difference between online branding and building authority? Some would consider it the same thing, but in reality it can be two completely different processes. Online branding is a way to get more exposure for your brand on all levels of online marketing, especially search and social.

Building authority takes online branding to the next level by making each online presence for a brand authoritative. It goes beyond just about creating a blog or social media account. The following are ways you can build your online brand as well as your authority.

### Start a Blog with Awesome Content

Blogs are beneficial for brands for three reasons. First of all, blogs help you rank well in search engines – Google loves fresh, unique content on websites that are constantly updated. If you're looking to meet this goal, be sure to use WordPress – Matt Cutts, the public face of Google, says that "WordPress takes care of 80-90% of SEO" in his [SEO for bloggers](#) presentation [see slide #12]

Do you want  
**more traffic?**

Hey, I'm Neil Patel. I'm determined to make a business grow. My only question is, will it be yours?

Enter a domain

 English / United States 

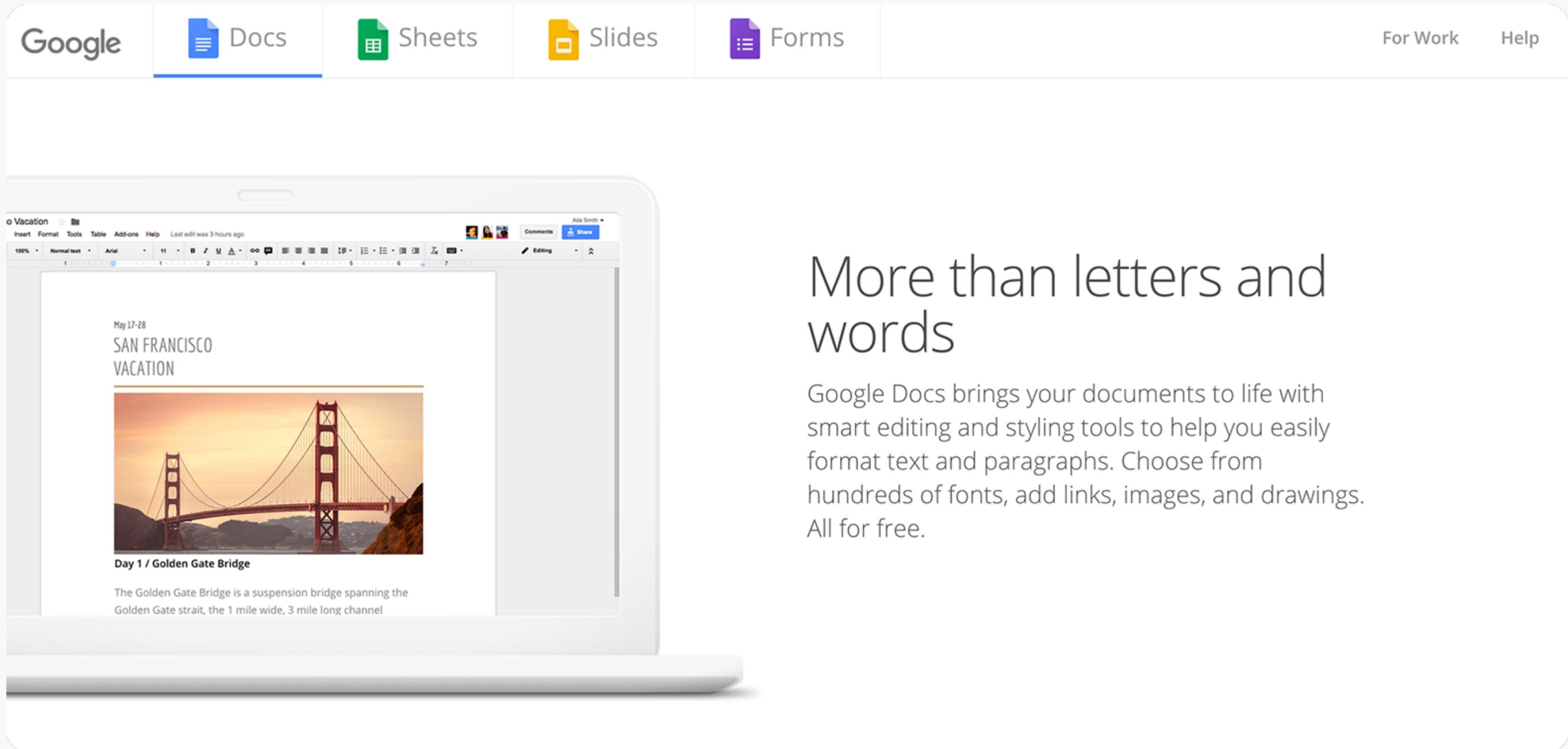
SEARCH



# Editing



# Google Docs



## More than letters and words

Google Docs brings your documents to life with smart editing and styling tools to help you easily format text and paragraphs. Choose from hundreds of fonts, add links, images, and drawings. All for free.

# **STEPS** in Editing

**S**

**S**trive for  
Brevity

**T**

**T**echnical  
Jargon

**E**

**E**nsure Your  
Writing Flows

**P**

**P**ain  
Points

**S**

**S**EO

# Strive for **Brevity**

- Weaken the contents message
- Wastes the readers time
- Adds bulk that decreases your writing comprehension

*"Brevity is the soul of  
wit."*

*—William  
Shakespeare*

# Strive for Brevity: **Delete Filler Words**

- Strong writing is lean
- Filler words adds vagueness

Filler words

1. Just
2. Really
3. Perhaps
4. Literally
5. Stuff
6. Things
7. Very
8. Better
9. Always

## **1) Research The Crap Out of Your Topic**

Many bloggers feel they don't have enough knowledge or experience to create epic content, but thorough research is the cure for that anxious condition.

Epic content writers are willing to research their topic to saturation point. They research the core of the topic and explore the periphery too. In fact, the less traveled avenues of enquiry are often where the real treasure lies.

And remember, anybody can conduct research, from a newbie blogger to a seasoned vet. You just have to be willing to do the work. Most people aren't willing, so that's your chance to seize an advantage.



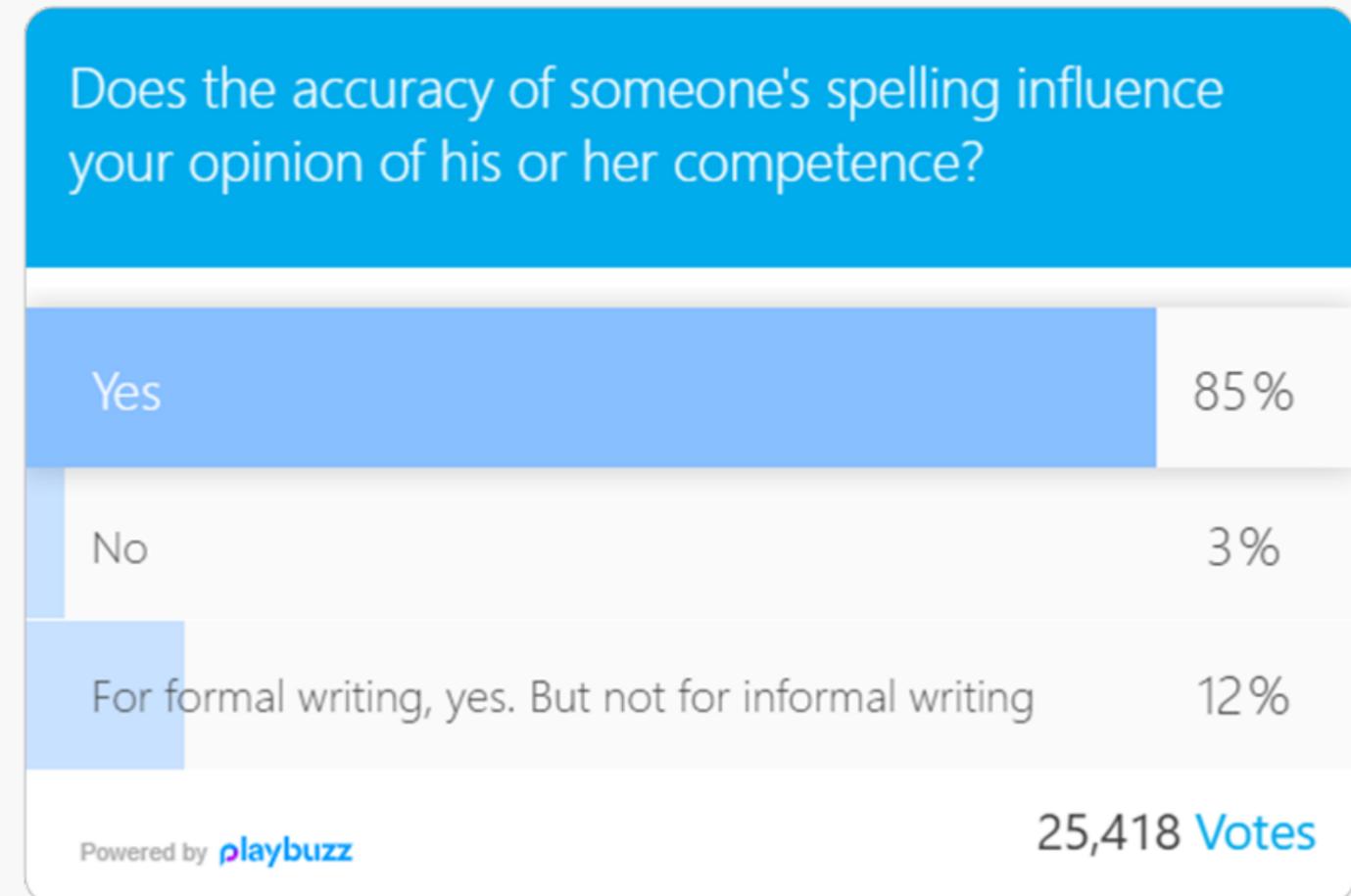
# Strive for Brevity: **Cut Redundant Words**

Every word you write should tell.

- Make it clear – Clarify
- Find out – Discover
- Due to the fact that – Because
- Absolutely Essential/ Absolutely Necessary – Essential/Necessary
- Actual facts – Facts
- Time period – Period
- Advance Planning/Advance Forward – Planning/Forward

# Strive for Brevity: **Spelling and Grammar**

- Better spelling does coincide with pages that rank well in Google
- Consider the language and location differences as well
- Users do appreciate the quality of the spelling and grammar



# Strive for Brevity: **Spelling and Grammar**

The image shows a screenshot of the Chrome Web Store page for the Grammarly for Chrome extension. The page header includes the Chrome Web Store logo and a settings gear icon. The breadcrumb trail reads "Home > Extensions > Grammarly for Chrome". The extension's name "Grammarly for Chrome" is displayed next to its green 'G' logo, with the text "Offered by: grammarly.com" below it. A star rating of 38,398 and the category "Productivity" are shown, along with a user count of "10,000,000+ users". A blue button labeled "Checking..." is positioned to the right of the extension name, with an orange arrow pointing to it. Below the extension information are tabs for "Overview", "Reviews", and "Related". The main content area features a preview of the extension's interface, titled "Fix Your Spelling and Grammar". The preview shows a sentence: "I can assure you this won't effect our timeline." A tooltip box highlights the word "effect" and suggests the correction "affect". The tooltip also indicates "CORRECTNESS: SPELLING". The preview includes navigation arrows and a progress indicator at the bottom.

# Strive for Brevity: **Remove Grammar Expletives**

- Words beginning with - here, there or it
- Expletives distract your reader from the sentence goal

“ It might rain tomorrow.



“ There wasn't enough money to pay the rent.



# Strive for Brevity: **Remove Grammar Expletives**

Can you see  
the improvement?



The forecast calls for rain tomorrow.

Doctor bills had bled the family's reserves. They didn't have enough money to pay the rent.

# STEPS in Editing

**S**

**S**trive for  
Brevity

**T**

**T**echnical  
Jargon

**E**

**E**nsure Your  
Writing Flows

**P**

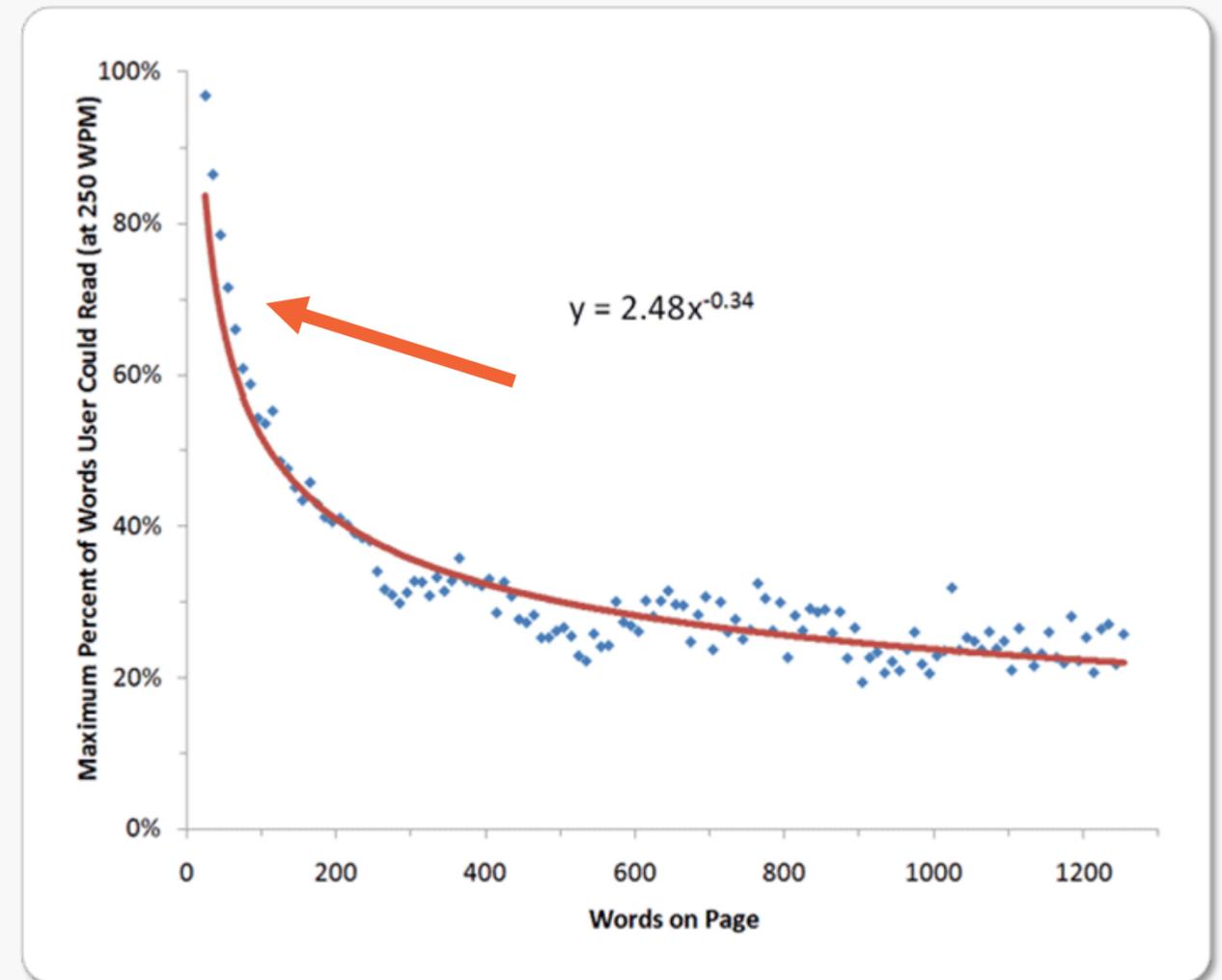
**P**ain  
Points

**S**

**S**EO

# Technical **Jargon and Data**

- Complex words do not make you look smart
- Technical words doesn't give you authority
- Jargon will rob your audiences attention reducing your dwell time



# Technical **Jargon and Data**

- Check your flesch kincaid grade at the Hemingway App website.
- TechCrunch [57.64] vs Business Insider [83.3]

The screenshot shows the Hemingway App interface. At the top is a toolbar with options: Bold, Italic, H1, H2, H3, Quote, Bullets, Numbers, and Link. Below the toolbar is a text editor containing several paragraphs of text. The first paragraph is titled "Hemingway App makes your writing bold and clear." and contains a long sentence highlighted in yellow and red. A tooltip for the word "utilize" is shown, suggesting "omit" as a replacement. The second paragraph has "helpfully" highlighted in blue. The third paragraph has "been marked" highlighted in green. The fourth paragraph has "format" in bold. The fifth paragraph has "Write button and compose something new." followed by a "Write" button with a red notification badge showing the number "1".

Bold Italic H1 H2 H3 Quote Bullets Numbers Link

**Hemingway App makes your writing bold and clear.**

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can utilize a shorter word. e. Mouse over them for hints. *Adverb: Use a forceful verb.* omit

Adverbs and weakening phrases are helpfully shown in blue. Get rid of them and pick words with force, perhaps.

Phrases in green have been marked to show passive voice.

You can **format** your *text* with the toolbar.

Paste in something you're working on and edit away. Or, click the Write button and compose something new.

# **STEPS** in Editing

**S**

**S**trive for  
Brevity

**T**

**T**echnical  
Jargon

**E**

**E**nsure Your  
Writing Flows

**P**

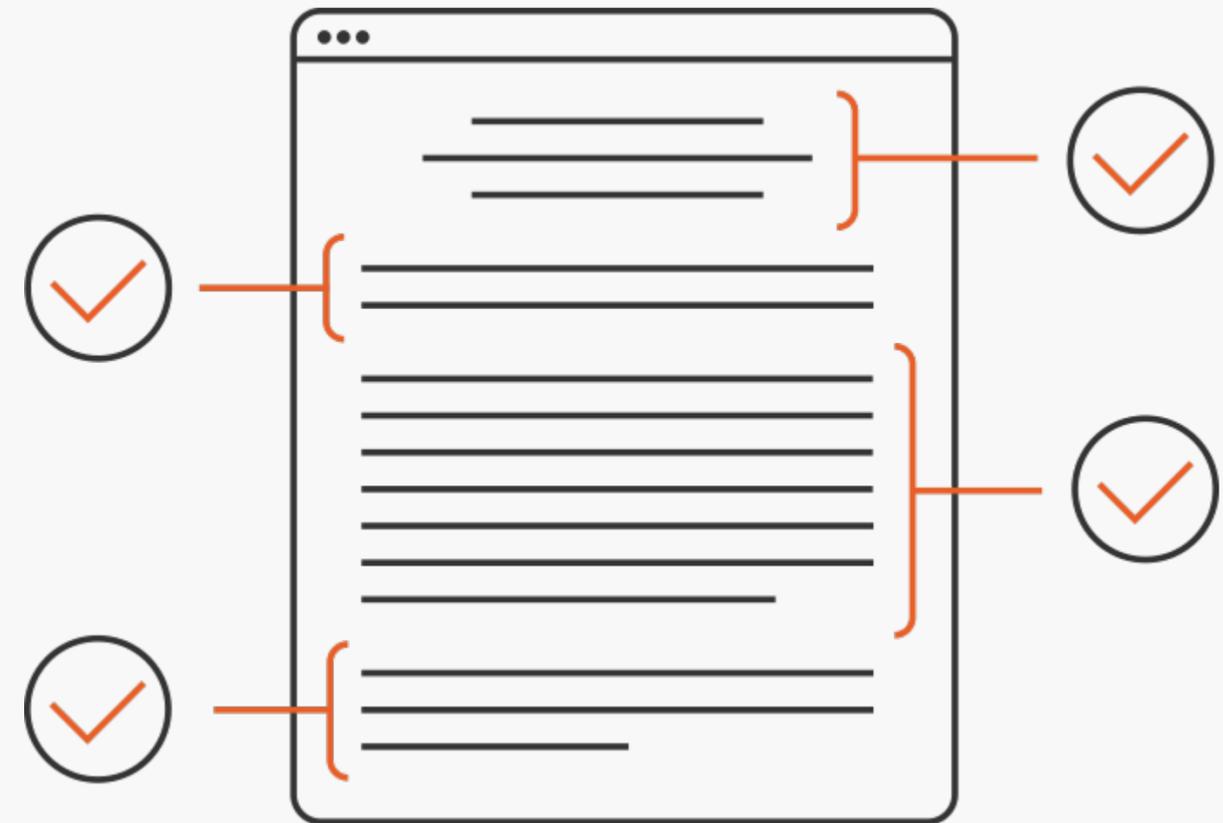
**P**ain  
Points

**S**

**S**EO

# Ensure Your **Writing Flows**

Check if your headlines, sub headings introduction, body and conclusion match your goal.



# Ensure Your **Writing Flows**

Make sure you have an outline and follow it.

## Five Paragraph Outline

- Paragraph 1. Introduction
- Thesis Statement
  - Briefly summarize your 3 topic sentences
- Paragraph 2. Topic Sentence (your 1<sup>st</sup> piece of support for the thesis)
- Elaborate on your topic sentence.
  - Provide an example/evidence/quotation.
  - Explain the significance of the example/evidence/quotation.
- Paragraph 3. Topic Sentence (your 2<sup>nd</sup> piece of support for the thesis)
- Elaborate on your topic sentence.
  - Provide an example/evidence/quotation.
  - Explain the significance of the example/evidence/quotation.
- Paragraph 4. Topic Sentence (your 3<sup>rd</sup> piece of support for the thesis)
- Elaborate on your topic sentence.
  - Provide an example/evidence/quotation.
  - Explain the significance of the example/evidence/quotation.
- Paragraph 5. Conclusion
- Summarize your 3 topic sentences.
  - Discuss how the ideas in paragraphs 2, 3, and 4 support your thesis.

# **STEPS** in Editing

**S**

**S**trive for  
Brevity

**T**

**T**echnical  
Jargon

**E**

**E**nsure Your  
Writing Flows

**P**

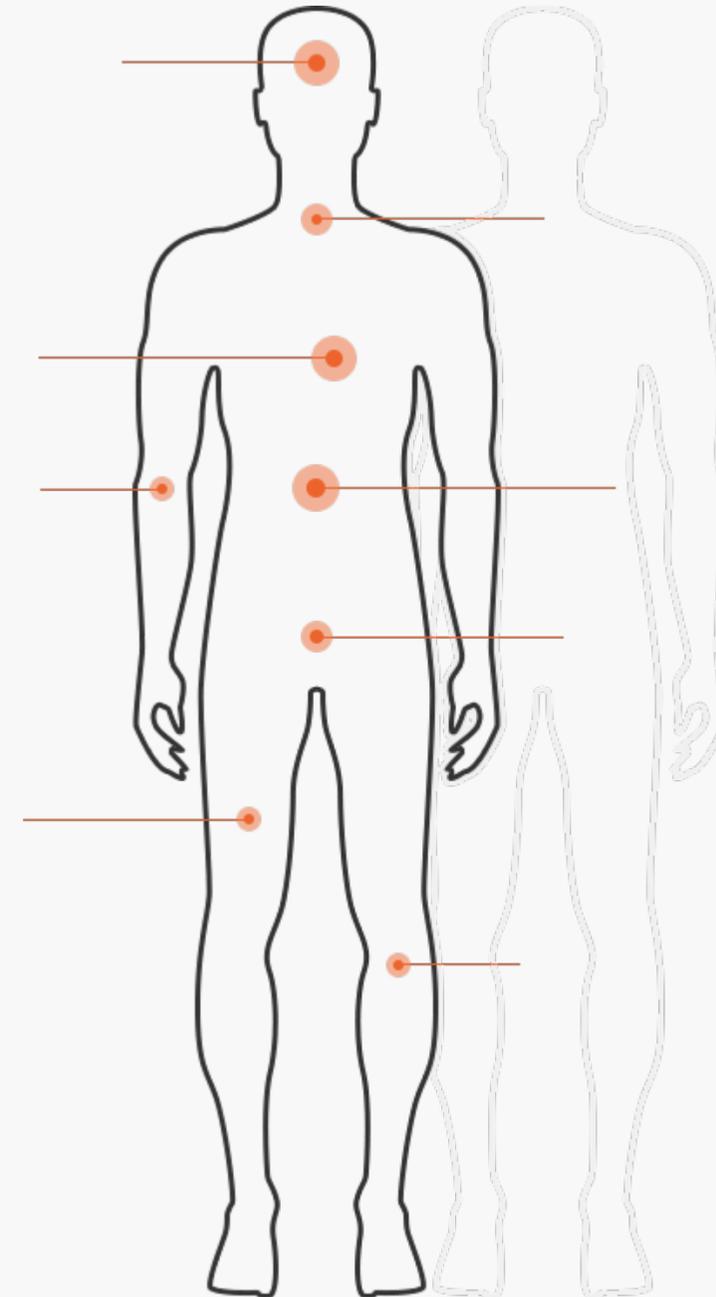
**P**ain  
Points

**S**

**S**EO

# Pain Points

- Match your personas story pain points
- Does the content supply examples, themes or stories
- Respect your readers time
- Consider if you need to update old articles



# **STEPS** in Editing

**S**

**S**trive for  
Brevity

**T**

**T**echnical  
Jargon

**E**

**E**nsure Your  
Writing Flows

**P**

**P**ain  
Points

**S**

**S**EO

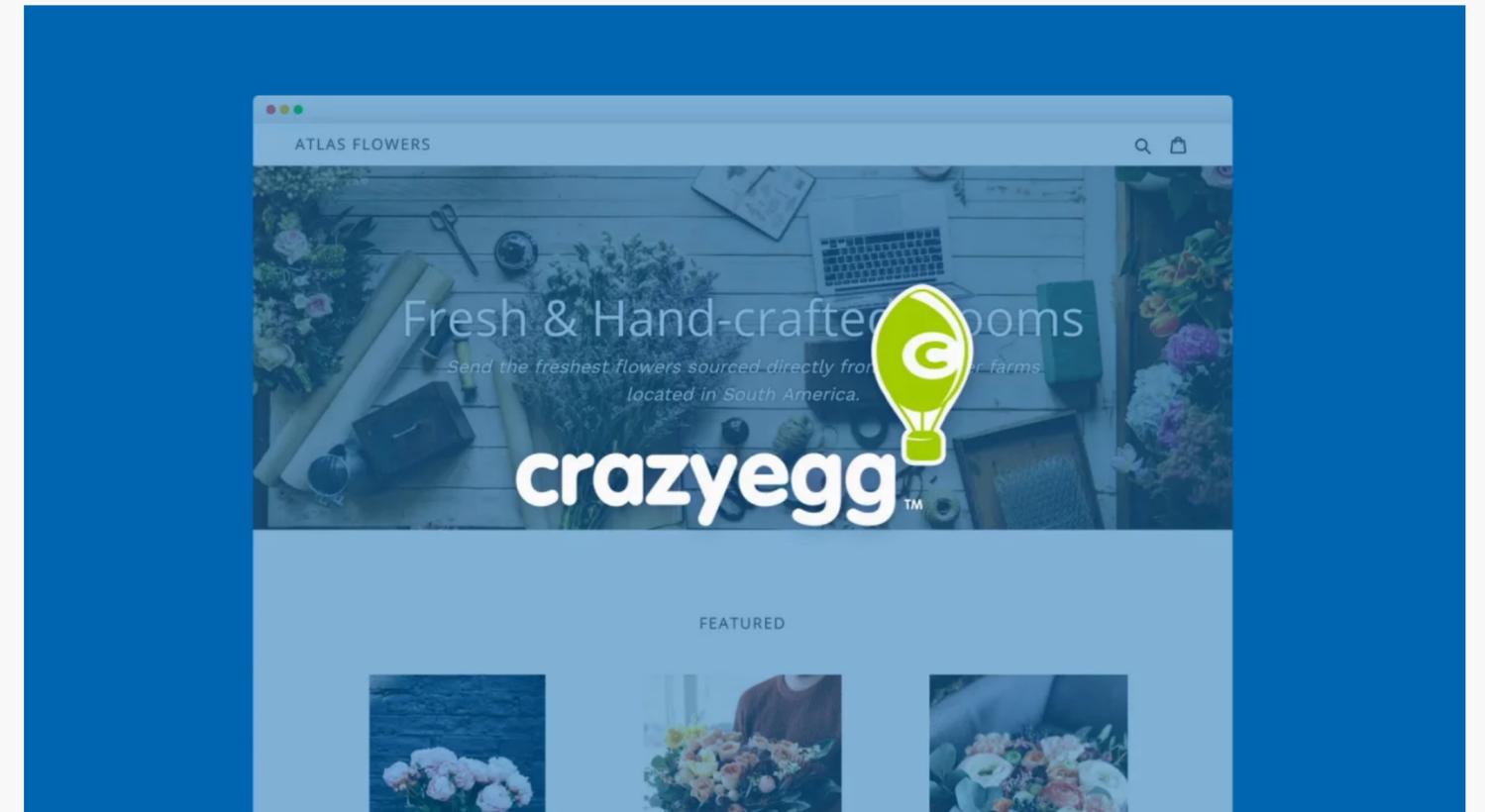
# SEO Check

- Include keywords in a natural way
- Reduce keyword stuffing
- Run the page against your on page checklist



# SEO Check

- Check your site heat map performance to see where readers drop off
- If readers are dropping off then look to improve that part of the content or page
- CrazyEgg offers heat maps for limited pages



# Live Heat Map Example

