



My SEO Blog

Article Outline

Process

**Use this proven
guide to create
SEO blog article
outlines that will
result in rankings
& traffic.**



**Your SEO content
will fail w/out a
killer outline
built from
researching the
SERPs. Don't fight
it.**



**Save time & get
better SEO
results w/ this
process I've been
testing for 10+
years.**





Choose your target keyword

- If you haven't yet, do some keyword research.
- Choose a keyword you want to rank for.
- Make it realistic: KD under 50.



Pick your keyword:



long tail keywords benefits



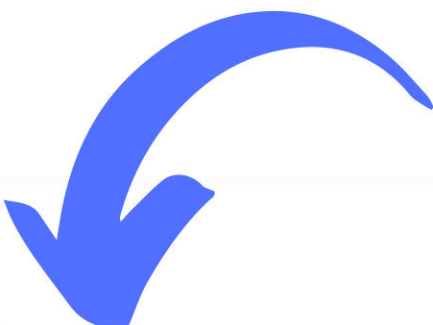



Search it on Google

- Search the keyword on Google.
- Pull up the top 10 organic search results.
- Ignore SERP features and ads.
- That's the GOLD.



Pull up the 1st page SERPs:



 LinkedIn · Gregor (グレゴール) S.
9 reactions · 2 years ago

1 11 Simple Benefits of Using Long-Tail Keywords for SEO
Long-tail keywords are valuable because they're specific and highly targeted. Used wisely, they can help you show users what sets your business ...
[Long-Tail Keywords Vs...](#) · [Long-Tail Keywords Have Low...](#) · [Use Keyword Research Tools](#)

WEBSITE	DR	AR	RP	RD	KW	ST	PAGE	UR	RP	RD	KW	ST	
	98	5	18.1B	18.9M	58.3M	145.6M \$92.4M		8	38	16	102	88 \$5	+

People also ask :

Why are long-tail keywords important?

▼

What are the benefits of long-tail?

▼

Why is a long-tail an advantage?

▼

What is a common benefit to long-tail keyboards?

▼

Feedback



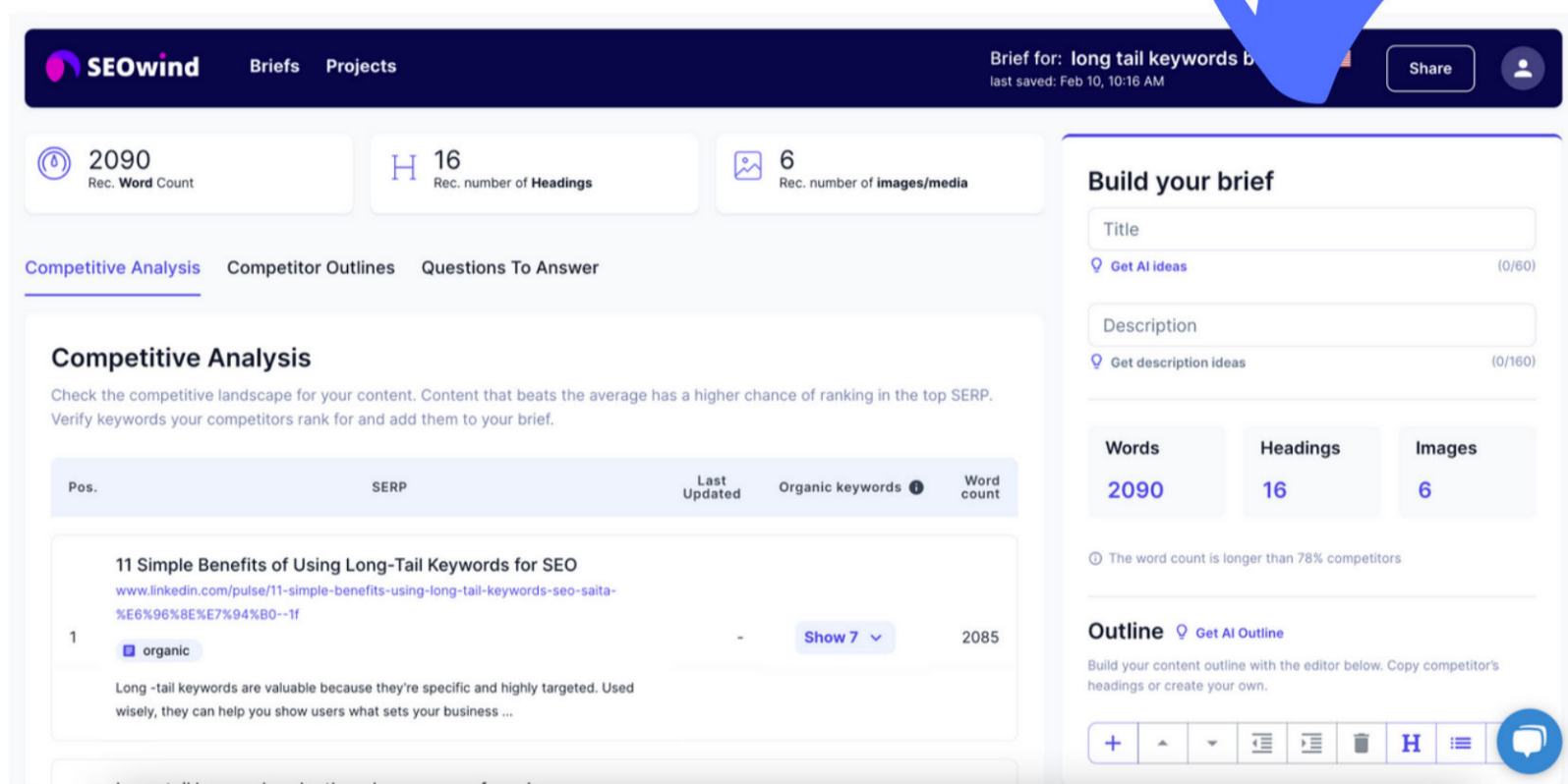
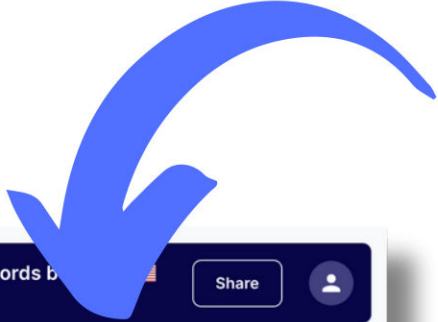


Better yet, search it on SEOWind

- SEOWind makes step #2 easier.
- Enter it & they'll analyze the SERPs for you.
- All SERP data in one place for you.
- I love this tool.



Try out SEOWind for research:



SEOWind Briefs Projects Brief for: long tail keywords b last saved: Feb 10, 10:16 AM Share

2090 Rec. Word Count 16 Rec. number of Headings 6 Rec. number of Images/media

Competitive Analysis Competitor Outlines Questions To Answer

Competitive Analysis

Check the competitive landscape for your content. Content that beats the average has a higher chance of ranking in the top SERP. Verify keywords your competitors rank for and add them to your brief.

Pos.	SERP	Last Updated	Organic keywords	Word count
1	11 Simple Benefits of Using Long-Tail Keywords for SEO www.linkedin.com/pulse/11-simple-benefits-using-long-tail-keywords-seo-saita-%E6%96%8E%E7%94%B0--1f	-	Show 7	2085

organic

Long -tail keywords are valuable because they're specific and highly targeted. Used wisely, they can help you show users what sets your business ...

Build your brief

Title (0/60) Get AI ideas

Description (0/160) Get description ideas

Words: 2090 Headings: 16 Images: 6

The word count is longer than 78% competitors

Outline

Get AI Outline

Build your content outline with the editor below. Copy competitor's headings or create your own.





Analyze the 1st page SERPs

- Go through the top 10 SERP results.
- Open their page/article in a new tab.
- Or analyze using SEOWind.
- See what's working and common.



Put your analysis hat on:



Why You Should Use Long Tail Keywords for SEO

5 Benefits of Long-Tail Keywords · 1. Higher SERP ranking · 2. More helpful content · 3. Improved blog strategy · 4. Enhanced content visibility · 5. Increased ...

[Long-Tail Keywords Examples](#) · [5 Benefits of Long-Tail Keywords](#)

Long-tail keywords: why they deserve your focus!

Sep 22, 2021 — **Long-tail keywords** get less search traffic, but will usually have a higher conversion value, as they are more specific. They allow you to ...

[Book: The Long Tail](#) · [What Are Long-Tail Keywords?](#) · [How To Find Long Tail...](#)

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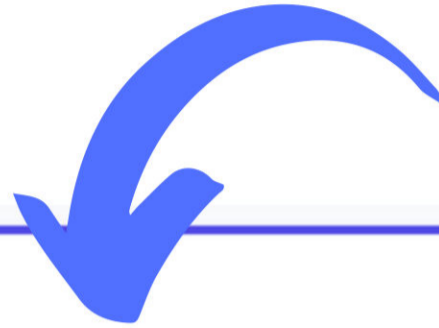


Create your title & description

- Craft a title better than the 1st page SERPs.
- Make sure it matches search intent.
- Think "How can I stand out?"
- Or "How can I take a different angle?"



Make a **UNIQUE** title:



Build your brief

Title

15 Benefits of Long Tail Keywords in your SEO Strategy

 Rewrite title

(54/60)

Description

Unlock the potential of your SEO with long tail keywords benefits – dive into our comprehensive guide and learn 15 ways they can amplify your online presence and drive focused traffic to your site.

 Rewrite description

(197/160)



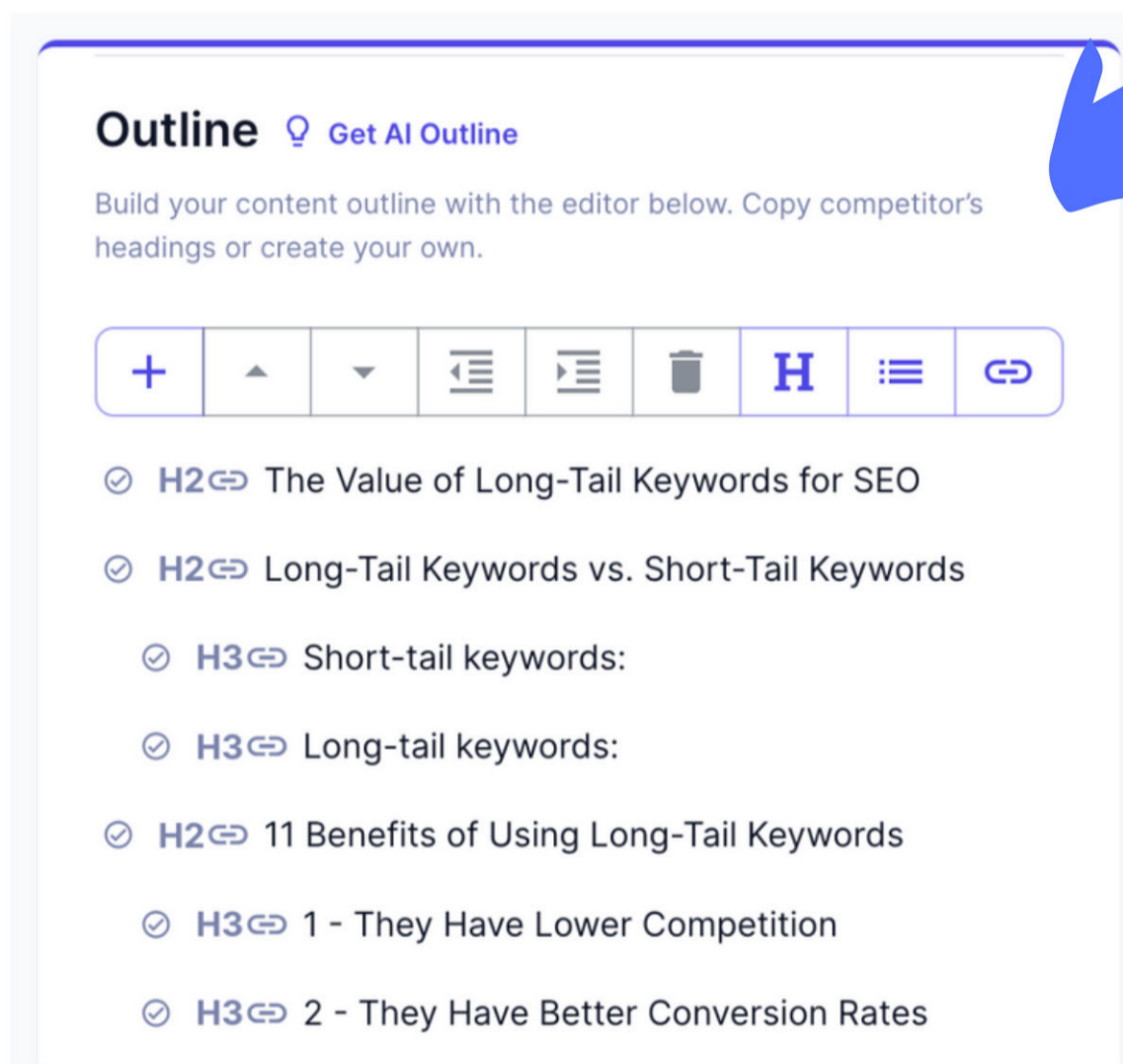


Build headings from SERPs

- Look at the H2s, H3s of the top content.
- Use it as inspo then make your own.
- Aim for a similar amt of H2s and H3s.
- As always, make yours better!



Create a killer set of headings:





Add writing directions

- Where it makes sense, give the Writer tips.
- Ex: "Make a list of 10+ here."
- Ex: "Use this secondary keyword in this section."
- Make it easy to write winning content.



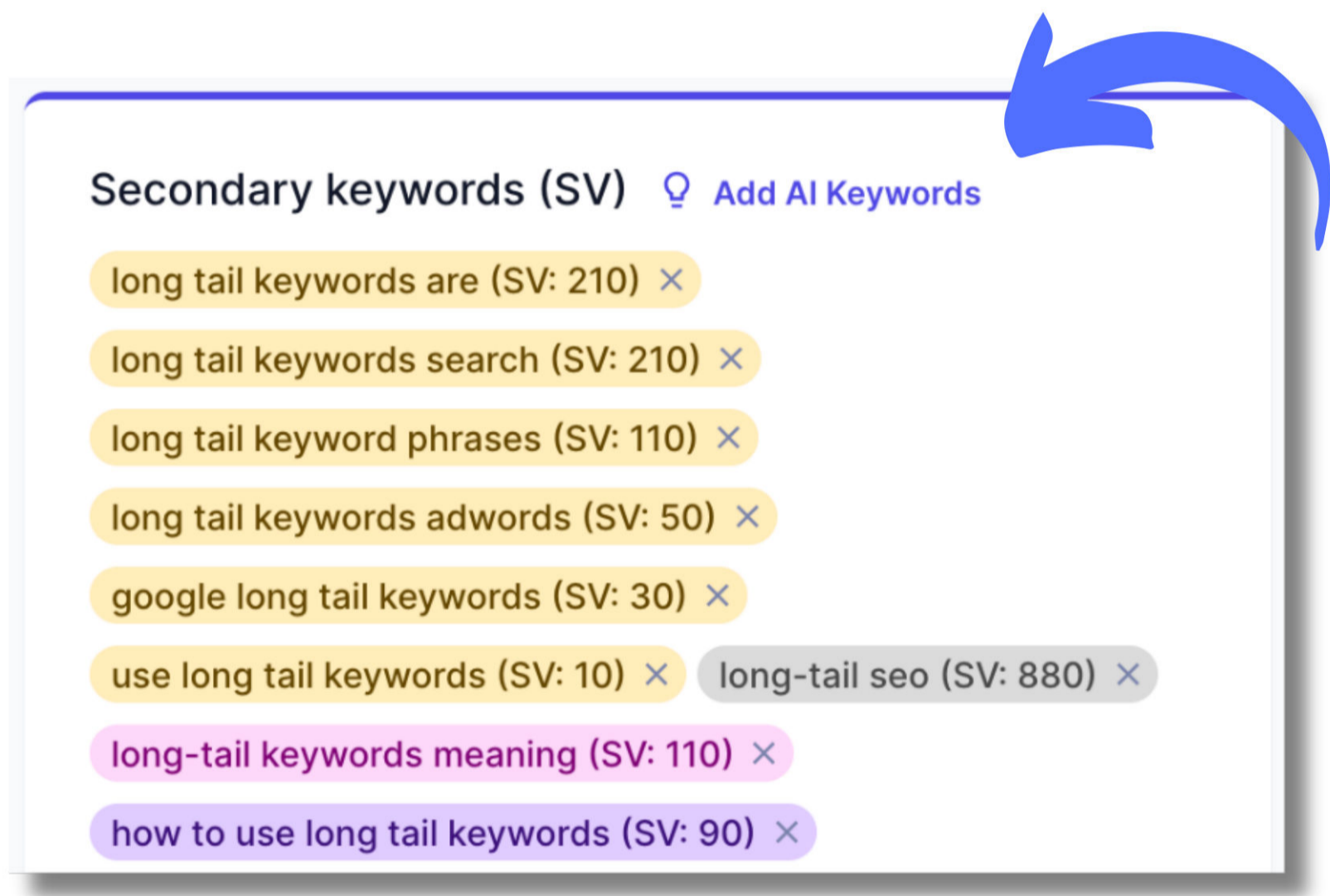


Find secondary keywords

- SEOWind can help here.
- Or you can use any KWR tool.
- To build 5-10 secondary keywords.
- That should be hit in the content.



Build out a keyword cluster:





Aim to be the BEST

- Ask: "How can I make this better than the #1 result?"
- Have that mentality in the entire process.
- Don't settle until you're confident yours is better.





Do a final review & optimization

- Run through the SERPs one more time.
- Compare and contrast to your outline.
- Make final adjustments.
- Be the BEST.



Outcomes: Easier
to write the
content, better
rankings, more
traffic, more
leads, more
authority.



Bonus: Make this
a repeatable
process that you
can teach to
others. Replicate
yourself.



Advice: If you
want to scale
SEO, you need
proven systems
like this. Get
started today!





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Daily **SEO tips** at 7am EST