



The recipe for
SEO
SUCCESS

12 Ways You Can Improve Your Website Copy

TO DRIVE MORE CONVERSIONS!



Who Am I ?



CONVERSION



*Conversion copy narrows
the focus to a single goal.*



*The goal is to get
people to act.*





TIP 1:
DEFINE YOUR GOAL



Specific & Actionable





TIP 2:

UNDERSTAND YOUR AUDIENCE



*What is their problem?
And how are you going
to solve it?*



B D F





Preconceived **Beliefs**

Deepest **Desires**

Darkest **Fears**



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Want to work smarter and faster?

Our **Team Collaboration tools** help you create, edit, and analyze surveys as a team



Kevin Bailey

AGE 53

OCCUPATION Entrepreneur, Business Owner

LOCATION On site & Remote

TIER Daily use - Overview

ARCHETYPE Leader

Decisive

Value Orientated



"Up to date data is imperative for effective decision making."

Motivations

Incentive

Achievement

Growth

Power

Social

Goals

- To receive a product of high standard, willing to pay for it
- Needs to know whether he is receiving value for money
- Would like to have 27/4 overview of current projects and ow resources are distributed

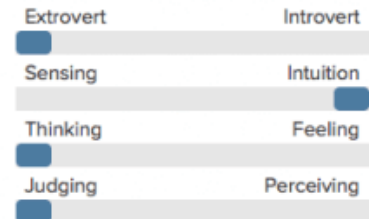
Frustrations

- Not being able to get a clear answer
- Not being able to access up to date data no matter where he is located
- Not knowing factors why a product or service he is funding is not progressing

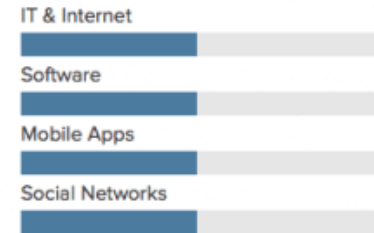
Bio

A self made business person who knows how important time is to a business. Have different interests in multiple ventures. Believes that technology assist in growth.

Personality



Technology



Brands

Brands which inspire





TIP 3:
**UNDERSTAND
AWARENESS**



Most Aware: **PRODUCT PRICE**

Product Aware: **PUSH**

Solution Aware: **PROOF**

Problem Aware: **PROBLEM**





TIP 4:
CRAFT YOUR USP



STRONG USPs

- Make a specific claim
- Make a promise
- Are actually unique
- Are valuable
- Are believable



We provide __[product or service]__
to __[target audience]__ so they can
do __[product or service]__ without __
[pain point or friction point].



“We provide SEO Courses for small businesses so they can do their own SEO without spending a fortune on expensive consultants.”





TIP 5: USE A FORMULA



P

Problem

A

=

Agitate

S

Solution



Do you wish your site ranked **higher in search engine results?**

Are you confused by Google tech speak and jargon?

Have you been burned by dodgy SEO companies?

YES? Well you need the Recipe for SEO Success eCourse

The most comprehensive course on Search Engine Optimisation ever.

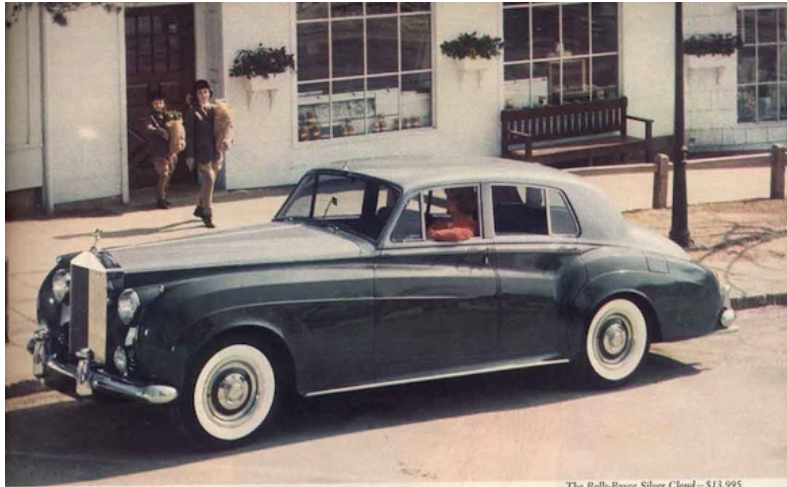
COURSE SOLD OUT - SEE YOU IN MARCH 2019





TIP 6:
TELL A STORY





The Rolls-Royce Silver Cloud—\$13,995

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of *THE MOTOR*. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an *owner-driven* car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a *stethoscope* to listen for axle-whine.
6. The Rolls-Royce is guaranteed for *three*

- years*. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.
7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.
8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before *nine* coats of finishing paint go on.
9. By moving a switch on the steering column, you can adjust the shock-absorbers to suit road conditions.
10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.
11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.

12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very *safe* car—and also a very *lively* car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.
 13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.
- PRICE:** The Rolls-Royce illustrated in this advertisement—*i.e.*, principal ports of entry—costs **\$13,995**.
- If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page.
- Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

March 1959



MY SEO SUCCESS STORY

I've worked in advertising for nearly two decades in some of the biggest ad agencies (think Ogilvy and the like). About six years ago, when I happily found myself 'with child', I realised I could either stay in the agency world and never see my son, or give it all up.

As a contractor I suddenly found myself five months pregnant, out of a job, and with no maternity leave pay. Eeeep!

But then I had an idea. Why not set myself up as a copywriter?

My husband had just set up his own business with my help, so I thought "Hey, why not me?"

I built myself a little WordPress website and waited for the work to flood in. There was just one problem, or rather about 20,000 of them. When I typed 'copywriter' into Google, oodles and oodles of other copywriters appeared.

How could I:

Make my website appear at the top of the rankings?

Blast my competitors out of the Google ocean?

Get willing customers to visit my site and buy my services?

The only way to boost my business was to get my head around the dark art of Search Engine Optimisation. So I did.

I now rank on the first page for more than 160 different keywords. (But hey, who's counting?) I'm in the top three for 114 terms, and recently ranked number one for the term 'Copywriter' on Google.com.au. (If you're not impressed then you should be. It's bloody hard to rank well for a single term.)

And I did it all:

With little (or no) budget and no outside help.

While being the primary breadwinner in our family and having to spend most of my time earning money.

As a sleep-deprived mum with a toddler to care for, a dog to walk, a house to clean, meals to cook, and a husband to occasionally grunt at.

(I even found a little 'me' time along the way to run a marathon and publish a book, or two. If I can do it, so can you.)

Since then I've helped big corporates and many small businesses win the SEO war. I've written SEO-friendly copy, created engaging content, technically audited a few hundred websites, and run heaps of training workshops. I've survived website hacks, damaging reviews from competitors, algorithm updates, writer's block, negative SEO campaigns and more.





TIP 7:
**WRITE STRONG
HEADLINES**





“On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.”

– David Ogilvy



Think about...



Goal
+
Audience
+
Location



SEO IS A GIANT PAIN IN THE BUM, RIGHT?

We'd all

SAVE MONEY ON YOUR SEO

The average SEO company charges around \$2,000 per month to manage a small business SEO campaign.

ALL THE SUPPORT YOU NEED

Unlike lots of other SEO courses I am NOT going to leave you to



Generate more leads



Stop losing leads





TIP 8:
BE SPECIFIC



We have lots of worksheets



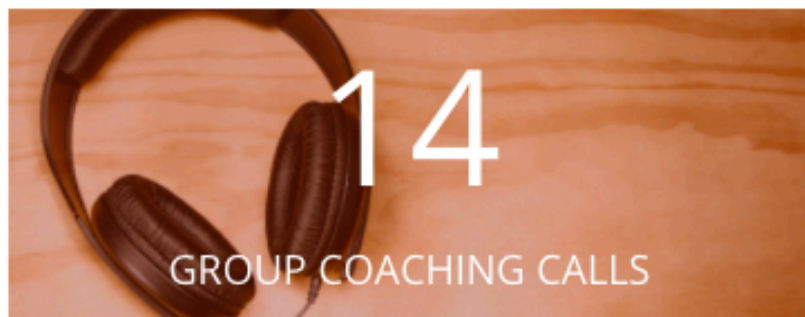
We have 14 worksheets



WHAT'S INCLUDED?

The Ultimate Search Engine Optimisation eCourse for bloggers, small business owners and entrepreneurs.

The most comprehensive eCourse on SEO ever includes:





TIP 9: SUBSTANTIATE





www.therecipeforseosuccess.com

Free delivery



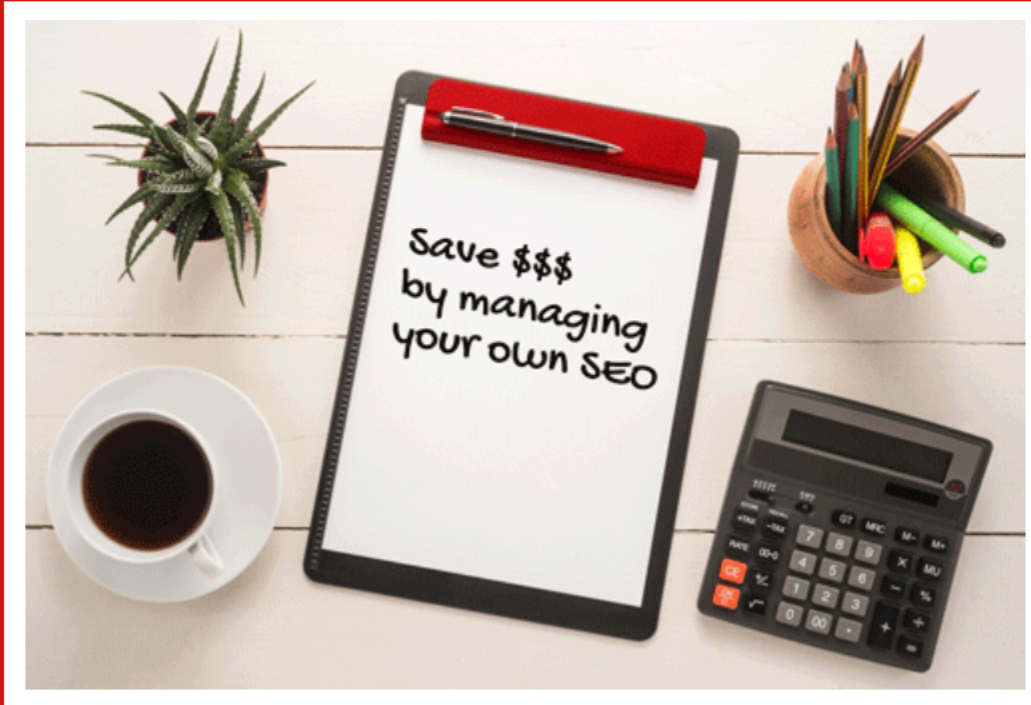
We pay for delivery

Australia-wide



SAVE MONEY ON YOUR SEO

The average SEO company charges around \$2,000 per month to manage a small business SEO campaign.



- Over a year that's \$24,000
- Over five years that's \$120,000

It's a big chunk of your profits. So why spend all that when you can become an SEO expert yourself for a fraction of the price?

- Access to 10 Group Coaching Calls (valued at \$1800)
- Private Facebook Study Group page membership for three months (valued at \$500)
- 100+ Training videos (valued at \$1300)
- 30+ templates and worksheets (valued at \$1050)
- Blog Compass Content planner (valued at \$200)
- Technical SEO Audit of your site (valued at \$300)
- Backlink Audit of your site (valued at \$300)
- Ecommerce or Local SEO bonus courses (valued at \$200 each)
- Ongoing access to content – updated each year (Priceless)

That's a total value of: \$5650

(But don't worry the course costs a lot less than that!)





TIP 10:
BUILD TRUST





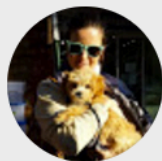
Kate HONESTLY wants you to succeed and she goes out of her way to help.

Bharath Madhiraju | Samtana Eco Clothing



If you want to justify just one spend based on ROI this year make it The Recipe for SEO Success!

Darren Pearce | Marketing ER



I'd recommend this course to any Marketing Manager or Small Business Owner or anyone with a website designed to generate business for that matter!

Lauren Gerrand | Act Today



This course has the potential to save you a lot of money.

Katherine Pranic | Copywriter



As a teacher of SEO fundamentals she is way ahead of her game.

Richard Lucas | Lucas Guitar



The Recipe for SEO Success eCourse was the best thing I've done for my business.

Andrea Rowe | Your Coastal Connection



I've already seen huge improvements to my site.

Kelly O'Donnell | Copywriter



Today, the business enquiries are pouring in. All thanks to what I learnt from Kate.

Andrew Lau | Copywriter



FOR BIG BRANDS AND SMALL BUSINESSES

Just a sample of the 550 businesses who've taken the Recipe course so far.





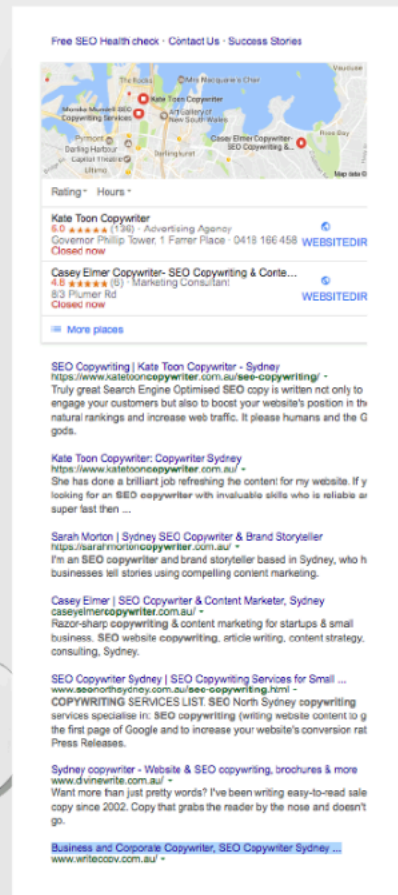
BONUS TIPS





TIP 11:
PROVIDE RESULTS





REAL RESULTS

My tried and tested SEO methodology delivers real results for small businesses and corporates. I could throw some stats at you, but instead let me give you a real example.

Try Googling 'SEO Copywriter' – be sure you search in incognito mode. If you're not in Sydney try Googling 'SEO Copywriter Sydney'.

You'll see that my copywriting website occupies the top local spot and the top two organics.

After that you'll see:

- **Local pack 2:** Casey Elmer Copywriting – my SEO student.
- **Position 3:** Sarah Morton – my SEO student.
- **Position 4:** Casey Elmer Copywriting – my SEO student.
- **Position 7:** Melinda Leyshon – my SEO student.
- **Position 8:** Libby Hakim – my SEO student.
- **Position 10:** Rebecca Christensen – my SEO student.

So, out of 12 possible organic spots, me and my peeps got 9.

Proof that the course works – even if I am building my students up to steal my top spot!





TIP 12:
**WRITE STRONG
CALLS TO ACTION**





Sign up



Get





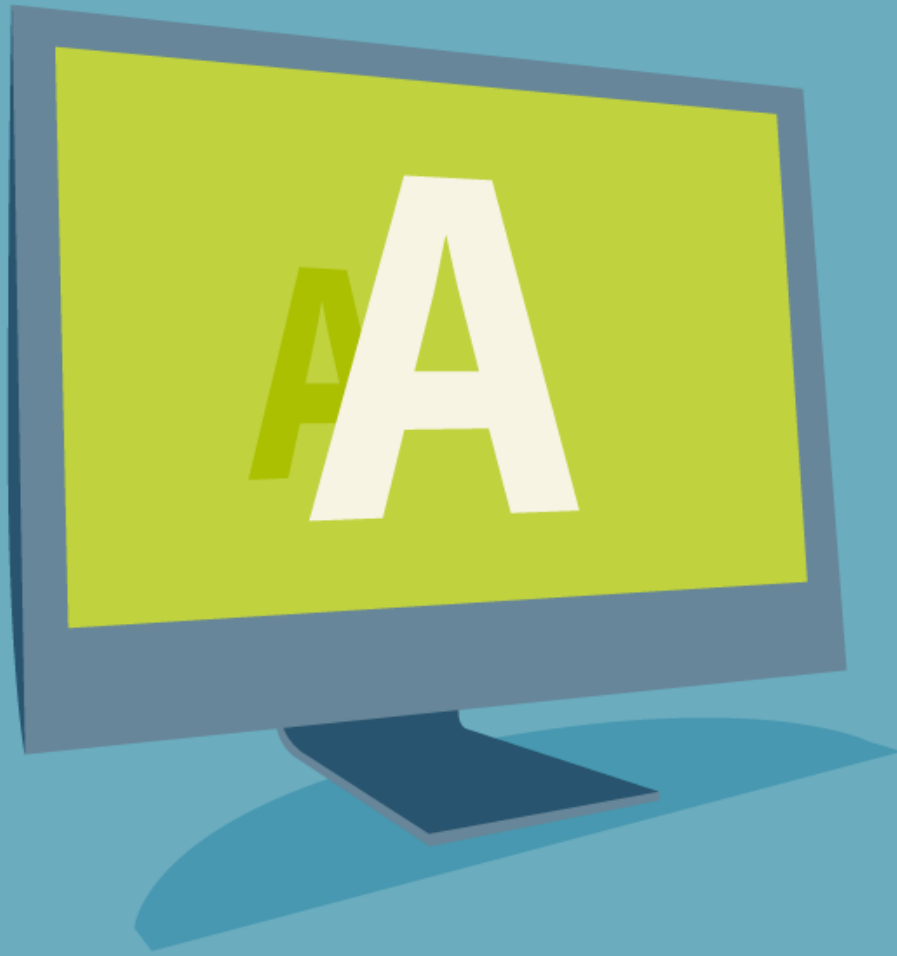
I want to...





Yes, let me in





VS



CONVERSION



Need more help?





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I LOVE SEO
FACEBOOK GROUP**



The recipe for
SEO
SUCCESS

therecipeforseosuccess.com

