

Chapter 3: Create Amazing Content

Why “Content Is King”? 

SEO is ultimately about **people**.

Google’s goal is to show users the content they love and find most helpful.

So if your content is genuinely valuable, clear, and complete, **Google wants to rank it**.

Great SEO starts with **great content**.

What Is Great Content?

Great content:

- Answers the user’s question completely
- Saves the user from doing multiple searches
- Is easy to understand and well-organized
- Focuses on helping users, not just ranking

The smartest way to consistently create great content is to use **proven content templates**.

Why Use Content Templates?

Content templates:

- Speed up content creation by **5-10x**
- Are already proven to rank in Google
- Remove guessing and randomness from writing

Instead of starting from scratch, you follow a structure that already works.

Proven Content Templates That Rank

1 Expanded List Post

An expanded list post is a **detailed version of a normal list post**.

Normal list post (weak):

“Eat eggs.”

No explanation. No help.

Expanded list post (strong):

- When to eat eggs
- How to cook them
- How many to eat
- What to eat with eggs
- Who should avoid them

Expanded list posts answer **all follow-up questions**, which makes users stay longer and trust your content.

2 The Ultimate Guide

The ultimate guide is a **complete, all-in-one resource** on a topic.

Its goal is:

- To teach the user everything in one place
- To eliminate the need for multiple searches
- To become the best resource on that topic

This type of content is especially powerful for **earning backlinks** because other websites like linking to complete resources.

3 Tools of the Trade Post

A “tools of the trade” post is a list of **tools you personally recommend**.

Important:

- Tools are not limited to software
- They can include:

- Apps
- Physical tools
- Morning routines
- Supplements
- Workflows

These posts work well because they are practical and trust-based.

Quick SEO Optimization Tips

1 Optimize Your Title Tag

Google has confirmed that **title tags are a ranking factor**.

Best practices:

- Front-load your main keyword
- Keep the title natural and useful for users
- Avoid keyword stuffing

Your title should attract humans first, search engines second.

2 Use Internal Linking

Internal linking means linking:

From one page on your website to another related page

Benefits:

- Helps Google understand your site structure
 - Keeps users on your website longer
 - Distributes SEO value across your pages
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3 Optimize for User Experience (UX)

Google tracks how users interact with your page:

- Do they leave quickly?
- Do they return to search results?

If many users bounce back, Google sees that as a negative signal.

Improve UX by:

- Clear layout
 - Easy-to-read content
 - Logical structure
 - Fast loading pages
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Final Step: Content Analysis

After creating your content:

- Analyze it using tools like **Semrush Content Assistant**
- Improve:
 - Readability
 - Topic coverage
 - Keyword usage
 - Overall SEO quality

This step helps refine your content before publishing.

Chapter 3 Key Takeaway

Create content people truly love, use proven templates, optimize titles and UX, and Google will reward you with better rankings.

Chapter 3

Create Amazing Content

Content is King! 🤘

SEO works by giving people what they love and what they search for.

Great content leads to more visitors.



What is “Great” Content?

Content that **fully answers** the user's question, **saves time**, and keeps them on your page.

Proven Content Templates

1. Expanded List Post

A detailed list post that, answers every follow-up question.



- Fully answers the question
- Saves user time
- No need for 10 more searches

2. Ultimate Guide

Comprehensive resources that covers EVERYTHING about a topic.

Great for backlinks.



- Comprehensive resource that covers EVERYTHING about a topic.
- Great for backlinks.

3. Tools of the Trade Post

List of recommended tools for a specific problem.
Doesn't have to be just software.



Bug? for backlinks

- Make your page user-friendly and easy to navigate.

Quick SEO Tips

1. Title Tag Optimization

- Front-load your main keyword.
- Make the title useful & natural.

TITLE



2. Internal Linking

- Link to other relevant pages on your website.

Content Optimization Tool



Use a tool like Semrush to analyze your content.



- Link to other relevant pages on your website.

SEO improvements



- Create content people love, using proven templates & Google will reward you!

