## **🏆 The Goldie Locks Zone: Julian Goldie's SEO Quality Control Blueprint 🏆**

### **✅ SEO MANUAL QUALITY CONTROL CHECKLIST:**

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**Just like Goldilocks looking for the perfect porridge, we're after content that’s useful, not AI spam, not too time consuming to create, and still ranks!  
  
AKA - the Goldielocks Zone:**

**It's about finding that perfect balance between leveraging AI, creating quality for users, and nailing those SEO rankings.**

**VIDEO TUTORIAL**: <https://youtu.be/etBJlL82rT0>

If you use the SOP/checklist and fill it out properly, this framework helps you ensure you’re manually checking the content, AI or human, is quality checked and manually edited before publishing.

**Time Required**: Process should take 15-20 mins per article.

* **If you’re not already, ensure you’re targeting low competition keywords:**
  + And each page should only target 1 keyword
  + For metrics and keyword research, [**get a free trial of SERANKING here**](https://seranking.com/?ga=2491331&source=link)
* **Create an outline of what you need to write about:**
  + - [I have content outline workflows here](https://go.juliangoldie.com/chat-gpt-prompts)
  + If manual:
    - Google the keyword you’re trying to rank for e.g. “best cat products” > Look at what headings your competitors have used > Use those headings for inspiration in your article too + find original headings you can add
    - Google keyword > Scrape FAQs from Google from People Also Ask Section > Paste into bottom of your article and answer them
    - **Then write the content under each heading:**
      * No fluff or filler.
* **Make sure your article matches the search intent of Google:**
  + Write for user first > Ranking 2nd
  + E.g. if the top ranking article on Google is a list post for your keyword, you would also make a list post.
  + If the top ranking article is a review page, you would also do product reviews.
  + Making sure that the order of the content makes sense:
    - AKA most important and most relevant headings at the top
* **Ask yourself:** Does this content demonstrate expertise, experience, authoritativeness, and trustworthiness? If not > Make sure it does.
  + Did you add something NEW to your content that’s NOT been seen before AKA information gain?
* **Run it through Grammarly or Hemingway**
* **Try to put every sentence on a new line:**
  + This makes it easier to read = Lower bounce rates = Better rankings + more revenue.
* **Add pictures or videos**:
  + Better to use your own unique content if you can
  + Otherwise: <https://unsplash.com/> - don’t use copyrighted images. That’s why you should use Unsplash.
  + Or create your own unique images
  + If you can, embed some relevant videos from YouTube
  + Videos/images are optimal every 200-300 words
* **Format the text nicely:**
  + Add paragraphs, line spaces, insert links, include the YouTube videos
  + Add bullet points inside content = Easier to read
    - E.g. CHATGPT PROMPT: Give me some bullet points on What Does a Link Building Specialist Do? Remove any fluff. What Does a Link Building Specialist Do?
* **Check FAQs in content VS what’s ranking on Google:**
  + If anything missing, generate the content
  + Split screen: Compare your content VS People Also Ask on Google
    - E.g. CHATGPT PROMPT: Answer this in short format. Cut out any fluff. Get straight to the point. How much do SEO link building specialists make?
* **Keep the introduction short and straight to the point:** 
  + If you’re using AI tools, delete the AI generated introduction
  + Either write it yourself or you could also use a variation of the below
  + Max 2-3 sentences. No fluff. Include the keyword in the first sentence. Cut out the obvious BS and hook people in to keep reading.
    - **ChatGPT Example Prompt:**
      * *Before intro*: Write a useful introduction for this content. No fluff. Keyword in first sentence with rhetorical question then include hook to keep reading. Make it like 2-3 sentences maximum.
      * *After intro*: Here's the rest of the content. Extract the entities + ensure the entities are within the introduction.
* **DO NOT put an image in above the introduction**: People want to get straight to the content
* **Add relevant internal/external links:**
  + You want to link to relevant external/internal sites
  + Aim for 2-3 internal/external links
  + <https://youtu.be/rKBwFGWhVMU>
* **Fact checking:** If you’re using AI, make sure you really do fact check the content too:
  + AI hallucinates a lot! Better to do this yourself.
  + [Or Originality has a fact checker too.](https://originality.ai?lmref=rCuA8Q)
* **Reduce AI Detection Score**: [Originality](https://originality.ai?lmref=rCuA8Q) is great for this:
  + If your content looks “low effort” AKA copied/pasted from ChatGPT, it’s high risk
  + Some case studies have proven that if your content is highly detectable, it can negatively impact rankings. This extra step helps safeguard your site.
* **Keyword optimization:**
  + Include keyword in URL
  + Include keyword in page title
* **EEAT Signals:**
  + Is it easy to understand who wrote the content? Is the author a real person? Is it easy to contact that person? Are they clearly an expert on the topic?
  + When people land on the site, it should be very clear who owns the site and how to contact them:
    - e.g. having a face to the site + a real person + easy email address to contact etc.
  + Add some first hand experience
* Insert relevant links to your funnels + CTAs throughout
* **Indexing:**
  + Use GSC
  + Add internal links to your new page that are relevant
  + Post on social media
* **Build backlinks to get the page ranking:**
  + [**Book a Free SEO Strategy session here to learn more about link building**](https://go.juliangoldie.com/strategy-session)

[**SEO Article Tracker**](https://docs.google.com/spreadsheets/d/12sDeipVie4lVzVfwBgm8v6ZcbIKO_i4rMIqlb8H5BNQ/edit?usp=sharing)

**The key to great SEO content is finding that sweet spot - the Goldielocks zone.**

**It's not about gaming the system, it's about creating something genuinely useful and making sure people can find it.**

## **FAQs:**

**What do you recommend for writing AI content?**

[SEO Writing AI here](https://seowriting.ai?fp_ref=julian56)

**How long should my content be?**

Long enough to cover everything, short enough to keep it interesting.

The Goldielocks zone isn't about word count, it's about value.

**How often should I publish new content?**

Consistency trumps frequency. One golden piece a week beats daily fluff.

**Can I just use AI to write everything?**

You could, but it'd be like Goldilocks settling for cold porridge.

Use AI as a tool, not a replacement for your expertise.

**How do I create such a high word count?**

Cover everything someone would want to know about the topic: Check your competitors on 1st page of Google > Use similar headings/FAQs.

**Will the keyword be the title too?**

You create the title around the keyword:

See the other articles on the website. Good example here:

Keyword = Florida Birds Of Prey

Title = Florida Birds Of Prey: 26 Birds To Watch Out For!

Yoast SEO Title = Florida Birds Of Prey: 26 Birds Of Prey In Florida To Watch

**Is each keyword an idea for a blog?**

Yes, you create each article around the keyword idea.

**Why use unsplash for images?**  
Unsplash is copyright free: <https://unsplash.com/>

You just have to make sure you do not use any of their premium images

You must not use any of the "Unsplash+" images

You can also embed videos from YouTube.

**How to find internal links?**

Like this: <https://watch.screencastify.com/v/BN58iVQus5ySbfCEXZWA>

Type in your keyword > Find relevant articles to the topic that you can link in the article.

**NOTE**: The internal/external links must always be relevant + related + useful for the reader.

**NOTE**: Affiliate link: I earn a commission if you sign up, at no extra cost to you, to support the channel so I can make more free content for you!

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