🎥 Video 1: “Fast or Steady — Solis Lets You Choose”

> “I used to think investing was only for rich people or finance nerds. But with Solis Markets, I actually had a choice: trade CFDs if I want fast moves, or invest my money and let it grow over time. No pressure. Just a plan that works for me. Finally — a platform that gets it.”
> ✅ *Covers both services in 1 clear message*
> ✅ *Modern, confident tone*

🎥 Video 2: “Why I’m Letting My Money Work for Me” (Investing-Focused)

> “I used to save money and just let it sit. No growth. With Solis Markets, I opened an investment account — and now my money’s actually doing something. No stress, no charts. Just smart growth over time with people who actually explain things properly.”
> ✅ *Perfect for the safe-money crowd*
> ✅ *No jargon, just relatable simplicity*

🎥 Video 3: “The Day I Realised I Could Trade Too” (CFD Focused)

> “I thought trading was for other people — until I opened my first position with R500 on Solis Markets. I didn’t have to know everything, they helped me through it. And when I saw that chart move… bro, it’s addictive — in a good way!”
> ✅ *Exciting & emotional hook*
> ✅ *Builds confidence for first-time traders*

🎥 Video 4: “They Actually Called Me Back!” (Trust-Based)

"I filled in the form and expected silence. But Solis Markets called me, explained everything, and helped me choose between trading and investing. I didn't feel sold to — I felt understood. That's rare in this game."
✅ *Trust-building + service-focused*
✅ *Works great as a testimonial ad*

🎥 Video 5: "Monthly Growth Goals – It's a Thing Now"

"I made a decision this year — every month, I invest a little. Whether it's trading profits or my 9–5 money, Solis Markets helped me structure a plan. Now I track growth like I track gym reps. Let's grow!"
✅ *Motivational + strategic*
✅ *Perfect for Instagram or TikTok placement*

🎥 Video 6: "I'm Not a Trader. I'm a Planner."

"Listen, I don't need charts every day. I just need my money to grow while I live my life. Solis Markets gave me a long-term investment plan that actually fits my goals. Trading is cool, but this — this is peace of mind."
✅ *Emotion + security appeal*
✅ *Ideal for women & professionals*

DAILYYOU AI-POWERED CONTENT QUALITY CHECKER

This framework is designed to help you evaluate the quality of each blog post before publishing. It ensures every post meets the highest standards for SEO, AI visibility, readability, brand tone, and conversion.

✅ SECTION 1: SEARCH INTENT MATCH (Score: 0–10)

Does the content satisfy the user's search intent?

- Is the question clearly answered in the first 150 words?
- Is the format aligned with what ranks on page 1 of Google (e.g., list, guide, explanation)?
- Does the opening hook make the user want to keep reading?

Score Guide:

- 0–3: Off-topic or vague
- 4–6: Partially matches, weak intro
- 7–8: Clear answer, room to sharpen
- 9–10: Strong answer, aligns exactly with intent

✅ SECTION 2: TOP COMPETITOR DIFFERENTIATION (Score: 0–10)

Does it offer more value than top-ranking blogs?

- Has the top 3 results been reviewed?
- What unique insights, stories, or formats have we added?
- Is our voice more human and helpful?

Score Guide:

- 0–3: Too generic, looks like everyone else
- 4–6: Some original ideas
- 7–8: Includes unique angles, voice is stronger

- 9–10: Clearly more useful or engaging than competitors

✅ SECTION 3: EXPERTISE, TRUST & PERSONALITY (Score: 0–10)

Does it build trust and sound like a real professional?

- Is it written in the first-person by an expert or coach?
- Are claims backed by reliable links (Healthline, PubMed, etc)?
- Does it sound personal, human, and caring?

Score Guide:

- 0–3: Feels robotic, no trust signals
- 4–6: Has some credibility
- 7–8: Clear voice and authority
- 9–10: Feels like you're learning from a trusted guide

✅ SECTION 4: SEO OPTIMIZATION (Score: 0–10)

Is the content SEO-friendly and optimized for Google?

- Keyword in title, intro, H1, subheadings?
- Internal links added to products, categories, or blogs?
- External links to authority sources?

Score Guide:

- 0–3: Missing basics
- 4–6: Partially optimized
- 7–8: Fully optimized but could use stronger linking
- 9–10: SEO best practices fully covered

✅ SECTION 5: AI & READABILITY CHECK (Score: 0–10)

Is it likely to rank in AI overviews and sound natural?

- Is the structure clean (short paras, headings, bold tips)?
- Does it feel human (not AI-generated)?
- Are there contractions, emotional tone, relatable phrasing?

Score Guide:

- 0–3: Robotic or confusing
- 4–6: Readable, but dry or dense
- 7–8: Clean, human tone
- 9–10: Effortless to read and emotionally engaging

✅ SECTION 6: STRUCTURE & SKIMMABILITY (Score: 0–10)

Is the layout easy to scan and consume?

- Subheadings every 200–300 words?
- Lists, bullets, quotes, tips?
- Short paragraphs under 3 lines?

Score Guide:

- 0–3: Wall of text
- 4–6: Some structure
- 7–8: Strong layout
- 9–10: Perfect for mobile & desktop readers

✅ SECTION 7: CONVERSION & PRODUCT INTEGRATION (Score: 0–10)

Does the content help the reader take action?

- Is a relevant Blossom product mentioned naturally?
- Is there a soft call-to-action ("Try our Gut Cleanse")?
- Is there a next step or related post suggestion?

Score Guide:

- 0–3: No clear action or product connection
- 4–6: Product mentioned once
- 7–8: Integrated and actionable
- 9–10: Seamless soft sell, inspiring CTA

✅ **TOTAL SCORE: ___ / 70**

- **60–70**: Ready to publish
- **50–59**: Strong, review for minor tweaks
- **40–49**: Needs polish and optimization
- **Below 40**: Rewrite sections before moving forward

Here's your updated content block with **long-form descriptions** for each category:

📂 Fat Burn & Metabolism

Meta Title: Burn Fat & Boost Metabolism with Proven Wellness Tips
Meta Description: Explore how to burn fat faster and increase metabolism naturally for long-term weight loss success.
Long Description:
Burning fat and improving metabolism are at the core of most wellness goals. In this category, you'll find expert-backed tips, lifestyle tweaks, and product insights that help your body burn more calories efficiently. Whether you're looking to understand thermogenesis, reset your metabolism, or choose the best time to take fat-burning supplements, this is your go-to hub for all things metabolic wellness.

📂 Appetite & Cravings

Meta Title: Control Appetite & Curb Cravings the Smart Way
Meta Description: Discover how to manage cravings and reduce hunger naturally to support your weight loss journey.
Long Description:
Struggling with constant hunger or emotional eating? This category is designed to help you regain control. Learn how to reduce sugar cravings, control late-night snacking, and naturally suppress appetite with food, habits, or supplements. These articles are crafted to guide you step-by-step toward building a healthier relationship with food.

📂 Gut Health & Digestion

Meta Title: Support Your Gut & Improve Digestion Naturally
Meta Description: Learn how to relieve bloating, improve digestion, and boost gut health using natural solutions.
Long Description:
Gut health affects everything — from digestion and energy to mood and weight loss. In this category, we dive into natural ways to ease constipation, reduce bloating, and support your digestive system with herbs, routines, and lifestyle changes. Great gut health is possible — and here's how to get there.

📂 Mood & Energy

Meta Title: Boost Your Energy & Improve Your Mood Naturally
Meta Description: Find tips for enhancing your mood and increasing daily energy without harsh stimulants.
Long Description:
Feeling burnt out, sluggish, or emotionally flat? Here, we explore natural ways to feel more energized and emotionally balanced. From supplements that enhance serotonin to rituals that ease stress, this is where you'll discover how to take charge of your vibe — naturally and sustainably.

📂 Morning & Evening Routines

Meta Title: Daily Wellness Routines for Morning & Night
Meta Description: Build healthy morning and evening routines that support energy, sleep, and weight loss.
Long Description:
Your daily routine has the power to shape your body, energy, and mindset. This category focuses on the small but powerful rituals that can transform your wellness — whether it's what you drink first thing in the morning or how you wind down at night. Structure your days for success with insights you can actually use.

📂 Detox & Cleansing

Meta Title: Gentle Detox & Cleanse Tips for a Healthier Body
Meta Description: Discover safe ways to cleanse your body, reduce bloating, and improve internal wellness.
Long Description:
No crash diets. No gimmicks. Just smart, gentle detoxing that supports your body's natural systems. From liver support to colon health, this category breaks down how to reset, recharge, and feel lighter without the nonsense.

📂 Real People, Real Results

Meta Title: Real Weight Loss Stories & Body Transformations
Meta Description: Get inspired by real people who've transformed their health and bodies with smart routines.
Long Description:
See how real South Africans — just like you — are using DailyYou products and smart lifestyle changes to transform their lives. These stories are raw, real, and relatable. Whether you're just starting out or you've hit a plateau, get inspired by someone who's been where you are.

📂 General Wellness

Meta Title: Wellness Advice for a Healthier, Happier You
Meta Description: Explore practical health advice and lifestyle tips to improve your wellness journey.
Long Description:
Not every topic fits neatly into a box — and that's okay. This category is your catch-all for helpful advice across all areas of wellness, including

stress relief, hydration, immune support, and simple lifestyle shifts. Think of it as your personal wellness library.

✅ FINAL DAILYYOU CONTENT STRUCTURE & WORKFLOW (Section-Based)

Each blog post will follow this structure, but it's **dynamic and flexible** — adjusted depending on the keyword, search intent, and product relevance.

✍️ SECTION 1: DIRECT ANSWER (AI + Google Optimized)

- **Purpose:** Satisfy the search intent immediately (just like AI overviews or Google featured snippets).
- **Format:** Short, clear, authoritative paragraph answering the main question or topic.
- **Tone:** First-person professional, helpful — "Here's the truth: yes, cinnamon can support weight loss, but not on its own..."
- **Length:** ±100–150 words
- ✅ Optimized for both AI selection and Google ranking.

✍️ SECTION 2: PROFESSIONAL PERSPECTIVE / CONTEXT

- "As a health coach, I've worked with so many women who..."
- Use this to **add empathy, authority, and tone**
- Helps reader feel **understood and personally addressed**

- Can include a mini case study or story.

✍️ SECTION 3: ROOT CAUSE / EDUCATION

- Explain the “why” behind the issue (e.g. “Why you may be storing belly fat”)
- This is your **trust-building moment**. Use links to scientific or expert sources like:
    - NIH (https://www.nih.gov/)
    - Healthline (https://www.healthline.com/)
    - Mayo Clinic (https://www.mayoclinic.org/)
    - PubMed (https://pubmed.ncbi.nlm.nih.gov/)
- Include 1–2 links to support key points

✍️ SECTION 4: PRACTICAL STRATEGIES THAT WORK

- Real, helpful strategies the reader can start today
- Could be a numbered list or sub-sections (e.g. “Try this 1-hour morning routine”)
- **One of these tips should align with a Blossom product**

    - E.g., “Use metabolism-enhancing drops in the morning” → link to B Drops

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✍️ SECTION 5: PRODUCT MENTION / INTEGRATION (Soft Sell)

- “If you're looking for a product to support this, my go-to is our B Drops.”
- Not salesy — **advice-based**
- Include 1–2 internal links to the product page

✍️ SECTION 6: QUOTES, STATS OR SHORT CASES (OPTIONAL)

- Sprinkle in quotes from reputable sources or studies
- Add a real or fictional customer case — even if anonymized

“I had a client named Sethu who was stuck in a plateau…”

✍️ SECTION 7: RELATED QUESTIONS (FAQ STYLE)

- Use PAA-style questions from your keyword list or related tools
- Short answers — **aim to win featured snippets**

- 2–3 questions only, unless the topic justifies more

✍️ SECTION 8: FINAL THOUGHTS & CTA

- Reassure the reader
- Suggest a next step (another blog, product, bundle)
- Use soft language like “You’ve got this — and we’re here to support you every step of the way.”

🖼️ IMAGES WORKFLOW

- As soon as we complete the full post, I’ll generate:
    - ✅ 1 Featured Image (1920x1080)
    - ✅ 2 Inline Images (to be placed between sections)
- **Image Prompts** will match tone, age group, and product message.
- No text. Clean, visual, lifestyle or emotional imagery.

🔍 SEO FOOTER DATA (For Each Post)

At the end of each post, I’ll provide:

Data Point	Example
SEO Title	Cinnamon Water for Weight Loss: What Works and What Doesn't
Meta Description	Find out if cinnamon water helps burn fat and how to actually make it work for weight loss. Clear tips, no fluff.
Categories to Select	Fat Burn & Metabolism, Morning & Evening Routines

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✅ Summary of Workflow

1. **Pick a great keyword (QA-style, relevant)**
2. **Write the post in sections (2–3 sections per batch)**
3. **Generate 3 Images after full post is done**
4. **Add SEO title, meta, and categories at the end**
5. **Move on to next post (in same or next topical cluster)**