

# How to copywrite part 1 – Basics of copywriting

If you are reading this then you probably have previous experience with some sort of writing. But copy writing is completely different from writing stories or normal types of blogs.

Here I'm going to teach you the basics of copywriting and acquaint you with the terms that you might come across in your career as a copywriter.

## Who is a copywriter?

A copywriter writes articles or blogs for online marketers who need content for their websites by acquiring information from various sources. **Your job is to collect information from various sources and compress it into a single article.**

You will have to write generally two types of articles –

1. Informative articles
2. Money Articles
3. Service

## Informative articles

Informative articles do just one thing. And that is to provide information. These articles are based on questions that people ask.

For example –

- How to tie shoes?
- Benefits of coconut oil for burns
- Where do painted turtles live
- Headphones vs Earphones

**Sample Article:**

<https://docs.google.com/document/d/1A1MS0mihgYuQhh2T2wlxExFckuler2pq/edit?usp=sharing&oid=110865069197242663932&rtpof=true&sd=true>

## Money articles

Money articles are for generating money. These articles usually contain product reviews, lists etc. These are the most important articles for any blog as they are the ones that generate income for the blog owner.

For example –

- Top 5 best sneakers
- Best faucets for kitchen sinks

As a copy writer these are the type of articles you are going to have to write the most.

## Common terms

In the copywriting business you are going to come across some common terms like –

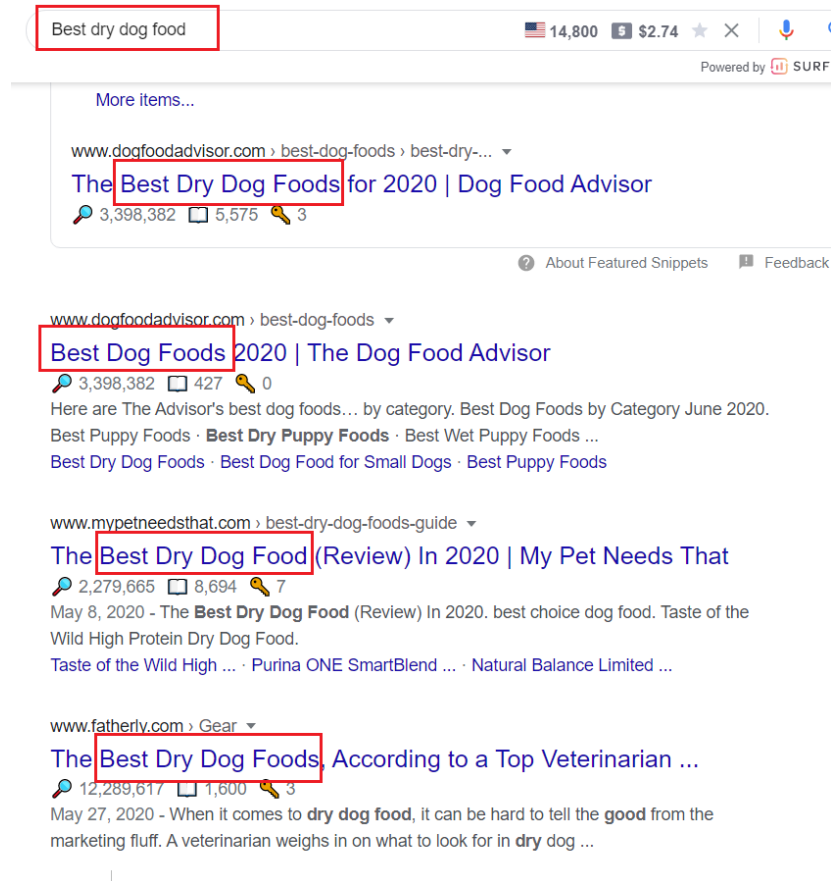
- Main Keyword/ Primary / Focus
- Secondary Keyword/ Relative/
- LSI keyword or LSI

### Main Keyword:

The article you write is going to be based on a main Keyword. Main Keywords/ Primary KWs/ Focus KWs are a sequence of words that are popularly searched on google. For example, if you google “Best Dry Dog Food” you’ll get a number of results.

- The Best Dry Dog Food - June 2020
- Best Dog Foods in 2020
- Best Dry Dog food (Review) in 2020
- The Best Dry Dog Foods According to Veterinarians
- Best Dog Foods in 2020 That They’ll Love
- And more

In this case, “Best – Dry – Dog – Food” and “Best – Dog – Food” are the main keywords. Website owners usually target these keywords to write articles so that they can reach more people organically without the help of any paid promotions or tricks.



The customer will provide you with a main keyword. You might have to come up with a title using the main keyword and use it multiple times (at least 2) in the article word per word.

For example, if the provided keyword is “Best sneakers” your title will be “Top 5 best sneakers”. And you need to use the words “best sneakers” once in the introduction and once in the conclusion.

### So, what do we do with keywords?

1. Use them to make the titles
2. Use them once in the introduction
3. Use them once in the conclusion

### Secondary Keywords:

You won't come across these that much. If your customer provides a 2<sup>nd</sup> keyword just use it once or twice in the whole article. If the customer specifies the number of times you have to use it then use it that many times throughout the article.

### **LSI keywords**

Same as secondary keywords. Your customer will provide a number of LSI keywords. Just use them randomly throughout the article. But make sure they seem natural where you put them.

**Here's an example of an order -**

**Keyword:** Best sneakers

**Secondary Keyword:** Sneakers that are best

**Words:** 2000

**Products:**

1 – [Product 1](#)

2 – [Product 2](#)

3– [Product 3](#)

4– [Product 4](#)

5– [Product 5](#)

**LSI**

Sports Sneakers

Running Sneakers

Sneakers best for Gym

Sneakers with cushioning

Breathable fabric

**Use Grammarly And Yoast after writing**

Use [Grammarly](#) to check for spelling and grammar errors. Make sure you edit and revise the docx file again after checking with Grammarly as it messes things up a bit. You'll also have to **Yoast** to evaluate if your article is web ready (More on that later).