

SLR LOUNGE

STEP  
**8**

# **CREATING SEO-DRIVEN CONTENT**



# TOPICS & QUESTIONS

**Here are the topics/pain points we  
will address in this module**

- How do I write good articles/content?
- How do I optimize these articles for SEO?
- How do I do all of this FASTER!?



## **HEADS UP! THIS IS FAST-PACED!**

I believe that education must quick  
and simple in order to be effective.  
**Pause, implement, and repeat.**



## BETWEEN SESSIONS

Remember that the Mentorship Group is there for you to:

- Ask questions of me (or the team)
- Seek advice/feedback from peers
- Share wins or “aha” moments

# TOP-DOWN CONTENT PLAN



# L.E.V.E.R.A.G.E. FRAMEWORK



- (L)EAD WITH STRATEGIC CONTENT**

Start with an SEO-ready, high-impact resource that's valuable to your audience and potential clients.
- (E)XPAND INTO LONG-FORM CONTENT**

When fitting, turn the resource into a personalized long-form video that you can share throughout your experience.
- (V)ITALIZE VIA SHORT-FORM CONTENT**

Take the one resource and turn it into multiple pieces of short-form content designed for social media.
- (E)MAIL OR NURTURE SEQUENCE**

When fitting, take the resource and build it into your email newsletter or nurture sequence to enhance experience.
- (R)EPURPOSE AND RESHARE**

House all of your content into a content library where you can easily access, share, and reshare the content over time.
- (A)MPLIFY EFFORTS VIA PARTNERSHIPS**

Wherever you've featured vendors/venues in your content, reach out to relationship build and seek collaborations.
- (G)ROW YOUR COMMUNITY**

Ensure each piece of content uses CTAs to drives your audience to your own community (email/lead listing)
- (E)XPERIMENT & EXPAND YOUR BUCKETS**

Track what works, categorize it, and look to create more of your best-performing content.

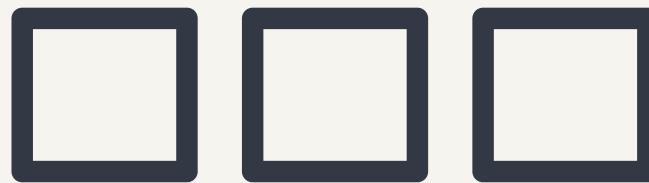
# KEYWORD STRUCTURE

Home Page  
Primary Keyword



Menu Pages

Not trying  
to rank



Tertiary

Niche  
keywords





## 3 THINGS BEFORE YOU CONTINUE...

- Secondary pages are up (Step 5)
- Have a top-down content plan (Step 6)
- Optimized your home page (Step 7)



## **TIME TO WRITE!**

**Based on the order of importance  
(search volume) it's time to start  
writing your articles/resources.**

# WEDDING PHOTOGRAPHER

Here's what your website and keyword structure might look like...

PRIMARY KEYWORD → HOME

(Generally not trying to rank for these) → PRICING  
ABOUT  
CONTACT

NICHE KEYWORDS → RESOURCES  
VENUES  
VENDORS  
FAQS



## EG. RESOURCES

“Ideal Wedding Timeline”

“Wedding Day Tips”

“Wedding Planning Tips”

“Engagement Locations in...”



# PORTRAIT PHOTOGRAPHER

Here's what your website and keyword structure might look like...

PRIMARY KEYWORD → HOME

(Generally not trying to rank for these) → PRICING  
ABOUT  
CONTACT

NICHE KEYWORDS → RESOURCES  
FAQS



## EG. RESOURCES

- “Wardrobe Tips for Headshots”
- “What to Wear for Family Portraits”
- “Family Portrait Tips and Ideas”
- “Tips for Portrait Sessions with Kids”
- “How to Choose a Portrait Photographer”



## **YOUR GOAL IN THIS MODULE...**

**Using your secondary/niche keywords  
to write awesome SEO-driven content  
for your tertiary (resource) pages.**



## **IF YOU'RE STUCK**

We'll be using the new SEO Content Creator paired with your Brand Strategist for ideation.

**[CLICK HERE](#)**

# WRITING THE PERFECT TITLE





## **05 - SEO NICHE KEYWORDS**

**Let's start turning your niche keyword topics into actual pages/articles.**



## **TITLE FIRST!**

**Develop a strong title first, then work  
to support that title through your  
page content/article.**

**Titles/headlines = clickable  
Clickbait = not delivering on promise**



## THE 2-STEP TITLE FORMULA

Your title is your starting point, every title should include two things aimed right at your target audience:

- A niche keyword phrase
- A specific promise of value

# EXAMPLE

## SAMPLE TITLES

### WEDDINGS (VARIOUS NICHES)

- How Do I Choose the Right Wedding Photographer?
- 10 CRITICAL Destination Wedding Tips
- Why is Wedding Photography So Expensive?
- Our Top 10 Engagement Locations in Park City, Utah

### PORTRAITS (VARIOUS NICHES)

- How Do I Choose the Right Portrait Photographer?
- 10 Wardrobe Tips for Portrait Sessions
- Do I Need Professional Headshots?
- What Are Personal Branding Portraits?
- Tips on How to Pose Newborn Babies
- How to Find the Perfect Maternity Photographer



## WHY TITLE FIRST?

**Start with your title because it will dictate everything in the body of your content including:**

- Subjects to discuss within the body
- Number of concepts (3, 5, 10 tips)
- Relevant niche keywords to include
- Article formatting/approach



## YOUR BEST CONTENT WILL...

**Address topics that your clients want to know. Content that will answer their questions, provide value, and inspire them on their journey.**

**AKA: Something that would be nice to have in a lead magnet (guide)**

# **CREATE YOUR FIRST ARTICLE OR PAGE TITLE**

**STEP  
8**

## STEP ONE

# YOUR FIRST TITLE

**Start with one of your Niche SEO Keyword phrases (Step 6) and then turn it into a Working Title making sure it includes:**

1

Your niche keyword phrase

2

A CLICKABLE promise of value



## DON'T STRESS!

The SEO Content Creator will take you  
80% of the way to awesome titles (and  
SEO-driven content)!

[CLICK HERE](#)



## PAUSE HERE

**Do NOT continue until you've completed this assignment:**

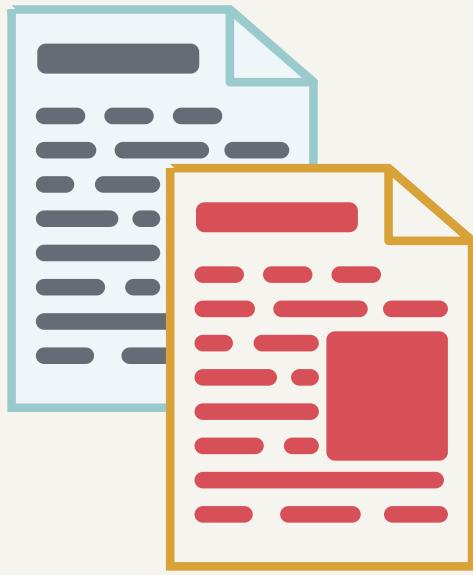


**CREATING SEO-DRIVEN  
CONTENT > B&SW: 05 - SEO**

Feel free to post, ask questions, or request feedback in the Mentorship Group

# HOW TO QUICKLY WRITE AWESOME CONTENT





## GOOD COPY VS BAD COPY

**Where good copy will get you views,  
bad copy will get you flagged. When  
writing copy, remember:**

- Write for your audience **ALWAYS!**
- Include keywords, but don't stuff.
- Keep your copy simple (5th grade level)
- Include **YOU** and **YOUR** personality!

# EXAMPLE

## BAD COPY

*"If you are searching for the best elopement portrait locations in Paris, you have come to the right place to find the best elopement portrait locations in Paris. Paris elopement photos are special for couples who want elopement photos in Paris. Couples love elopement photography in Paris because Paris is romantic. The best elopement portrait locations in Paris are popular for Paris elopement photographers who shoot elopement photos in Paris."*

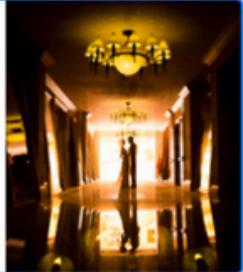
## GOOD COPY

*"Planning an elopement in Paris? You're in for something truly magical. From sunrise over the Seine to golden hour at the Eiffel Tower, the city offers endless romantic backdrops for unforgettable portraits. In this guide, we'll share the best elopement portrait locations in Paris, from iconic landmarks to hidden gems, so you can capture photos that feel as timeless as your love story."*

# IN THE PAST...

## 9 HOW TO BLOG AND CRAFT EFFECTIVE CONTENT

CONTENT MARKETING + SEO



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## WRITING EFFECTIVE CONTENT

REFERENCE LIST FOR CONTENT THAT PEOPLE WANT TO FIND AND READ

1. IDENTIFY YOUR AUDIENCE
2. SELECT A FOCUS/TOPIC
3. CLICKABLE SEO-DRIVEN TITLES
4. MIND-MAP CONTENT (5-10 MIN)
5. CREATE AN OUTLINE
6. BEGIN WRITING 500-1K WORDS (FOLLOW T.U.T.I..)
7. BREAK UP CONTENT W/ GOOD IMAGES (KEYWORDED)
8. REVIEW FROM AUDIENCE PERSPECTIVE

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THE BEST BLOG CONTENT WILL BE  
USED LATER FOR ADVANCED  
MARKETING.

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(1) AUDIENCE = BRIDE? MOM? DAD?  
WHO WILL BE READING YOUR  
ARTICLE?

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(2) SELECT A FOCUS  
THINK OF A SINGLE PROBLEM/CHALLENGE  
YOU WISH TO HELP SOLVE/CLARIFY.

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## (3) CLICKABLE SEO-DRIVEN TITLES

"10 TIPS ON HOW TO POSE BABIES" (NEWBORN PHOTOGRAPHERS)  
"HOW TO PLAN YOUR WEDDING TIMELINE" (BRIDES)  
"10 UNIQUE ENGAGEMENT PHOTO IDEAS" (ENGAGED COUPLES)  
"HOW TO FIND THE PERFECT MATERNITY PHOTOGRAPHER" (EXPECTING MOTHERS)

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(4) MIND MAP • EACH ARTICLE  
(5-10 MINUTES)

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## (5) OUTLINES ARE A MUST

- 5-10 MIN MIND MAPPING  
- 10-15 MIN OUTLINING/ORGANIZING THE IDEAS  
- 30-60 MINUTES WRITING  
- 30-60 MINUTES FINALIZING W/ IMAGES + T.U.T.I..

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## (6) BEGIN WRITING

500-1K WORDS. INTELLECTUAL THOUGHTS &  
IDEAS WRITTEN FOR AN 9TH GRADER TO  
UNDERSTAND.

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## (7) ADD IMAGES + SEO

GREAT IMAGERY WILL MAKE PEOPLE WANT TO CLICK. COVER IMAGE CRITICAL. BREAK UP CONTENT TO FLOW WITH MORE QUALITY IMAGES.  
ENSURE T.U.T.I.. IS FOLLOWED AT THIS POINT.

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## (8) FINAL REVIEW

READ FROM THE AUDIENCE'S PERSPECTIVE, NOT YOURS.  
DOES IT FLOW AND MAKE SENSE INTUITIVELY?

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SAMPLES  
[https://www.firebaseio.com/regions/regions.json](http://www.firebaseio.com/regions/regions.json)  
<https://www.firebaseio.com/wedding/wedding-and-lunch.json>  
<https://www.firebaseio.com/galleries/galleries-default/>

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## 6 REASONS YOU SHOULD BLOG

THE ONLY REASON YOU SHOULDN'T, YOU HAVE TOO MUCH BUSINESS

1. CREDIBILITY/FILL THE PARTY
2. SEO/NICHE TARGETING
3. STORY TELLING
4. PERSONALITY/DIFFERENTIATION
5. CLIENT SATISFACTION
6. VENDOR SATISFACTION

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(1) CREDIBILITY/FILL THE PARTY!  
NOBODY WANTS TO DINE IN THE EMPTY RESTAURANT!

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# TODAY...

**The SEO Content Creator will take you  
80% - 90% of the way to awesome SEO-  
driven evergreen content.**

**[CLICK HERE](#)**



## **A WORD ON AI-WRITTEN COPY**

**NEVER use AI-written copy as is,  
ALWAYS modify and make it yours!**

# YOUR FIRST SEO-DRIVEN ARTICLE

STEP  
**8**

STEP ONE

# **START'ER UP!**

**Press “Click Here to Begin” or If you ever  
forget the prompt structure, just type “How  
do I prompt you?”**

**SEO Content Creator**

STEP TWO

## **ADD IN YOUR OWN FLAVA!**

**NEVER ACCEPT content straight out of the GPT. Use what it's given you for structure and ideation. Spend 30-60 minutes making each concept yours!**

**P.S. Don't like something, ask it to change the output!**



## PAUSE HERE

**Do NOT continue until you've completed this assignment:**



**FINISH YOUR FIRST SEO-DRIVEN  
CONTENT - B&SW: 05 - SEO**

Feel free to post, ask questions, or request feedback in the Mentorship Group

# FOUR KEYS FOR SEO (T.U.T.I.)





## T.U.T.I.

**After finishing your content, get it onto your website thinking TUTI:**

- TITLE: Niche keyword in titles and <h1>
- URL: Links should contain niche keyword
- TEXT: Sprinkle niche keyword into copy
- IMAGE NAMES: 01-niche-keyword.jpg



## **URL STRUCTURE**

**It's important that URLs contain your keywords separated by dashes:**

**URL:** [www.so-and-so.com/what-to-wear-for-family-pictures](http://www.so-and-so.com/what-to-wear-for-family-pictures)

**URL:** [www.so-and-so.com/top-10-wedding-venues-charleston-south-carolina](http://www.so-and-so.com/top-10-wedding-venues-charleston-south-carolina)

**URL:** [www.so-and-so.com/how-to-pose-for-family-photographs](http://www.so-and-so.com/how-to-pose-for-family-photographs)



# IMAGE OPTIMIZATION

**Images are important to your SEO strategy, make sure to follow the steps in Step 7 (reminder):**

- **UNIQUE NAMING:** Using relevant keywords that describe the image
- **USES DASHES:** Use dashes to separate words in filename
- **COMPRESSED:** To shrink files and improve load time (JPG Mini or other)
- **ALT TAG:** Short keyworded description

# EXAMPLE

## WEDDING

**“Wedding Venues in Charleston, SC”**

**TITLE:** “Our 10 Favorite Wedding Venues in Charleston, South Carolina”

**URL:** [www.so-and-so.com/top-10-wedding-venues-charleston-south-carolina](http://www.so-and-so.com/top-10-wedding-venues-charleston-south-carolina)

**TEXT:** “There are so many incredible *wedding venues in Charleston, SC*. We thought we'd put together an article with 10 of our favorites!”

**IMAGE NAMES:**

0024-charleston-wedding-venues.jpg

0035-hotel-bennett-charleston-wedding-venue.jpg

0021-boone-hall-charleston-ballroom-wedding-photography.jpg

# EXAMPLE

## PORTRAIT

### **“What to Wear for Family Photos”**

**TITLE:** “What Should We Wear for Family Pictures? | 5 Important Tips”

**URL:** [www.so-and-so.com/what-to-wear-for-family-pictures](http://www.so-and-so.com/what-to-wear-for-family-pictures)

**TEXT:** “One of the most frequently asked questions is, “What should we wear for our family pictures?” Let’s dive right in!

#### **IMAGE NAMES:**

0015-family-photos-clothing-tips.jpg

0009-what-should-we-wear-for-family-pictures.jpg

0029-clothing-tips-for-family-photos.jpg

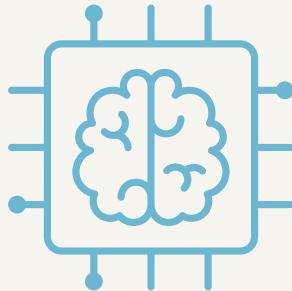
# USE THE T.U.T.I. FRAMEWORK

STEP  
**8**

# **CREATE THE PAGE!**

**Let's go! Take that beautiful content and get it onto your website making sure:**

- TITLE: Niche keywords in title an <h1>**
- URL: Links should contain keyword phrase**
- TEXT: Sprinkle keyword phrase into copy**
- IMAGE NAMES: 01-niche-keyword.jpg**



## AI-PROMPT

**If you get stuck, use this prompt with your technical help bestie:**

What's the best way for me to create a new seo-driven page or article on my website which is on [PLATFORM].



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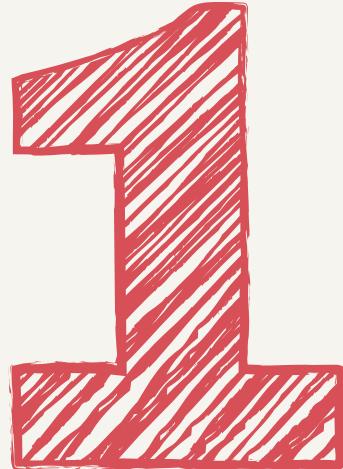


**GET YOUR FIRST PIECE OF SEO-DRIVEN CONTENT UP & ONLINE!**

Feel free to post, ask questions, or request feedback in the Mentorship Group

# **WRITE ONE PAGE/ARTICLE PER WEEK**

**STEP  
8**



## **FROM HERE...**

**Make it your goal to create ONE new SEO-driven page, resource, or blog entry each week (1-2 hours).**

**NOTE: If this is a part-time gig, do 1 article every other week (or as time permits).**



## GIVE IT TIME!

Your SEO efforts will take 3-6 months before they start hitting, but ONE page per week gives you 52 SEO-driven pages in a year! Be consistent and watch your traffic compound on itself!



**PLUS...**

**Each article you create will literally  
FEED your entire content marketing  
strategy. Give it a bit of time to get  
through the learning curve.**

# L.E.V.E.R.A.G.E. FRAMEWORK



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When fitting, turn the resource into a personalized long-form video that you can share throughout your experience.
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