Topic: Websites

SEO Copywriting for Web Pages and Articles

Objective: We'll use this session to flesh out the outlines from last week's session and learn best AI practices for structuring and writing web pages and blog articles.

Session 1 - Structure and layout of SEO-optimised web copy

Remember, you want to include:

- **Title:** Your main heading <H1> should include your primary keyword.
- **Introduction:** Briefly introduce the topic and mention your keyword. I like to also use hypothetical questions.
- **Body:** Divide the body into sections with subheadings <H2 through to H5> which feature alternative keywords. Each section should address a specific aspect of the topic.
- **Conclusion / CTA**
- **SEO Keywords**
- **Bullet points**
- **Conversational tone**

Improving overall existing copy

Prompt: Here is my current copy for <Insert page>. Could you please review it and suggest ways to optimise the copy, headings, and subheadings for better readability and SEO? Please ensure you use the brand voice for <insert business>.

Adding hypothetical questions

Prompt: Thank you. I'd like to add 3 hypothetical questions at the beginning that speak to my target audience's main pain points. Could you please suggest some suitable options?

Improving headings

Prompt: Could you please suggest 5 alternative headings for this heading <insert heading>? I want to ensure they feature my SEO keywords <insert keywords> but still match my brand voice.

You can then use Grammarly to check!

https://app.grammarly.com/

Or ask ChatGPT to help you…when you don't know where to start!

Prompt: Thank you. What are 10 more prompts I could ask ChatGPT to help me improve my website structure, layout, flow, and SEO?

Session 2 - Writing enjoyable and highly-engaged articles

Sample -
https://chatgpt.com/c/2154b235-bd76-4d22-ad1f-50fe6f5bbb43

Asking for article ideas

What are 10 recommended topics for blog articles for the <insert here> industry?

Asking for FAQs

What are 10 FAQs about the <insert here> industry?

Asking AI to draft the article

Sample -
https://chatgpt.com/c/5260f18b-9e25-466d-967c-0fc567e4ab74

Looking at the proposed topic <insert here> could you please draft an outline of the blog article? Please ensure to use the SEO keyword phrase <insert here> in the H1 and include subheadings and bullet points highlighting the key information to be featured. I want this to be a well-researched, 1000 word article. Please advise what type of additional research or information you need from me. I want to refer to real resources so I can provide backlinks.

Asking for a revised outline

Thank you. Could you please adjust the article outline by removing/adding <insert topic here>?

After you've finalised the outline (in Google Docs etc) - start drafting the content

Here's the revised outline for the article <insert here>.
Could you please start drafting the introduction? Please ensure it's in my brand voice and speaks to my customer avatar. Do you need any further information from me at this stage?

To draft the other sections

Thank you. Could you please draft the section for <insert heading of section>? When drafting, ONLY refer to the following resources. Do not use any prior pre-trained knowledge, unless the content relates to my business and offerings. If you use any exact wording, please provide a direct backlink to the source. <Insert link to resource or pasted content>

To check whether ChatGPT has only used those resources….

Thank you. To confirm, have you ONLY used the resources provided?

Club VIP Notes