

Content Writing and SEO Copywriting Process - Here's How it Works

Attention business owners! Are you wondering how to improve your organic search results on Google without spending a fortune with a digital marketing agency?

When using my professional content and SEO copywriting services, you will receive enticing copy including your SEO keywords with strong call-to-actions for your target market. As a result, you will attract more business and improve your bottom line. By working with a freelance copywriter, you will save money, as you don't have to cover large overhead fees.

This document explains the process of working with me. Additionally, it will give you a framework for our project.

Step 1: The Creative Brief

For content writing projects, please fill out the following questionnaire and provide it with your initial enquiry:

Your name:

Your contact number:

Your website URL:

What would you like me to do?

When is your deadline?

For new websites, add a description or a link to a test server:

For rewriting jobs: Why are you requesting this job?

For content optimisation: Do you know your SEO keywords, or do you need a quote for keyword research?

What do you want to achieve?

Target market(s) (if more than one, prioritise them):

Features / Benefits of your product or service (What will your product/service do for customers? How will it make their life easier/richer/happier?):

What is your USP (Unique Selling Proposition)?

Testimonials, case studies, awards, accolades, etc.:

Tone of voice (nominate 3-4 words to describe the 'voice' of the piece, e.g. warm, friendly, classy, blue collar, humorous):

Call To Action: What do you want the reader to do as a result of reading your content (e.g. call you, subscribe to a newsletter, take up an offer, ask for a quote):

Your offer/incentive: What can you offer the reader that will compel them to consider you. It needs to be high value and relevant to the target market but low cost (e.g. free audit, free consultation, free checklist):

Constraints: What can't we say or mention?

Step 2: The Quote

You will receive a quote based on the information provided. If I feel I need more information I will contact you. My quote will include the scope of the project and what is included with the estimated total fee. I require a 50% deposit before starting any, project (this is standard practice). You will also receive an indication of the timeframe of your project.

Step 3: Your Approval

If you are happy to go ahead with my proposal, please return the signed quote via email or confirm in your email that you accept the quote.

Step 4: Invoice and Payment of Deposit

You will receive an invoice with the balance of your deposit. I prefer a direct deposit into my bank account in Australia. You can also pay via credit card over the phone.

Step 5: Start of Project and Further Information

I will confirm the receipt of your deposit and start working. At this point, I will most likely come back to you with further questions. If you are based in Sydney and depending on the scope of your project, I might even ask for an appointment to visit your office and to learn more about your business. Please provide anything that you think might be helpful for me to understand your business, products and services. The better I can visualise your business, the better I can write for you.

To give you an example what might help me further:

- Links to website(s), screenshots of a new website
- Your branding style guide
- Any company brochures (FY Reports, publications, newsletters) - print or digital
- Digital copies of marketing collateral
- A list of your SEO keywords / phrases you would like to be found for
- Links to competitor's websites or websites you would like to model

Step 6: Writing the Content

Based on your brief and the information provided I will present your business with an appropriate voice to entice your target audience to take action. Additionally, I will interlace your SEO keywords in headlines and body copy to help you get found by search engines. If content optimisation was requested, I would write your SEO snippets (META title and description tags for each page) to make sure that your organic search results improve. By optimising your META tags with professionally written copy, you will stand out from the crowd.

If I have further questions while writing I will contact you to make sure that I am meeting your expectations.

Step 7: You will receive the Draft Content

You will receive a word document via email if not otherwise arranged.

Step 8: Your Feedback and Revisions

You review the text and send me your feedback. I appreciate your answer within a week for single texts/blogs/pages or within 14 days for larger projects, e.g. web sites with several pages). Two rounds of revisions are included in my services. Using the 'track changes' feature in Word makes the editing process quicker and easier. I will incorporate your feedback and changes in the document and return it for final approval.

Step 9: Closing the Project and Final Invoice

You will receive your invoice with the outstanding balance. Payment is due upon receipt.

Step 10: Notify me When Content is Live

I would appreciate if you let me know when your content is published.

Do you need help with SEO copywriting, content marketing or blogging?

Would you like to optimise your content to rank higher in search engines?

Are you looking for a professional, reliable writer with excellent project management skills?

I would love to find the right words for you! **Email me your enquiry today!**