



How to Write Good Web Copy part two transcript

Hello, and welcome to part two of How to Write Good Web Copy. In this section of the course, we're going to look at your keywords and how to research them. So firstly, just a quick introduction to keywords. Keywords are the words and phrases that people trying to find a product or service like yours will type into Google. Of course you need to make sure that you are including these keywords and phrases in the content of your website. Now, there used to be hard and fast rules about how often to include keywords in your site. That's not such a, a factor. Now, you don't have to worry about that quite so much. The most important thing is to write naturally. If your content sounds awkward and repetitious, it probably is, and it's going to annoy your readers and it's also going to annoy Google.

So think about just writing naturally rather than thinking and, and worrying about when and where to include the keywords. Also, bear in mind that not all your keywords need to appear on all of your pages. There will be some pages that will suit some keywords and some that will suit other ones. Again, that's, that's absolutely natural and to be expected. So at the end of this section, I'm going to have shown you how to research your keywords so you can, you'll be, be able to include them naturally on the pages when you come to write your copy. So let's take a look at how to gather together your keywords. The first step is to get brainstorming. So brainstorm all the words and phrases associated with your business and what it is that you do at this stage. It's also a good idea to canvas your customers again and, and find out what they think, you know, what would they type into Google if they wanted to find your business. It's often quite surprising the answers that they come up with.

So let's put that into practice using the Healy's Balloon website. What I'd like you to do is pause the video and spend a few minutes brainstorming potential keywords for the Healy's Balloon website. So just, you know, every, every word and phrase that you can possibly think of associated with a a balloon company associated with this video, you'll be able to download a pdf showing my, the, the results of my brainstorming exercise, which you might find useful once you've kind of done your own brainstorming session. So if you pause the video and then come back when you are ready, and we will look at the next stage of keyword research.

Okay, welcome back. The next stage to in keyword research is to start refining your list. So you've got your enormous brainstormed list of keywords. It's now time to refine them. And you do this by putting yourself into the shoes of your customers. And you look at each word or phrase in turn, and you ask yourself, if I was my customer, would I type this into Google to find me? There are three potential answers yes, no, and only in combination with other words or phrases on the list. So go through your list. If the answer is yes, keep it on there. If it's no, delete it. And if it's only, if it's combined with another word or phrase on the list, then combine it with that word or phrase. Then once you've completed that exercise, look at your list again and see how many keyword keywords that you've got.



If your list is still huge there are two reasons for this. You're either running an enormous multinational business with hundreds of products and services, in which case, fine. The other alternative is simply that you've got too many keywords on your list, and you've been too lenient with yourself and your thinking about what customers might type into Google. You are looking for around probably 10 to 12 words or phrases for the average site. If you've got less than that, then don't worry. If you've got more, then I would advise going through the process again and, and, and whittling down the number. So the next step is an exercise, and it's to refine the keywords that you came up with for the Healy's Balloon website. If you like, you can download an Excel spreadsheet an Excel spreadsheet associated with this video that'll, that'll help you with this process and, and help you sort of winnow it down. So pause the video here and then come back and we will do the next stage of keyword research.

Welcome back. The next stage is to take your list of keywords to Google and using each keyword copy and paste it into Google and look at the results. If your competitors are there, then you've got a good keyword. If you've got completely unrelated results about a completely different topic then it's probably not the best keyword for you to use, and you might wanna think whether you are really using the right keyword there or if you'd be better off deleting it. So the next step is to google that list of healy's balloons, keywords and see what you come up with. And you can also download my own final thoughts at this point to see the keywords that I came up with for the website. So if you pause the video here and then come back and we will look at the next stage of keyword research, welcome back. The next stage is another checking stage, and you need to go to Google again. The URL is on the screen now, Google Ads Keyword Planner. And this is just a bit of a sense check. So you can enter your keywords into the keyword planner and Google will give you ideas of other keywords that you might have missed. So you can look through and see, see if you've missed any obvious keywords that you should think about including.

So the exercise is to sign yourself up for keyword plan. If you haven't already, it is a free service and use it to investigate keywords. That might also be a good idea to include in the Healy's balloon website. So if you pause the video here and then come back when you're ready, welcome back. The the final point that I'd like to make here is about thinking about quality and not quantity. So you want to keep in mind that search engine ranking is incredibly competitive and there are hundreds and thousands and millions of websites out there all competing with you for attention. So you want to be fighting against as few people as possible so that you can maximize your chances of getting up to the top of the rankings. And the key to doing this is making your keywords as specific as you possibly can.

So, for example, in the case of the Healy's Balloon website, you, there's really no point in trying to rank on the fray, on just the, the plain word balloons, because it is just gonna be way too competitive. There are way too many websites out there selling balloons. And also think about the fact that the word balloons also encompasses hot air balloons. It cover, it encompasses chimney balloons. So not only are you competing against other balloon sellers, you are also competing against different sorts of balloons. So you're making life really hard for yourself. Whereas when you make your keywords very specific and you talk about specific types of balloons, then you are, you are kind of giving you, giving yourself the



best chance of, of ranking on those keywords. I think the key to kind of make this point even further is that you don't want to be number one in Google for balloons because you don't want everybody in the world to visit your website. You only want the people who are most likely to buy from you to come from the website. So it's better to get 10 visitors to your site of whom 10 people buy something from you than to get hundreds of

Thousands and wasting, you know, spend time trying to rank for a really undefined keyword like balloons to get hundreds of thousands of people to your website, of which the tiniest minority will be thinking of buying from you. So make life easy, attract fewer visitors, but better quality visitors. So that concludes this section of the course. Getting your keywords right is the first stage to getting people to your website in the first place. So it really pays to do the research before you start. In the next section of the course, we are going to be looking at how to use those keyword words and write your content. So I will see you there.