



AIO Writer Hiring & Training Kit

Includes:

[AIO CRAFT Tutorial](#)

[SEO Understanding of Content at Scale's AI](#)

[AIO Worksprint](#)

[AIO and AOFU: Combining The Best of All Sales Funnel Stages](#)

[AIO Writer Job Listing](#)

[Reference: AIO Model](#)

Goal: Produce content with AI for your website/blog, and/or resell to your clients.

AI tool: Content at Scale

Humans: AIO writer, you (or someone leading this process)

Sprint Summarized

- Generate content from Content at Scale (use the app) (10 minutes)
- Have your AIO writer optimize the content according to CRAFT framework (1 -2 hours)

FAQs

- **Is it your writer's first time doing this?** Have them watch the CRAFT tutorial, and then let them get to work producing a publish-ready article from Content at Scale.
- **Why this process?** Create content 5-25x *faster* than you would without AI, saving incredible amounts of cost, energy, and effort. Hire and train AIO writers on our framework, CRAFT, so they humanly optimize the content to make it publish-ready.

Short Tutorials

- **How to:** [Create a new post from a keyword](#)
- **How to:** [Create a new post from a podcast](#)
- **How to:** [Create a new post from a YouTube video](#)
- **How to:** [Create a new post from an existing blog](#)
- **How to:** [Create a new project](#)
- **How to:** [Understand the SEO scoring system](#)

AIO Writer's CRAFT Tutorial

The CRAFT tutorial with Alyssa, Head of Content: [Full Step by Step AIO C.R.A.F.T. 2.0 Writing Tutorial](#) Read as a blog: <https://contentatscale.ai/ai-writing/>

CRAFT tutorial with Julia, demonstrating AI/CRAFT/AOFU writing methods: [Step-by-step AI & CRAFT writing tutorial with Julia](#)

Created by Julia, this framework was birthed after months of working inside the [Content Hacker blog](#) and [Content at Scale blog](#) to create high-ranking AIO content. The creator of this tutorial, Julia's own writer Alyssa, has studied AIO and the C.R.A.F.T. framework, and put it to use daily in content read by thousands of readers.

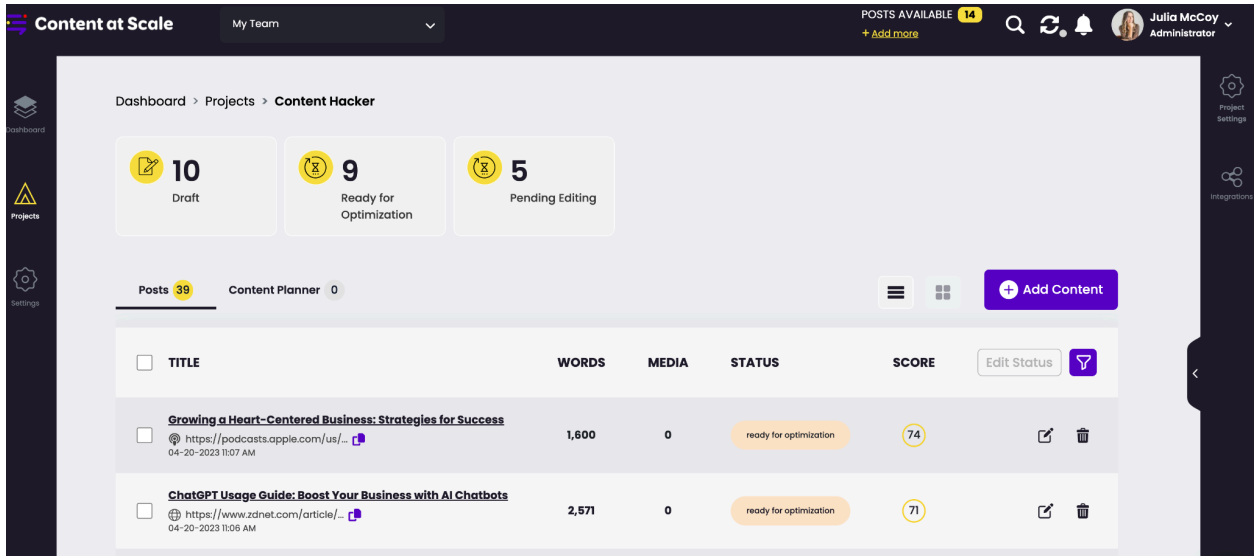
AIO Worksprint

1. Generating Content from Content at Scale (<10 Minutes)

Get the keyword.

From the corresponding Project in Content at Scale, click Add Content:

Content at Scale



The screenshot shows the Content at Scale dashboard for a project named "Content Hacker". At the top, there are three status boxes: 10 Draft, 9 Ready for Optimization, and 5 Pending Editing. Below these, there are tabs for "Posts" (39) and "Content Planner" (0). A table lists content items with columns for Title, Words, Media, Status, and Score. Two items are shown, both with a status of "ready for optimization" and scores of 74 and 71 respectively.

TITLE	WORDS	MEDIA	STATUS	SCORE
Growing a Heart-Centered Business: Strategies for Success 04-20-2023 11:07 AM	1,600	0	ready for optimization	74
ChatGPT Usage Guide: Boost Your Business with AI Chatbots 04-20-2023 11:06 AM	2,571	0	ready for optimization	71

You can add content from a keyword, or have Content at Scale write fresh content based on a YouTube video, podcast, custom audio file or existing blog URL.

Add Content

How would you like to create your long-form blog post?

From a Keyword

From an Existing Blog Post URL

From a YouTube Video

From a Podcast Episode

From a Custom Audio File

←

Next

Then, insert the keyword, choose the ideal word count or leave default, and click Create Content Now (or save to your Content Planner for later).



Add Content

What Keyword Do You Want To Rank For?

how to create a content marketing campaign

Words Count

2,000 to 3,000 words (Default)

Each keyword is one article. Want bulk articles? Upload a CSV of keywords. CSV file must contain column headings

Additional Context (Optional) ⓘ

Talk about how you can do X, the benefits, and what to watch for when doing Y.

←

Save to Content Planner

Customize

Create Content Now

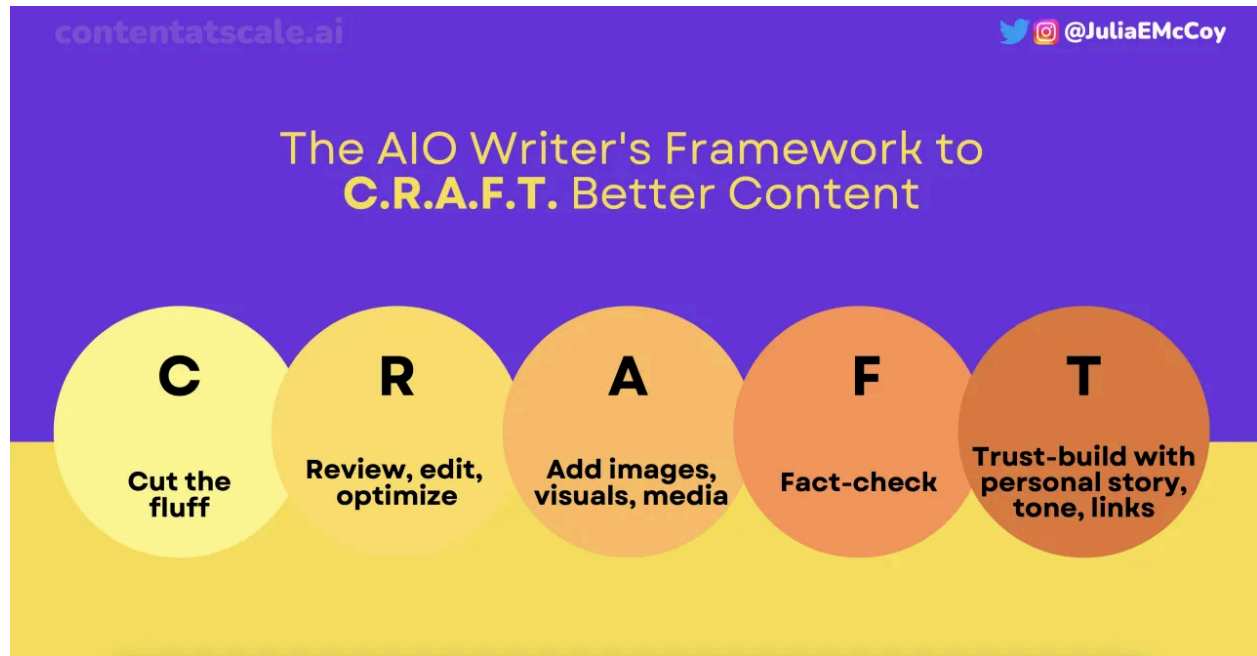
You do **not need** to write an extra prompt in the context field unless you have something specific to add to guide the piece. The reason: Content at Scale is so good at crawling the top of Google, parsing data, and rewriting so you rank—you'll be able to hit the goal, which is a high-ranking piece of content, more easily *without* you adding additional context.

Watch these tutorials to see how to:

- [Create a new post from a keyword](#)
- [Create a new post from a podcast](#)
- [Create a new post from a YouTube video](#)
- [Create a new post from an existing blog](#)

2. Optimizing Content from Content at Scale (1 Hour)

Use our **CRAFT** framework:



1. Cut the fluff.

Eliminate unnecessary words; go through the content and make it better.

- Add statistics to the opener to create a powerful hook. [Watch this video explaining how.](#)

See the sentence in yellow below, which was added to a C@S blog during the optimization process:

Wondering how to automate your marketing effectively? It's not as simple as flipping a switch — there are many different elements to consider when automating your marketing processes. In this blog, we'll explore how to automate your marketing effectively, including automating your SEO strategy, advertising campaigns, and lead generation processes – all with the goal of giving you maximum results with minimal effort.

By taking advantage of marketing automation tools, businesses have seen increased customer engagement rates and improved ROI across their digital platforms.

In fact, automation in the US alone is predicted to create 8.9 million new jobs by 2025, with 40% or more of enterprise brands putting automation centers in place.

2. Review, edit, optimize (make sure the keywords hit green on the on-page checklist)

- Watch tutorial: [How to understand the optimization score](#)

3. Add images, visuals, media



- Watch tutorial: [How to source images](#)

4. Fact-check

Read all facts and double-check with Google searches to make sure they're accurate.

5. Trust-build with personal story, tone, links.

- Watch tutorial: [How to source/add outbound links](#)

Add case studies, client stories, or a story that's important to the founder/business where appropriate.

Check out the client's about pages/existing blog content to pull in examples and case studies. Use your writing experience to reframe that story as new and fresh every time.

Example #1: our [CTA](#) is both a 'story' and an internal link:

Looking for Content?

Scaling your content marketing has never been this easy. With Content at Scale, you can add 1, 20, 50, or even 100 keywords that you want to rank for, and within a few minutes entire blog posts are written for each keyword! Title, meta description, introduction all the way to conclusion, without any human intervention. Just like THIS post! You can have content published daily to your blog for as low as \$0.01/word! [Check out how simply you can scale your content marketing.](#)

Example #2: a founding story is a great way we build trust with our readers at Content Hacker ([full post example](#)).

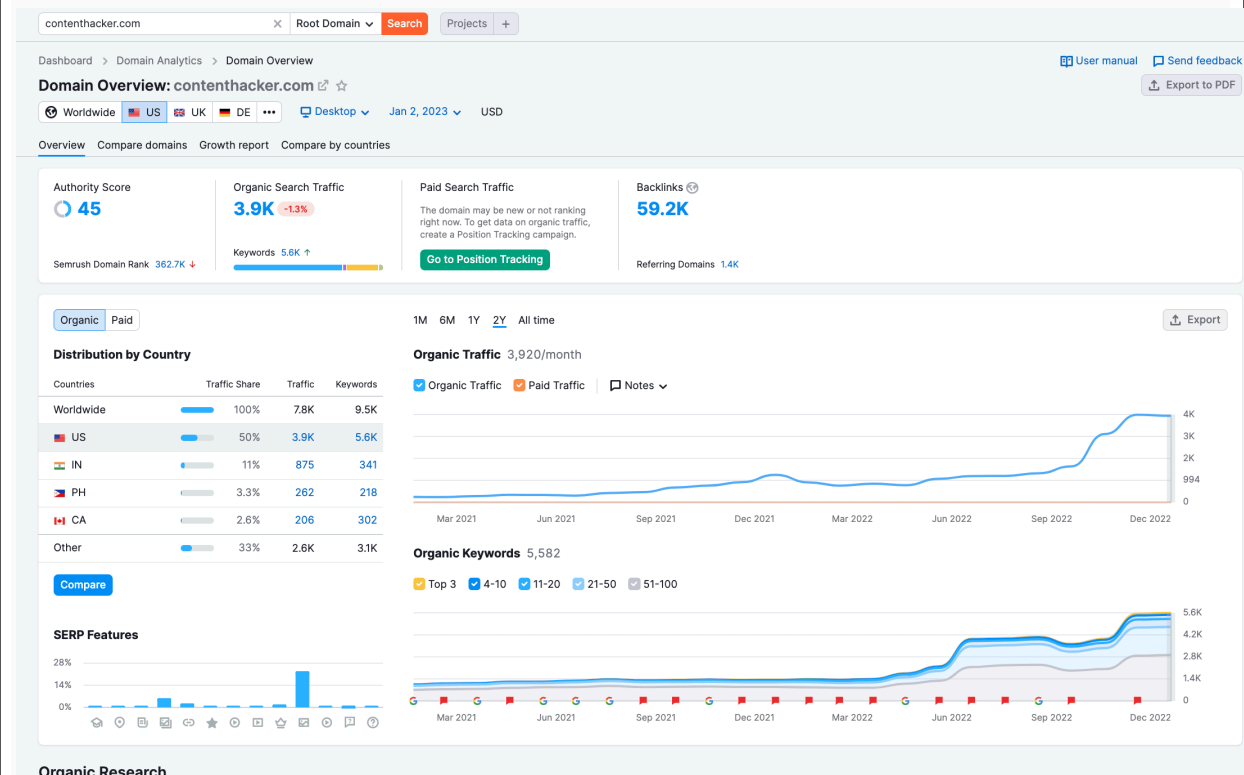
Creating a successful SEO content strategy for your business website can be an overwhelming and daunting task.

But — it's how you make content marketing work, which is how you [grow your business](#) organically and sustainably. 

It's certainly how I grew my businesses.

I have never used paid ads or paid search. I built my first business up to 100k visitors/month with \$90-100k revenue months solely with a smart SEO content strategy.

And now, at Content Hacker, we're growing the same way. In 2022, one year in, [we hit five figures in organic traffic](#).

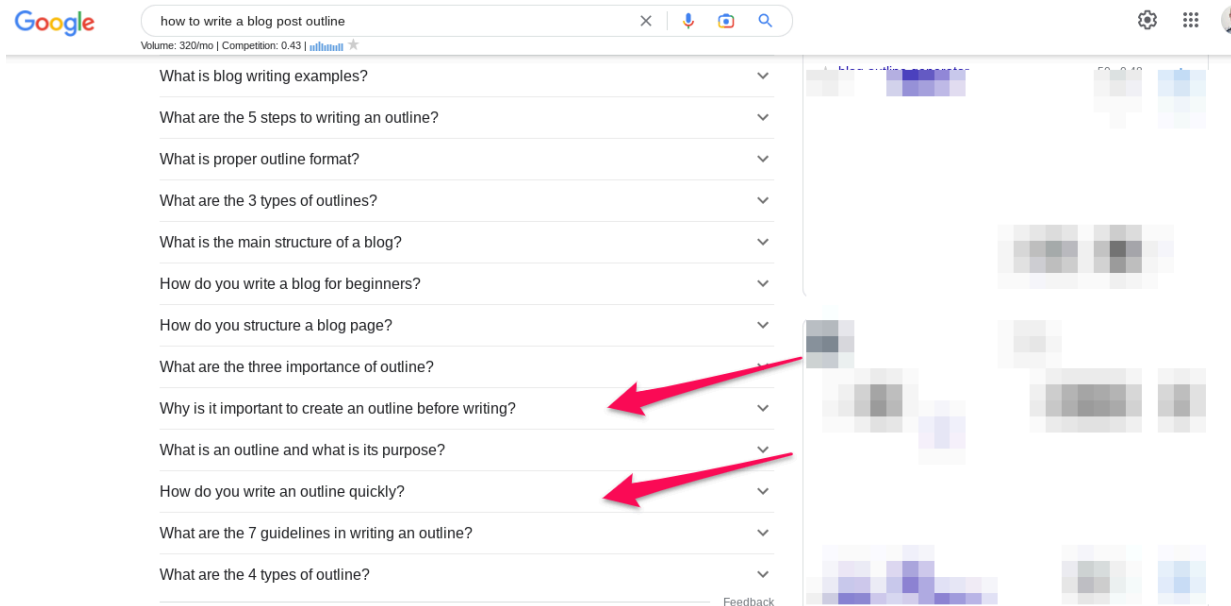


It happened because we consistently followed a sustainable SEO content strategy. ♻️

Example 3: Product-led features are added into [this blog](#) by hand, then, the blog is listed as a reference and images are uploaded into the Content at Scale editor to be re-used again.

Example of humanly-created product-led content, taken from the blog above:

What I like is that, while Google only shows a couple of PAA questions as a default, it will suggest more with every selection you make. So I keep clicking those that make sense for my article until I find one that fits perfectly with the angle I intend to take.



Boom. There are a few here that will be great for the outline that I have already mapped out in my mind. By targeting these I know that my article is guaranteed to find readers. It only needs to rank.

These ones jump off the page:

- Why is it important to create an outline before writing?
- How do you write an outline quickly?

Finally, add internal links to additional content from the same site you're writing for (this will occur naturally if you're following our steps for adding links to stories, case studies, product pages, etc.).

Do a final check (full review) of the piece, then make sure the API is connected to the WordPress plugin ([here's how to do that](#)) and you'll be able to simply sync to WordPress and publish. Voila!

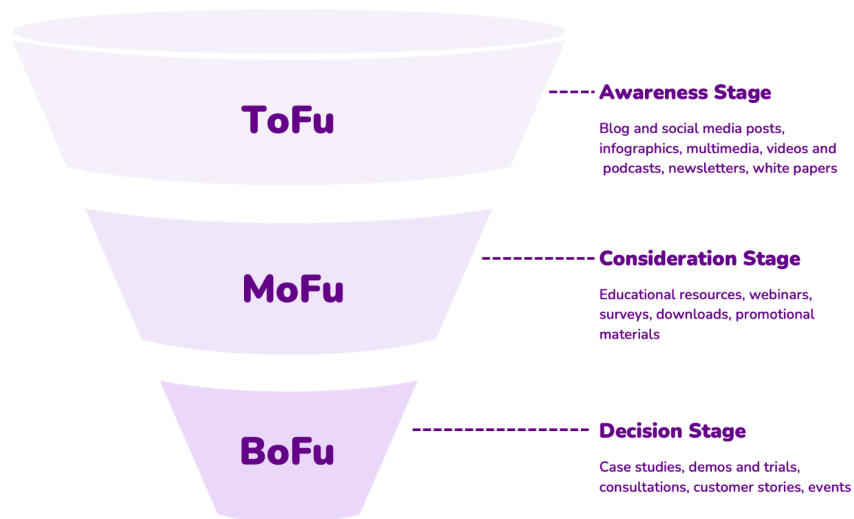
AIO AOFU Approach

AOFU = all of funnel. Defined by Julia after studying content for 10 years, implementing successful AIO content for six months.

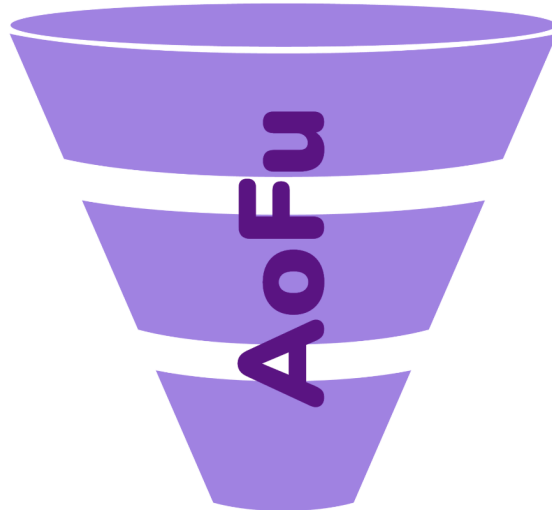
**AOFU = ALL of Funnel, not just ToFu/MoFu/BoFu (best of ALL worlds)*

  @JuliaEMcCoy

The Old Funnel: Thinking ToFu, MoFu, BoFu for Blogs



The NEW Funnel: Thinking ToFu, MoFu, BoFu for Blogs



What if **EVERY**
content piece
addressed their top of
funnel, middle of
funnel, AND bottom of
funnel questions? 💰

Our approach to blogging is to think of *all stages* of the funnel, and address every question, fear, concern, they might have (AOFU, or All of Funnel), answering them all from the get-go in a single blog. This is ***Money-Making Blog Writing for SEO –TOFU-MEETS-BOFU–*** crafting award-winning, *sales-earning* content straight out of AI.

What is AOFU blogging?

- *Do* think, real blogs that build real trust that make the author/publisher real money.
- *Don't* think, bland old boring SEO blogs created just to drive traffic.

Yes—you can use AI to produce this content, but how you optimize it afterwards (AIO, artificial intelligence optimization), is going to be the winning ingredient.

Where did this come from? Julia's personal studies, work on the [Content at Scale blog](#), and delivering/overseeing 40,000 projects that clients ordered from her writing agency. *Julia says:* I've invested countless of dollars to study content that makes money, and get good at it. In 2019, I had a life-changing discovery on blog writing when a top SEO consultant, the one behind WebMD's rise to the top of Google, taught me that every single blog I write should have persuasive copy, and a "sales letter" blend at the bottom. I've since taken that up a notch, and learned how to weave multiple "persuasive elements" into my blog that make it a TOFU-meets-BOFU piece of gold, earning me a four-figure-plus purchase from a *brand new lead* in a matter of days. I'm going to share that exact framework with you.



Why does this work? In 2020, trust as we know it shifted forever. A study of [30,000+ consumers](#) found that trust shifted away from government, media, and nonprofit over to the small businesses. This means consumers are HUNGRY. They are HUNGRY for you to sell to them, convince them, and get them to BUY. But any old regurgitated mediocre blog won't do it! That's why we're teaching persuasion elements, and the reason it works is because we're living in an era where consumers *will make the decision to move forward*, if you've addressed all of their concerns in your content from the get-go.

Steps to do BEFORE you start AOFU blogging

💡 **Define: Feature pages (freebies & main money page(s) – up to 5)**

1. Freebie: (downloadable) *example:* <https://contentatscale.ai/free-guide/>
2. Money Page #1: Main moneymaker (program, product, page) *example:* <https://contentatscale.ai/> Our home page IS our long-form moneymaker page.

*Repeat for as many freebies/money pages as you have
(Ideally, your freebies are hooked up to a 5-7 day email sequence that soft sell into your money pages)*

💡 **Define: Content style (or examples of brand voice to emulate)**

WHO you need to involve in AOFU blogging

Oversight & content delivery: SEO manager or strategist*

**This could be you, if you're running a low overhead business*

Writing/editing: An AIO writer ([Defined here](#))

The 10-Step AOFU (TOFU-Meets-BOFU) Blog Formula*

***Watch this writing tutorial to see AOFU in action: <https://youtu.be/86tENkPiOos>**

*Section 1: Headline and Hook**

****First persuasive element***

Section 2: Table of Contents



Section 3: First H2 and Section
Sections 4 – 8: Supporting content (Main H2s, Supporting H3s)*
***Second persuasive element: clear sell #1**
Sections 9-10: Wrap up, ending H2 & sales letter H2
***Third persuasive element: clear sell #2, concluding sales letter**

Examples of Persuasive Elements

📌 Our case study comes from Julia's Content Hacker example [blog dissected below, ranking for "what should my first blog post be about?"](#) Main keyword: **what should my first blog post be about.** Also ranking for:

Organic Search Positions 1 - 10 (10)			
☐	Keyword	Intent	Pr
> ☐	☐ what should my first blog post be about >>	I	
> ☐	☐ first blog post introduction >>	I	
> ☐	☐ how to write my first blog post >>	I	
> ☐	☐ my first blog post example >>	I	
> ☐	☐ your first blog post >>	I	
> ☐	☐ how to write your first blog post >>	I	
> ☐	☐ how to write your first blog >>	I	
> ☐	☐ first blog post examples >>	I	
> ☐	☐ how to start your first blog >>	I	
> ☐	☐ how to write your first blog post on wordpress >>	I	

Written in Content at Scale, humanly edited with C.R.A.F.T.

CONTENT MARKETING

What Should My First Blog Post Be About? Expert Guidance from 12 Years of Blogging



by Julia McCoy May 19, 2023

Headline: let Content at Scale write, you optimize/make it better

Hook: have you or your writer spend time here. Make this GOOD. People will either read your blog, or not, based on this.

As you embark on your blogging journey, the question of “What should my first blog post be about?” might feel daunting.

The blank blog draft can intimidate anyone, whether or not you’re a writer.

So, what should you write about for that first, all-important post?

Remember, blogging brings HUGE wins for all kinds of businesses, big and small:

- Consumers are [131% more likely to buy from a brand after reading its content](#).
- Companies that blog get [55% more visitors, 97% more inbound links, and 434% more pages indexed in Google](#).

That’s why, in this comprehensive guide, we’ll talk about every tiny detail to consider when crafting your first piece of blog content.

Luckily, [I have 12 years of blogging for successful brands](#) behind me. 🙌 I think I’m qualified to guide you on this topic. 😊

We’ll delve into:

- How to share personal details about yourself or your business while directing readers toward relevant pages on your site.
- Choosing a compelling topic that addresses common concerns and/or provides solutions to industry-specific problems.
- Why you need to understand keyword research and SEO optimization (crucial for reaching a wider audience).
- Writing style tips and formatting advice to ensure readability and engagement.

By the end of this guide, you’ll be well-equipped to create an outstanding first blog post.

So, let’s definitively answer the question: “What should my first blog post be about?”

First persuasive element goes here.

What do we mean by this? Your hook should contain your first “tidbit” of persuasive copy. Persuasive copy is copy that is geared to generate action. But, note: *You’re not hard-selling anything here.* Your number one goal is to build trust, let the reader in on who the author/publication/brand is, and create that connection.



Guess which sentence is my persuasive element? “Luckily, [I have 12 years of blogging](#) for successful brands behind me. 🌟 I think I’m qualified to guide you on this topic. 😊” The link here goes to my story page. NOT a sales page. Again, all you’re doing is building trust. Think of it like giving the reader *a reason to care*. Be BOLD. (Note: writing in this style may sound egotistical if you’re not used to it, but you’re missing out hugely on a trust-building ingredient if you skip it!)

Supporting Content (main H2s, supported by sub H3s)

Add Relevant Links

An essential aspect of creating informative blog posts is providing relevant links that support your content.

When linking to external sources, use anchor text that accurately describes the linked content – this not only enhances user experience but also helps your SEO optimization. For example:

In this post by Yoast, they link internally to their other content on [link building](#). They don't place the link on "See our posts" or some other random word, but rather on the term that describes the content they're linking to.

Internal links vs external links

Every website — even online stores — consists of internal and external links. Internal links connect pages and posts on your website, and external links connect your pages to other websites. In this post, we focus on internal links and what they mean for SEO. See our posts on [link building](#) if you want to get more external links pointing to your site.

This approach ensures that both search engines and users understand what they can expect when they explore these links within your blog posts.

Psst... after your first blog post is published, do you plan on doubling down on content to grow your brand? Get the process to get it all done, including the workflow and tools to use, in my [Content Process Blueprint](#).

Get the Content Process Blueprint Today

A digital guide created by Julia + team to streamline, simplify, and speed up your entire content marketing process by 3-6x.



Second “persuasion element” – your first “hard sell.” *Sell your program or solution here. This is 3/4th down into the blog.*

Sales Letter & Conclusion (Last 2 H2s)

What Should My First Blog Post Be About? The Biggest Tip of All

Last of all, if I can leave you with any advice, it's this:

Don't sweat your first blog post too much. 😊

Sure, do your best to write well, tell your story, and make it high-quality content. But don't agonize over it so much that you end up never starting your blog.

The key is to just get it out there. Hit publish. Take the first step.

A year from now, you'll look back on your first blog post and probably shake your head a little. "This isn't that good," you'll probably say.

Believe me — writing, blogging, and publishing content all take time to perfect. (And you'll never reach "perfect", so let go of that now!)

The more you do it, the better you'll get.

So hit "publish" on that first post now, and don't look back.

Go Forth and Write Your First Blog Post

Have you done it? Have you written your first blog post yet?

This is just the beginning.

Posting quality content to your website consistently — stuff that speaks to your ideal customer and nails the search intent for your targeted keywords — is the KEY to growing your business.

It's how I've grown all of my brands, including the one [I sold for \\$1 million](#).

And I teach you all of the ingredients in my secret sauce (hint: it's not-so-secret — it's just the magic of content marketing done right 🙌) in my 12-month mentorship...

[The Content Transformation System](#).

This program teaches you EXACTLY how to build your business on a strong foundation of skills, strategies, and systems, including a growth plan with content marketing at the helm.

Ready to jump in that rocket to the moon?

[Apply today to see if you're a good fit.](#)



This is your third and final persuasion element—the concluding **sales letter**.

See a full example above.

Important aspects of building a concluding “sales letter” that works:

- Let Content at Scale’s AI write a final H2, your sales letter H2 goes *below* that.
- You want to “soft sell” the program, product, or end service that the brand offers. But don’t just settle for mediocre sales writing! Open up the service/app/product being sold, get to know it, and *speak from the brand’s (or creator’s) place of differentiation* (which you’ll know if you have the questionnaire/brand guidelines on hand). If this is you writing for your own brand at first, you can set a standard that you can give the writers. Make sure you take time on this.
- Add in “personal branding” elements whenever you can – a picture of a real human at your brand makes all the difference to building that trust associated with the persuasion to buy/act.
- Follow the style above to write a full call to action that is at least 4-5 short, one-two sentence paragraphs. Use the classic copywriting AIDA or PAS frameworks here to remember a simple style (Attention, Interest, Desire, and Action / Problem, Agitation, and Solution). I particularly love PAS – it’s simple, easy to remember, and you can play with it. You need to *name* the problem they face. *Agitate* it (speak about it, point to it). Then, *solve* it with the solution at hand.



Creating AIO Writing Jobs

<https://www.onlinejobs.ph/> - Philippines-based writers (look for journalistic background)

<https://indeed.com/> - widest reach (can set location)

<https://www.upwork.com/> - great freelancers available here

<https://vivahr.com/> - connects to your website (ie contentatscale.ai/careers)

Headline suggestion: Go after your primary expertise needed + use the word writer.

Alternative: Can say AI Writing in the headline as well.

Technical Writer

AI Writer for Technical Brands

Job Headline: [Your Industry] Content Writer

Explain who you are and what you do: **Direction.com**, an innovative SEO agency that helps real estate professionals win at the top of Google and decrease their bottom line costs (overpaying to Zillow, etc.), is searching for a talented content writer who we can train into an **AIO content writer** – someone who uses an AI machine (Content at Scale) as their baseline to write the content (we will provide you with the training and the tool), and optimizes that content output for best results with both search engines and humans. You'll follow the [C.R.A.F.T. framework described here](#).

The AIO content writer position is 100% work from home. You do not have to reside in the US, but you must have impeccable writing skills, be able to show up for deadlines consistently, and know how to structure long-form, well-read content by editing AI output. We will give you access to our AI writer, Content at Scale.

What We're Looking For

We look for writers that either have some experience, or are willing to learn to become AIO writers (optimizers/editors of Artificial Intelligence-produced content). You will work directly with Chris and Jarod, the leaders at Direction.com **explain who they will work with**, and write creative, thoughtful, well-researched content for our clients, using Content at Scale. You'll be in a small but powerful team. No games, no politics, we like to get great work done together!



AIO Writer Pay Rate

If you're new to this, we'll train you **and** pay you \$15/hour. If you have some experience, we will go to **\$20-30/hour**. Ideally, it takes about 1-1.5 hours to edit one piece of content thoroughly, the AIO style. We want to ramp up to multiple pieces per day. Watch this AIO CRAFT tutorial: https://www.youtube.com/watch?v=3o_hyQ84CoY

Optional Initial project budget: Our budget is set at \$450 for 20 pieces of content, at the hourly rate of \$15/hour, max 1.5 hours to optimize the content written by AI.

Requirements

You must have some experience researching, formulating, and writing SEO and branding copy and messaging (blogs, pages, on-site guides, emails, books) that will captivate and engage, for clients, written in first person. If none, or you're a novice writer, we are willing to train you. Be excited for the challenge and skill increase of using AI to 10x your productivity!

Next Steps*

Interview steps: Instead of a typical hour-plus Zoom call, we simply assess your written skills (shouldn't take you more than 20 minutes!). Here's your next step, if you're ready to apply:

Content Piece:

https://docs.google.com/document/u/2/d/1AydOszmTFAFpOzjXwWBVMj339Avg2unyTLN_nxPltyo/edit?usp=sharing

Interview: This is a blog post that we want to take from AI and prepare for publishing. Study **the Content Hacker blog** (<https://contenthacker.com/blog/>) to get familiar with what a high quality published blog should look like. For your test, please go through at least four to five paragraphs of the blog post and apply the CRAFT framework: <https://contentatscale.ai/ai-writing/> Send this through along with or in place of your resume to **my email**. ***Candidates that have not followed our interview steps will not be considered.**

Looking forward to hearing from you!

~Direction.com Team



Interview Steps to Find Your AIO Writer

Interview tips from Content at Scale's Julia – Quick & Dirty

Our President, Julia, used to run her own writing agency with 100 writers. This is the exact email template she uses for her candidates (and she has used this today to interview AIO writers!) that allows her to QUICKLY get to their skillsets.

Hello WRITER NAME,

We'd like to invite you to the interview steps. Instead of a typical hour-plus Zoom call, we simply assess your written skills (shouldn't take you more than 20 minutes!). So, here's your next step:

Interview steps:

Content Piece:

https://docs.google.com/document/u/2/d/1AydOszmTFAFpOzjXwWBVMj339Avg2unyTLN_nxPltyo/edit?usp=sharing

YOU'LL PLACE A LINK HERE TO AN AI PRODUCED CONTENT PIECE (*Google doc export of a CaS content piece is ideal – for example, [you could use this one](#)*)

Task: This is a blog post that we want to take from AI and prepare for publishing. Study the [Content Hacker blog](#) to get familiar with what a high quality published blog should look like. For your test, please go through the first two paragraphs and apply the CRAFT framework:

<https://contentatscale.ai/ai-writing/>

Duplicate the Google Doc above (do not write in it), create a new doc, work on it in the new doc, and share when you're ready with: julia@contenthacker.com.

I look forward to seeing your work!

-Julia

Interview tips from Content at Scale's Andie

Our Client Operations Manager, Andie, has interviewed hundreds of writers. Here's how she conducts an interview to find the best writer.



Ideally, we want to hire writers with experience but having a strong command of language, grammar, and syntax is a good start for writers who don't have experience in this field. So we would normally invite them to a chat interview via our Facebook messenger to see how well they answer questions and learn more about them.

Here's the exact email template Andie uses for her candidate interviews:

Hi WRITER NAME,

Thank you for responding to our questionnaire. I'm Andie, Recruiting Specialist here at Content at Scale. Think you could be a fit for this role and would like to set up a quick chat interview via Facebook Messenger. Please send us a message over at <https://www.facebook.com/ContentAtScale> any time between 8 am and 5 pm EST, Monday to Friday. Chat with you soon!

Cheers,
Andie

Here are some sample interview questions for SEO writers and what kind of answers are expected:

- Breaking the ice: These questions make the conversation flow naturally and ease any tension.

Example Questions: **How did you hear about us?**

What makes you want to work with Content at Scale?

- ❖ Answers to these questions should not affect the candidates' score but it is a quick way to gauge if they have a strong command of language, grammar, and syntax. This is where they can share their passion and interest in the company and also state what makes them the ideal candidate for the role.

- Check for SEO knowledge and experience: This is important to determine the candidate's understanding of SEO principles. Ask them about their experience with keyword research, on-page optimization, and link building. Make sure they have a good understanding of current SEO best practices and trends.

Example Question: **Tell me about your writing experience and your SEO writing knowledge**



What can you tell me about (insert SEO term here)?

- ❖ The applicant should be able to share any relevant courses they have completed in SEO and the kinds of optimized content they have previously produced. You can ask them about SEO specifics to test their technical skills and know-how. Candidates should also know what to do, and what not to do to improve rankings.
- Request writing samples: Reviewing the writing samples is the best way to gauge the candidate's writing ability and SEO knowledge. Look for samples that demonstrate an understanding of SEO best practices, such as incorporating keywords into the content, using header tags, and writing meta descriptions.

Example Question: **Please provide links to at least one sample of your work.**

- ❖ Candidates with experience can share links to their previous work or portfolio while inexperienced applicants can share written output they made for personal blogs, social media posts, etc.
- Evaluate their research skills: SEO writing often requires research on a wide variety of topics. Ask the candidates how they approach researching for a new topic and what sources they rely on. A good SEO writer should be able to research and write about any topic, even if it's outside their expertise.

Example Question: **What is your writing process like?**

- ❖ Each writer will have a method that works for them, so they should share insights on the step-by-step process they use when writing. They should mention performing keyword research as the first step as this is a crucial part of optimized content and the starting point for any content. Candidates should be able to discuss how they plan and structure the copy and include a proofreading process explaining how they ensure their content is error-free. They should also be able to describe their optimization process like adding in meta tags, double-checking that the key phrases are mentioned enough, and writing in a reader-friendly and engaging way.



- Understand their work ethic: It's important to have a sense of how well a writer adapts to company policies or guidelines to ensure a smooth collaboration.

Example Question: **What is your capacity as a writer and how are you with deadlines?**

- ❖ This gives candidates the opportunity to share their dedication and work ethic. They can enumerate tools they use to help them meet deadlines. If a candidate is not good at dealing with deadlines, it could just mean that they don't let pressure drive them which is not really a bad thing. What's important here is the candidates' honesty about their capacity and adaptability with any working environment.

- Test their collaboration skills: SEO writers often work closely with other team members, such as web developers, social media managers, and content strategists. Ask candidates how they collaborate with other team members and how they handle feedback and revisions.

Example Question: **Describe a time when you collaborated with a team on an SEO project. What was your role, and how did you ensure effective communication and collaboration with your team members?**

What tools and resources do you use to track progress and manage tasks when collaborating with a team on an SEO project? Can you give an example of how you used these tools to improve collaboration and communication?

Have you ever worked with a remote team on an SEO project? What challenges did you face, and how did you overcome them to ensure effective collaboration and communication?

- ❖ Candidates should showcase their collaboration skills by enumerating tools they use to improve communication. They should also display how well they accept feedback and their ability to share ideas as well.