⊞ READERS TO REVENUE [ULITMATE SEO BLOGGING CH…

- ☐ [General Writing Guidelines (Notion)](#)

- ☐ [Article Outline Templates (Notion)](#)

- ☐ [SEO Writing Masterclass (Video Modules)](#)

- ☐ [ChatGPT Prompt Handbook](#)

- ☐ [The Perfect SEO Blog Structure](#)

SEO Editing Checklist

Some Questions You Need to Ask When Scanning Content:

1. **"Is this just telling readers what to do, or how to do it and how to do it well?"**

   a. "Can I demonstrate with an example?"

   b. "Could I provide a template they can actually use?"

   c. "Could I provide a step-by-step guide to do this?"

   d. "Are there any well-known tools for this that I can recommend?"

2. "Can this information be backed or complemented with a statistic?"

3. "Would this information be easier to digest when presented in a table or bullet list format?

Step 1: Skim the Article First

- ☐ Content is 100% grammatically correct, according to the correct English Dialect (U.S./UK/CAN/AUS)

- ☐ Content addresses all user search intents from brief

- ☐ Are there at least 2-3 CTAs placed throughout strategically?

  - ☐ Intro has one in the end paragraph

Sample intro CTA:

P.S. **Looking for help with your next move?** Top Move gets you competitive quotes from the best local movers in Canada to handle all the moving details for you, from secure packing to safe transport to your new location. Just answer some questions, submit your contact info, and get moving estimates to your inbox. Chat with vendors, review their profile ratings, and make payments on a secure platform.

  - ☐ Product mentioned at least once in the body

  - ☐ Conclusion header is a CTA

  - ☐ They don't sound too salsey / fake

☐ They're not forcibly/awkwardly placed

☐ The CTA sounds casual, organic, and non-pushy

☐ Surfer SEO content score is **85+**

☐ Language is conversational at the 5th-grade level. Active voice is used throughout.

☐ Reader is addressed as "you".

☐ At least 5 internal links have been added

☐ External links come from reputable, primary sources

☐ Headers do not sound robotic

"Transformative SEO Content Editing: Crafting Stories That Resonate! 🚀*"*

Screams ChatGPT.

"How to Edit SEO Content That Readers (& Google) Love"

Is something I'd rather click on.

Step 2: Assess Content on a Granular Level

☐ Strong intro is present

☐ Less than 150 words

☐ Engages the reader immediately

☐ Accurate list-style summary of what will be covered

☐ Product CTA at the end

College Packing Tips: The Ultimate Guide to a Stress-Free Move-in Day

Packing for college can feel like trying to cram four years of your life into a few suitcases. It's overwhelming, stressful, and you're always left wondering if you forgot something crucial. Did you know that according to a survey by CollegeBoard, nearly 70% of students forget to pack essential items for their first year? But don't worry, you're in the right place to solve this puzzle.

Reader gets an overview of the article in an unordered list

Relatable sentiment to welcome anxious reader

Credibility tactic (now you can verify the stat yourself / add a new one along those lines with perplexity.ai)

Reminds reader of value & why they should keep reading

- **Summary of the Article**:
  - Essentials vs. Non-Essentials: Knowing What to Pack
  - Tech Gear: What You Need for a Digital Life on Campus
  - The Art of Clothes Packing: Seasonal Tips
  - Room Decor: Making Your Dorm a Home
  - Last-Minute Tips: Things You Didn't Know You Needed

Ready to master the art of college packing and perhaps save yourself from a future of regret and extra shopping trips? Let's dive in.

Sample CTA in the intro above:

P.S., *Looking for help with your college move? [Top Move] gets you competitive quotes from the best college movers in Canada to handle all the moving details for you, from secure packing to safe transport to your new location. Just answer some questions, submit your contact info, and get moving estimates to your inbox. You can chat with vendors, review profile ratings, and make payments all on one secure platform.*

☐ Content is beyond "beginner-level" and is actionable

- ☐ Has templates, real examples, pro tips, list of action items, statistics, and/or strategies to complement text

  - ☐ Statistics have been fact-checked for accuracy, primary sources, and relevance.

  - ☐ For listicles, each section should be broken down into sub-sections of criteria for review - this can **vary** based on the products/services you're reviewing

  - ☐ Overall, the content is not just saying "what to do", but "how to do it" - and how to do it *well.*

- ☐ Content is product-led

  - ☐ Our software and features have been casually and strategically mentioned throughout the content, without sounding too pushy or salsey.

  - ☐ Product screenshots and walkthroughs are present with clear instructions wherever relevant ([sample](#))

☐ Conclusion (header) has a call-to-action (CTA) that ties back to the main topic, or indirectly infuses it with the main topic.

☐ Content is digestible

　☐ Healthy mix of short paragraphs (none more than 3-4 lines) and bullets in most sections

　☐ Typography used strategically (bolds, italics, underlines, emojis etc.)

For listicles

☐ A section for the criteria around which the products are evaluated are present

☐ A section on product categories of the products being listed is present

☐ Each product/item has a different use case from one another

"Should this be done by me or the writer?"

- If the task takes you less than 15 minutes, handle it.

- Sometimes the Surfer Content Score can be boosted by adding a few keywords. **Tip:** Type some out from the recommendations and if it moves the dial, then find a way to incorporate them and handle it. If it requires more time and insight, reassign it to the writer for another look-over.
- If the task is, for example, rewriting an entire section then provide detailed instructions (written or via Loom) to the writer so they can learn for next time.

The Perfect SEO Blog Structure

This is how blog display page should look like. Stay tuned as we break down each element of what you see below.

Blog › **Flow**

How to Handle a Social Media Crisis as a Content Creator

The bigger you grow on social media, the more likely you are to run into a situation that requires deft handling. Here's how to tackle that according to expert Kait Shiels.

Mar 28, 2024 👓 6 min read 🏷 Flow

Kait Shiels
Founder and Managing Director of Spark Social Agency

Latest Updates Small Business Social Media Marketing News Podcasts Open blog Case studies

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Flow   Mar 28, 2024

How to Monetize YouTube Shorts in 2024: What You Need to Know

In this article, we'll walk you through the YouTube Shorts ad revenue sharing model and the eligibility requirements for creators.
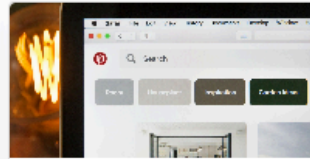
Tamilore Oladipo

Flow   Mar 27, 2024

I Posted LinkedIn Carousels for a Week – Here's What Happened

In this article, I'll explain my reasoning, process, and results for posting PDF carousels daily to my LinkedIn profile for six days.

Tamilore Oladipo

Buffer News   Mar 26, 2024

Buffer for Pinterest: Easily Schedule Your Pins, Manage, and Measure

Pinterest is such a great platform for finding inspiration or researching brands and products.. With more than 498 million users and over 1.5...

Courtney Seiter

Social Media Marketing   Mar 26, 2024

Filming Your Own 'Stock Footage' Will Help You Create More Content, Faster

A step-by-step guide to creating your own library of stock footage to use in your social media videos — and why you should.

Kirsti Lang

TikTok   Mar 26, 2024

TikTok Algorithm Guide 2024: Everything We Know About How Videos Are Ranked

A deep dive into the TikTok algorithm, how it works, and how you can work with it to enhance your visibility and engagement on the platform.
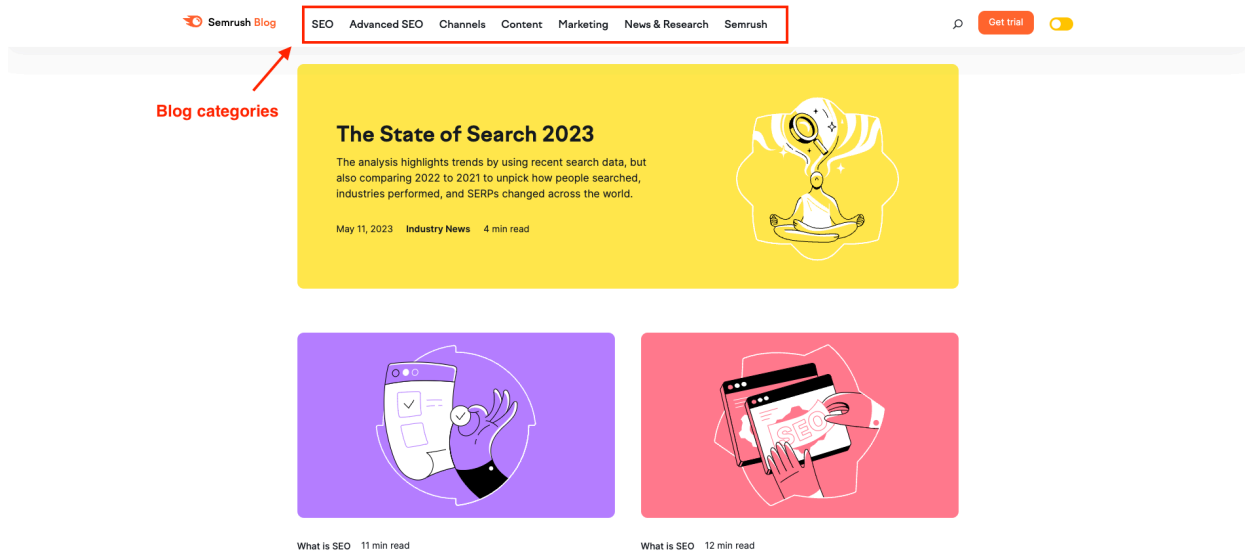
Kirsti Lang

Small Business   Mar 25, 2024

How I Adjust My Business and Prices for Inflation (and Communicate Those Changes With Customers)

Like many businesses, this small chocolate brand has dealt with challenges due to inflation over the past few years. Learn the system that i...

Jessica Spaulding

Blog categories

The State of Search 2023

The analysis highlights trends by using recent search data, but also comparing 2022 to 2021 to unpick how people searched, industries performed, and SERPs changed across the world.

May 11, 2023   Industry News   4 min read

What is SEO   11 min read

What is SEO   12 min read

Don't forget to incorporate these categories into your URLs to further clarify how your content is organized to Google.

https://blog.hubspot.con/marketing/marketing-without-budget

HubSpot   Blogs ^   Newsletters ˅
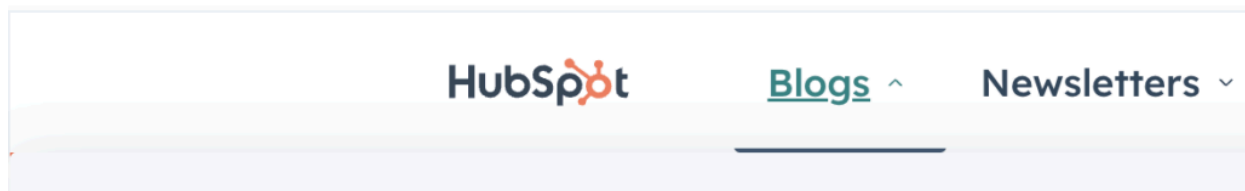
- Add a search functionality on your blog homepage to enhance user experience and prevent visitors from leaving. They will leave IF YOU MAKE SHIT HARD.

- Keep "Pillar Content" and "Popular Posts" sections on your hub page.

Most important blog posts (featured)

Easy search functionality
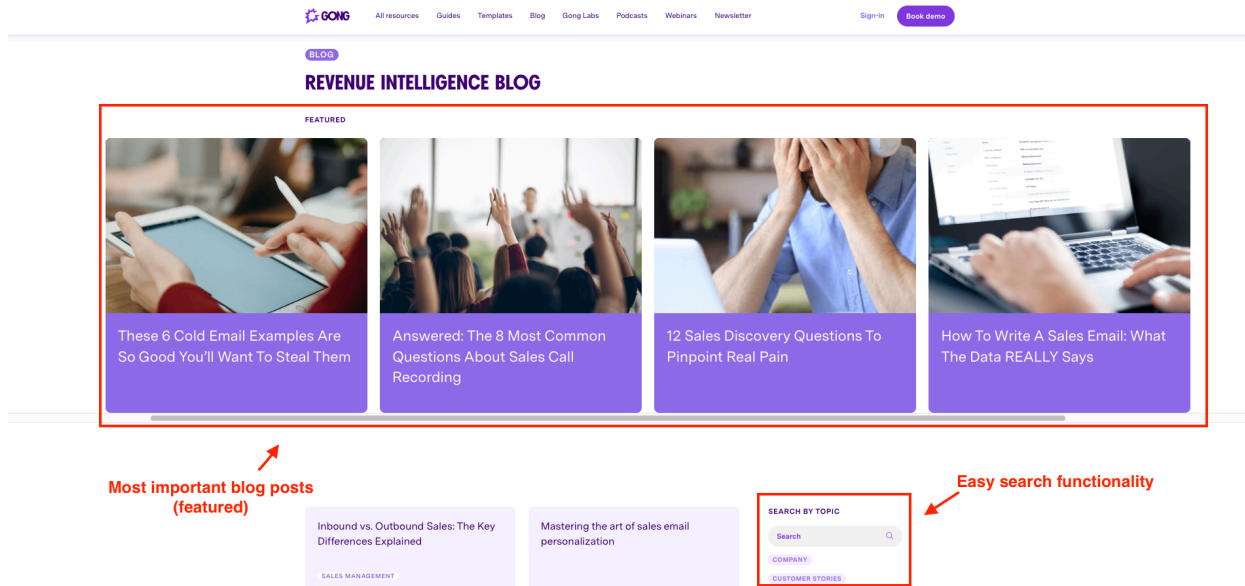
- Use internal linking strategies for better SEO performance, linking to pillar content from the homepage rather than just to recent content.

Step 3: Readers to Revenue [CHECKLIST]

The Blog Post Template

1. **Credibility Above the Fold:** Use author bios and publish dates to build trust and demonstrate expertise. If updated, show the last updated date too.

2. **Use contextual hero images.** Optimal sizes are Desktop: 1600x500, Mobile: 800x1200. Ensure good loading speed and quality to avoid bounces.

3. **Article Content Above-The-Fold:** Start displaying the content about one-third way from the top of the page. Balance engaging hero, title, credibility, and actual content.

   a. ADD a small blog post excerpt that acts as a "teaser" or 2-3 sentence pitch for the blog post. THIS (usually) CANNOT be just a snippet from your intro paragraph. It should clearly communicate:

      i. What will be covered

      ii. Benefits of reading

      iii. In a concise, compelling manner.

Goal of 1, 2 and 3 is to make a compelling case for why a viewer should click on the piece.

4. **Left-side Bar:** Avoid omitting it entirely or overcrowding with multiple CTAs. Balance is key.

   a. Table of Contents: A floating ToC aids user navigation and boosts SEO by potentially ranking in search result snippets.

   b. Social Sharing: Facilitate easy sharing to relevant platforms (maximum three) via a floating sidebar.

Floating ToC + socials

Content Overview
1. Website Navigation & Architecture
2. Search Intent Mapping
3. Content
4. Homepage Design
5. Link Building & PR
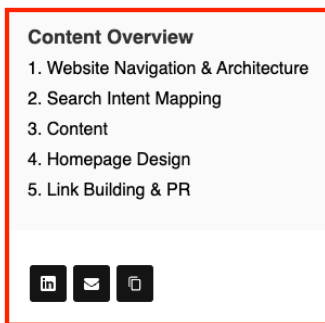
Most SaaS businesses won't benefit from a traditional SEO audit.

Here's why:

What's usually covered in a traditional audit doesn't account for the real organic growth levers that have impact on demos, signups, and revenue.

Increasing right-fit traffic and driving significant increases in demos and signups is not as easy as changing a title tag or editing a meta description.

With that in mind – what should you be auditing and improving when it comes to organic customer acquisition to have an actual measurable impact on the metrics that matter the most?

Our Growth Audit looks to focus on the five collar growth levels SaaS businesses can pull when it comes to driving customer acquisition through SEO.

Let's take a deeper dive into each of those levers.

1. Website Navigation & Architecture

5. **Right-side Bar CTAs:** Use this for a singular call-to-action such as product sign-up, newsletter sign-up, YouTube channel views, or webinar sign-up. AVOID CLUTTER.

Time Budgeting: Everything You Need to Know

👤 Radosław Holewa 🗓 December 2, 2022

People often think of time budgeting as something that is only for those with extremely busy lives.
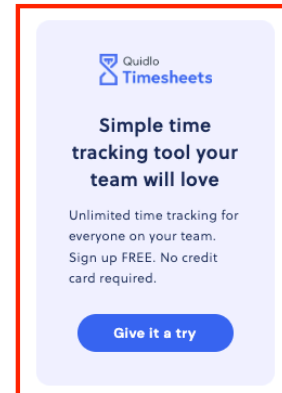
But the truth is, time budgeting can be helpful for anyone, no matter how busy or how slow their life may seem. In fact, learning to manage your time effectively can help you to live a more productive and stress-free life.

At Quidlo, we're going to show you why time budgeting is so important and how exactly to implement it into your daily life with a step-by-step process and example.

Ready? Let's go.

Table of Contents

- What is Time Budgeting?
- "Famous people do it, so what?": The Benefits of Time Budgeting
- Making it Work with a Step-by-step: How to Budget Your Time
  - Step 1: Write down the tasks you need to complete each day.
  - Step 2: Prioritize what needs to be done and when.
  - Step 3: Set aside time for each task.
  - Step 4: Track and adjust.
- Time Budgeting Example: How to apply it in real life
- Time Budgeting Tools To Make You More Productive
- Parting Words

Quidlo Timesheets

Simple time tracking tool your team will love

Unlimited time tracking for everyone on your team. Sign up FREE. No credit card required.

Give it a try

↖ **Right-side Sticky CTA**

The Blog Content Template

1. **Compelling Headline:** Get clicks using the formula:

   Keyword + Expectation + Value + Action.

   Keyword should be placed upfront. Define the expectation and value to the reader, then add a call-to-action.

   a. EXAMPLE: "Maximize CRM Efficiency: 5 Quick Hacks with SalesMaster Pro"

      i. Keyword: "CRM Efficiency"

      ii. Expectation: "5 Quick Hacks"

      iii. Value: "Maximize CRM Efficiency, HACKS"

      iv. Action: "with SalesMaster Pro"

2. **Strong Hook:** Attract readers using attention, preview, and proof. Begin with a thought-provoking statement or question. Reiterate the problem you're solving and provide evidence via statistics or case studies.

   a. ChatGPT prompt to help you out: "*Craft an engaging, attention-grabbing introduction that immediately resonates with your target audience. It should pique*

their curiosity, challenge a common belief, or provoke a thought-provoking question related to their specific problem. Ensure that your introduction reassures readers they're in the right place by stating the problem your content will solve. Incorporate a quick case study or relevant statistic for credibility. Remember, the aim is to trigger specific emotions in your reader that prompt them to continue reading."

3. **Optimized Post Structure:** Use headings (H2, H3, H4) to structure your content, aiding readability and helping Google understand and pull info for search snippets.

   a. **Table of Contents:** Include this to enable quick navigation and improve user experience.

4. **Skimmable Content:** Keep paragraphs and sentences short (NO MORE THAN 3-4 LINES). Use bulleted lists and cut out unnecessary text to improve user engagement.

   a. **Font-Size & Spacing:** Ensure a minimum font size of 16-18px, 150% line spacing, and select fonts like Lato, Roboto, Calibri, Garamond, Montserrat for readability.

   b. **HTML Elements & Callouts:** Use these to highlight important points and add visual depth.

Subscription boxes are all the rage now, with personalized products being delivered to your home to enjoy. This is an excellent choice for sales teams that are currently remote during the crisis, allowing you to give your reps the things they love while maintaining a safe distance.

Pro Tip: Need advice on how to lead your sales team through this crisis? Download our free resource, Leading Sales Teams Through Crisis, and get real advice from 30+ sales and SaaS leaders.

5. **Engaging Visuals:** Incorporate custom visuals to make your content more appealing and easily consumable.

   a. ADD PRODUCT SCREENSHOTS TO SHOW YOUR SAAS IN ACTION. YOU MUST DO THIS.

6. **Keyword Usage:** Insert primary keyword in the title, meta description, URL, and naturally within the content. Always consider user intent and search intent for the keyword.

7. **Internal Linking:** Improve reader engagement and search ranking by linking to other relevant content on your website. Make sure your anchor text is descriptive and relevant. A solid internal linking strategy can significantly boost your search rankings.

[EXAMPLE] Product-led blog that TRIPLED Quidlo's user base

A GREAT example of a B2B SaaS product marketing blog is our work with Quidlo. **We tripled their user base by ONLY writing content. No backlinks.**

Browse through their articles, and you'll see:

- Sticky product CTA on the right (on EVERY POST)

- In-content CTA (don't be too salsey – only mention your product when it's relevant)
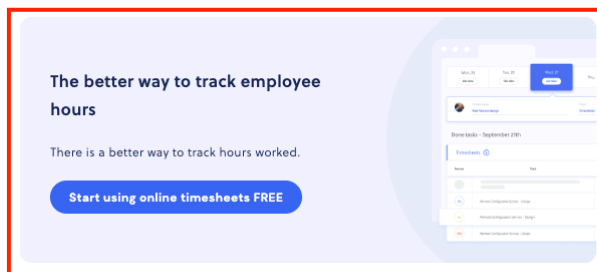
Handwritten time-cards

The team members can write down their working hours on a document and forward it to the employer. Usually, team members submit a handwritten time card once weekly or every 2 weeks.

Time clock software

Team members may record their working hours on mobile devices or computers using clock software. Workers can log in to an application or website, then click the button to clock in and out. The software can be location-enabled to ensure team members can clock in and out while working. The time clock software also calculates the worked hours per pay period automatically.

Electronic time clock

This method also uses the same principle as the mechanical time clock but is paperless. The team member shows a a badge in front of the electronic time clock and stamps a digital time card for recording date, start time, and end time. Some electronic time clocks operate using a PIN or fingerprint instead of a badge.

The better way to track employee hours

There is a better way to track hours worked.

Start using online timesheets FREE

In-content CTA

What are Part-Time and Full-Time Work

When it comes to working hours, there's part-time and full-time work. What's the difference between them? Read further.

Part-Time Work

Part-time work is working hours less than full-time employment. With this schedule, you have more flexibility to keep other responsibilities outside of your job. Keep in mind that part-time work usually lacks the benefits you can get from full-time work.

- Custom branded graphics (this is the kind of stuff that will get people to link back to your website 100% naturally. This builds your authority on Google and increases your product awareness - ARTICLES WITH IMAGES GET 94% MORE VIEWS)

Most Workaholic Countries

As you can see, **workaholism is a global problem**. While many countries offer generous holiday and vacation policies, it's clear that people often don't take advantage of them, leading to an increase in work addiction. Time off is important for the average worker to actually use and enjoy. So, if you're feeling burnt out and in need of a break, don't be afraid to use those vacation days! Your work (and sanity) will probably thank you for it.

Workaholism in Japan

Looking at the list, Japan's workaholism is especially concerning, given the extremely low rate of people who take all their allotted vacation days. Did you know that 1 in 4 firms in Japan say workers used to log over 80 overtime hours a month?

1 in 4 firms in Japan say workers
used to log over

80

overtime hours a month

Quidlo
Timesheets

Japanese Workaholics Log Overtime

Custom branded graphics

Let's take a deeper look at what's going on.

Japanese Work Culture

Japan is known for having a tough work culture with a strong emphasis on dedication to one's job. It's rather common for **Japanese workers to feel guilty about taking vacation time,** with only 52% of the participants agreeing that a work-life balance is essential. To make matters worse, a whopping 53% of Japanese people don't even know about how much annual leave they have.

This level of **dedication to work has made many Japanese employees unhappy** – in fact, the **country ranked last out of 35 countries** on a job happiness index by Indeed. However, things have been improving in recent years, with a decrease in the average number of working hours and more

suffering from work addiction or obsessive-compulsive behavior related to their job.

Business Insider ranked the 14 most workaholic countries in the world from least to greatest. They took into account the number of federal holidays, the percentage of people who take all their allotted vacation days, and the average hours worked per year.

14 Most Workaholic Countries

Country	% of people taking allotted vacation days	Federal holidays	Work hours per year
Japan	33%	16	1714
Australia	47%	8	1690
South Africa	47%	12	n/a
South Korea	53%	15	n/a
United States	57%	10	1768
Canada	58%	9	1699
Brazil	59%	11	n/a
India	59%	16	n/a
Sweden	63%	11	1610
China	65%	11	1644
Poland	66%	10	1966
Italy	66%	11	1773
Russia	67%	12	1997
Mexico	67%	10	1857

quidlo.com

Most Workaholic Countries

**More custom branded graphics**

- Product screenshots (SHOW YOUR PRODUCT IN ACTION – This is how users go from being unaware of your solution to being AWARE)

If it's a big task, break it down into smaller chunks. This will make it more manageable and help you stay focused without feeling overwhelmed by the size of the project.

With Quidlo, you can create tasks and label them accordingly so there's no confusion about what the activity is. You can even assign colleagues to each specific task so everyone knows who's working on what.

The exact moment a user becomes AWARE of your solution

Product screenshot
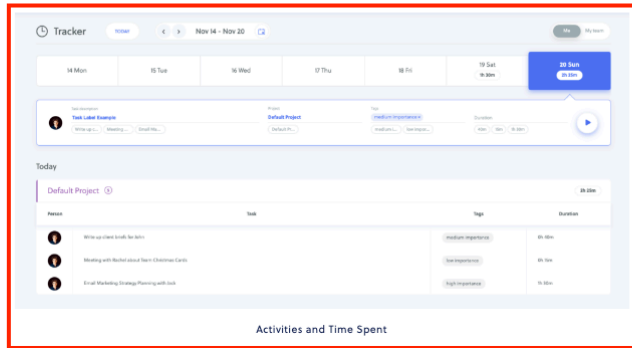
Activities and Time Spent

Step 2: Prioritize what needs to be done and when.

Look at the tasks you have written down and assign them a priority level – High, Medium, or Low. This will help you decide what needs to be completed first, and in what order tasks should be worked on. There are a few techniques that you can use to help with prioritization.

1. The ABCDE Method: This simple list method lets you assign priorities to tasks based on their importance and urgency. *A* tasks are the highest priority and *E* tasks are the lowest.

2. **The Eisenhower Matrix:** This is based on the idea that all tasks fall into four categories: important and urgent, important but not urgent, not important but urgent, and not important and not urgent.

(More graphics)

The Eisenhower Matrix

| URGENT | NOT URGENT |

- Digestible information (bullets, short paras, clear headers)

Date	Person	Duration	Task	Tags	Project
Sat, 30 Sep	Luis Robson	4h	Remote Configuration Service - Design	Front-End …	
Sat, 30 Sep	Tim Johnson	8h	Remote Configuration Service - Design	Front-End …	
Sat, 30 Sep	Anatol Kozlowsky	8h	Remote Configuration Service - Design	Front-End …	
Sat, 30 Sep	Lucinda Faith	8h	Main page redesign	Front-End …	Forward Bridge

Time Report

(More product screenshots)

So how do I stay true to these time allotments? (Pro tips for staying focused)

Having a time budget and sticking to it is easier said than done. We all know that distractions are everywhere, and the internet isn't making it any easier.

Keep these productivity tips in mind for making the most out of time allocation.

- **Disable irrelevant notifications on your phone and set a timer.** When you set up projects and tasks on Quidlo's online task manager, you have a better picture of how much time you're actually spending behind each activity. You can also break down tasks into subtasks and leave comments for yourself throughout the day, which will help streamline workflow and increase productivity along the way.
- **Eat the damn frog.** This means tackling the hardest and most important task first. It's very common for people to be more likely to procrastinate when they're faced with a task they *really* don't want to do. So getting this out of the way will make you feel more productive and motivated to keep going with your work.
- **Consider using the Pomodoro technique:** break down your tasks into 25-minute blocks (or a work period that works for you – could be 50 minutes if you so choose) where you stay focused on the task for that particular block. Take regular breaks in between these blocks to give your brain a rest and come back recharged and productive (usually it's 5 minutes, but again, this is adjustable).
- **Know what time of day you're most productive.** You may know how much time you're going to spend behind a task, but do you know when during the day you will spend it? If you're a morning person, try setting aside more important tasks during that time and save the less demanding activities for later. If you're an evening person, do the opposite.

Digestible info with ACTIONABLE tips

👉 Related: Best Focus Apps to Avoid Distraction

Internal link (SEO best practice)

- PLAY WITH TYPOGRAPHY. BOLD. ITALICS. UNDERLINES.

- Quotes & real-time advice from industry professionals

- Conclusion should be 2 paragraphs.
  - A para summing up the article.
  - A short para shouting out your tool and how it's relevant to [title] with hyperlink to signup page

Let CyberMedics be your BPM knight in shining armor.

As we come to the end of our journey through the challenges of Business Process Management (BPM), we hope you're feeling better equipped to tackle your organization's BPM obstacles head-on. Remember, the journey to BPM success is ongoing, and each challenge presents an opportunity for growth and improvement.

At CyberMedics, we're committed to being your ally in the BPM battleground. Our team of experts is here to identify your biggest challenges in business process management and tackle them together one by one.

Let's conquer your organization's BPM challenges together. Reach out to CyberMedics today and let us be your BPM knight in shining armor.
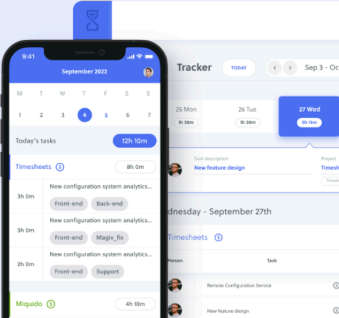
f   in   🔗   Business Process Consulting

- And/or something that looks like this:

Looking for ways to improve productivity?

Start tracking your time with Quidlo Timesheets. 30-day trial. No commitment or credit card required.

Start tracking time FREE

Alongside up-to-date information, stats, and comprehensiveness, the above is what you NEED to STAND OUT from competitors in the age of AI-generated content. DO NOT ignore this. A blog can be your ORGANIC TRAFFIC MACHINE when done right.

If you one-click generate and mass-produce articles, we've seen websites lose their spike in traffic within 6 months. You don't want that. Create sustainable content that people will love for YEARS.

P.S. Want us to implement this for you? We help B2B SaaS companies grow revenue on Google <u>organically</u> with our SaaS Growth Sprint Methodology. Find out where SEO could take your traffic and revenue (with the hard numbers) on a call [here](#).