

Scuba Diving Scotland - Content Template



Client:	Oyster Diving
Date:	21/10/20
Written By:	Alex Novakovic
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Content Writing:	3 hours
Editing:	10 min
Upload Time:	20 min
Live Link:	https://www.oysterdiving.com/overseas-diving-holidays/diving-scotland/

Focus Keyword	Monthly Searches
This is the main keyword we are targeting with this article.	
scuba diving scotland	480

Additional Keywords	Monthly Searches
These are additional keywords that need to be included within the article.	
diving scotland	210
learn to dive scotland	90
scottish scuba diving	70
scuba diving course scotland	40
scuba diving experience scotland	20
scuba diving lessons scotland	10

Total	920
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Content Guidelines

Related Pages

These are existing pages related to this focus keyword.

Essential Words to Include

These are words that open up the target keyword to multiple other phrases and search terms that can drive additional traffic and/or leads. They are used frequently throughout the article as well as in headings.

Scuba diving scotland #2
Scuba #5
Diving #17
Scotland #12
Scottish #2
Learn #1
Dive #14
Course #1
Experience #6
Lessons #2

Sectors/Sections to Include

These are sections to include that target additional keywords. These each have a heading and a paragraph or so of text.

Semantic Keywords/Phrases to Include

These are keywords mentioned on competitor pages. This helps extend the visibility of the page as it provides more relevant long-tail keywords that can be found in Google search.

dive sites,
open water,
loch long,
dive club,
advanced open water,
padi open water,
learn to dive,
discover scuba diving,
basking shark,
shore diving,
diving trips,
scuba training,
scuba divers,
sound of mull,
scuba diving,

open water course,
dive centre,
padi divemaster,
diving qualifications,
padi professional

Persuasive Language to Include

These are words and phrases that contain emotional triggers designed to engage the reader. They are used frequently throughout the content and we've highlighted one example of each.

Emotional word

Power word

An audience pain point

A client benefit that alleviates a pain point

NLP Presupposition

Meta Title (60 characters max including spaces)	Meta Description (160 characters max including spaces)
Scuba diving in Scotland: The best diving sites and adventure experiences	Scotland has some of the best wreck diving sites in the world. Learn more about the diving sites Scotland has to offer and book your place for our 2021 trips today.

Book your place on our scuba diving in Scotland trips for 2021

Scotland has a range of exciting dive locations that have the benefit of some of the best wreck diving sites in the world. In addition to the wrecks, many forms of marine life dwell in the waters surrounding the Orkney Islands.

Our exciting dives in the Orkney islands include a [Basking Shark Safari](#) and diving trip to [Scapa Flow](#). Both trips take place in 2021 and will provide a safe and fun travel experience to the very edges of the Scottish coast.

There are many diving sites and types of fish to see in Scotland. While a smaller and more niche diving destination, Scotland seems to occupy a space that is richer in marine life and history when it comes to diving.

We expect our 2021 trips to fill up quickly. The Scapa Flow trip is in May and the Basking Shark Safari is in July, so you can take a break for a month and try them both! [Contact us](#) today for more information and to book your place.

Scotland's finest scuba diving sites

The main dive sites we will focus on are around Scapa Flow. This diving location is close to the Orkney Islands, which is at the northernmost tip of the country. The area of the surrounding seas is famous for its military history.

Some of the wrecks around the Orkney Islands include:

- **SMS Cöln:** This wreck is simple to navigate and also lies at a depth suitable for many divers, only 22 meters (m) at the most shallow point. The wreck is a remnant of the scuttling of the German fleet at the end of World War I.
- **SMS Markgraf:** A WWI battleship with a great size that will beat any wreck dive. It is a great wreck, but suitable only for more experienced divers. It lies at a depth of 45 m and has very interesting features that remain largely intact.
- **SMS Kronprinz Wilhelm:** This battleship is the sister ship of the Markgraf. It is another very large wreck, with a depth of only 12 meters at its most shallow point. The wreck is famous for retaining a large amount of the guns and cannons the ship once used in service.

The history of these wrecks is what makes them so fascinating. Many had much experience in battles throughout their service. However, with some dives, there is a lack of background on each wreck.

We provide multi-media driven dive briefings for our trips as well as history talks. Our hosts have 40 years of experience diving the wrecks and can provide an informative overview.

Marine life in Scotland

It is not just the wrecks to look at, the marine life in Scapa Flow is particularly spectacular. Additionally, our Basking Shark Safari trip puts you face to face with some of the most spectacularly huge marine life you are ever likely to see!

Marine life in the Scapa Flow and other Scottish dives sites include:

- algae
- anemones
- basking sharks
- brittle stars
- cod
- comb jellies
- conger eels
- crabs
- grey seals
- harbour seals
- ling
- lobsters
- moon jellies
- pollock
- sponges
- starfish
- urchins
- wrasse

Marine life is attracted by the wrecks, which makes the Orkney Islands one of the best places to dive in the UK for marine life.

Scotland diving conditions

There can be issues of current, with strong tides possible. People who have completed the required lessons will have no trouble under the guidance of our PADI-qualified instructors.

Temperatures can be quite low, at about 14° C at the end of the summer months to around 4° C spring. The visibility is between 10-30 meters. We will provide any wetsuits or dry suits as necessary and always use the best [equipment](#).

Our scuba diving in Scotland packages

We have two trips available for 2021, a Scapa Flow trip in May and a Basking Shark trip in July. Accommodation and facilities are of an excellent standard and provide a high standard of living.

Your experience will be interactive and adventurous, with a diverse group of divers keen to explore. Our packages are suitable for individuals, couples and groups.

All ability levels will be able to enjoy our scuba diving packages, but certain trips have prerequisites for safety. Divers will need to have completed the required amount of lessons and learn the use of certain equipment.

Check out our [diving courses](#) to get prepared.

Book your scuba diving trip in Scotland today

Scotland makes for an interesting and unusual diving destination. We are experts in providing diving trips all over the world and plan a series of diving experiences in Scotland for 2021.

For more detail and to book please see the [Scapa Flow Wreck Diving](#) holiday and [Basking Shark Safari](#) holiday pages for more detail about accommodation and prices. [Contact us](#) for more detail or to book.

Research:

To get an idea of what competitors are doing with their content, here are the top-10-ranking websites for your focus keyword.

1. <https://scuba-diving-scotland.myshopify.com/>
2. <https://divezone.net/diving/scotland>
3. <https://divingadventuresscotland.co.uk/>
4. <https://www.scotsac.com/diving-scotland>
5. <https://m.facebook.com/scubadivingscotland/>
6. <https://deepbluescuba.co.uk/>

7. <https://www.sportdiver.com/10-reasons-to-go-scuba-diving-in-scotland>
8. <https://www.visitscotland.com/info/tours/scuba-diving-af88ca72>
9. <http://www.divebunker.co.uk/>
10. https://www.tripadvisor.co.uk/Attraction_Review-g186534-d14895946-Reviews-Scuba_Diving_Scotland-Glasgow_Scotland.html

Citation	References
	These are external websites used in our research.
1	https://en.wikipedia.org/wiki/Orkney
2	https://www.sportdiver.com/10-reasons-to-go-scuba-diving-in-scotland
3	http://www.scapaflowwrecks.com/
4	http://www.scapaflowwrecks.com/wrecks/coln/
5	http://www.scapaflowwrecks.com/wrecks/markgraf/index.php
6	http://www.scapaflowwrecks.com/wrecks/kronprinz/
7	http://www.divesitedirectory.co.uk/uk_scotland_scapa.html
8	http://www.divesitedirectory.co.uk/uk_scotland_scapa.html

Internal Pages Linked

Linking to other important pages on your website will help their Google ranking positions as well as encourage Google to visit your pages more frequently.

<https://www.oysterdiving.com/blog/basking-shark-diving-june-19/>

<https://www.oysterdiving.com/blog/scapa-flow/>

<https://www.oysterdiving.com/contact-us/>

<https://www.oysterdiving.com/diving-courses/>

Recommended Features

We analysed the websites currently ranking on page one for the keywords we're targeting in this article, and they contain one or all of the following features. We suggest adding as many of these features as possible to our page so they offer the best possible result for Google to rank:

Report - SEO Template

The initial keyword research and analysis of websites currently ranking on page 1 of Google for our target keywords takes an hour. This includes finding as many relevant keywords as possible around our focus keyword, and analysing the web pages that Google considers to be the best results for our target keywords. This ensures the word count in our article is higher than any of the results currently on page 1 of Google and the content is more in-depth.

Report - Research & Writing

This piece will make a fantastic lead generator for your site as it targets a keyword with a strong search volume. As a result of optimising the page it will rank highly on Google, which means that it has the potential of being seen by your audience. As people are drawn to your website they may then become customers.

This content took around 3 hours to write because I researched the target keyword's competitor sites, optimised the page fully to use many other keywords and conducted additional research. This also includes writing time. The page has a word count of over 800 words. The length of the page means it is quite in-depth and will be of better quality than other pages currently ranking for the target keyword on Google.

I present the information in a very informative and knowledgeable tone, as the mindset of most people searching for "scuba diving scotland" will be one that is looking for information from a source that is trustworthy. This helps the reader get the information they require and presents you as an experienced and understanding company. You know how to help them and can either send them to contact you directly or view other pages of the site before converting.

The goal of this page is to drive traffic into your website from potential customers who are searching for "scuba diving scotland" on Google. At least 480 people are searching for this keyword every month, in addition to related keywords. The result of this page going live should be a rise in traffic and conversions on the website.