

8 Easy Steps to SEO-Rich B2B Content

Written by [Jan Davis](#) on March 19, 2018 · [Leave a Comment](#)

You've accepted your next writing project. What's the first thing you do?

Okay, the first thing you do after you've jumped for joy, patted yourself on the back, or hidden under your desk.

One of the first things I do is complete both SEO (Search Engine Optimization) and subject research. These searches put me in touch with the target market. I learn what ails them, verbiage they use, and different angles through the eyes of the target market.

I know everything I write must include information I discover during my SEO research. I don't split the idea of being a copywriter and being an SEO copywriter.

Every time I write for business, I am an SEO B2B copywriter. It all comes down to research and information.

My 8 steps from blank page to delivering SEO-rich content.



Step 1

At the top of the page, I write the purpose for the article.

This keeps me focused as I research and write. Plus, my page is no longer blank. Any sidetrack ideas that pop up during research or writing, I jot down.

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After I complete the article, I review these extra ideas. Many times, they become articles ideas I pitch to different editors.

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Step 2

I set up a very loose outline that changes and evolves as I discover information.

Step 3

I read through and sort any information the client has given me, plus related information I find on the client's website. While I'm reading, I keep track of unanswered questions and new terminology that pops up.

Step 4

I brain dump everything I already know about the subject.

Brain dumping allows me to do three things for my copy.

1. I am getting myself out of my own way. With my brain empty on the subject, I can now research terms without thinking I know everything.
2. I have a list of terminology started for SEO research.
3. I have a starting point to research product information from unanswered questions. Plus, if there is information I can't find in my research, I have intelligent questions to ask the company.

Step 5

I begin my SEO and subject information research.

I use Google, Pinterest, Facebook, and other social media for research. I also use a few SEO research tools which are available for free or a subscription.

My research takes me to forums, trade associations, and the competition. Google is becoming smarter; as you're typing into Google, it gives you other terminology to search on. These suggested keyword phrases come from Google's database based upon similar searches.

Step 6

Once I have enough information about the subject, the target market, and terminology, I use the thesaurus. You can either use an online thesaurus or a hard copy. I personally like to use both.

The online thesaurus is quick and at my fingertips. The hardbound book usually has more words in each entry. And some words have side notes about them, or word links and sentences using the word.

The thesaurus helps me expand my synonym knowledge for my subject matter. Just make sure the synonyms you use are credible in your industry. Some words have different meanings depending on context.

Step 7

And now I write. With the aid of my evolved outline, which contains all SEO and product information in it, I begin to write. I don't worry about punctuation, spelling, or if I'm using enough synonyms in my content.

Step 8

I edit — edit — edit. During editing, I double check terminology, keyword phrases, and decide if I have the right balance of information, SEO, and readability.

I make sure my SEO research information intertwines naturally within the content. Sometimes I've become so attached to a term, I force it into the content, only to take it out at the end, because the word or phrase doesn't flow.

There's more than one way to create great SEO B2B content. By practicing writing SEO-rich content daily, it becomes second nature. And eventually, it might even sound odd when someone asks if you write SEO-rich content, because your answer will be, "Of course I do."

[Editor's Note: For more on how to write SEO-rich copy and content, check out Heather Lloyd-Martin's program, *SEO Copywriting Success*.]

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