

How to Produce Great Copywriting for SEO

Jason Barnard 
The Brand SERP **Guy**



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A simple definition of copywriting is writing for advertising and/or marketing. However, effective copywriting requires that you can engage your readers and get them excited about a particular topic and/or brand you are promoting.



Copywriting for SEO takes this a step further. It's a combination of engaging your audience while helping Google understand what you want to express in the text of your article. The goal is to create useful, engaging, and valuable content that emphasises the relevant words and topics so that people searching for your brand or an article you have written, the results are at their fingertips, reliable, and easy to understand..



Before 2015, people focused on placing keywords on the page where there were many exact or multiple matches, high word density, synonyms, antonyms, definitions, etc., and that worked. However, over time, the old methods have become less useful than they used to be.

They still work in certain circumstances and situations, but since 2015, the options are diminishing. Hummingbird is a code name for a change in Google's search algorithms that focuses on giving meaning to the words users type in when searching for answers to their queries.

Some say that it's impossible to optimise for Google's Hummingbird search algorithm, which is understandable. The algorithm is smart and complex, but we do have copywriting techniques that can "charm" the algorithm.

In this article, I'll tell you the techniques you can use to charm and win over Google's modern algorithms.

In short, if you learn to write clearly, simply and concisely, whilst using appropriate vocabulary and include mentions of relevant entities, then you can win the Hummingbird SEO copywriting game while engaging your audience, preserving your brand's voice and meeting Google's requirements.

Write For Your Users, But Make Sure Google Understands

Your top 3 priorities when writing SEO copy are to appeal to your target audience, express your brand's voice and message, and also meet Google's requirements at the same time. Also, bear in mind that if you succeed in convincing Google but your target audience is not charmed, you will have wasted your efforts.

Always remember that the simpler and easier to digest and understand your article is, the better Google can grasp and understand what you are trying to express. But the flip side is that the easier you make it for Google, the more likely you are to lose your brand's voice and, more importantly, you may make it less appealing to your audience.

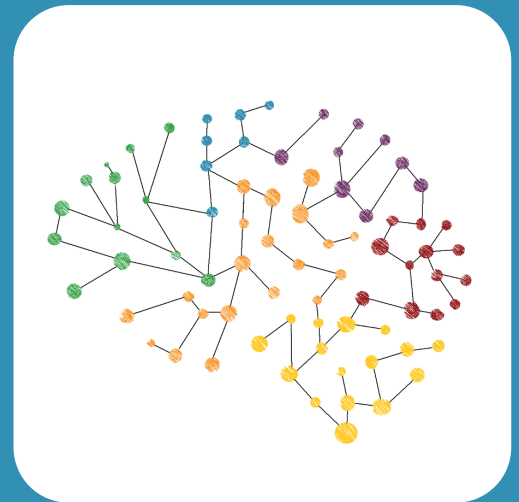
If you approach copywriting from your audience's perspective, using your brand's voice while using simple writing techniques that make it easy for Google to understand you, then you have the correct priorities. Humans first!

Remember that you are not optimising just for Google, you are also optimising for your audience and your brand's voice.

Create Context For Your Message

Google needs context so it can easily digest and understand your thoughts in your article. Your content statements should relate to each other, but most importantly, they should relate to the topic.

The combination of relatedness and co-occurrence makes your context and topic clearer and removes ambiguity. It is important to write clearly and concisely, avoid confusion and ambiguity in your words, and use relevant vocabulary to create a context that is easy to interpret.



Remember that it's good to simplify context, but do not overdo it, as this will not make sense to your audience or Google, and you'll lose credibility with both. The words you use should be coordinated and have a good balance between appropriateness and conciseness. Keeping your writing style understandable for your audience also means that you will provide them with a good user experience.

Another good piece of advice for effective copywriting is to keep your sentences short. Short and easy to understand for your entire audience, including people for whom English (or French, or German...) is not their first language, while also meeting Google's needs, so you don't lose on either front. Always make sure you balance the needs of Google with the needs of your audience. Keep it simple for Google, yes, but not so simple that your audience gets bored.

Create Context Clouds that are Helpful for Humans and to Google

Context clouds are individual words that define the overall context of the content. When you put relevant words together in the context cloud, they immediately convey the context. This way, your context becomes very clear and each word has a more precise meaning, it is less ambiguous.

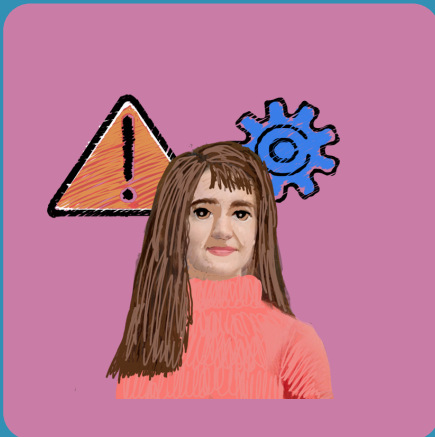


For example, the word "wave" is ambiguous without context. "Wave" could be associated with the sea or the beach, it could also be understood to be a hand gesture, or it could be a sound wave, a light wave... (to mention just a few). The point is that the word wave can mean many things. Without context it is vague and ambiguous, but when you put it in a context cloud, the meaning suddenly becomes clear and easy to understand.

You should include relevant, related words in your text that, taken together, provide context and reassure Google that it has correctly understood what we are talking about. Think about co-occurrence (words that naturally occur together in a given context). If you do, you'll be able to create context clouds easily and effectively.

Include Relevant Entities

Preamble: entities are things. Primarily, easily identifiable things such as people, companies, places, films... but they are also topics such as Economics, football, SEO etc etc. Google (and we as humans) better understand entities when we understand the relationships between them.



For example, an actor in a film would be a person with a relationship with that film. Or a shop in New York would be a company with relations with a town.

This is a vast (very philosophical) topic, but hopefully you get the idea that entities tend to group together when they are relevant to a topic.



When writing copy, it is important that you use relevant entities in your content. This way, you help your audience and Google better understand your content. The ability to establish relationships between entities is a great help and absolutely essential to avoid ambiguity.

An extreme example is that many people around the world have the exact same name (of course, the same is true for brands that use multiple and exact names in industries in different countries). This creates ambiguity and confusion, but a well-written article about the person (or company) would naturally disambiguate by mentioning multiple other entities (people, companies, films, topics etc) that make it clear which one we are talking about.

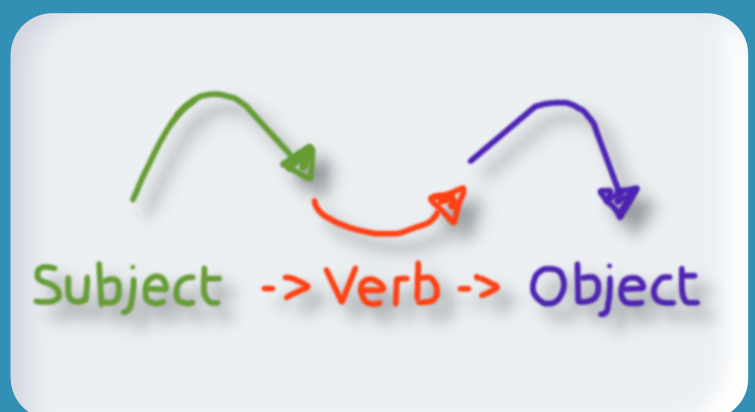
An article about Jason Barnard (the British digital marketer) would naturally mention Joost de Valk, SEO, Google, Kalicube and so on. An article about Jason Barnard (the South African footballer) would naturally mention Cape Town, referee, football stadium, soccer, penalty and so on. As you can see, those other entities immediately clarify which Jason Barnard we are talking about.

Use Semantic Triples

You can also help Google better understand by using semantic triples. Sounds complicated, but a semantic triple is simply the subject-verb-object combination we learn at school. With this simple trick, you explicitly describe the relationships between the entities I mentioned earlier. Sarenza sells shoes. Subject-verb-object. Entity-relationship with-other entity. This makes your content much easier for both your audience and Google to understand.

Always remember to keep things simple and compact. Make sure your semantic triple is tight and strong enough for your audience and Google to pick up on your thoughts. "The Spanish company Sarenza sells shoes in France", rather than "Sarenza, the Spanish Company, has a local presence in France where it sells shoes".

Obviously, don't overdo it. Keep your copy engaging for your audience, but keep the subject-verb-object triple as close as you reasonably can. As mentioned, this is good for Google, but also often better for your human audience too.



C O N T E X T

Use Relevant Vocabulary in Your Copywriting

The vocabulary you use is the foundation for how you create context clouds and entity-mentions that make sense and remove ambiguity. Choose your words carefully.

A good way to figure out which words you should be using in your writing is to listen to your audience directly (phone calls, emails etc), indirectly online through social media, or by getting feedback from your sales and client support teams.

Look at all these sources and build your vocabulary. What words do they use:



On social media (yours, theirs, your competitors'...)



In the emails you receive from clients



When they review your business and products (on your site, but also third party sites)



When they discuss your brand and offers on independent forums



and importantly, what words do your sales and customer support teams hear day in, day out.

This will give you a good idea of the words you should be using to appeal to your audience... and to Google.

Keyword research is great (and is necessary), but add these techniques to your arsenal and you will build an impressive vocabulary that will be incredibly relevant to your audience.



Brevity is Helpful

You don't need a lot of words. As Mark Twain almost said "if I had had more time I would have written less". Take your time to whittle your copywriting down to be less verbose. This way, your writing style is more accessible and easier for both your audience and Google to understand and interpret.

Make Sure Your Brand Name Stands Out

Brand names are generally easier for Google because it's something that's already specific, assuming you are using a unique brand name. Brands with generic names such as Yellow Door have a serious problem with ambiguity that is not easy to solve. But context clouds and related entities in copywriting about the brand is one of the best ways to reduce the effect of that ambiguity both for users and for Google. But even if you have a unique brand name, getting the context cloud right and mentioning relevant related entities is always a big help.



Mistakes You Should Avoid When Copywriting

First, do not add a large number of keywords, synonyms and don't overstuff related entities, and words of co-occurrence. Otherwise, your context cloud will become a block of keywords and will lose its impact. Remember that Google is much, much smarter today than it was when keyword stuffing was a successful tactic.

Second, don't oversimplify. Simple content is great, but if you overdo it, it will seem like you are speaking down to your audience, you'll lose credibility and they won't engage.

Third, don't underestimate the effort you'll need to put in. It takes time to write clear, relevant and concise copy that makes sense to Google, and also engages your audience with the right balance of tone, message and brand voice.

Fourth, be patient and the results are not always immediate and visible, but that does not mean your techniques are not effective. They are effective, you just need to be patient and stay on track.



Conclusion

The art of copywriting is to be creative. You need to be creative to find the right balance for your audience, for you, and for Google.

Thank you for downloading and maximizing this copywriting guide. I hope it's given you a starting point to improve the way you educate Google about you and your brand.

Final Words

Now that you know how to write great content for SEO, you are sure Google understands what you are writing. That means you can clearly communicate your brand message to Google.

One last thing, I have a question for you.

Are you ready to take your brand's online presence to the next level?

If you've ever wondered how to make sure Google really understands your brand message, you've come to the right place.

With our expertise in writing top-notch SEO content, we'll show you the way to make sure Google understands your message loud and clear.

Picture this: When your target audience searches for your brand, you want them to find exactly what you want to communicate. This is where Brand SERP optimization comes in, and it's key to making sure your brand shines on Google.

With Kalicube Academy's Brand SERP courses, you can control and improve the brand message your audience finds when they search for your brand on Google.

By taking our strategic approach to improving your brand's digital presence and visibility on Google SERPs, you'll not only better connect with your audience, but also leave a lasting impression that sets you apart from the competition.

Don't let your brand get lost in the vast online landscape.

Join us today and take the first step to dominating your Brand SERP, putting your message in the spotlight where it belongs.

Elevate your brand with Kalicube Academy – the future of digital marketing success starts here.



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Key Contributors



Jason Barnard
Author



Kristine Manito
Co-author

The Kalicube Team



Joan Buarao-Atizado
Social Media Manager



Jean Marie Laurente
Website Content Manager



Maria Victoria Siasat
Podcast and Events
Manager



Allyssa Reyes
Kalicube Pro Team
Manager



Mary-Ann Buarao
Customer Value Manager



Katrina Bonete
Content Marketing
Manager



Leanne Summers
Editor



Kristina Rajzer
Sales & Marketing Manager



Bernadeth Brusola
Copywriting and FAQ



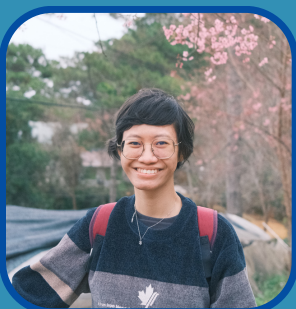
Véronique Barnard
Visual Branding



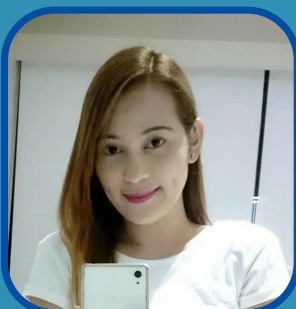
Anton Shulke
Influencer Marketing



Nell Santos
Account Manager (and
Knowledge Sources Expert)



Anh Nguyen
Brand SERP Expert



Amity Bartolome
Data Quality Analyst



Sara Moccand-Sayegh
Editor



Moderick Siasat
Administrative Manager