

UNDERSTANDING OUR CONTENT STRATEGY SERVICES

A Brief Guide



JULIA MCCOY, CEO
Express Writers

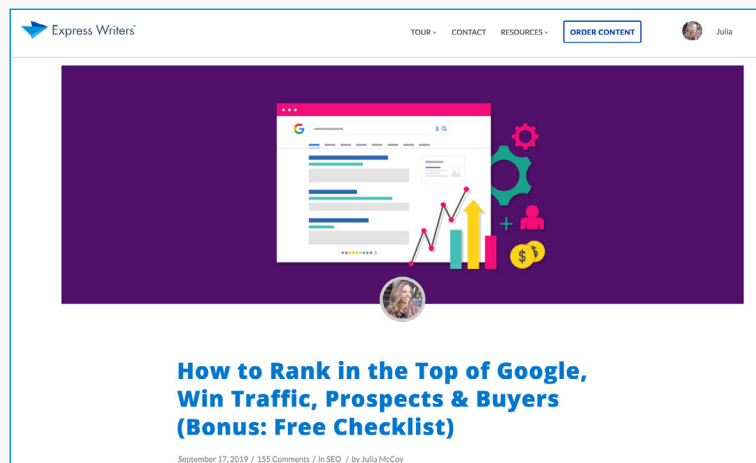
WHY IS KNOWING A STRATEGY TO YOUR CONTENT SO IMPORTANT?

Publishing “blindly,” without knowing if your audience cares about the topics you’re writing or if you can tie that topic to actual search traffic, is no longer a viable strategy to any marketer’s online presence. With over 5 billion searches happening per day on Google, and over 4.4 million blogs published daily, the internet both experiences a massive amount of traffic from humans and end users, and, gives birth rapidly to tremendous amounts of content from publishers.

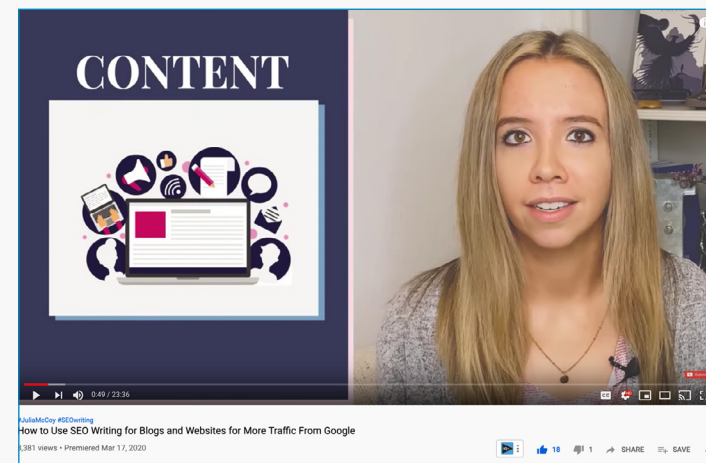
However, publishing content consistently for your brand, *with* strategic research and knowledge involved, is a terrific path to mega brand growth. Three-fourths of all users on the web read blogs, and many of them read content from a brand before ever interacting with that brand’s sales rep. Your investment in reader-friendly content has the opportunity to push your business forward in a massive way.

So, knowing that content is incredibly valuable, how *do* you stand out? You know *what* your audience wants to hear about, and you produce and publish that content to build your brand.

Read and watch these resources to learn more about our approach to search-targeted content strategy:



[HOW TO RANK IN THE TOP OF GOOGLE \(FEATURING A CLIENT CASE STUDY: FRESHCAP MUSHROOMS\)](#)



[HOW TO USE SEO WRITING FOR BLOGS AND WEBSITES FOR MORE TRAFFIC FROM GOOGLE](#)

WHY EXPRESS WRITERS FOR YOUR CONTENT STRATEGY?

Our founder, Julia McCoy, knows, practices, and teaches content strategy from a real-world, hard-knocks, high-profit perspective.

Back in 2012, just a year after forming her content agency Express Writers, she saw a need for doing more than just content; specifically, researching topics and keywords for her agency clients. She researched the market and couldn't find any practical training solutions that taught the "how" of topic and keyword research. That's when Julia began to build the cores of an internal training, 100% exclusive to Express Writers, that taught writers how to become Content Strategists with a focus on teaching topical and keyword research that would produce high-return on-site content.

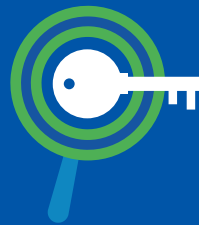
Julia saw success in this area for her clients and team, and went on to write a leading book on content strategy: [*Practical Content Strategy & Marketing*](#), and launch a course that has earned over 500 worldwide students today, [*The Content Strategy & Marketing Course*](#). Julia continues to develop and teach cutting-edge strategic training for online content creators. At Express Writers, she continues to develop and refine the content strategy services offered to EW's clientele, and trains a core team of Content Strategists, handpicked from the agency's expert writer team.



Our Content Strategy Services



**Content Strategy
Consultation**



**Keyword Research
Packages: for
Web, for Blog**



**Editorial Calendar
(2-Month Build)**



CONTENT STRATEGY ADD-ONS:

**Topic Planning for Blogs, Per-Topic
SEO Research for Web Pages, Per-Page**

TL;DR: Our Content Strategy services are designed to give you a simple, accessible path to content that works. We don't mess around; in our add-ons, it's per piece, and you receive a great focus and long-tail keyword, a solid topic, and synonymous keywords. Our other minimal packages were built to give you immediate clarity—a live content strategy consultation and report, an editorial calendar for two months of content, or a package of keywords for your site or blog. Once you receive your research, you review and send us feedback—“Hey, this is on the right path! / Hey, can we tweak this a bit? Hey, this keyword is a bit off.”—we revise if needed, and you get the final pieces of content that work for you. Or, you can have the research sent *straight* off to your writer, if you've hired us to write the content, too. Content *and* content research = done and off your plate.

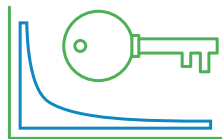
METRICS AND METHODOLOGIES OVERVIEW

Here's a brief explanation of the tools, metrics, and methodologies we use in our targeted content strategy (web page, blog, keyword and site research) services.

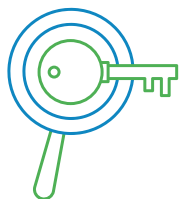
TOOLS WE USE: SEMRush, AHrefs, KWFinder by Mangools, BuzzSumo, and the human eye of our trained Content Strategists.



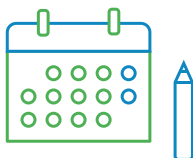
In our Content Strategy Consultation, you'll get to speak live to a Content Strategist, and pick their brand about your presence. After the call, you'll receive a follow-up report within 1-2 days that includes a rough content plan of action for you to use and begin developing great content with.



For each add-on, you'll receive a focus keyword—usually a long-tail keyword—as well as synonymous keywords, for your single pages/blogs. Additionally, you'll receive a suggested blog headline topic, for blog add-ons; or a suggested web page title, if this was an add-on for a web page.



For the Keyword Research packages, you'll receive a list of keyword opportunities to pick from, as well as a 'top 10' or 'recommended' keyword list—the hottest keywords we've researched that we recommend creating immediate content for, after reviewing your site, your competitor sites, and the best opportunities that exist in our keyword research tools.



For our Editorial Calendar package, we'll manually put together two months of suggested blog and/or web page headlines, combining the best opportunities we find for two months of great content for your site. (The minimum is two months to ensure you begin to see results.)

METRICS WE USE WHEN RECOMMENDING GREAT KEYWORDS: Here's an explanation.

First, to find great keywords, we review your input form and any rough ideas you sent through, as well as your site. Then, we look for the best opportunities that exist in our keyword research tools, taking keywords into our paid keyword software tools to find best possibilities. Keep in mind that your Strategist will check on any keywords you suggested in your order input form. However, they may not recommend your rough idea keywords if the competition levels and/or search volume doesn't equal an opportunity.

- **Relevancy** is a completely human (non-automated/tool) metric that our Content Strategists use when researching your keywords. Our Content Strategists will research your site, your audience, get familiar with it—and then ask, *What would be most relevant to pull in an ideal buyer or audience member?* If the keyword isn't relevant, it isn't worth pursuing.

- **KD** is Keyword Difficulty, a 1 to 100 score. 50 and below are scores we look for when finding for newer and emerging sites with little DA (domain authority). 50-70 difficulty scores are not recommended if you have a new site; this is a high score that is hard to find a ranking opportunity in unless our clients' sites have a high DA and trust flow. KD is the industry keyword difficulty acronym in many tools: SEMrush, KWFinder, Ahrefs, Moz, etc.
- **Volume** is the average number of searches for the keyword across 1 month. Remember, less searches for a very close /relatable keyword could mean more clients, while more searches for a broader keyword could be less conversions. So low volume isn't necessarily bad.
- **Competition.** This number is scaled from 0 to 100, and represents the number of optimized pages published on the Internet for each keyword. The higher this number, the more competing pages there are. Generally, your strategist will not recommend a keyword that has a competition score higher than 50.
- **SERP Features.** This is where our Strategists have identified if there are special SERP feature rankings for this keyword. Special SERP features include Knowledge Graph, Rich Snippets, People also ask boxes, etc. Knowing what Google ranks for this keyword guides content creation. (Example: Related Questions are often 30-words in length, so the writer should be crafting a '30 word snippet' early on that 'answers' the topic for an opportunity to rank in this area.)
- **Related and Synonymous, or Secondary, Keywords (pulled from Google):** We never guess on what keywords to use. Google has a handy "Searches related to" that appears at the bottom of SERPs for any keyword. This is an index of real terms that Google says are related to the focus keyword. These are the terms we pull in and paste for our writers to use when crafting your Authority content piece.

METRICS WE USE WHEN RECOMMENDING GREAT HEADLINES: The Advanced Marketing Institute's Emotional Marketing Value Headline Analyzer is an excellent, proven headline optimization tool that helps our Strategists identify a high Emotional Marketing Value (EMV) score. You can see it here: <https://www.aminstitute.com/headline/>

The screenshot displays the 'Headline Analyzer' interface. At the top, it says 'EMOTIONAL MARKETING VALUE' and 'Headline Analyzer'. Below this, it prompts the user to 'Enter up to 20 words (minimum 4) for analysis:'. A text input field contains the headline: 'How to Promote a New Blog Post 15 Trusty Techniques to Try'. A blue button labeled 'Submit For Analysis' is positioned below the input field.

Below the input section, the 'EMV HEADLINE ANALYZER RESULTS' are shown. It states: 'You entered "How to Promote a New Blog Post 15 Trusty Techniques to Try" for analysis.' To the left of a progress bar is a pie chart with one segment highlighted. The progress bar is labeled 'EMV' and shows a value of '41%'. Below this, the score '41.67%' is prominently displayed. To the right of the score, the word 'SPIRITUAL' is written in a purple box.

Two explanatory paragraphs are provided at the bottom. The first paragraph explains that the score indicates a total of 41.67% Emotional Marketing Value (EMV) Words, comparing it to the average of 20% EMV words in professional copywriters' headlines. The second paragraph notes that while the overall EMV score is 41.67%, the headline also has a predominant emotion classification of 'SPIRITUAL', which carries words with a deep emotional level.

Reaching your customers in an deep and emotional way is a key to successful content, and your headline is one of the most important pieces of copy. The AMI's tool scores headlines based on the total number of EMV words it has in relation to the total number of words it contains.

It can take quite a few tries to craft a headline that scores 40+ on the EMV headline scorer, so our Strategists put in a lot of work and effort to get a great headline that scores well.

In addition to the EMV score, you'll find out which emotion your headline most impacts. Our Strategists will notate that in the **Headline Emotion** column.

Topic Draft/Explanation	Topic Score	Headline Emotion
X Travel Safety Tips Every \	55.56%	Intellectual
Last Minute Travel? Here's What You Absolutely Need to Pack	60.00%	Spiritual

INFLUENCERS. If you purchased an Editorial Calendar, we research your industry influencers and pull a report from BuzzSumo. These are excellent people to interact with, follow, and retweet (begin building relationships with) so you can potentially form content relationships and get on their radar.

CONTENT DISCOVERY. These are included with Editorial Calendars. Using our content-to-profits **Topic Circle concept**, we'll map out some general topic areas that you'll do well publishing content within. These are topics matched up to your expertise and matched up to what your audience wants to hear about.

BUZZSUMO ANALYSIS. This is an analysis of what's hot in your niche, which we've studied using BuzzSumo, a leading content data and popularity research tool.

RECOMMENDED FOCUS KEYWORDS. These are the focus keywords we've researched that we recommend creating immediate content for, after reviewing your site, your competitor sites, and the best opportunities that exist in our keyword research tools. Keep in mind that your Strategist will check on any keywords you suggested for your order and list the results here. However, they might not recommend one of these keywords based on their competition levels and/or search volume.

TOTAL KEYWORD OPPORTUNITIES. This is a list of more keyword opportunities in your niche and industry that we've found.

Questions?

Please contact our staff for further explanation if necessary and learn how we can help you reach your goals with a solid content strategy.

www.expresswriters.com/contact-us

