

"12 Days to **Page One** On Google" e-course



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Content Creation

Welcome to Day 3 of the 12 days to Page One on Google- ecourse.

This part of the course we are going to cover preparing content.

WHAT IS THE EXPECTED OUTCOME FOR THIS SESSION?

You will end up with 4 articles between 600 – 800 words in length.

You will write one unique title and description for each page.

These articles will contain your chosen keywords.

You will do a search for 3 suitable images and one or two videos.

WHAT DO YOU ACTUALLY NEED TO DO?

You are required to [watch the Content video](#) and prepare 4 X 600 – 800 word articles, plus one title and one description for each article.

You are to follow the guidelines in this pdf and the video in regard to use of keywords etc.

Content

In the past session we looked at finding your keywords.

You should have 4-5 long tail keyword phrases chosen now and now we have to decide what "content" to put on your web pages.

Content is simple the text, the video, and images you see on a web page.

Generally Google rank text, and not videos or images (technically they do rank videos and images, but we won't go into that here).

Content relevance

Believe it or not, the relevance of the text you place on a webpage can greatly assist you when ranking in Google. Not to mention making it relevant for visitors.

So whatever content you decide to put on your pages, it should be related to the theme of your website, and to the specific keyword phrases you are targeting.

Your content articles

You will be putting up four pages, so we suggest you take the time to write 4 X 600 – 800 word articles.

You can outsource this if you wish or use content you have possibly previously prepared if you are using one of your pre-existing niches.

For specifics and ideas, [see the content video here.](#)

If you have a hard time writing, then just write two articles and use the same article twice with some minor changes (a total of four pages). Four unique articles would be better.

Now the articles must relate closely to the “theme” or niche you are targeting, so let's assume you choose these keywords

barbie doll house furniture (main keyword phrase)

barbie doll house chairs

barbie doll ken clothes

barbie doll fashion accessories

barbie dolls for sale in Australia

Now these are just example keyword phrases, we don't actually recommend you use these 😊

So in this example our main keyword phrase is barbie doll house furniture, so in other words this is the keyword phrase we want our page to come up on page one for, if people type in barbie doll house furniture.

The other keywords are there to help show Google that your content is relevant and eventually you would also target those keywords (in a future promotion) so that you also rank well when visitors type those keywords into Google.

What to write about in the articles.

There are two main types of simple content webpages you will be putting up;

1. Your money page
2. Your web 2.0 linking pages

Money page

This is the main page you want all visitors to eventually get to.

Visitors may get to your money page directly or via one of your web 2.0 linking pages.

The money page could be a sales page of some sort, it could be an optin page, it could be a review page that leads to an affiliate offer, an AdSense or CPA offer page (that's something you need to decide).

So, whatever you decide in for your money page will have an effect on the content you place there.

Keywords for money page

Use the main long tail keyword and 2-3 of the other long tail keywords you chose earlier.

There is no set keyword density required. Just make sure the content is readable, interesting and not SPAMMY.

Web 2.0 linking page

The content for the web 2.0 linking pages are used to entice visitors to click a link in the article through to your money page.

We suggest you consider trying a “Review” from a third person perspective, where you talk about the product. ie. You are NOT the product owner trying to sell something.

This can make a big positive difference to how your pages are viewed and treated by Google.

Keywords for web 2.0 linking page

Use the main long tail keyword and 2-3 of the other long tail keywords you chose earlier.

There is no set keyword density required. Just make sure the content is readable, interesting and not SPAMMY.

NB. If your content is not genuine or is of a poor quality, visitors will not make it to your money page ☹️

Videos & images

It's usually a good idea to add a video or an image (or both) to your web pages. Now when you are starting out, you can use other peoples video/images, but eventually you will want to do your own.

To find a suitable image, just do a search in Google for your keyword phrase, then click 'Images', and Google will show you a list of images that relate to that keyword. Just click an image, then "Save it" to your computer, for use later on.

Likewise for videos, go to <http://www.youtube.com> and do a search for your keyword phrase, and find some videos.

Copy the links for use later.

In both cases, if you do not find suitable images or videos you may have to choose a high level niche for the image or video search.

So if you were unable to find a video on barbie doll houses instead of barbie doll house furniture or even barbie doll

It will still be related to your content.

Get your images and videos ready for later use. Of course, what you do want to do when selecting images and videos is to make sure they are NOT obviously commercial videos promoting other products, otherwise people may just decide to go use that product.

Tim will be covering images and video in more detail later in the course.

Titles and descriptions.

Each of the 4 webpages you will be creating, require a unique title and description.

See the content video that discusses use of title and description tags.

SUMMARY

We have covered the step of creating content for your websites that you will soon be putting up.

We also looked at getting some images and videos ready plus writing your titles and descriptions.

WHAT IS THE NEXT PART OF THE COURSE?

Next we will start the process of setting up your money page, domain names and hosting.

You will soon have those websites up.

Cheers for now.

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