



Semrush SEO Crash Course

CREATE AMAZING
CONTENT

LESSON 3 **WORKSHEET**

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Create Amazing Content

This lesson was all about **content**.

Specifically, you learned that using templates is one of the secrets to publishing content that rank. I also covered a number of content templates that I personally use and recommend.

So if you're ready to publish high-ROI content, get started with Step #1 below.

STEP 1 | **Grab Your 5 Keywords From Lesson 2**

Remember the 5 keywords that you chose in the last lesson?

Well, you're going to put them to good use now.

Specifically, you're going to write content around those keywords. So make sure you have that list of 5 keywords handy.

STEP 2 | **Identify "Content Keywords"**

Your next step is to identify "Content Keywords" in your list.

As the name suggests, "Content Keywords" are words and phrases that people use to find **content** in Google.

This is in sharp contrast to commercial keywords where people want to browse or buy a product or service.

For example, let's say that the 5 keywords you found in lesson 2 were:

- Healthy dog treats
- Keto diet for dogs

- Best dog food for weight loss
- Dog digestion issues
- Weight loss treats

You'd go through each one and think: "Is someone searching for this to find content and information? Or do they want to buy something?"

In this example, the content keywords in the list are: "keto diet for dogs", "best dog food for weight loss", and "dog digestion issues".

The other two terms "healthy dog treats" and "weight loss treats" are commercial keywords.

If you're not sure, you can search for the keyword and see what comes up.

If you see mostly articles and blog posts, then you can be pretty confident that it's a Content Keyword. If you see a lot of landing pages or ecommerce product pages, it's probably a commercial keyword.

Enter the content keywords from your list below.

CONTENT KEYWORDS

STEP 3 Choose a Content Template

Next, it's time to choose a content template for each of your content keywords.

To recap, I covered 3 templates in the video:

- The Expanded List Post
- The Ultimate Guide
- "Tools Of The Trade" Post

Obviously, there are many more content templates than these 3. But in my experience, these templates tend to work well for a variety of different topics.

For example, let's take one of the content keywords from the last step: "keto diet for dogs". This would be a great fit for The Ultimate Guide template. The guide could cover whether keto makes sense for dogs, different dietary options, case studies, and more.

How about another content keyword from the list "best dog food for weight loss". That's an obvious "Tools of the Trade" post. You'd research the best options out there. And collect all of the key data (pricing etc.) all in one place.

NOTE: These two examples were pretty straightforward. But sometimes you'll find keywords where it's not 100% clear which template is best. In that case, you'd want to search for the keyword in Google. And see what comes up. If you notice a lot of list posts on the first page, an Expanded List Post is probably your best bet. If you see a ton of guides, then you'd want to go with the Ultimate Guide format.

So yeah, go ahead and grab a content keyword from your list.

And move onto our next step.

STEP 4 Write Your Post

Now it's time to actually outline and write your post. Obviously, high-quality content is well beyond the scope of this course.

So I recommend using a strategy called [The Skyscraper Technique](#) to make sure that your content is good enough to rank on the first page of Google.

Here are the 3 steps:

First, you evaluate Google's first page for content that's already ranking well.

Next, you figure out what that content has in common.

Finally, you write a post that's similar to what you just found... but WAY better.

That way, you KNOW that your content is objectively better than what's already ranking on page 1 of Google. Which gives you a great chance of ranking over the long haul.

STEP 5 Optimize Your Post

Now that you have your content written, it's time to optimize it for SEO. Also known as on-page SEO.

As I outlined in the video, on-page SEO is a HUGE topic. But that doesn't mean you need to master it to succeed.

In fact, focusing on these three elements is usually more than enough.

1. Optimize Your Title Tag
2. Use Internal Linking
3. Optimize Your Page's UX

If you want to learn more about on-page SEO, I recommend checking out [this regularly updated guide](#).

STEP 4 (Optional): Use Semrush's SEO Writing Assistant

This Semrush feature analyzes your content. And provides detailed recommendations on how you can optimize it better.

That way, you can be sure that your content is checking all of the important boxes.

Looking ahead to lesson 4 we're going to cover a super important part of SEO: link building.

See you then.