



The Expert SEO Content Writer / Curriculum

COURSE CREATOR:
JULIA MCCOY





What's In The Expert SEO Content Writer Course?

This course was created by SEO and content marketing expert Julia McCoy to dramatically grow your skills and knowledge in *long-term, hack-free* SEO writing — fast.

Built for busy people with busy lives, this course is perfect for the day job employee or freelancer/solopreneur building their brand and looking to increase their marketability. You can get through this laser-focused, intensive course in just a week or less.

With under five hours of on-demand video content, subtitles, audio files and easy-to-remember knowledge sheets — not to mention tons of templates and short live demos — you'll fly through this material and be ready to apply it to your content NEXT WEEK.

In The Expert SEO Content Writer Course, you'll learn every skill involved in becoming an expert SEO content writer.

Across three modules, you'll learn all about:

- The how and why of SEO writing: You'll gain a deep perspective on how to research and find amazing, high-ROI keywords using the best software on the market. You'll learn to write and optimize structured content for the best chance at ranking for the target keyword.



- How to find hot topics that will perform well in SEO and with human readers: You'll learn not only SEO keyword research techniques, but how to use my favorite content analysis tools to capitalize on hot topics your audience will love.
- How to master each step involved in writing SEO content, with templates: Learn and become an expert at the art of SEO writing!
- How to write the supporting content around SEO content: This includes lead magnets, great headlines and hooks, SEO web and landing pages, email content and other forms of copy.
- How to put an accurate price tag on your content services and how to close more clients: If you work in an agency, learn how to deliver and build proven reports that show your boss the ROI of the content you produce.

You'll get:

- The ability to work at your own pace. There are three main modules with videos and on-demand training, as well as a brief introduction and closing module section. You'll get between 4-5 hours of video content, guiding you all the way from beginner SEO writer to expert.
- Clear action items that set you up for success. You can download and work from proven content templates, see examples of content formats live in video demonstrations and more!
- Printable workbooks, knowledge sheets, and templates that help you stay on track, organized, and guided—so you never feel like you're alone inside this self-paced course.
- Exclusive access to a private student community to discuss coursework and trade ideas with your classmates.





What Our 100+ Enrolled Students Say

Emma Lander @EJLander · Oct 5
Woohoo! Happy to announce I am now a certified SEO writer thanks to @JuliaEMcCoy's 'The Expert SEO #Content Writer' course. A great educational program that I thoroughly recommend if you need help getting your head around #SEO. Thank you, Julia!

Kristeen Romero @SG @KristeenOnline
JUST ENROLLED! I tried as hard as I could but I couldn't find anywhere else that offered anything near what @JuliaEMcCoy is with this new course. 😂
Looking forward to leveling up my copywriting skills!

Julia McCoy @JuliaEMcCoy
IT'S ENROLLMENT WEEK for my new Expert SEO Course!
My brand new #SEO #writing course is open till Thursday, 11:59 PM CST....

Karen Carlson Hawker is 😊 feeling grateful.
November 2
I just want to say that I am grateful for this forum. I started a new job in SEO/Content Marketing two months ago, after working 19 years in PR. I've been reading everything I can get my hands on all summer, and it's so nice to have a private forum for me to ask the experts my newbie questions! Thanks Julia and team!

Inga Hockenbring is 😊 feeling satisfied.
October 9
I just finished the course which gave me a lot of information + tools for professional SEO writing. The advice given is actionable from the very beginning. It is also great to gain insight into how a successful content agency works. Only rarely you find insider tips & tricks shared so openly elsewhere. A huge thank you to Julia and her team.

Chuck Frey <chuck.frey@cultivate-communications.com>
to me ▾
Hi, Julia! I'm working my way through your SEO writer e-course, and am really learning a lot.

to me ▾
Hi Julia,
this is Vladimir, your big fan and student of The Expert SEO Content Writer Course.
I liked your course so much.

Lisa Farrell • 1st
Digital Marketer and Content Creator
1d
I'm almost halfway done with **Julia McCoy's** SEO Writing Course, and I have to say, I can't recommend it enough.
I'm a writer by trade, but writing with SEO in mind is just a totally different animal. I've already learned a lot about keyword research and I'm excited to put it into practice.

Vladimir Mirnii • 1st
I help businesses grow traffic & sales through content mark...
Yes. Thanks a lot Julia for this amazing course! It's jam-packed with deep insights, useful hacks that can save lots of time for everyone who'd like to improve their SEO, content writing and content marketing skills. Tons of value!
Like Reply
My blog is focusing...
enough to post (still in its infancy).
As I have monitored the post and comments here, I have to tell you that there is a wealth of information in this group.
Thank You for sharing.





Modules

INTRO: Let's Get Started

SEO Content Writer Course Bonuses

Module 1: Understanding SEO, Your Audience, & How to Come Up with Profitable Content Ideas

Module 2: How to Write High-ROI Online SEO Content & Supporting Formats

Module 3: Marketing Yourself & Proving the Worth of Content

CERTIFICATION: Quiz & Certification





Individual Curriculum Lessons Section

INTRO: Let's Get Started

- Welcome! What's Ahead in This Course: Get Set Up for Success (9:36)
- Private Student Community Access

SEO Content Writer Course Bonuses

- Bonus #1: Content Template Library & Prompts
- Bonus #2: Student-Only Partner Discount Codes
- Bonus #3: Complete Course Workbook

Module 1: Understanding SEO, Your Audience, & How to Come Up with Profitable Content Ideas

- 1.1. How Do I Generate Profitable Topics? Thinking in Terms of Content Ideation Goals (4:37)
- 1.2 Your 4 Content Keys & Persona-Building: Understanding How to Reach & Impact An Audience with Content (6:47)
- 1.3 How to Understand SEO Keyword Research & Uncover the Right Keywords (With Templates) (27:25)
- 1.4 How to Do Content Analysis for Even More Powerful SEO or Thought Leadership Content (11:21)
- 1.5 Intro to Content Writing Templates: How to Optimize Content Correctly for Search Engines & Humans (16:27)



Module 2: How to Write High-ROI Online SEO Content & Supporting Formats

- 2.1 2 Writing Formulas To Help You Write More Structured Content: PAS & KISS (With Cheat Sheet) (9:14)
- 2.2 AP English vs. Online Writing: Major Differences (With Cheat Sheet) (13:00)
- 2.3 Modern Online Writing 101: Terrible, Good & Amazing Content (Live Recording of Julia's Writing Coaching) (47:01)
- 2.4 Creating Lead Magnets & "Content Upgrades" For Subscriber Growth (with Worksheet) (10:57)
- 2.5 Creating Powerful Headlines & Hooks (with Worksheet) (5:58)
- 2.6 How to Create 2 High-ROI Blog Types (Templates & Worksheets) (3:36)
- 2.7 SEO Web & Landing Pages (Templates & Knowledge Sheet) (10:01)
- 2.8 How to Write Other Key Supporting Forms of Content: Email, Social Media & Video (10:25)
- 2.9 FAQ: I'm Not a Native Speaker... How Do I Up My Game at Writing? (11:02)
- 2.10 FAQ: Tips for Boosting Your Writing Productivity & Speed (4:53)
- 2.11 FAQ: Should I Syndicate My Content? & Other Top SEO Questions (16:00)
- 2.12 FAQ: How Should I Link to Sources or Quote in My Content? (7:26)

Module 3: Marketing Yourself & Proving the Worth of Content

- 3.1 How to Price Content Writing Services (With Pricing Template) (5:38)
- 3.2 How to Guide Content Strategy & Marketing Clients to a Close (Sales Tips) (2:35)
- 3.3 KPIs & Boss-Friendly Stuff: How to Look Up Content Rankings & Traction (Tutorial) (12:24)

CERTIFICATION: Quiz & Certification

- Congratulations! You Did It! How to Get Your Certificate (1:23)
- Test Your Knowledge: Short Course Quiz
- Badges & Adding Certification to Your LinkedIn (0:22)



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