



# SEO FOR WELLNESS PROFESSIONALS

## The Content Formula Starter

So, this is not rocket science! But it should give you a nice starting point for your super valuable, hyper searchable, legacy building content... No pressure of course!

Just copy the prompts into a new document, fill in the blanks and voila!

## THE CONTENT FORMULA

COMPELLING OPTIMIZED TITLE!

**Introduction** – Tell them what they will get and why!

Point 1 - **Subheading**

1 paragraph of great content (or more!)

Point 2 - **Subheading**

1 paragraph of great content (or more!)

Point 3 - **Subheading**

1 paragraph of great content (or more!)

Point 4 - **Subheading**

1 paragraph of great content (or more!)

Point 5 - **Subheading**

1 paragraph of great content (or more!)

**Conclusion** (and if appropriate, a call to action!)



## TIPS FOR GETTING STARTED

1. The number of points is not important, it could be 3 it could be 23!
2. An ideal topic is one that is:
  - a. searched for,
  - b. has SEO potential - i.e., not too competitive,
  - c. useful to your ideal community members,
  - d. wanted by your ideal community members.
3. Give value. Be authentic and generous. Ensure your content will make their life better, easier, or more enjoyable.
4. Use SEO! Choose a key phrase and apply liberally! Use it in the title, subheadings and text, wherever it makes sense.
5. Does it work to include questions and answers? Do that and put keywords in there too!
6. Is there an opportunity to naturally link to at least one other page or resource on your website? Great!

## TIPS FOR MAXIMIZING THE GOOD ONES!

If one of your super resources gets a great following, then think about using The Content Formula to expand on the conversation and potential of that resource.

Here are some ways you can do this:

1. **Write more resources.** Do people seem to love your take on a topic? Give them more!
  - a. Create follow on or related blogs/resources individually or in a series,
  - b. Go in deeper on certain points,



- c. Offer case studies, or a resource list that would be super helpful,
    - d. Link each resource to the other related ones.
  2. **Create a video** or video series. If your original resource is in written form, expand the conversation by making a related video – or several videos.
    - a. Expand on the points,
    - b. Be yourself,
    - c. Link the videos to the resource,
    - d. Embed your video/s in the resource itself,
    - e. Make sure you optimize the videos too!
  3. **Create an eBook** to sell or give away as an incentive for joining your community:
    - a. Expand each section to a page,
    - b. Add a bio/about the author,
    - c. Create a book cover or have one designed for you,
    - d. Design the internal parts of the book nicely.
  4. **Create a course**, it could be live in-person or as a webinar, it could be recorded videos or audios, it could simply be a weekly email. Any format is possible depending on the wants and needs of your target audience.
    - a. Expand each section to a module,
    - b. Create a compelling sales page,
    - c. Create resources if they will help,
    - d. Design some branding for the course,
    - e. Choose appropriate technology to host your course.

**Note:** If you are ready for the next steps, you have options! Do your own design free in Canva or book a designer. Host courses through external networks or self-host on your own course platform. Film videos professionally or use your phone propped up on a stack of books. Write and edit your own sales pages or engage a copywriter. There are options for every budget and level of professionalism needed.

If you want professional help with strategy, design, implementation, or copy email [hello@websitealchemy.com](mailto:hello@websitealchemy.com) and we can give you a quote.