RANKING IN GOOGLE

plus **The Two Best Types of Articles For High-Paid Freelance Writers**

I

II

III

IV

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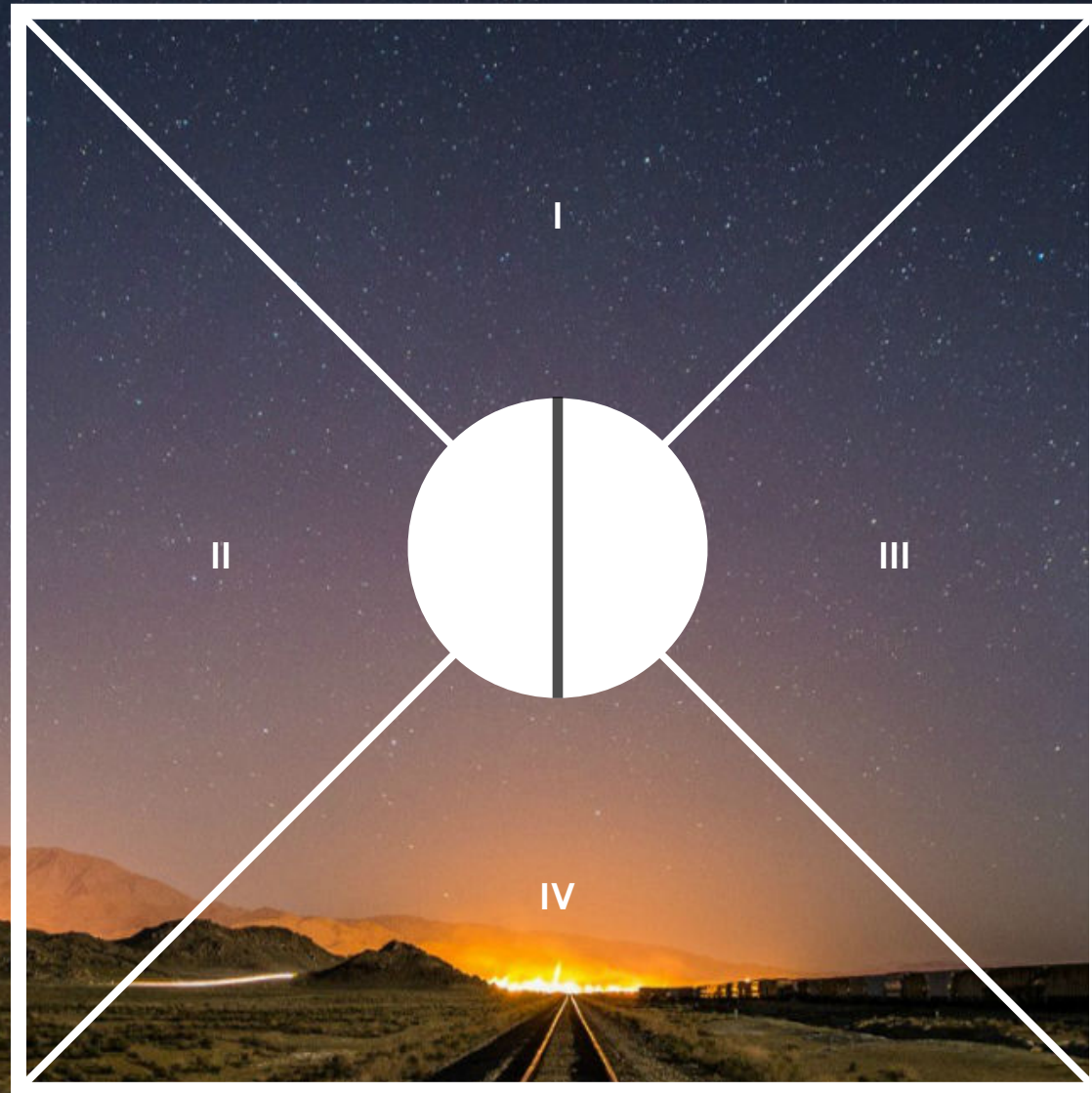
To Rank Client Articles In Google AND Get Paid Well, You Must Satisfy 4 Big Components & Needs.

I. The Audience's Needs
II. The Client's Needs
III. Google's Needs
IV. The Freelance Writer's Needs

RANKING IN GOOGLE: The 4 Components
plus The Two Best types of Articles For High-Paid Freelance Writers

I.   AUDIENCE:

92% of consumers want brands to make ads feel like a story. (OneSpot)

47% of buyers viewed 3-5 pieces of content before engaging with a sales rep. (Demand Gen)

Branded content is 22x more engaging than display ads. (Pressboard)

68% of online experiences begin with a search engine. (BrightEdge)
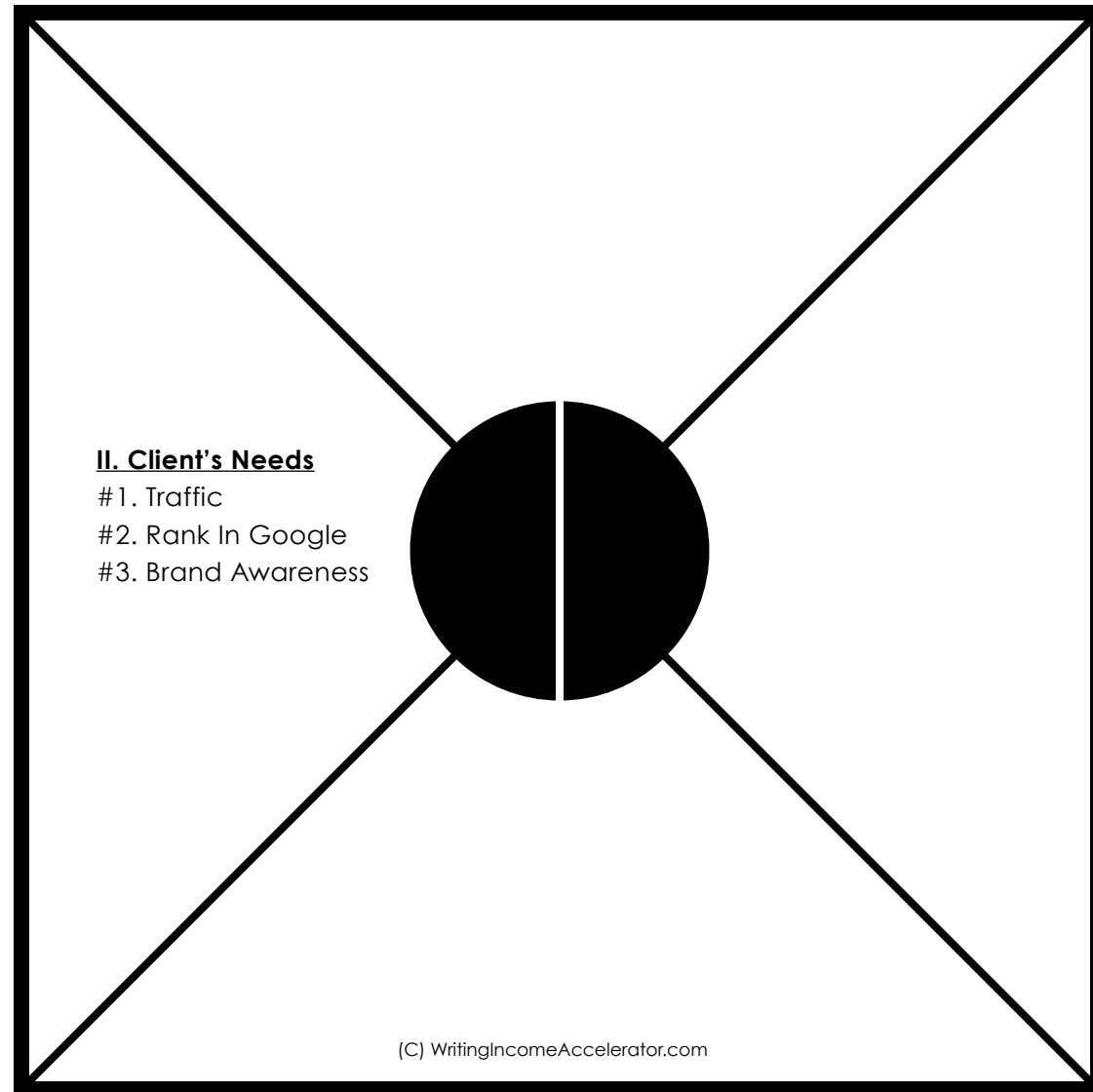
I. Ideal Audience's Needs

#1. Answers

#2. Edutainment [Storytelling]

#3. Best Ranks In Google

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RANKING IN GOOGLE: The 4 Components
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II. Client's Needs
#1. Traffic
#2. Rank In Google
#3. Brand Awareness

II. CLIENTS:

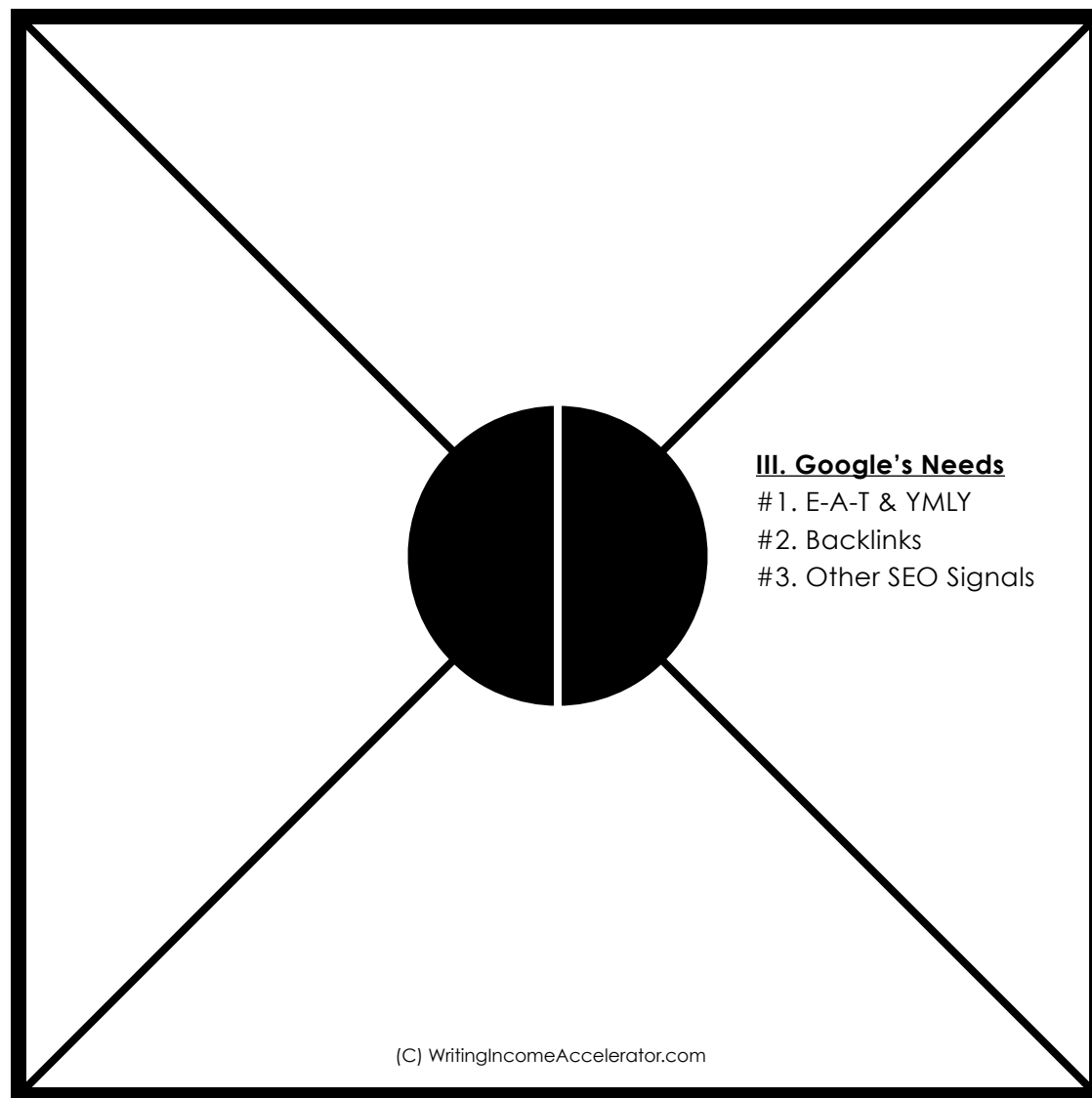*According to 65% of marketers, SEO is the most effective tactic to drive more traffic. (VisualOak)*

SEO leads have a 14.6% close rate. (HubSpot)

Publisher branded content revenue grew 40% YoY, and other content marketing insights. (Polar)

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RANKING IN GOOGLE: The 4 Components
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III. Google's Needs
#1. E-A-T & YMLY
#2. Backlinks
#3. Other SEO Signals

III. GOOGLE:

E-A-T and YMYL are critical to creating quality page content that helps you rank in Google. (Google, Know Agency)

SEO drives 1000%+ more traffic than organic social media. (BrightEdge)

Data from analyzing 912M blog posts revealed that Long-form content gets an average of 77.2% more links than short articles. (Backlinko)

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RANKING IN GOOGLE: The 4 Components
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IV. Freelance Writer's Needs

#1. Clients

#2. Case Studies

#3. Rank In Google

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IV. WRITERS:

60% High earners gravitate more towards working directly with companies.(ContentWonk)

Top tier writers are likely more accustomed to presenting themselves and their body of work to prospective clients. (FreelanceWriting.com)

CMO's prioritize page #1 results in Google as it's the holy grail of SEO. (Forbes)

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RANKING IN GOOGLE: Component I

I. Ideal Audience's Needs
#1. Answers
#2. Edutainment [Storytelling]
#3. Best Ranks In Google

Ideal Audience & Potential Customers [readers]

The #1 thing readers want when they search for something in Google is an answer. This is obvious. The challenge is giving it to them in a way that will earn the #1 position on page #1.

All of that depends on how difficult the word is to rank for. However, Google tells you exactly how to rank articles and how to write the best answers (more on that later with E-A-T and YMYL).

In truth, readers don't care about any of that SEO stuff. They just want the best answers. They're hoping Google did their job and ranked the best answers closest to page #1.

So let's say that your answer is accurate and well-written. What if it's a big topic that can't be easily or quickly explained? That's where you need to employ the very thing that keeps the reader's attention: long-form content via edutainment. That's right:

Education and Entertainment.

You have readers the right answer in a way that's exciting, easy to follow, and interesting. You'll see that the highest ranking article pages for them most competitive keywords are likely longer.

If it's a How-To guide, there's a lot of helpful images and the organization is probably top-notch. The writer took the reader's journey into consideration.

If it's a branded article, chances are there's a lot of storytelling going on to keep the reader hooked. There's probably lots of twists and turns because longer pieces need that. Edutainment in this regard requires a good writer that can weave a story and brand narrative together without pushing readers away.
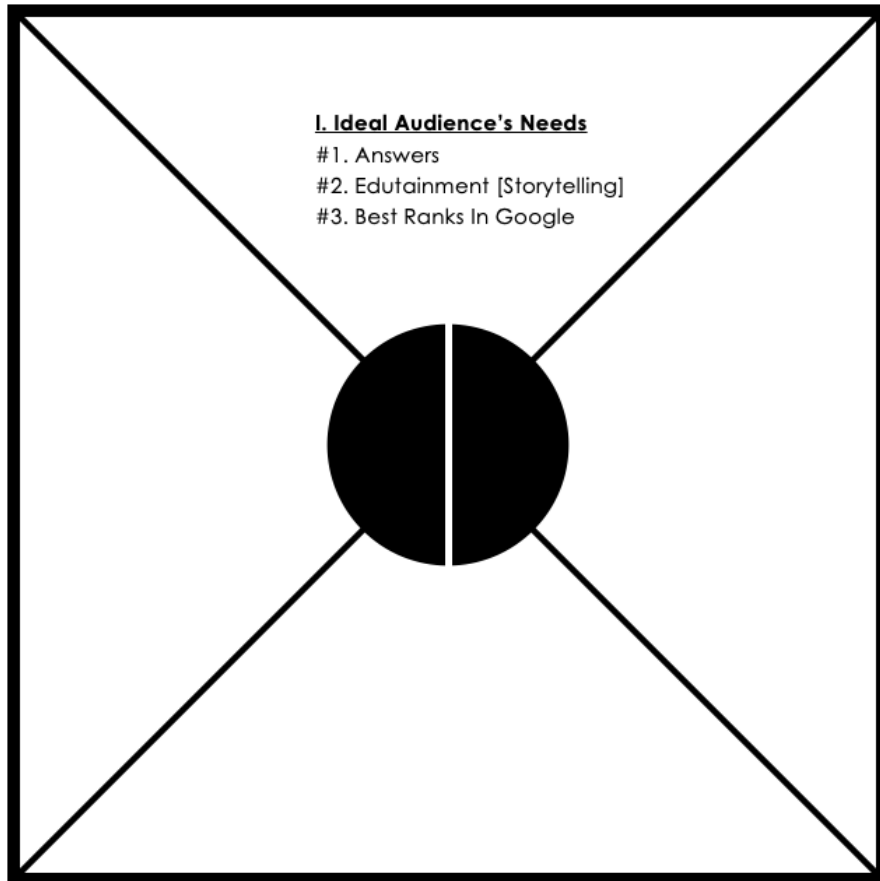
RANKING IN GOOGLE: Component II

Client R.O.A.S.

I invented a term that CMOs love: Return On Article Spend. It's a play off of ROAS (return on ad spend). My version of ROAS justifies any money spent on content. Clients want these results:

- Traffic via Page Visits
- New Subscribers via Opt-Ins
- Page #1 SERP for customer-centric keywords
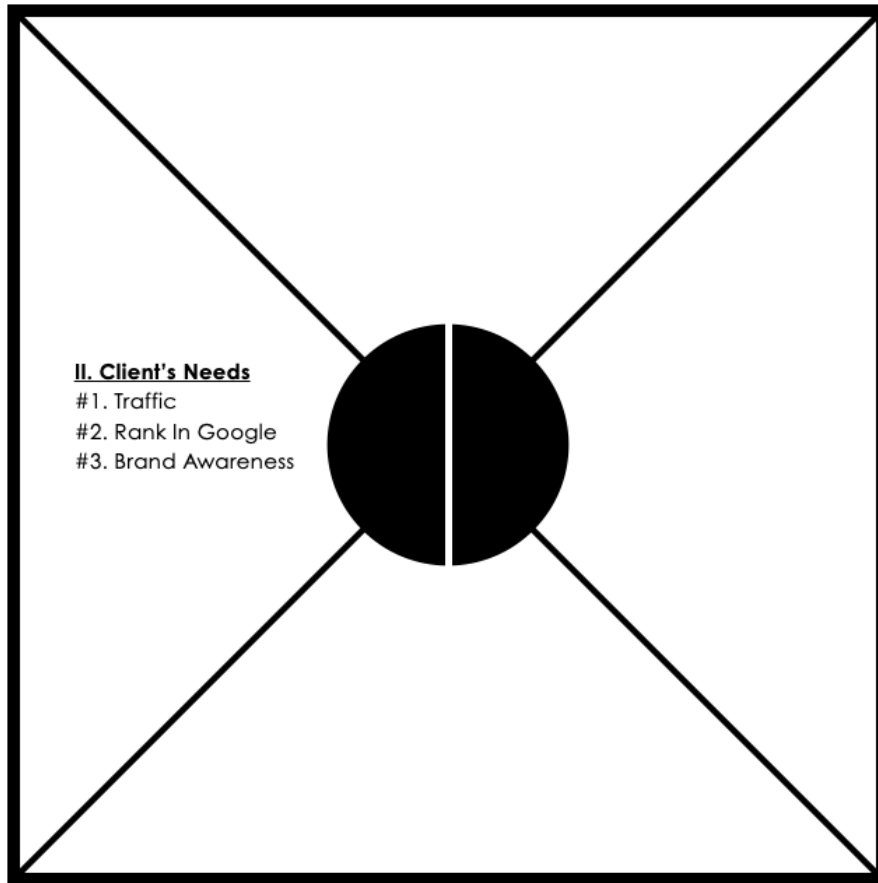- Brand Awareness via Impressions, Comments, and Shares

Long-form articles have the highest chance of achieving these metrics based on what Google and readers want. These are articles written by experts and master storytellers (but more on that later).

Some content buyers [clients] make two fatal mistakes regarding their analysis of the Return On Article Spend.

First, they must understand funnels. They need to be realistic about what the function of Top Of Funnel content is: brand awareness and traffic from new audiences. It does not perform like middle or bottom-of-funnel content.

This is the second client mistake. Mid and bottom-funnel content pieces benefit from the prospect knowing the brand and solution better. Clients who expect a complete stranger to read an article about their company and then suddenly start buying from them are disillusioned. They should expect massive traffic and new subscribers, not direct sales.

Of course, new prospects who are aware of a brand already and have a high buying temperature might buy immediately after reading top-of-funnel content—but it's not common. There's an appropriate type of content for every phase of the funnel. Maximum ROAS from content is derived when they work in synergy. One type of content can't do all the heavy lifting.

II. Client's Needs
#1. Traffic
#2. Rank In Google
#3. Brand Awareness

RANKING IN GOOGLE: Component III

III. Google's Needs
#1. E-A-T & YMLY
#2. Backlinks
#3. Other SEO Signals

Google Evaluation

Google wants to see a set of factors as they evaluate which articles to place at the top. Articles that exemplify E-A-T: Expertise, Authoritativeness, and Trustworthiness do the trick. That's a big topic, but what that entails is that the articles are well-written, well-researched, and would likely appear in some definitive collection outside of Google. This is why they like specialist and expert-written articles. This earns the trust of the reader and Google.

Also, they look at Your Money or Your Life pages. Google demotes anything negative in this regard. They want the truth and the best information possible or it won't rank.

To satisfy all of this, it often takes a a longer article written by an expert. [2,500+ words]. Again, careful research and accurateness matter. And since most of these articles are longer, it helps if everything is organized well, and for some pieces, great storytelling (brand journalism).

Lastly, Google looks at articles that are getting lots of backlinks from high domain authority sites. Sites like Wikipedia or The New York Times have a lot of trust and authority. A backlink from either of them to your article matters. The highest ranking articles may have thousands of backlinks! Suffice it to say, backlinks are really important. There are many other signals Google is looking for, but these are the big ones.

It's often difficult for companies to know how to do all of this, so it makes sense that they'd hire a freelance writer for all their epic content. If client's can't satisfy what Google wants, their content simply won't get seen as much. That affects their bottom line.
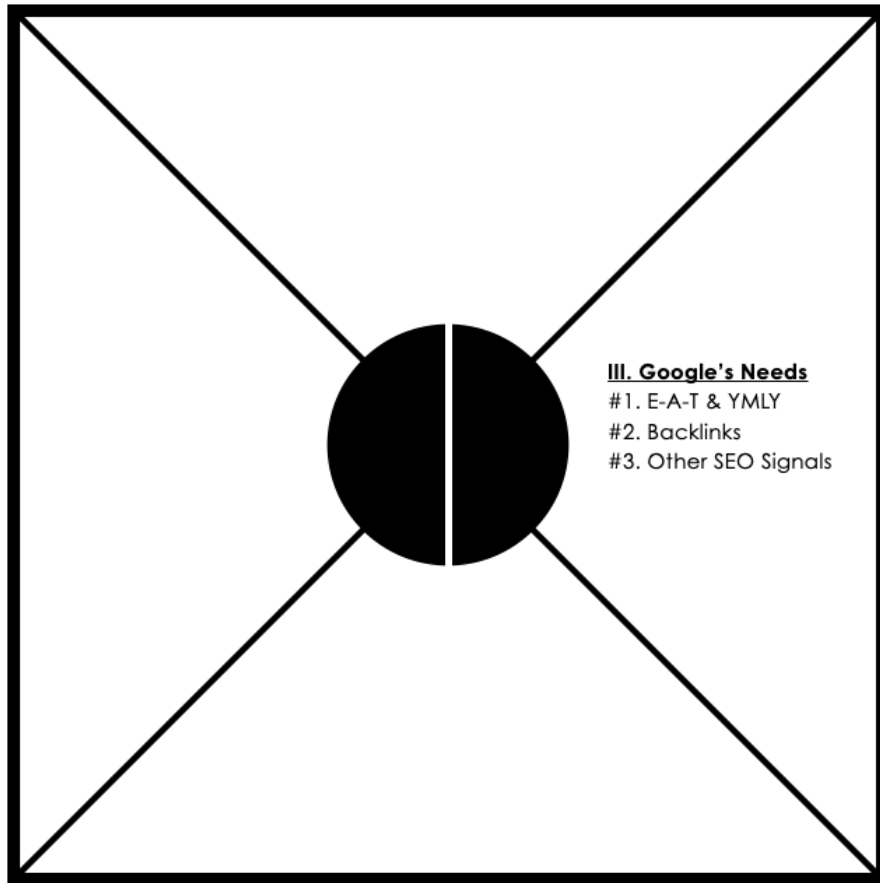
RANKING IN GOOGLE: Component IV

Freelance Writers

At the end of the day, writers want to get paid the highest amount possible. Freelancers must focus on the metrics clients want and help them remarkable results. But first, they must get a client.

A couple pro bono clients can lead to paid clients. This is an easy transition if you actually get the pro bono clients excellent results: page #1 in google, X email opt-ins, X page visits, etc.

Both of these kinds of clients will serve as case studies for your portfolio. When you get a couple of good cases with results that will impress future clients—and you can predictably replicate these results with others—it's time to charge top dollar!

It's also time to heavily solicit others. If you have great case studies, your warm and cold calls will go better. Sometimes, all you'll need to do is ask for referrals. A happy client wants to spread the word!

Over time, you should be working on predictably getting excellence results in every metric clients desire: especially ranking in Google. This can take time to master as your writing, keyword selection, and SEO improves.

So while a freelance writer's #1 goal is to get more and/or better-paying clients, they often have to start with improving their writing and SEO. As they say, no clients no money. But before that, no case studies, no clients! You have to build trust and demonstrate competency or clients won't be able to justify top dollar prices. [ROAS]

IV. Freelance Writer's Needs
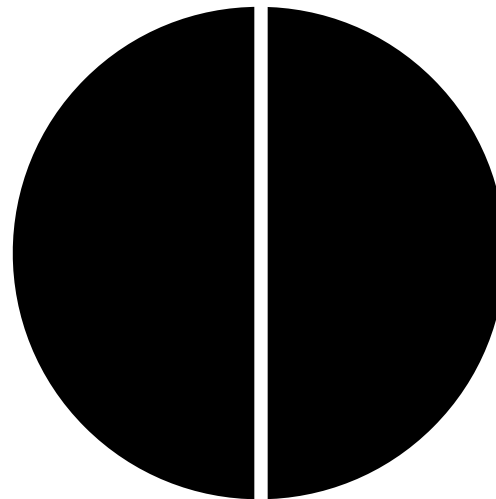#1. Clients
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The Two Best types of Articles For
High-Paid Freelance Writers

So the smart writer asks:

"What types of articles earn the maximum fees that captures ALL of these needs from the Audience, Client, Google, and Writer?"

The Two Best types of Articles For
High-Paid Freelance Writers

Pick A or B!

Ultimate Guides include Pillar Posts, Evergreen Content, Hub Posts, Epic Guides, Cornerstone Content, etc.

For example, these include titles like: *The Ultimate Beginner's Guide To Design Sprints, The Definitive Guide To Online Meetings, The Only Guide You'll Need For Website Wire-framing, The Advanced Guide To Account-Based Marketing, The Newbie Designer's Guide To Mood Boards, The Epic Guide To Running Online Contests, etc.*

ULTIMATE GUIDES

BRAND JOURNALISM

"**Brand journalism** is lightly-branded, customer-centric storytelling that transforms the reader.

It is the use of honest journalism as the framework for communicating brand-informed stories to the public.

Aspects of reporting, research, fact-checking, statistics, storytelling, and expert-interviewing are used."

-Arlie Peyton

"Clients pay me $1,500 per article and a $1,500 one-time performance bonus if I rank their article to page #1 in Google within 1 month, $1,000 within 2 months, $500 within 3 months, and no bonus after that. This is what's taught in the course *6-Figure Freelance Writer*." -Peyton
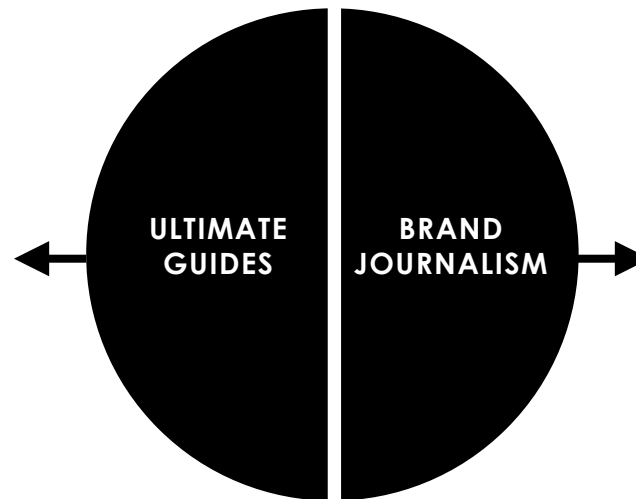
RANKING IN GOOGLE

15 Features of Ultimate Guides That Ranks In Google

• Long-form: 2,500 - 8,000 words
• Targeted mid-tail keywords [3 words]
• Proactive backlinking
• Strategic article launch sequence
• Expertly written and accurate
• Proven research and best practices
• Unique spin on topic (remarkable)
• Barely/not branded within article
• Honors top-of-funnel content goals

• Helpful, logical, and easy organization
• Intentional linking to "spoke" posts
• Excellent UI/UX (custom designs/graphs)
• Actionable Advice/Steps
• Short intro and summary sections
• Strong Call To Action (lead magnet)

ULTIMATE GUIDES

BRAND JOURNALISM

RANKING IN GOOGLE

ULTIMATE GUIDES ◄— —► **BRAND JOURNALISM**

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• Creative Storytelling and Reporting
• The Villain is the ICP's top pain.
• Use of Dynamic Brand Heroes (DBH)
• DBH & Reader-Hero is transformed
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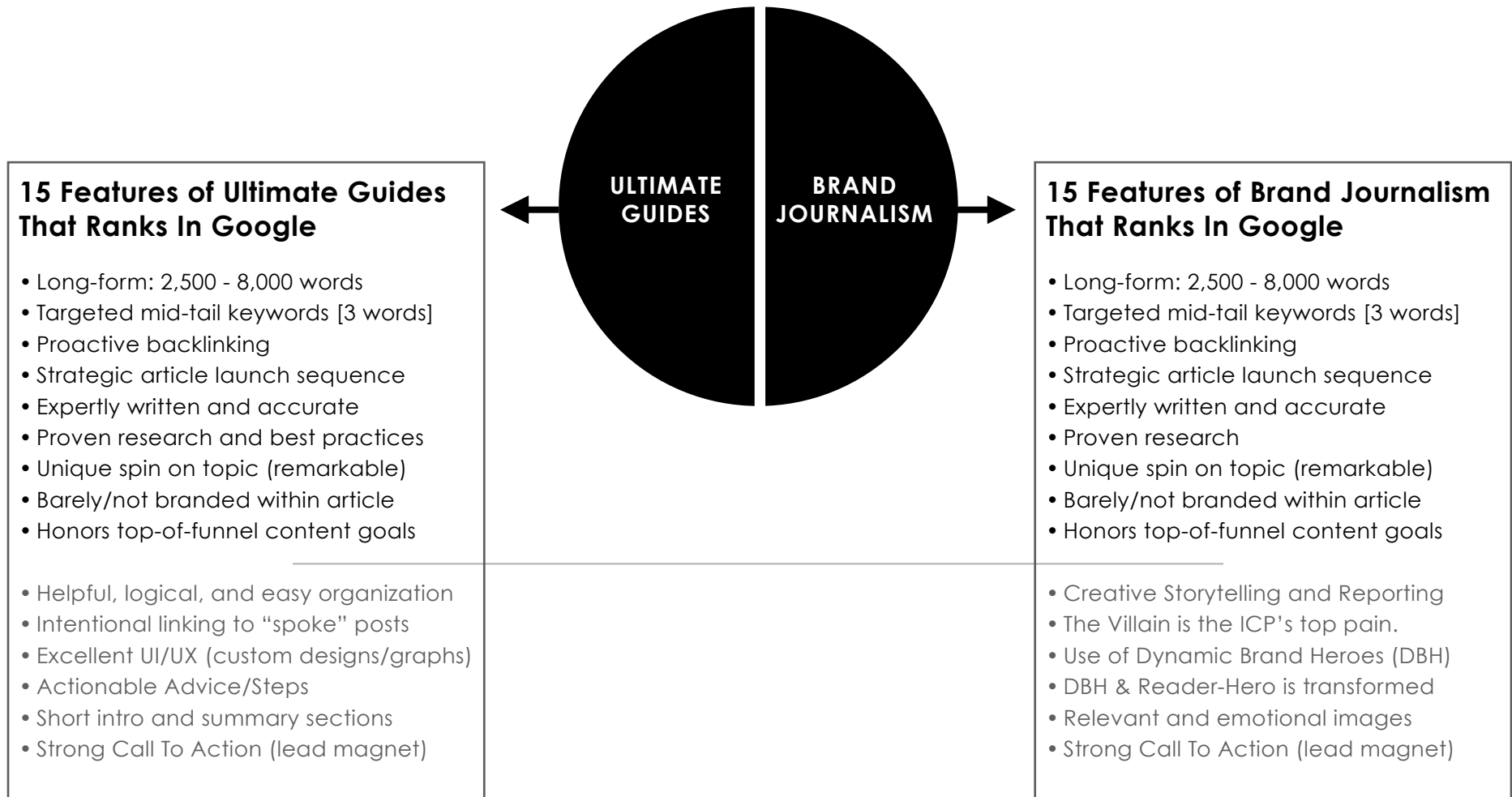## 15 Features of Brand Journalism That Ranks In Google

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RANKING IN GOOGLE

ULTIMATE GUIDES | **BRAND JOURNALISM**
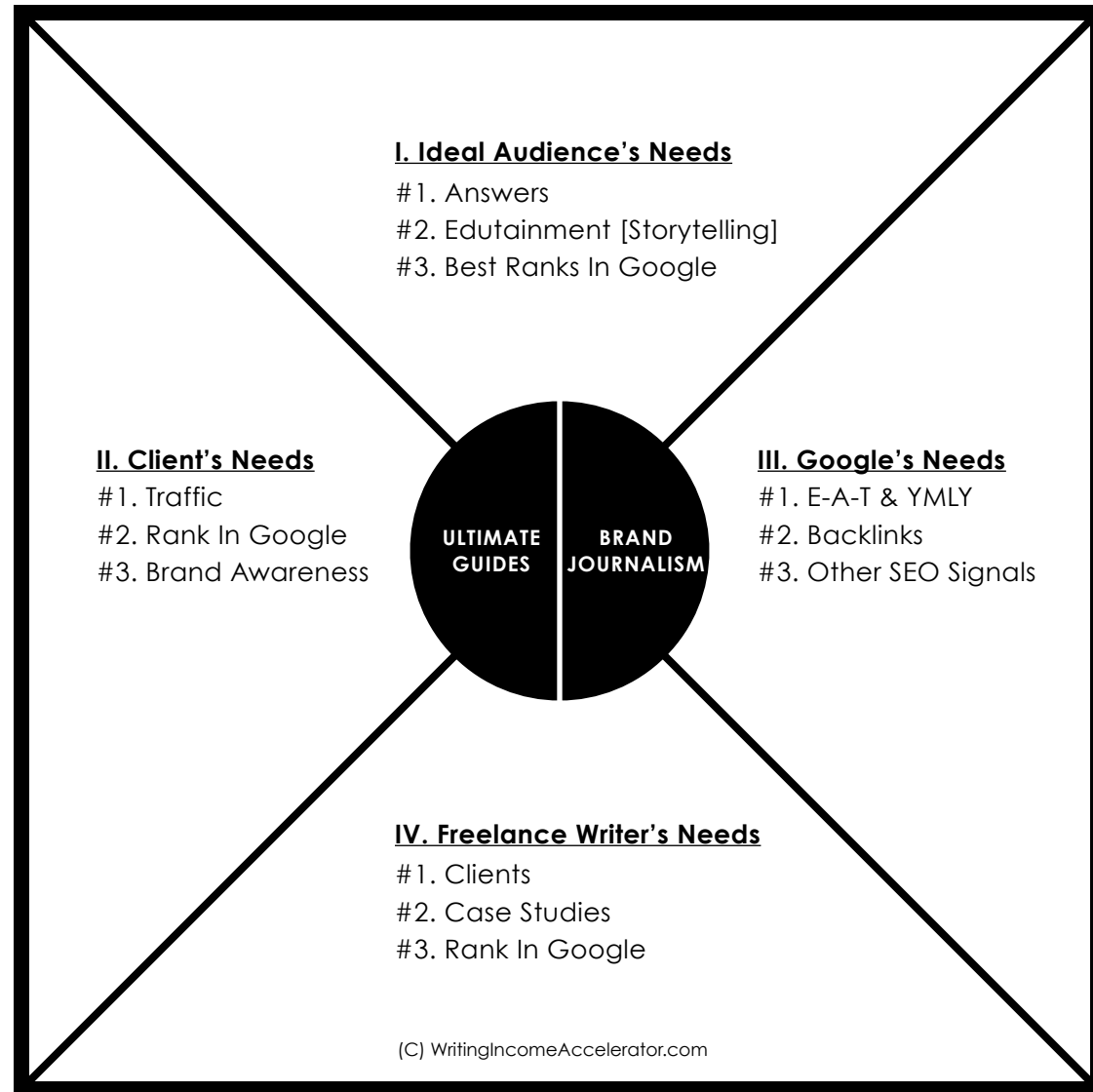
RESULTS FROM BOTH TYPES OF CONTENT

• Page #1 in Google (high probability)
• Highest client ROAS
• Improves site Domain Authority [SEO]
• Earns more backlinks [SEO]
• Rank may get better with age [SEO]
• Highest amount of shares & comments
• Steady flow of traffic & email opt-ins
• Highest writer pay-out
• Best and most client referrals
• Higher-quality work

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NEXT STEP

Learn Exactly How To Make $1K - $3K Per Article
Take the 6-Figure Freelance Writer [6FFW] Course!

If you're a freelance writer struggling to get paid top dollar for your work,
I created a system and course just for you! I show writers
many different ways to increase their writing income.
Learn how to find clients, get superior article results,
rank articles in Google, and scale your business.

Discover 6FFW here.