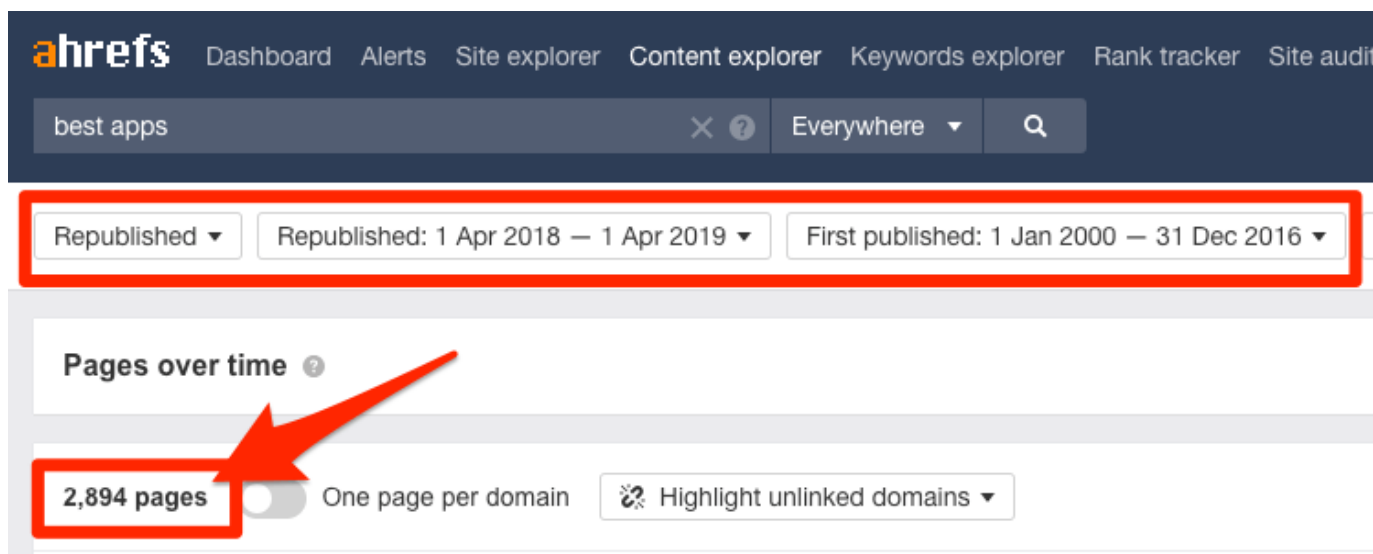


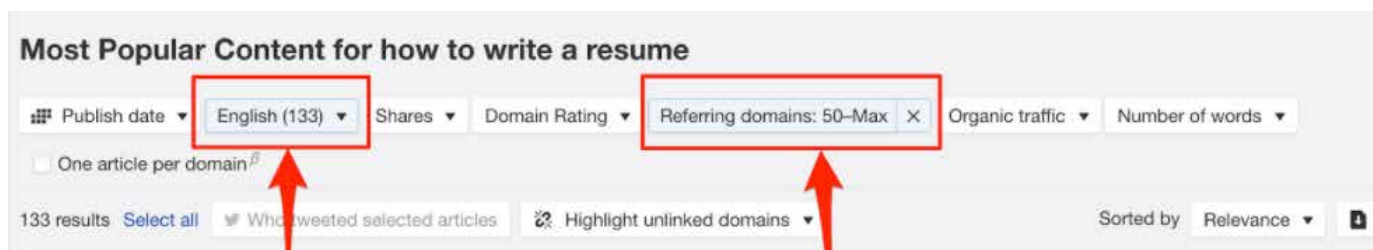
1) Log into Ahrefs' Content Explorer.

In the search bar, type in a keyword or phrase related to the client's niche. These keywords should come from your earlier keyword research or your client's article idea.



2) Select "50-Max" for referring domains to find related articles with plenty of backlinks.

The more backlinks, the more it shows that others trust the site and its research. These are the sites you want to emulate.



3) Copy and paste the URLs into the Batch Analysis Tool.

Sort by UR↓ (URL Rating) to find the relevant links with the most high-authority backlinks. This step will separate the site with tons of low-quality backlinks (bottom), and those with the ones that matter (top).

		Organic search		Ahrefs ratings	
Mode ⁱ	IP ⁱ	Keywords ⁱ	Traffic ⁱ	UR ⁱ	DR ⁱ
exact	104.98.137.245	964	322	49	76
exact	104.98.137.245	389	3,772	47	76
exact	188.166.23.16	8,171	173,733	44	63
exact	151.101.38.114	5,130	120,012	43	86
exact	104.18.246.41	13,469	451,389	43	67
exact	37.187.163.168	4,581	79,312	42	71
exact	151.101.38.114	1,775	5,916	40	86
ier-	exact 91.225.248.133	1,069	1,277	39	97
e-part-	exact 151.101.37.164	92	0	38	93
exact	104.16.139.30	4,389	38,489	37	66
exact	104.16.139.30	10,959	125,527	37	66

4) Open and look over the top 3-5 links by rating

(the skyscrapers you're attempting to match and tower over). These are the websites already drawing traffic that you might be able to siphon off. Read them and look for commonalities between them, like:

- Similar layouts (i.e., A buyer's guide, listicle, tips & tricks section)
- Specific products, services, or references across the board
- Authoritative references cited (learn where they got their information)
- Word count, terminology, and tone

5) Create an outline and brainstorm how to make it better

(i.e., If it's an 11-item list, make it 13. If it's a 2,000 word article, make it 3,000. If it's from 2015, find the latest statistics).

6) Get client approval (if needed).

7) Create a title for click throughs.

TRY USING THIS FORMULA:

NUMBER OR TRIGGER WORD + ADJECTIVE + KEYWORD + PROMISE

8) Begin writing, and aim for at least 3,000 words per article.

Start with a short introduction that the reader can relate to and encourage them to read further (i.e., “keep reading to learn more” or “check out these XX tips!”)

A resume is a document commonly used in the hiring process. It includes information about your background and qualifications and should communicate the most important, relevant information about you to employers in a clear, easy-to-read format. The goal is to quickly communicate why you are uniquely qualified for the position based on your skills and experiences.

To create a resume that will get noticed by employers, you can follow a few simple steps and best practices. The main goal to keep in mind is to make your resume relevant and readable.

Let's take a closer look at the best ways to write each of these resume sections. For more inspiration when writing or updating your resume, look at [resume samples](#) from your industry and job title.

9) Break topics into sections using H2 (header 2).

If one of these sections is longer than 100-200 words, break these sections down further into H3, H4, and H5.

Step 1: Choose a Format

--

Chronological

--

Functional

--

Step 2: Add Your Name & Contact Information

10) Add keywords to headers tags and optimize for feature snippets.

Choose at least one question commonly searched on Google and answer it within 50-60 words.

What is a simple resume? ^

A **simple resume** is a **resume** that is formatted in an **easy-to-read** and minimal style. ... A **simple resume** typically includes a **resume** summary or objective, skills section, work history and education. It may also list any awards or accomplishments you have received throughout your career. Feb 4, 2020

[www.indeed.com > career-advice > resumes-cover-letters](#)

[What is a Simple Resume? Definition, Template and Simple ...](#)

11) Keep paragraphs to 1-4 sentences (or 5 lines maximum) to avoid a text wall on mobile.

TOO LONG:

A "format" is the style and order in which you display information on your resume. There are three commonly-used resume formats you can choose from depending on which is right for you: Chronological (or reverse-chronological), functional or a combination. A chronological resume format places the professional history section first and is a good option if you have a rich professional work history with no gaps in employment. The functional resume format emphasizes the skills section and is a good option if you are switching industries or have some gaps in your work history. The combination resume format is a good option if you have some professional experience, where both skills and work history are equally important.

JUST RIGHT:

A "format" is the style and order in which you display information on your resume. There are three commonly-used resume formats you can choose from depending on which is right for you: Chronological (or reverse-chronological), functional or a combination.

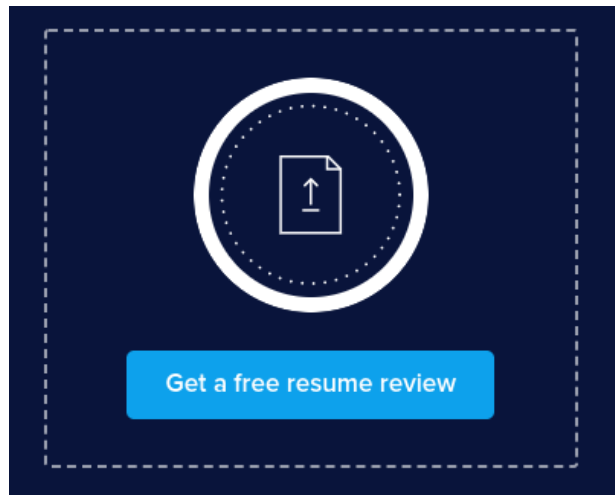
A chronological resume format places the professional history section first and is a good option if you have a rich professional work history with no gaps in employment.

The functional resume format emphasizes the skills section and is a good option if you are switching industries or have some gaps in your work history.

The combination resume format is a good option if you have some professional experience, where both skills and work history are equally important.

12) Sprinkle marketing teeth into the post via “What to do next” sections, banners with lead magnets, and a call-to-action.

A LEAD MAGNET:



A WHAT TO DO NEXT SECTION:

What to Do Next ...

Writing a resume can take hours, and there's no guarantee that you'll even hear back! The first thing you should do is compile a list of your recent job history, education, and accomplishments. Send a copy of your resume to [email] and we'll return feedback within 48 hours.

A CALL TO ACTION:

**Expert Resume Writing
that Guarantee Interview Calls.**

Our professionals have helped over 100,000 applicants in getting a job with interview winning resumes.

- HR professional resume writers who ensure results
- Skillfully written to help you beat the competition
- Focused on your competitive edge and strengths
- Experience, expertise and industry matched writers
- Employing ATS Technology to ensure accuracy

Get Started!

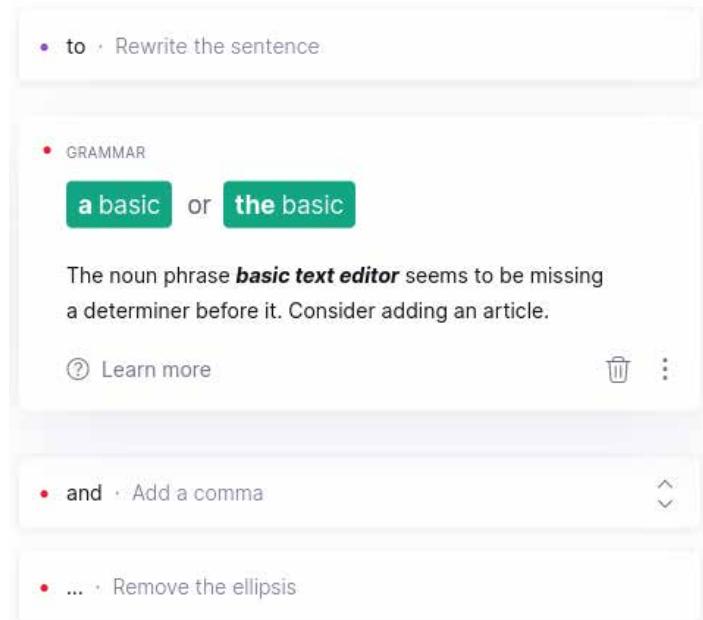
Score 9.8 out of 10  | Featured in 

97% of Customers Recommended Resume Profs 

13) Write an effective conclusion that briefly overviews what was discussed in the article and add a call-to-action (introduce a product, service, or “Call Now!”).

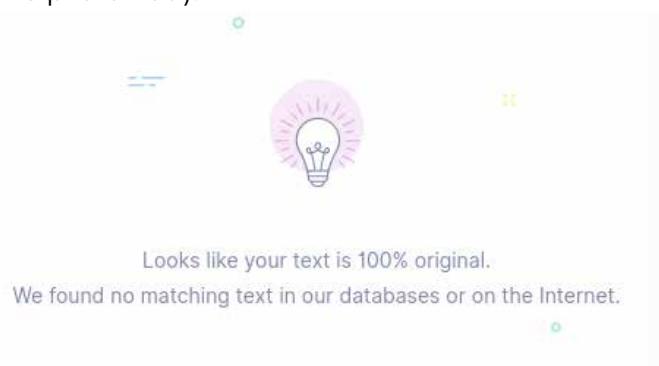
14) Copy what you’ve written and paste it into the Grammarly Premium online module.

Review Grammarly’s suggestions and accept only the ones that make sense. Try to get the writing up to 95% or higher.



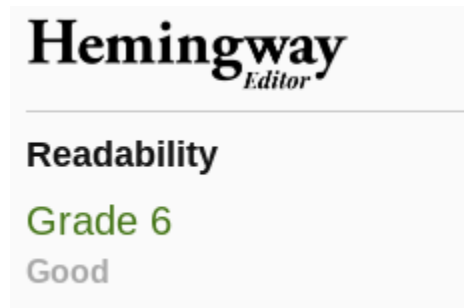
15) In Grammarly, check for plagiarism.

Reword or rephrase instances of “plagiarism” so that the entire article is 5% plagiarism (though 100% original is preferred).



16) Check to see that your writing is at a sixth grade level or lower.

Open the online [Hemingway](#) module to check for readability. Shorten hard to read sentences and use more common language to remove yellow and red highlights.

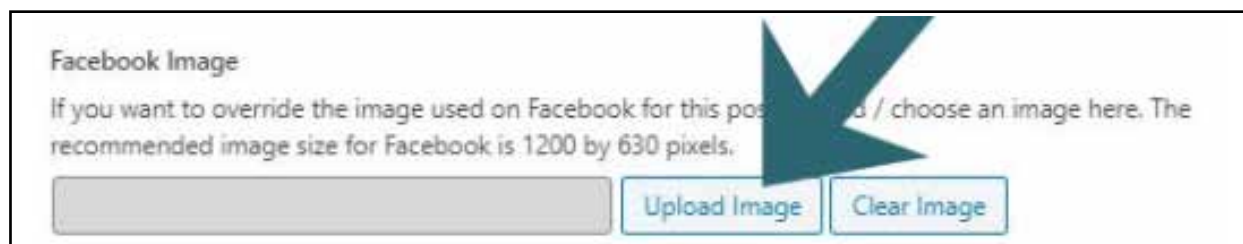


17) Create an open graph image compatible with the share site.

For example, Facebook posts are 1200 x 630 and Twitter cards are 1024 x 512.

18) Open the Yoast SEO plugin on Wordpress and select the “Social” tab.

Then, click your chosen social media platform and choose “Upload Image.” Write a title and description for the image.



18) Write a meta description that'll appear in search results.

Include your SEO keywords, describe the post, and keep it to 135-160 characters.

[How To Write A Resume | Monster.com](#)

Need some basic information about **writing a resume** and how to make a resume stand out from the competition? Or maybe you're looking for advice on how to ...

19) Open up the Facebook debugger tool and sign into your Facebook page.

Enter the web address that you're testing (the client's) and select "Debug." Facebook will provide you with a report on your post preview.



20) Clear your cache on Wordpress, and then have Facebook "Scrape again."

