

Research Paper Writing Service

1. Why write a copywriter's ToR at all?

Writing seo-optimized text requires an understanding of how search engines work. In order not to go into the intricacies of text promotion, a copywriter needs a terms of reference. For his drawing up it is necessary to analyze the business, products, services, competitors' resources. Based on the analysis selected keywords. Additionally prescribe requirements for uniqueness, the number of stop words, spam, academic nausea.

Take into account all the subtleties can only seo-specialist. He prepares the TOR for the copywriter. Learn more about it and the nuances of its preparation in this article.

1.1 What is it all for?

Prepared text content works for the benefit of the business. He attracts customers with content, encourages them to buy a product or service, ask more questions to a specialist. But in order for the texts to be seen by the maximum number of clients, it is necessary to optimize it by adding keywords.

It turns out that high-quality text - a symbiosis of the desires of the owner of the site with the needs of customers, readers and the requirements of search engines. The task of seo specialist to draw up terms of reference for the copywriter to obtain an optimized text.

1.2 Specialist to specialist - different.

How many people, as many opinions. Some experts are doing a job on a template, indicating only the basic parameters. Others prescribe in detail each item, which simplifies the creation of a truly optimized article.

Example of a bad TOR for a copywriter:

Article topic: Floor installation and slab installation.

H1 - Installation of floor slabs.

Volume: 3000 characters without water.

Keywords: installation of floor slabs, formwork, shuttering, cost, price, turnkey, rates, inexpensive, in Kiev.

This TOR for copywriters leaves no chance to get a good text. As a result, in 80% of cases comes out "sheet" with overspam and water words. Not only will the article go nowhere, but the people who will come will refuse to read it and generate a high percentage of bounce.

A good SEO specialist will approach the design of the terms of reference in terms of business needs. He makes the TOR on the basis of deep analysis and an analytical approach to the material. It is important for him to understand what the business needs, the client, and how to combine this with search engine optimization.

As a result, the terms of reference become a bridge between the customer and the copywriter. The author immediately understands what is required of him, and writes a good article. It is checked by the editor and a SEO specialist, which helps the site to get to the top.

2. What technical parameters of the text should be described in the TOR

Drawing up the TOR for the copywriter implies specifying the technical parameters that the author must comply with. They affect the site promotion and are aimed at a good ranking of texts by search engines. Let us consider them in detail.

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2.1 The volume of text

Does the volume of text on its effectiveness in terms of SEO? Definitely yes. You need to write a text on 20 thousand characters, or 3 thousand is enough? Standard amount of text required, of course not. In one case, it may not be enough and 40 thousand characters for a page, in another 3 thousand will be a lot.

When drawing up TOR for the SEO text must specify the volume of text. The volume is not taken from the "head" specialist. It is based on the disclosure topics and analysis of competitors. For example, for a section of the directory need a small article with the main selection criteria. For a blog, which tells in detail about the methods of treating runny nose with folk remedies, you need a detailed structured article. Its volume can be up to 30 thousand characters.

To accurately determine the amount of content needed for the page is necessary:

determine the page leaders in the top 10 of Google
determine their volume of content;
derive the average volume (can be increased by 10-15%).
This analysis can be done with the Serpstat service.

The number of characters is checked by Microsoft Word or Google Docs