



the content **byte**

Show Notes

Season 3, Episode 6:

Essential SEO for content writers, featuring Kate Toon

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What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) welcome SEO queen and copywriter [Kate Toon](#) to the podcast to talk about SEO. In this episode, Kate shares the essentials you need to know if you're a content writer, why SEO isn't as technical and scary as we think, and how having SEO knowledge can boost your earning potential with clients.

In this episode, Kate shares many nuggets of gold including:

- Why content writers, copywriters and print journos edging into digital need a good understanding of SEO
- Clients will pay more for specialists and specialist knowledge and having SEO knowledge gives you an edge
- The 'search intent' of content pieces you write. What problem is your content solving? People want their questions answered and it's all about the 'who what when why where'. How you phrase the question in your content / headline is super important
- Using Yoast and why SEO copywriters know to take the traffic light system with a grain of salt
- How front-loading of keywords is a bit old school and how choosing the right keywords to get you more eyeballs is key (taking into account idioms, slang and who your audience is)
- How SEO stands the test of time.

Why you need a website

- Most of us lose business cards immediately after networking meetings but if someone goes away and plugs your name into Google and you don't have a website, that's an opportunity missed

Got a question? Email us at thecontentbyte@gmail.com



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- Your website doesn't have to be a 72 pager with all the bells and whistles – it can be a simple site with Home, Services, About, Testimonials, FAQ and blog
- Your website can be the 'petri dish' in which you learn about SEO and improve your SEO knowledge
- Every article you write, every blog post you publish on your site is a 'ticket in the SEO lottery'.

There's so much more in the episode so we hope you'll take a listen, share and leave a rating and review for the podcast.

Resources

Kate has a variety of courses for anyone starting in SEO including:

- Free SEO Nibbles
- 10 Day SEO Challenge
- The Recipe for SEO Success Course

Visit <https://therecipeforseosuccess.com/seo-courses/> to find out more.

Tune in to her informative podcasts:

- [The Recipe for SEO Success](#)
- [Hot Copy Podcast](#)
- [The Kate Toon Podcast](#)

Her book, Confessions of a Misfit Entrepreneur, is [available here](#).

And Kate's FB groups [The Kate Toon Group](#) and [I LOVE SEO with Kate Toon](#) are well worth joining.

That's it for this episode. Hope you've found these show notes useful.

Cheers,
Rachel and Lynne

Got a question? Email us at thecontentbyte@gmail.com