

Content Hacker™

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WRITER INTERVIEW TEST

Format to Deliver: **Expert SEO Blog**

(You only need to write 200w. If this was a real assignment, this would be a 1,500-2,500w+ blog guide, which would be clarified upon the task itself.)

Skills you MUST have:

SEO writing

Ability to optimize and use the focus keyword in the proper places

Flow, readability, heavy research (well-compiled data)

Ability to follow brand tone

Examples we love:*

[Building a Tangible Website Content Strategy: A Beginner's Guide](#) (5,900w)

[The Top 19 Books in Content Marketing to Read in Your Downtime](#) (1,800w)

[How to Become a Content Marketing Writer: The Future of Freelance](#) (3,900w)

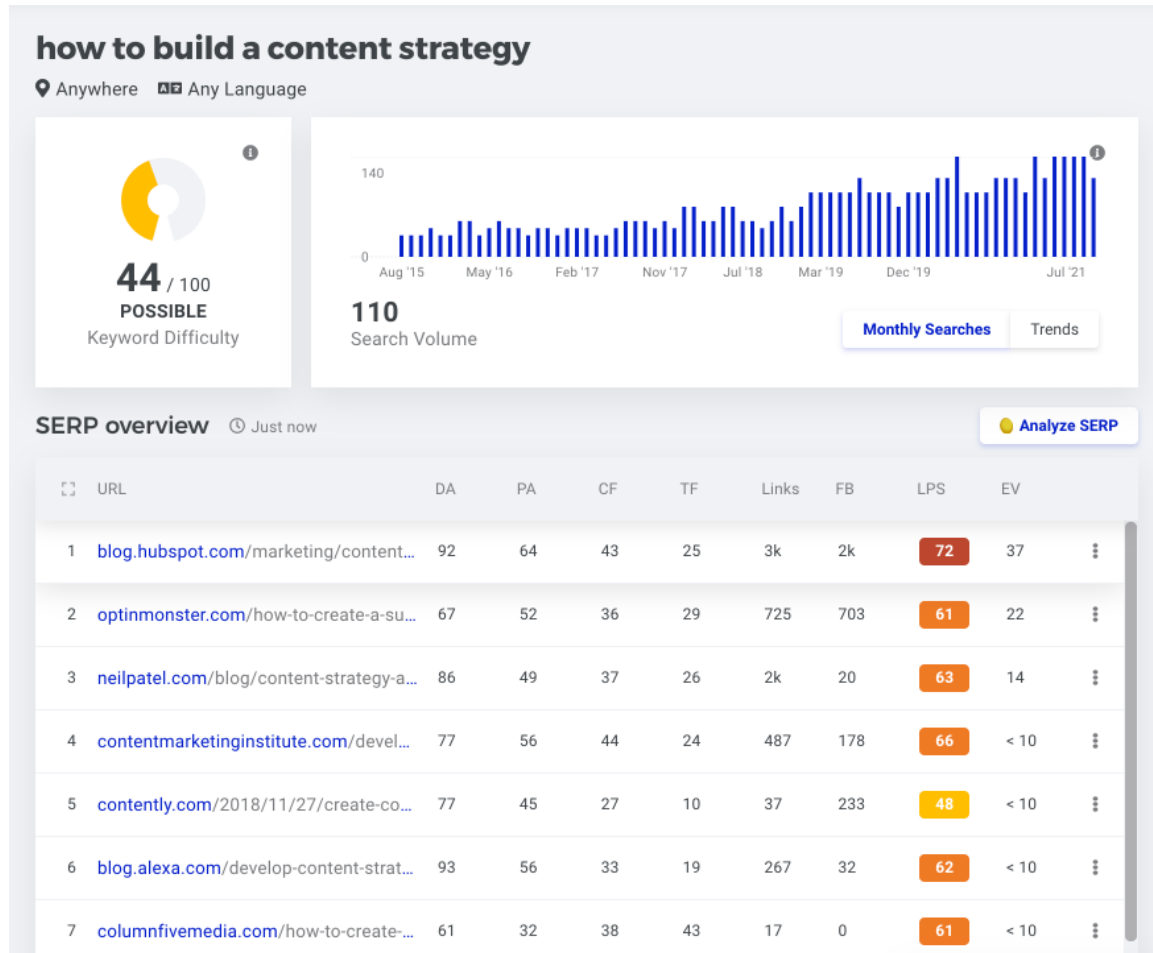
*Please read these to get a feel of our brand style at Content Hacker (this also applies to our clients you'll write for). We love **direct, approachable**. Humorous, intelligent, but **not demeaning or assuming**. We hate ego-driven content. We love providing value and showing empathy and compassion. We hate fluff.

Industry/Niche: Marketing, SEO, Content Marketing

Topic:

Use this focus keyword as your topic: how to build a content strategy

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We will be creating an indepth, 2500w guide on Content Hacker that:

- Will outrank the top 5 results of Google in the long run (please study what's at the top for this keyword and use that to give you insights on how to structure, write, and create this piece)
- Uses **synonymous** keywords (here's how to pull them, via [Julia McCoy's YouTube](#) channel)
- You are NOT creating the main points of how to build a content strategy from scratch. As a ghostwriter for Julia McCoy, you're pulling from all of her many existing frameworks to create this post. Here is one that you can use: <https://contenthacker.com/julias-six-step-framework/>
 - If you haven't, watch the free masterclass as well. <https://contenthacker.com/academy/free-masterclass/> Link to this in the blog several times. This should be our main CTA. 😊

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<https://contenthacker.com/academy/masterclass-video/> & <https://contenthacker.com/academy/free-masterclass/> (we are testing gated vs. ungated, so write a few CTAs that link to both of those different links)

- Make sure to link to the book and the course Julia has on content strategy. Books should always be linked to the CH books page, under About. <https://contenthacker.com/books/> Write at least one natural CTA to the Content Strategy & Marketing Course. <https://contenthacker.com/academy/content-strategy-and-marketing/>
- Links internally to MANY other posts on Content Hacker (naturally and relevantly)
- Has at LEAST 2 CTAs to free guides, woven naturally and relevantly throughout the content (look under Free Guides on our menu to find the right one to link to in the proper place)

Write this out in a Word doc, using header formats. Here is a short guide.

Title is In Heading 1 in Word

This is your body content start. This should be a HOOK.

Body intro paragraph continues.

Short, broken up.

Don't write essays. People won't read them. We won't accept them.

Land your hook with a summary of here's what we'll teach in the guide.

Your intro MUST contain the focus keyword.

Your First H2 MUST Contain the Focus Keyword

Send your sample to julia@contenthacker.com.

Good luck!