



Checklist 4: Copywriting Tools And Resources

Project Name: _____ Date: _____

Yes No

The importance of an excellent copywriting stays undeniable. No matter what you're writing a copy for; for your email newsletter, website or offline marketing materials, a copy can be equal to the difference between success and failure. Here is a checklist of some tools that can help you do it right:

Starting with the basics

Wordtracker is probably the most famous commercial keyword tool used by SEO professionals. The tool has access to data from a number of metacrawlers and a big British ISP. The keyword research tool helps you find out exactly what keywords your competitors are using.

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | | <input type="checkbox"/> | <input type="checkbox"/> |
| | Start by creating a free Wordtracker account. | | |
| 2 | | <input type="checkbox"/> | <input type="checkbox"/> |
| | Visit https://my.wordtracker.com/sign-up . | | |
| 3 | | <input type="checkbox"/> | <input type="checkbox"/> |
| | Provide the required details and billing details to continue the procedure. | | |
| 4 | | <input type="checkbox"/> | <input type="checkbox"/> |
| | Next, log in to your new account with the username and password you have been sent. | | |

Notes

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- 5
Then, enter your "seed" keyword. This is the main keyword. Enter it in the left box.
- 6
On the right side of the screen, you will see a box asking for your region... i.e. Global, UK or US.
- 7
Under the option of "match," choose "keywords in any order."
- 8
Then under "include" choose "plurals."
- 9
Lastly, click on "Search."
- 10
A list of 100 related keywords would appear.

Visual Thesaurus

Visual Thesaurus is an online thesaurus and dictionary that contains over 145,000 words, which one can explore using a map that is interactive. The thesaurus helps a person discover the connections between different words in a visual display.

- 1
There is a center on the screen when you open the Visual Thesaurus. Words and meanings that are related to the item are displayed in the center of the display.

Notes

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2 To search for words, to view word suggestions, to see search history and to change the preferences, use the toolbar.

3 For easy navigation make use of the forward and backward buttons.

4 Click on a word to bring it to the center. Then click on the speaker button to hear the word spoken.

5 Words surrounding the main word will appear. These are the words and meanings related to your searched item.

6 For meanings, use your mouse and roll over a meaning to know more about it. Click on meaning to bring it to the center.

7 To change font size, types of relationships shown, keyboard shortcuts and content filtering, click on the settings menu in the upper right corner of the screen.

8 Internet imaging, web page researching, printing and spell checking are also available on top of the screen.

Copyblogger.com

Copyblogger.com is a famous marketing education company that has its mission to teach people how to make and create content that is attractive and has the ability and potential to drive traffic and helps in building up their business.

Notes

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1

To start using copyblogger.com, register through this link:
<https://my.copyblogger.com/free-membership/>.

2

Then, provide in the details required in the Register Here box.

3

Click on Create Account.

4

A new screen will open. Click on Continue.

Notes