



The Challenge – Module 2 – Day 4

2010TCMD2D4b: On Editing

Running Time: 10 mins

A video thumbnail with a blue background. At the top left is the 'The challenge' logo. At the top right is the year '2010'. The main text reads 'Editing And Getting Your Article Google Ready!'. Below this is a video frame showing a man wearing a cap and glasses. At the bottom left, there are two buttons: 'MODULE 2' and 'DAY 4'. At the bottom right is the website 'www.challenge.co'.

Intro

Hey, gang! **Ed** here. And congratulations! **You have already done the most important part of today's lesson already.** Surprise! Well done!

Yes, the fact that you turned off your content creation at the 10-minute timer and then you didn't think about it again for the rest of the day, didn't look at it, and waited until today to look at the editing will improve your content creation out of this world. It really is phenomenal!



Separating Writing and Editing

The biggest rookie mistake that people make -- and sadly, we're taught to do this in school, which is such a tragedy -- is that we are taught to separate the act of content creation with the active editing. They're two different things. They use two different parts of your brain. And unfortunately, we try to do both things at the same time. And it's crazy! No pro writer, no pro content creator of any description -- I don't care what it is -- does that they don't edit while they write because you can never get going, you can never get a *flow* going. There's a heap of science behind this, but trust me, that's what the case is.

So, by resting, by leaving that content to rest and by looking at it today with a fresh set of eyes, when you go to edit it and you have your editing hat on, then you're going to find it so much easier. And you're going to do a much better job because you're not going to rush through it because you're fresh. If you just edit it straight after you write it -- you know, misspelling errors. You're going to miss all sorts of different things. Trust me, I know. So, the biggest, biggest, *biggest* thing you can do is **always separate your content creation by at least sleeping on whatever you've done.**

In this day and age, it's so tempting to be able to push stuff out quickly and publish quickly. It's such a great temptation, but please don't do it. You'll improve your writing out of this world if you do it.

Now, me teaching anybody how to edit is hilarious because as I've pointed out, I *failed* English. And by the way, I hope you've noticed yesterday and were riveted by my incredible typing speed, I wasn't typing that way just to be funny. That's how quick I type. In other words, that's how *slowly* I type. Yet with a 10-minute period, I can easily knock out a decent-sized blog post particularly by the time I've wheedled away all the rubbish that we'll do today.

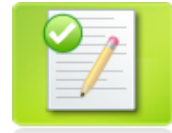
So, how did I learn, given that I failed English, how did I learn to edit? And I'm by no means good at this. And that's an important thing, too. **You don't have to be perfect.** And often, I find people who are real grammar psychopaths -- I love you, guys, honestly -- they probably let that get in the way. They let that perfection get in the way of publishing. You don't want to go far the other way and never publish. Separate it by day and then, publish. And that's it.

But the book that rocked my world about this is this one: **The Elements of Style** by Strunk, E.B. White. And this is the illustrated version, which is just beautiful (which was illustrated by Kalman). I love this book. It's brilliant! And it really helped me write so much better because I just didn't understand anything. I just took no notice in English at all.

And by the way, **if English is not your first language and you're doing the Challenge in your own language or whatever, it doesn't matter. The same thought processes, the same editing processes apply. You just use your own grammatical rules.**

So, what we're going to do now is we are going to now go across to **Market Samurai** where **I've already edited the piece that I've put together for grammar.** And again, people will find still fifteen problems with it. But I've edited the piece. But what I want to show you is just two little things. People talk about all these SEO writing, writing for SEO and all these sorts of -- it's all rubbish! It's just a couple of key little things you need to do and we need to do what's called **tag** our article. And of course, Market Samurai makes it super easy. So, let's me stop talking and let's go across and let's have a look at the Market Samurai screen and I'll show you exactly what you will do. Take your couple of minutes and then, you can be off to the races.

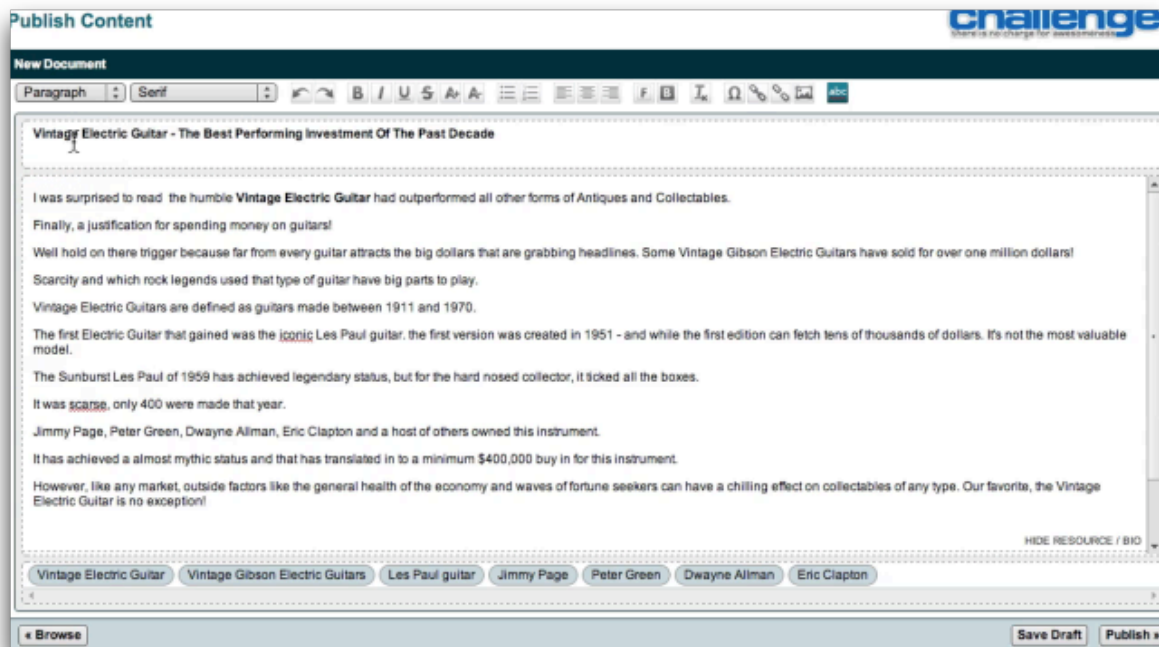
So, your action point today is just to edit your article.



Now, for bonus points just before we go, why not take another ten minutes, hit the timer and just get into the habit of writing a little bit. Even five minutes, if you've only got five minutes time just to get yourself in the habit of creating some content to edit tomorrow for a bit of practice.

Alright! Let's go over to Market Samurai and I'll show you the next step.

Tagging Your Article in Market Samurai



So, I've edited my article. I'm sure grammar obsessives out there could find a whole bunch of things wrong with this -- including I've spelt 'extraordinary' wrong. So, I'm just going to delete that. And okay! I'm going to teach you everything you need to know about writing articles for SEO.

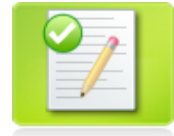
All that you need to worry about -- oh, this is going to be hard, isn't it? Okay! So, we've got our article. You can see I've changed the headline here a little bit from yesterday. And look at that! **Vintage Electric Guitar**, that's our keyword. I'm going to put it -- just to be perfect, I'm going to use **Vintage Electric Guitar - The Best Performing Investment of the Past Decade**. There's my headline.

And then, you can see in the first paragraph here, look what I've got! I've worked in **vintage electric guitar** in the first paragraph. When you're editing, that's all you need to do. That's it! Done! Fixed! And then, let the rest of the article go naturally.

You'll notice that I do have some other occurrences there. But some people talk about, you know, "...1% keyword densities," and all of these, "...and make sure it's not overload, blah-blah-blah-blah-blah." You don't have to worry about it.

Just make sure the phrase you're targeting is in the headline and make sure it is here in the first paragraph and you are sweet!

The other thing we need to do is -- and I love to do this by copying and pasting myself -- is we want to **copy the keyword phrase** and we want to **paste it** down at the bottom **in the tag section**.



And so, you just separate those by a comma. And you can see Market Samurai already puts that. And then, just go through by looking at basically -- **tags are things that search engines use to figure out what the articles are about.** They may use them to varying degrees. So, we want to just pick out key words -- again, people publish all sorts of stuff on this. But for me, you know, just do what works and what makes sense in these things. So, **Les Paul Guitar** would be another one I properly use.

If you are being helpful to a user, what would you tag up? What would you do? What would you add? And that's it! That's all you need to do.

So, there we are. That's more than enough tags. Just be natural about it. You don't need to bulk in dozens and dozens or hundreds. And that's it! Keep it really simple. Keep it really, really simple -- **theme phrase in the headline, theme phrase in the first paragraph.**

Now, yup! I've bolded the theme phrase in the first paragraph. I'm not sure that it makes any difference whatsoever. But whatever, it's so easy to do in Market Samurai. You just highlight it and hit the big *b* button up there just like you would on a word processor, so I just did it.

And I didn't care whether -- as it turns out, **vintage electric guitar** probably does occur a couple of times in there. But then, I've got my tags. And they're just the obvious tags. Again, I'm not **stuffing** or keyword stuffing or doing it. That is pointless! It's useless.

Just always ask yourself, "What would somebody who's interested in vintage electric guitars, how would they describe this article." And then, just always save. Very important! And then tomorrow, we're going to show you how to use the **publish** button, to publish. So, you can do everything inside Market Samurai. How funky is that.

Wrap Up

I hope you enjoyed today, listening. You realize how powerful it is. For bonus points, make sure you go and just hit that timer, ten minutes. Even if you've only got five minutes, do a 5-minute timer and write another article. That will be really, really good so that you can edit tomorrow.

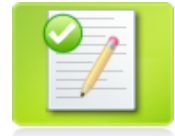
I hope you enjoyed this. And I hope you have a really good crack at it because it will really change the way you do things.

Alright! Have fun!

Actions

- **Edit** your article
- Add **keyword tags**
- Ensure that you have followed Ed's instructions to **optimize it for your target keyword phrase**

Handy Tip - Getting used to the process of writing and editing articles is a crucial skill. If you have some free time, write a few more articles, let them sit overnight, then go through the editing process to optimize them for your target keyword phrases.



Resources:

Market Samurai - <http://www.challenge.co/MarketSamurai>

Click here to get your free trial copy of Market Samurai if you haven't already.

Market Samurai Support - <http://www.noblesamurai.com/support>

Click here to get support for Market Samurai.