



# WRITING for CUURIO

*Writing for search is different from other types of writing. These guidelines are not to teach you how to write, they are to help you write for Cuurio and Google — at the same time.*

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## Prepared for

Cuurio Writers

## Phone

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## Email

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## Date

8.16.2023

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## Goal

To write a 750-2000+ word article for publication on the Cuurio platform that is structured not only for the reader, but also for best search results.

## Structure

After conceiving a strong title, outline your article with 6-10 related sub-titles that will support at least 150-200 words each. Introductory and closing paragraphs must both include the main title.

## Process

- Pick a good H1 title (H1=main title)
- Pick 6-10 H2 strong sub-titles (H2=all sub-headings). These headings represent your outline.
- Write introductory paragraph(s). Make sure to answer the question in the first sentence, and **include the H1 title somewhere in the first paragraph.**
- Write supporting segments, 150-200 words for each H2 heading.
- Include the main H1 title somewhere in the body of several H2 segments, when natural to do so.
- Write your closing paragraph, making sure it includes the main H1 title somewhere.
- At the bottom, below your article, list your title plus all the headings, separated by commas.
- Submit your article.



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# FAQ

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## What are some ways to find a good title?

1. Ask for an assignment: [suzanne@cuurio.com](mailto:suzanne@cuurio.com)
2. Write your own title, type it into Google search, and see what suggested searches\* are offered (they automatically pop down below the search bar). These make great H1 & H2 headings. Scroll down to where it says "people are also asking" - these also make great H1 & H2 headings.
3. Then you can even search the suggested searches and see what other suggestions you get. Suggested searches rock!

*\*the reason these strategies work is because those suggested searches represent actual searches people are doing, in real time.*

## How do I submit a completed article?

For now, send it to [suzanne@cuurio.com](mailto:suzanne@cuurio.com). Pages (a Mac-only app) is the preferred format. However, if you work on a PC, MS Word is fine.

## Thank you!

Thank you so much for being willing to use your gifts, talents and resources to help us reach the world with the gospel by attacking these first 100 pieces to go on our platform. This first wave of articles is highly important to help establish Cuurio as an authority in search, and will set the tone for future success in reaching people. We can't get there fast enough without your help, and we need more! Feel free to send us other writers you know who might be interested.

You are literally changing the world!