Elite Editing

SEO Writing Test

***About SEO and technical writing at Elite***

At Elite, we regularly tackle different types of content, and we love writers who are comfortable dealing with stylistically varied genres, but we also have places for those who excel at a particular kind of writing.

For example, we create and assess content briefs using a proprietary artificial intelligence program. We also write long-form blog posts with great SEO to drive traffic to our clients’ websites. We create website content that reads smoothly and keeps search algorithms happy.

Pay and turn times vary with the complexity of the task. The average SEO writing project is between 1,000 and 2,000 words. Turnaround tends to be 3 days, and the rate is based on word count, starting at $0.05 per word.

***About completing and submitting this test***

1. When you’ve completed this test (as well as any other tests you’ve decided to take), please [click here](https://app.smartsheet.com/b/form/8f91bc0544724bd381feeb4dd54b3fba) for a submission link.
2. Once you’ve opened the submission link, answer the questions on the upload form, attach *all* completed tests, and then hit “Submit.”

**PLEASE NOTE! Whether you complete one test or all four (or anything in between), you should upload only ONE submission form with ALL completed tests attached.**

1. At this point, you should see a confirmation screen that confirms we’ve received your test or tests. We will respond within 7 days to let you know the results of your test(s).
2. May the forces of well-crafted headings and SEO be with you.

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# SEO and Strategy Notes and Instructions

A 3D printing technology company is looking to publish new guides and other evergreen-type articles to drive organic traffic to its website.

For this test, we would like you to use the following company-provided notes and article template to complete the initial work for an SEO article on the topic of generative design.

1. Design an article outline that will meet the company’s requirements (see below). The outline should contain the following features:
   1. An engaging title (H1)
   2. Three to four headings (H2s), including one for the article’s conclusion
   3. Subheadings (H3s) as relevant for the content
2. Once you have developed the outline, begin filling it out.
   1. Starting with the introduction, write the first 250–300 words of the article.
   2. Highlight any keywords that you include. You do not need to include all the keywords in the first 250–300 words of the article. But please add comments noting where in the article you would likely use any remaining keywords.

**Article notes**

**Overview**

The article should be definitional in nature, imparting fundamental information to knowledgeable readers who want to learn more about generative design and 3D printing’s role in it. The article should target hardware engineers and product designers who design products and build prototypes of end-use products.

**Keywords for SEO content**

The following keywords will need to be included within the article:

* Generative design (primary keyword)
* Additive manufacturing
* Artificial intelligence
* Design solutions

**Questions to answer**

The content will need to cover the following questions to answer:

* What is generative design?
* What are the benefits of generative design?
* What are the applications of generative design?
* How does generative design relate to 3D printing?
* How has generative design software evolved over time?
* What are some examples of companies that have used generative design and 3D printing for their products?

Please note, however, that these questions should not appear in the article directly. The company does *not* want the article to follow a question-and-answer style. Instead, the company wants the article to have a cohesive, logical flow from beginning to end.

**Structure and requirements**

1. Design the article with a table of contents in mind, and write knowing that some readers will skim. Include the primary keyword in the title of the article *and* in the first paragraph of the article for SEO purposes.
2. Avoid passive voice to enhance the readability of the content.

* Provide a list of sources you used to write the article. You can include this list in a comment at the beginning of the article.

**Article Template**

As suggested above, feel free to alter the number of headings and subheadings in the article as you see fit for the content.

**Title (H1)**

Intro

**First heading (H2)**

Intro

**Subheading (H3)**

Text

**Subheading (H3)**

Text

**Second heading (H2)**

Intro

**Subheading (H3)**

Text

**Subheading (H3)**

Text

**Third heading (H2)**

Intro

**Subheading (H3)**

Text

**Subheading (H3)**

Text

**Fourth heading (H2)**

Conclusion