

How to Customize Seven Content

Easy and quick ways to get to 50/50 original content.



When it comes to Google standards, the research has shown that a 50/50 ratio of unique and duplicate words is necessary for a page for a page to be determined unique. Regardless of how many words are used the ratio appears to be the deciding factor. For example: 100 words unique and 100 words duplicate are considered unique content whereas 400 words unique and 800 duplicate - duplicate.

Why does this matter?

While having more content on your site helps SEO, having more original content on your site is even better. So, Customizing Seven Group pieces, and making them your own can fuel your domain authority even more than just posting the content as is.

Study: Page Optimizer Pro



Customizing Your Content

Steps to Take

Step 1: Change the Title

You can write a new title, change a few words in the existing one, or add in demographic or geographic specifics. The key is to ensure the title is unique to your audience and their needs.

Step 2: Customize the Opening Paragraph

We write our intros to engage the reader right off, by including an attention-grabbing stat or posing a question or outlining a new idea or a problem. You can make this personal by saying something like “I came across a stat the other day that brought me up short and made me think about XXX situation my XXX (doctor, lawyer, retired, etc.) clients face.” As you’ll see it’s always about adding an extra layer of value when you’re customizing pieces – think about your audience, their needs.



Think About Your Demographic



Customize It For Your Audience



Add Your Own Flavor

Step 3: Read the Piece Over and Add Your Voice

Our pieces are written to be applicable across a broad range of practices – but in your practice you’ll obviously do things differently. Add those specifics in!

Pro tip

Make it personal by adding a story about your experience and a client situation you’ve seen. These don’t have to be real clients – they can be composites, or personal stories about your life.