

How to Write SEO Copy That Sells:

An SEO Copywriting Training Guide



by

New Media Words

A Complete SEO Content Writing & Distribution Firm

<http://NewMediaWords.biz>

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What You Will Learn In This SEO Writing Guide

After reading the information in this training guide, you will know how to:

- (i) Write traffic-generating SEO copy;
- (ii) Conduct keyword research;
- (iii) Write meta tags;
- (iv) Effectively distribute copy to drive even more traffic to your site; and
- (v) Optimize other web page elements to drive traffic from everything you put on your site (eg, video, graphics, etc.).

Following is a complete Table of Contents.

TABLE OF CONTENTS

ABOUT PAGE 2

PREFACE. PAGE 6

Why It’s Important to Learn to Write SEO Copy – the Right Way. PAGE 8

6 Competitive Advantages SEO Copy Provides Online Marketers. PAGE 9

What You Will Learn In This SEO Writing Guide. PAGE 12

Definitions of Common Internet Marketing & SEO Copywriting Terms. . . PAGE 13

I. THE ANATOMY OF AN SEO ARTICLE. PAGE 14

II. KEYWORDS. PAGE 17

Why Keywords Are Important and How to Conduct Research for Them . . PAGE 17

What is Search Engine Optimization? PAGE 17

What is a Search Engine? PAGE 17

How Search Engines Work. PAGE 17

How Search Engines Find and Rank Sites. PAGE 19

The No. 1 Search Engine & Why All SEO Writers Need to Know This. . . PAGE 19

How to Conduct Keyword Research. PAGE 19

How to Use Google’s Keyword AdWords Tool PAGE 20

How to Select Which Keywords to Use in Your Copy PAGE 21

Google’s Keyword AdWords Tool: The Value of the Green Box PAGE 21

Walkthrough: Conduct a Sample Keyword Search PAGE 22

Keyword Density: What It Is and How to Calculate It PAGE 23

Keyword Writing Tips PAGE 24

SEO Copywriting: Where Better Organic Search Results & More Traffic Start

Sample SEO Article	PAGE 25
Keyword Density Guidelines	PAGE 26
How to Manually Calculate Keyword Density	PAGE 27
Stop Words: Why They Are Important to Calculating Keyword Density. .	PAGE 27
SEO Tool: Keyword Density Calculator	PAGE 28
Keywords: Conclusion	PAGE 28
III. HOW TO WRITE AN SEO ARTICLE.	PAGE 29
The Mechanics Of Writing SEO Content.	PAGE 29
Where to Put Keywords.	PAGE 29
Headlines: The Second Most Important Part of Writing SEO Content. . . .	PAGE 30
3 Things to Keep in Mind When Writing Headlines.	PAGE 31
Conclusion: Writing Effective Headlines.	PAGE 32
Beyond Writing: SEO Copywriting, Traffic-Driving Strategies	PAGE 33
What to Write About: 3 Types of SEO Content That Drives Traffic.	PAGE 33
Why Linking Is Important in SEO Copywriting.	PAGE 34
The Different Types of Links.	PAGE 35
The Two Types of Content Every Web Company Should Invest In	PAGE 36
The Value of the Long-Tail Keyword in Writing SEO Copy.	PAGE 37
Answer Sites!	PAGE 38
How to Best Use Answer Sites to Write SEO Copy.	PAGE 38
IV. HOW & WHY TO WRITE META TAGS.	PAGE 39
What Are Meta Tags?	PAGE 39
The Purpose of Meta Tags.	PAGE 39

SEO Copywriting: Where Better Organic Search Results & More Traffic Start

What Most SEO Experts Think about Meta Tags. PAGE 39

Why Every Site Should Still Have Its Meta Tags Written. PAGE 39

What Do Meta Tags Look Like? PAGE 41

Tips for Writing an Effective *Title* Meta Tag. PAGE 42

Tips for Writing an Effective *Keyword* Meta Tag. PAGE 42

Tips for Writing an Effective *Description* Meta Tag. PAGE 43

Meta Tags: Conclusion. PAGE 44

V. SEO CONTENT DISTRIBUTION. PAGE 45

Why It's Important to Decide the Purpose of SEO Content Before Writing..PAGE 45

Places to Distribute Your SEO Content to Get the Most Traffic. PAGE 45

VI. SEO Tips for Optimizing Other Web Page Elements. PAGE 52

SEO Tips for File Naming. PAGE 52

SEO Naming Tips for URLs. PAGE 52

SEO Tips for Web Pages. PAGE 52

VII. SEO COPYWRITING DON'TS. PAGE 54

VIII. SEO COPYWRITING: CONCLUSION. PAGE 56

The Most Important SEO Copywriting Tip. PAGE 56

IX. SEO COPYWRITING CHEAT SHEET PAGE 57

PREFACE

About This SEO Writing Guide

This guide was written using input from many clients about their success with our copy, as well as taking note of what works when writing SEO copy – and perhaps more importantly, what doesn't.

The information also pulls from the knowledge of many SEO industry gurus (eg, Matt Cutts and Aaron Wall).

This SEO writing guide is for two groups:

(i) Time-strapped business owners who understand SEO writing: But, they don't have the time to train staff on how to do it. And, they're leery of trying freelancer after freelancer – some with good results; some with bad.

If you're a busy entrepreneur and you know how to write SEO copy, it does you little good if you never get around to turning out as much as you need.

If you've ever wished that you had the time to properly train your staff on how to write SEO copy – the right way – so that you avoid the “hit and miss of the freelance SEO writing market”, this guide is for you.

(ii) Freelance writers and others who have little or no understanding of how to write SEO copy: Whether you're new to freelance writing or internet marketing, or you know a little, this guide will teach you the specifics of how to write traffic-pulling SEO copy.

Beyond Writing

We go beyond writing, telling you where to distribute your SEO copy once it has been created.

Many stop at putting it on their websites or distributing it to a few outlets. There is so much more mileage that can be gotten out of a single piece of copy – if you know where to distribute it.

Many of our clients have been shocked to learn the free techniques we teach about copy distribution that can significantly increase the amount of traffic to their sites.

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Via these techniques, over time you can dominate your niche. Or, at the very least remain highly visible – if you employ the SEO writing *and* distribution techniques we discuss.

Based on a lot of questions, comments and experiences in writing search engine optimized copy for clients, we put together this detailed SEO writing manual as a ready-reference guide to assist you in getting the most out of every piece of SEO copy you invest in.

Why It's Important to Learn to Write SEO Copy – the Right Way

Internet marketing starts with copy – whether it's paid or free. And, that copy must be effective in order to garner results. Otherwise, you're just wasting your time.

This tutorial was written to teach you and/or your staff the ins and outs of SEO copywriting. Following is why.

It is SEO copy that first alerts potential customers to your existence: Whether prospects land on your site via a paid ad or an organic listing, it is because of the copy that got them there.

It is SEO copy that makes the emotional connection needed to start building a relationship with customers: Words evoke emotion, which creates a bond (if the right emotion is evoked) and leads to sales.

The key thing here though is that a connection must first be made before a sale can ensue. SEO copy written with this in mind creates that connection.

It is SEO copy that drives repeat sales: Once customers become aware of your product/service and make an emotional connection to it, they are much more likely to purchase from you again.

It's the Pareto principal at work, ie, a common rule of thumb in business that says that 80% of your sales will come from 20% of your clients. So once you land clients, it's like money in the bank – if you treat them well and stay competitive.

In short, your internet marketing strategy begins and ends with SEO copy.

Additionally, SEO copy provides the following six advantages over other types of internet marketing.

6 Competitive Advantages SEO Copy Provides Online Marketers

SEO copy . . .

1. Instills Trust: Studies have found that web searchers trust organic listings 86% of the time versus paid listing. [Source: eMarketer.com]

It is perfectly logical because paid ads are – just that – paid. Anyone with money can place an ad and show up in search results. But when a site shows up organically, it's like the playing field has been leveled.

Searchers tend to trust these results more because they know that it's not paid. While they may not realize *how or why* a site shows up high in search results, all they know is that it's not paid – which gives it more validity.

2. Increases Sales: According to an August 2005 Search Engine Guide study, more and more sales are resulting from organic listings. This makes sense when you consider the following:

Evgenii Prussakov, a well-known affiliate marketing specialist, wrote a book entitled *Online Shopping Through Consumers' Eyes: A Study of Online Users' Responses to 107 Questions* (get it on Amazon). He found that over 71% of shoppers trust organic results over sponsored results.

Furthermore, they know the difference. When asked the question: Do you know the difference between natural results and sponsored ads in search engines, a whopping 82% said, “Yes, I know the difference.” Only 18% didn't know the difference.

This is important because trust – especially on the internet – is key to making sales and building an on-going relationship with online shoppers.

3. Drives More Traffic: Organic listings drive more traffic than paid ads. Proof?

... one study found that search users are up to six times more likely to click on the first few organic results than they are to choose any of the paid results, Other studies have shown that only 30 percent of search engine users click on paid listings, leaving an overwhelming 70 percent ... clicking the organic listings. [Source: SearchEngineGuide.com]

4. Lowers the Cost of Internet Marketing. The cost of PPC increases every day. This is due to simple supply and demand. As more and more advertisers compete for the same market (hence, keywords), the price escalates.

After all, the effective keywords remain static. But, the demand for them goes up. Hence, the price goes up. This cuts into profit, shrinking your ROI (return on investment).

Organic traffic – driven by effective SEO content – pays dividends for years to come. In theory, it only “costs” time to produce – and you can produce as much or as little as you want.

You don’t have to worry about the other guy’s budget being bigger than yours. As long as you produce informative SEO content – on a consistent basis – you have a competitive chance.

5. Allows You to Benefit from Competitor Spending: Did you know that you can benefit from your competitor’s PPC (pay per click) spending? How?

When a web surfer types in keywords and their paid ads show up, your relevant SEO content (if it has the right keywords) will show up as well. In essence, you benefit from their paid efforts because they can’t “block” your site from showing up like they can in a PPC campaign.

6. Pays Dividends for Years to Come: A piece of content you write today will still turn up in search results five or ten years from now. This means you can get customers five years from now from marketing you did years ago. And, the more SEO content you produce, the more traffic you will drive to your site.

Just think of how much easier it is to convert customers who keep coming across content produced by you. Once they read one article from one source, then another from another source, then another on your blog, then another in an SEO press release, they’ll start to think of you as an authority in your niche.

And, this is exactly what you want and what well-written SEO content can provide.

In 1839, English author Edward Bulwer-Lytton said that “the pen is mightier than the sword.” This has never been more true when it comes to internet marketing and well-written, informative SEO content.

It can allow you to compete effectively against the most deep-pocketed competitor. And, with the internet getting more competitive every day, this “weapon” of online marketing is one that will stand the test of time.

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For, the idea behind the coined phrase above is that communication is a powerful tool – one that surpasses even the most virulent and tenacious tactics at one’s disposal.

SEO Copywriting: Where Better Organic Search Results & More Traffic Start

REMEMBER, in this training guide you will learn how to:

- (i) Write traffic-generating SEO copy;
- (ii) Conduct keyword research;
- (iii) Write meta tags;
- (iv) Effectively distribute copy to drive even more traffic to your site; and
- (v) Optimize other web page elements to drive traffic from everything you put on your site (eg, video, graphics, etc.).

Now that you know why writing SEO content is important to your online marketing success and what you're about to learn, let's get to it.

Okay, I'm convinced!

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About the Author

Yuwanda Black heads New Media Words (<http://NewMediaWords.biz>), an SEO Content Writing and Distribution Firm.

Ms. Black also publishes <http://InkwellEditorial.com>, the #1 site on the web for info on how to start a freelance writing career.

Published Author

To date, Yuwanda has published 15 e-books on freelance writing and small business topics. She also wrote and teaches an online freelance writing e-course, in addition to authoring hundreds of articles on a wide range of topics.

Professional Background/Credentials

Ms. Black started her editorial career at a legal publishing firm in New York City in 1987. She went on to own/operate Inkwell Editorial, an editorial staffing and recruiting agency in New York from 1996-2004. She repositioned the business as an online information portal for (primarily) freelance writers in December 2004.

In 2000, Yuwanda developed and co-taught a Chicago-style copyediting course, which was attended by individuals and Fortune 500 executives alike. She also created and taught a web development and marketing course at Borough of Manhattan Community College in New York City.

A long-time serial entrepreneur, Ms. Black has been featured in numerous magazines, newspapers and online outlets, eg: Entrepreneur.com's small business magazine *Be Your Own Boss* (<http://tinyurl.com/m85p97>); and The Wall Street Journal's RealEstateJournal.com.

She penned a self-syndicated small business column, which appeared in six newspapers nationwide between 2002 and 2004.

Education

Ms. Black holds an AA in English, a BA in Sociology and completed one year of study towards an MA in Criminal Justice at John Jay College of Criminal Justice in New York City.