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**Along Came a Spider (Part Two) Keyword Rich Copy Works – But Only When You Have A Plan**

**By Julia Hyde**

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There's no quick or easy way to write copy for your website. In fact, you should do several things before you even begin to put pen to paper—or fingers to keyboard. And most of it involves a lot of legwork.

First, you need a master plan that takes into account what you want to achieve, who your potential customers are, why they'll want to buy your product or service, and what information they'll need to make a purchasing decision. You can't just make this stuff up on a whim. You've got to get stuck into some serious research.

To help you out, here's a brief laundry list of things to do before you get started.

Know your objectives. This may seem obvious but many people who want to sell online have no idea what they want to achieve. In fact, it's surprising how many people put up a website just because they think they need one. What's the purpose of your site? Do you want to sell products or services? Generate leads? Promote your brand? Build a database? Place your product catalog online to complement or do away with your print version?

What information will your visitors need? Put yourself in their shoes. If you're selling a product, what will your customers need to know about it in order to make a purchase? What kind of things influence their purchases?

Is it a major purchase they'll need time to think about? Or is it a small, low or medium cost item they won't need to put a lot of thought into before they buy? You really need to know all this before you begin to think about writing anything. Because if you don't, you'll end up writing the wrong words, in the wrong style, for the wrong people.

## Along Came a Spider (Part Two) Keyword Rich Copy Works – But Only When You Have A Plan

Choose your words carefully.

Having completed all these tasks, it's time to make sure the words you plan to use on your site include the words and phrases your potential customers will use when they type a query into a search engines search function. "That's easy," you say. "If people want to buy a camera, they'll type the word "camera" into Google." Well, yes and no. They may indeed type the word "camera" but they could also type in lots of variations depending on what exactly it is they're looking for.

The only way to truly identify these words and phrases is to spend a serious amount of time doing some keyword research. Just in case you're not convinced, here's an example of how research helped one business target the exact words their potential customers were using.

What a difference a word makes.

AutoWorld Santa Cruz, ([www.autoworldsantacruz.com](http://www.autoworldsantacruz.com)) a small, family-owned car rental company in Santa Cruz, California, was in trouble. Several international car rental companies – Hertz and

Enterprise – had moved into town and diluted their customer base.

AutoWorld knew that dollar for dollar they couldn't hope to compete with these global giants—print advertising, television commercials, pay-per-click etc. The only thing they could do was try and target potential customers who used the Web to search for goods and services, and who, perhaps, preferred to deal with a smaller, family-owned business.

But before they could begin to target these potential customers, AutoWorld first had to know exactly (and not guess) what words they were using when they searched. And the only way to find out was by doing some extensive keyword research.

Before deciding to do the keyword research AutoWorld had used the phrases "Auto Rentals" and "Auto Sales" throughout their site. But when the research was complete, it revealed that very few people typed these phrases when they searched. Instead terms like, "car rentals," "truck rentals," "cargo vans for rent" etc. were more popular.

It turned out that the words AutoWorld had been using on their site — and the words the search engines had been seeing when they crawled the site — were the wrong words. As a result, AutoWorld Santa Cruz had been missing out on a considerable amount of traffic, and potential sales.

### Writing Your Copy

So, having identified your objectives, performed your keyword research, determined which words and phrases are relevant to each page, you now have to convert all this into compelling, targeted copy that differentiates you from your competition.

This isn't actually as difficult as it sounds. The trick is to forget the stiff, formal style of business and academia and start writing how you talk. Because when you write how you talk, you become your reader's friend.

Here's some tips to help you get started.

- ~ Use pronouns – I, you, we, they – liberally
- ~ Use contractions – they're, you're, isn't, we've – because that's how people talk
- ~ Use simple words – don't use "we're going to have precipitation activity." Say, "it's going to rain."
- ~ It's OK to end a sentence in a preposition, unless it makes the sentence sound awkward.
- ~ Use conjunctions—but, and—they're great for breaking up long sentences.
- ~ Eliminate unnecessary words. They waste the reader's time, and make your copy sound awkward.

It's also important to understand that Internet users are impatient. They tend to scan the text looking for key points that interest them. And they tend to read slower online than they do when they read a magazine or newspaper.

One way to get around this is to break your paragraphs into short, easy-to-digest pieces and emphasize your key points in bold or color. Bulleted lists are also a good idea, but don't overuse

them—you'll end up with a website that looks a visual mess.

And don't forget to make sure you scatter your carefully researched keywords and phrases throughout your copy. Try to use them in all your headlines, and in your site's navigation menu. There's no hard and fast rule that says how many times you should to include them. Use your judgement. If your copy begins to sound ridiculous, it's time to rethink.

Julia is an independent copywriter and consultant specializing in advertising, search engine optimization and search engine marketing services. To learn more about how Julia can help boost your company's profits visit her site at [www.juliahyde.com](http://www.juliahyde.com). You may also like to sign up for Marketing Works! Julia's monthly ezine. Visit [www.juliahyde.com/form.html](http://www.juliahyde.com/form.html) to sign up or email Julia at [info@juliahyde.com](mailto:info@juliahyde.com) for details.

## **Keyword Density**

**By Kristy Meghreblian**

We can't emphasize enough the importance of including keyword-rich content on your site to increase your ranking potential. Simply put, keywords are the words and/or word phrases people use when searching. As we've mentioned throughout the site, search engine spiders love content. Therefore, the more keyword-rich content you have, the better. When a search engine spider crawls your site, it won't recognize pictures or images. So, if you have limited amounts of text (or none at all) and you've got a lot of beautiful pictures or Flash animation, the spider may deem your site unworthy of listing. What Is

Keyword Density? Keyword density is the ratio of a keyword or key phrases to the total number of words on that page. It is one of the most critical aspects of successful search engine optimization. To improve your search engine ranking potential, your keyword density must be just right. To calculate your keyword density, divide the total number of words on your page by the number of times your primary keyword or key phrase appears. Keyword density is critical when outlining the keyword portion of your search engine optimization strategy. Naturally, there is a fine line between strategically scattering these keywords throughout your content versus grouping them all together, separated by commas. The latter is known as spamming and you will get penalized for doing it. Don't think you can fool the search engines — they have the technology to figure out these little tricks. Using Keyword Density To Improve Your Search Engine Ranking The best way to increase your search engine ranking potential is to develop your keyword strategy by researching the most relevant (and most searched for) keywords or keyword phrases before you even begin building your site. So, you've already built your site? No worries — you should still consider reviewing the keywords you have selected and make any necessary changes to your meta tags and site content. No matter how nice your site looks, you won't get high search engine rankings without the right keywords. And remember, if your site has a lot of graphics or Flash animation with little content, we encourage you to consider a redesign. We understand that most site owners who fit into this category have spent a lot of money for these beautiful sites, but what is the purpose if they aren't getting the high rankings? That being said, here are a few tips on using keyword density to maximize your search engine ranking potential: 1. Use our Search Term Suggestion Tool (powered by Overture) to research your keywords. This powerful tool will direct you to the most popular keywords for your specific business based on how many times that keyword or keyword phrase is searched for each month. You can then take that information and develop your keyword strategy based on those results. 2. Incorporate these keywords or keyword phrases in your meta tags as well as your site content. People often forget that search engines will spider the heading meta tags first because they precede and stand out from your main site content. 3. Write keyword-rich content that not only satisfies the search engine algorithms but is equally informative for customers visiting your site. This is the most difficult part of writing your content — but also the most critical. 4. Try to write at least 300 words for each page on your site. Again, the more content you have the better chance you will have to include those all-important keywords you diligently researched and ultimately selected. 5. Too often we see content saturated with too many keywords that, as popular as they may be, just don't relate to the site itself. Avoid doing this — it will only irritate potential customers. 6. Web sites should be updated on a regular basis — don't let them go stale. Add new products/services, update users with new information and tools, do what you can to change your content (keyword-rich content, that is!) and keep users coming back for more.

As Submit Today's copywriter and editor, Kristy Meghreblian has written online content for many successful companies, including Monster.com. She has successfully combined her excellence in journalism with the delicate art of keyword density as it relates to search engine optimization. As a result, she has helped many Submit Today clients achieve top ranking. Submit Today is a leading search engine optimization, submission and ranking company located in Naples, Florida.

Keyword Density

Making Money with Articles: The Importance of Keywords

Can You Write Naturally and Get Good SE Ranking?

Rules, Regs, and Recommendations for Search Engine Copywriting  
Why Articles Are Not The Route To High Search Engine Rankings

Email Spider Software  
Keyword Coach  
Fax Reaper Pro Software  
Adwordiser  
CB AdWords Script



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