

This Free E-Book is brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

SEO Copywriting Makeover: Good Rankings but No Sales Part 2 of 2

By Karon Thackston

SEO Copywriting Makeover: Good Rankings but No Sales Part 2 of 2 by Karon Thackston

by Karon Thackston © 2004–2005

<http://www.copywritingcourse.com>

In Part 1 of this article series, we looked at a local home security site that had fairly good rankings but whose conversion rate was lacking. (You can see the original copy here: <http://www.copywritingcourse.com/topsecurity-original.pdf>.) Here in the conclusion, you'll see how several changes helped maintain this company's good rankings while improving their site's lead generation abilities.

The Rewrite

My first thought with the rewrite was to stop making "trust and urgency" the undertones and instead make them the obvious focal points of the copy. As usual, I started with the headline. The previous headline was:

When every second counts, turn to Top Security, Inc. who has been securing Orlando / Central Florida homes and businesses for 689,453,910 seconds.

I wanted something more direct so I changed the headline to:

Top Security, Inc. of Orlando
Security Systems From a Trusted Neighbor

This included one of their keyphrases and also made it perfectly clear this company was local and trustworthy.

For the introductory paragraph, I wanted to get the visitor's attention and hold it long enough to make a point: That security is something you need to think about now, not later. I opened with the following:

"If only I'd called you sooner." "I never thought this could happen to me." These are just a few of the many comments we have heard from our customers in Orlando. Security systems suddenly became a top priority for them, but not until after they'd experienced a frightening break-in or a devastating fire. After these disasters, our Orlando neighbors were convinced that burglar alarm and security issues should be a forethought, not an afterthought.

The copy does not beat the visitors over the head with the fact that they could be hurt, face losses, or experience some other frightening situation. It simply plants a seed of "what if" and moves on.

This section of the copy also lends support to the keyphrases Top Security wanted to rank highly for. Because "Orlando Security Systems" can be an awkward phrase to repeat, I split it up in several instances to help the flow of the copy stay natural.

The remainder of the page speaks to the facts that Top Security is local, has longevity in the community, is right around the corner, and offers several other benefits national security companies simply can't (or won't). Benefit after benefit is listed and explained in order to drive home the fact that a local company can - and will - provide exceptional service. You can see the current version here: <http://www.copywritingcourse.com/topsecurity-current.pdf>.

All throughout these sections of the copy, keyphrases are reinforced in the copy. When applicable, keyphrases are used in bold phrases or others that include special formatting. However, I never forced keyphrases someplace they didn't fit just for the sake of doing it. Keyphrase placement has to meld with the copy, not overpower it.

The call-to-action for the home page was simple. It asked three questions dealing with the biggest complaints about home security that users or potential users have regarding dependability, false alarms, and price.

The Results

The high rankings Top Security had prior to the SEO copywriting makeover were retained for most terms and even increased for a few others. While that's great, what's more important is that lead generations from the site increased, which gave Top Security, Inc. a broader customer base and the potential to make more sales they previously would not have been able to make.

It just goes to show that, even if your site has high positioning, copywriting can play an incredibly important role in bringing growth to your business. After all, what's the point of having good rankings if you have no sales?

Karon Thackston is a veteran copywriting pro who specializes in SEO copy. If your copy isn't getting results, let Karon teach you how to write SEO copy that impresses the engines and your visitors at <http://www.copywritingcourse.com>. Be sure to check out Karon's latest ebook "How To Increase Keyword Saturation (Without Destroying the Flow of Your Copy)" at <http://www.copywritingcourse.com/keyword>.

Copywriting Makeover: It's Not About YOU, It's About THEM

By Karon Thackston

Copywriting Makeover: It's Not About YOU, It's About THEM by Karon Thackston

by Karon Thackston © 2003

<http://www.copywritingcourse.com>

I've always loved scented candles. They help create a cozy atmosphere. They give you a relaxed feeling. And – most importantly – they make your home smell wonderful! So, naturally, I was excited when I was approached to rewrite the index (front) page for an online retailer who made specialty, soy scented candles.

The goals of the copywriting rewrite were to increase sales and improve search engine positioning for the terms "soy candles," and "scented candles." The copy definitely needed some work. It wasn't "bad," but it had one major thing holding it back. The copy violated one of the primary rules of copywriting. "It's not about you... it's about them."

An additional problem was that the information – while definitely necessary – was presented as more of a list of nuts and bolts. It needed a boost to create a "feeling" about the candles for sale.

The Problem

As you can see from the original version,

<http://www.copywritingcourse.com/IlluminousTimes-BEFORE.doc>, the copy either focused on the company or the candles. Very little of the copy focused on the customer.

Another element that was "off" in the copy was the lack of the "experience." Site owner Dan Fehn had some fabulous research data about scented candle buyers, however he did not know to include that information when writing.

Lastly, while Illuminous Times had fairly good search engine rankings, there was room for improvement.

The Solution

The data I received included the following information from the National Candle Association.

Candle industry research indicates that the most important factors affecting candle sales are scent, color, cost and shape. Fragrance is by far the most important characteristic, with three-fourths of candle purchasers saying it is "extremely important" or "very important" in their selection of a candle for the home.

Candle manufacturers' surveys show that 96% of all candles purchased are bought by women.

Nine out of ten candle users say they use candles to make a room feel comfortable or cozy.

This was the basis for the copywriting makeover. As a scented candle lover myself, I knew for a fact what women wanted from candles. I understood the candle buying experience and played on that knowledge to create copy that "romanced" the site visitor and increased the desire to buy.

The search engine optimization (SEO) aspect of the copy came easily. The terms "scented candles" and "soy candles" flowed naturally as I created the copy so my primary goal was to use these phrases in power positions (like the headline and sub-heads). I'd also place them as often as I could without making the copy sound stiff or forced.

The Rewrite

You can view the new copy here (<http://www.illuminous-times.com>). As you can see, the new version immediately begins to entice the site visitor. Everything she wants from a scented candle is laid out before her... and some things she might not have known she wanted.

I began to pique interest in soy candles (as opposed to traditional wax candles found in stores) by immediately outlining the advantages soy candles offer. From there I played on the fragrance (the most important characteristic according to the National Candle Association).

I led the customer through a mental tour of their home – lighting candles for a special dinner, enjoying the glow as they snuggled with a good book, and having the unmistakable fragrances only soy candles offer wafting through their homes.

A final keyphrase-rich benefits list of why soy candles are superior to traditional wax candles and an emotional call-to-action wrapped up the copy.

The Results

I think the results of the copywriting makeover are best stated by Dan himself.

"Thank you! Sales have increase even before the holiday season and my rankings have improved, too. Right now I am #1 for the term 'soy candles' (previously ranked at #4), and I'm at #7 for 'scented candles'... a huge jump up from #17!"

So, as you can see, taking the focus off the product or company and putting where it should be (on the customer) makes a tremendous difference. Sales naturally increase when the customer feels he/she is the reason for your existence. Take some time now to look back over your copy. Is it company focused? If so, learning to write specifically for your customers can turn your sales around almost immediately.

Which words make **your** customers buy? Let Karon show you. Boost your sales and your search engine positioning by learning to write strategically created copy that hits a nerve and makes the sale. Get the details now at <http://www.copywritingcourse.com>.



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!