

How to feed spiders

David Rosam

Head of SEO Copywriting

Web Positioning Centre



SEO Copywriting

- Must satisfy:
 - Search engine spiders
 - People
- Is one part of the triangle of SEO:
 - SEO Copywriting
 - Clean, spiderable HTML code
 - Linking strategy

Some facts about spiders

- Search engine spiders love copy, so feed them well and you'll both be happy
- They're very choosy. They'll choke on flash animations, too much javascript and other distractions
- They're bored with META Tags



Feeding spiders

- Spiders are hungry
 - So give them 200-300 words per page
- Spiders are discerning
 - Make sure you serve up key phrases in the right density
 - Avoid a monotonous diet of spam

Hors d'Oeuvres

- Work out your key phrases
 - Find out what people are searching for
 - Research the competition
 - Understand your business plan and marketing strategy
- Choose three key phrases per page



Main course

- Write your copy
 - Use key phrases in headings and body copy
 - Don't forget to fill in the Title, Key Word and Description tags

Dessert

- Measure the key phrase density
- Rewrite the copy until you have densities between 5% and 15% for your key phrases
- Publish on your site

But don't forget humans

- Don't forget all the principles of good copywriting:
 - Understand your audience
 - Whiff 'em (WIIFM – what's in it for me?)
 - Be clear about the outcome you're aiming for
 - Nobody ever bored anyone into buying anything



Good SEO copy

- It shouldn't look any different from any other good marketing copy
- Two examples, that have just gone live:
 - [Villa Spain](#)
 - [Web Positioning Centre](#)



Thank you

David Rosam

www.webpositioningcentre.co.uk

david@webpositioningcentre.co.uk

+44 (0)870 765 8674

+44 (0)70 440 76726

