

SEO Copywriting: where online marketing engages with people and search engines

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What's SEO for?

- Attract relevant people to a Web site
 - From natural search
- Boost a site's profitability
- Boost a business' profitability



SEO Copywriting

- Is one part of the triangle of SEO:
 - SEO Copywriting
 - Clean, spiderable HTML code
 - Linking strategy
- You need all three for successful SEO



Why do you need content?

- Without it, search engines will struggle to know what a site is about
 - And will not be able to rank the content
- By content, I mean HTML-based textual content
 - Search engines still can't make much sense of Flash files
 - PDFs have usability issues, and need to be set up in the right way



How does SEO copy work?

- Engage with search engines to help secure high natural positions for the site for appropriate key phrases
- Engage with people to:
 - Sell
 - Sign-up
 - Interest them



What does SEO copy look like?

- It shouldn't look any different from any other good marketing copy. It should:
 - Sell, or otherwise be effective
 - Have style
 - Reinforce the brand



What it's not

- Playing with Meta tags
- Blocks of key word/phrase stuffed copy
- Black text on black, white text on white, or any colour text on the same colour



Three approaches

1. Key phrases are king
 - The priority is search engine traffic
2. Write the best copy possible, built on a framework of key phrases
3. Creativity is king
 - The priority is to engage with people



Traffic and conversions

- Copy that's meaningful to search engines and people
- Don't lose sight of either audience
- Based on key phrase research
- Written with as little compromise as possible to the quality of the writing



Engaging with search engines

- Increasing the number of times a key phrase occurs ensures the search engines are clear about what your site is about
 - And whether it should be ranked highly for that key phrase
 - You'll need appropriate links, too



A search is a question

- We're asking questions when we search:
 - Where can I see *Atonement*?
 - How do I cook a risotto?
 - Who is David Rosam?
 - Where can I buy a Specialized bike?



Answering those questions

- Base your copy on the right key phrases and you'll be able to answer those questions
 - Engage with site visitors more effectively
- Identifying the right key phrases is vital



Step by Step

1. Understand your client, their products/services and their marketing plan
2. Key phrase research
3. Site planning
4. Copywriting
5. Revisions
6. Make the content live



1. Understand

- Talk to your client
- Get as much information as you can from them
- Read and research
- Get fired up by what they do



2.1 Key phrase research

- Understand the business plan and marketing strategy
- Brainstorm starting points for your research
 - About 10 key phrases
- Find out what people are searching for
- Research the competition



2.2 Key phrase research

- Choose three key phrases per page
 - High search numbers
 - Low competition
- Make sure they work as normal English
 - Ignore, for example, 'mortgage to let buy'
 - 'ford mondeo uk', while acceptable English, will be difficult to use in readable copy



3. Site planning

- Write a framework for your copy
- Make sure you know exactly how you're going to build copy on your chosen key phrases
 - Use key phrases in headlines and subheads, where possible
 - Bullet point some guide content



4.1 Copywriting

- Don't forget the principles of good copywriting:
 - Understand your audience
 - WIIFM – what's in it for me?
 - Be clear about the outcome you're aiming for
 - Nobody ever bored anyone into buying anything
- Write 200-300 words per page



4.2 Copywriting

- Measure the key phrase density
 - There are lots of tools on the Web
- Rewrite the copy until you have densities between 5% and 10% for your key phrases
- Write the Title, Keyword and Description meta tags



5. Revisions

- Make changes to copy
- Measure key phrase densities again
- Make any further changes



6. Make content live

- Get sign-off from client
- Make content live



Good SEO copy

- A couple of sites I think work well from an SEO copywriting point of view:
 - IEKO - <http://www.ieko.co.uk/>
 - Churchill Supercars - <http://www.churchillsupercars.co.uk/>



Thank you

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