

Search Engine Optimization (SEO) Copywriting Dispensable luxury or invaluable resource?

One of the most common mistakes small and medium businesses make when creating their websites is to try and cut costs by writing their own copy. At first glance, when budgets are tight, it does appear to make sense. Why pay someone to do a job you can accomplish on your own? But can you? Is it reasonable to assume that you can prepare text as well as a professional copywriter? Even if your writing is marginally acceptable, is that enough to do the job required? And remember - you've just invested several hundred, and in some cases, several thousands of dollars paying a specialist to create a marketing tool that is driven, in large part, by the words that appear. Confused? Let's look at the basics and examine the facts.

Below are five commonly asked questions regarding SEO copywriting.

What is SEO copywriting? How can it help?

By strategically inserting key words and/or phrases into the text, you tell the search engines what your site is about. This is one of the key factors directing visitors to your website. But it's more than that. Let's face it, search engines don't buy your product or service, people do! So although it's great to have plenty of traffic visiting your site, you want the visitors to be sold on your product or service. And that's why it pays to hire a writer. **The professional SEO copywriter ensures that accessibility of the text is not sacrificed for search engine optimization.**

But my website looks fabulous. Isn't that enough?

Definitely not! If creating a positive profile for your business is the goal, then a professionally designed website is a must. And yes, the graphics should be eye-catching. But that is only half the job. Words are what draws the visitor in and allows them to make an informed decision. And the more words on your site that contain your keyword phrases, the more opportunity for search engines to direct traffic to your site. **The professional SEO copywriter helps creates traffic at your site and then hooks your client with copy that educates and informs.**

Will people actually read all that text?

Yes, as long as your SEO text is persuasive, informative and interesting, prospective clients will read it. The copy, however, must be written in a way that people can understand. The goal of SEO copywriting is to get more hits on your website through search engine placement. In effect, well-written text with strategically placed keyword phrases is used to attract the search engines while maintaining visitor appeal. **The professional SEO copywriter knows how to enhance readability, making even long tracks of text a pleasure to read.**

Does SEO copywriting mean that I must re-write everything on my website?

Not always. Provided the existing copy is well-written and meets professional copywriting standards, there may be pages that can be edited for keyword phrases. Properly created SEO copy strives to first appeal to the reader.

Consequently, optimization for search engines may be done after the initial draft.

The professional SEO copywriter ensures the web copy appeals to both visitors and search engines without compromising either.

What do I look for in a SEO copywriter?

Look for someone with a proven track record. Check out their portfolio. Ask for referrals. Most importantly, read their work. A professional SEO Copywriter is able to weave critical keyword phrases into web copy without compromising the flow of the material provided. Hiring a professional who offers this type of expertise can help dramatically increase your site's return on investment and rankings. **Hiring the professional SEO copywriter to create your text goes a long way to ensure the overall success of your website.**

SEO Copywriting: dispensable luxury or invaluable resource?

If you want your website to be as successful as possible, hiring a professional SEO copywriter simply makes good business sense!

Deborah Serravalle is a successful professional freelance writer who operates from Burlington Ontario

www.prowriting.ca deb@prowriting.ca 905.339.0155

All rights reserved

February, 2008