

Content Is King! Build Your Internet Marketing Kingdom Through Strategic Copywriting.

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The internet marketing adage, content is king, continues to reign true for those seeking to gain higher rankings and increased traffic for their website. Just like every square foot of a commercial real estate property is worth money, so is every space on your website. The difference is that the open spaces on your website need to be strategically filled with relevant keywords that will feed the search engine bots what they are seeking; if the search engine algorithms are satisfied, then your website will have higher rankings, thus driving in free, organic, and targeted traffic to your website.

Effective SEO copywriting strategy

In order to provide the search engine bots the content that will benefit your website, it is important to develop a strong strategy that can be continuously implemented.

§ Research your keywords. In order to find your targeted traffic, you must understand what keywords users are searching for in the search engines. In addition, it is ideal to find niche keywords that do not have tremendous competition. For example, if you offer web design services, instead of using the highly competitive keywords “web design,” utilize a niche keywords, such as “medical office web design.” ZamDoo.com, a powerful keyword research online software application, has an extensive research tool that can help you avoid the most competitive keywords, while targeting the niche keywords that have many inquiries, but half the competition.

§ Develop keyword density. The search engines like to see a 4 – 6% keyword density on your site; this means that if you have a page on your website with 100 words, then 4 – 6 of them should be your keyword. The important consideration with keyword density is that you should ensure that the number of keywords do not impact the natural flow of your text, as you want your content to not only be search engine optimized, but convert your visitors as well.

§ Keyword placement. Your keywords should be equally scattered throughout the text. It is ideal to have the keyword in the title, and then placed in the beginning, middle, and end of the text.

§ Latent-semantic indexing. Recently, Google’s search bots have developed a new LSI algorithm that not only looks for keywords, but also logical related words and phrases that would naturally appear in the article. For example, if your content is about the “Ibook,” then its related words that should appear, under LSI standards, would be “Mac computers,” “Mac laptops,” etc.

Remember, your content has two powerful purposes: conversions and search engine optimization. By taking the above tips into consideration, you can create content that the search engines will index into high rankings, thus bringing you free, targeted traffic that helps you build your internet marketing kingdom.

About the Author

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