
SEO Copywriting

Content is the key to higher page rank and increased traffic targeted to your website. At least one of the keys, anyway. But there is content and there is keyword rich content and therein lies the difference.

The target in a well constructed keyword rich content page is to ensure maximum visibility and exposure so that the page is quickly indexed by the search engines, and SERPS are precisely determined by the page content.

If you want to have your website listed in prominent places withIN the search engines, (at the top), you will need to employ "SEO" (Search Engine Optimization) techniques. Beyond the techno-wordings of the online professionals, a SEO optimized page is simply a page that is constructed in such a way that the main keywords within that page are perceived as such. Gone are the days, if they ever existed when all we needed to do was to "stuff" tags and text with keywords, the more the better. Search engines, and Google in particular have become much smarter at discovering whether the content of a page is used to "artificially" increase its relevancy, a big "no-no" in Google vocabulary (and other search engines).**SEO Content = KEYWORD RICH CONTENT**

In other words, and all things considered such as Backlinks, if you want your site to rank well, you will need well researched keywords that will attract your visitors and be SEO friendly.