

# GROW YOUR BUSINESS

## With SEO Copywriting for Sales Leads



This valuable report to grow your business includes:

1. Intro to WordPress
2. About SEO and Copywriting
3. Choosing the Right Keywords
4. Optimizing Your Page or Post
5. More SEO Copywriting Tips
6. Final Words

## TESTIMONIALS

"I own an SEO company in Vancouver. I first hired Liza J. Lee in 2008 to help with a clients text in their website as they had none. Liza called the client, interviewed them and created content in less time than she had originally promised. The quality of the text was excellent and the client was very happy. I have hired Liza more then once and strongly recommend her for copywriting as well as for all information relating to art. She has her fingers on the pulse of the Vancouver art scene so worth speaking to."

*Eric Ayache, President, Guaranteed SEO*

"I had the pleasure of working with Liza on an SEO project with a small business in Vancouver. Liza continually exceeded my expectations with her knowledge of the SEO process, organizational skills, passion for delivering a superior product, and great communication. I highly recommend Liza for your SEO copywriting needs."

*Michael Carels, President, Carelli Studios*

"Liza provided a solid foundation for our website as a copywriter / editor to ensure the right style and voice was used and that SEO was appropriately utilized. As a professional she is a pleasure to work with."

*Frank Kusmer, Partner of CK-Global Solutions*

## 1. INTRO TO WORDPRESS

As a business owner, you may want to also install a WordPress blog to your own website as this makes it easier and faster for you to add fresh content regularly. That's because you don't need to know any coding or how to use special software to add new pages. Google and other search engines like sites that have new content and, if it is optimized well, you are rewarded with relevant and targeted traffic to grow your business.

WordPress is a free blogging tool and publishing platform and is often categorized as a content management system (CMS). WordPress has many features including a plug-in architecture, a template system and, as of August 2011, it is the platform for **22% of all new websites**, making it the most popular CMS in use on the Internet.

For an example of a WordPress website, visit my customized blog: [www.lizajlee.com](http://www.lizajlee.com)

## 2. ABOUT SEO AND COPYWRITING

To attract the right traffic and convert sales leads on your website or WordPress blog, you'll need to incorporate SEO and copywriting into your selected webpages or blog posts. SEO is the active practice of optimizing your site by improving internal and external aspects to increase the traffic that your site receives from search engines. This report outlines various simple SEO tips, which will help you reach your online goals effectively by optimizing your website with SEO copywriting. **Without the right keywords with integrated SEO copywriting, you will not attract the right traffic** to your website or WordPress blog. All that effort into a well-designed site will go to waste. But help is on the way!

After reading this document, you should be able to write copy with the correct keyword strategies. As well, you will be able to optimize those keywords and create benefit-driven titles for your website or WordPress blog to increase your visitor traffic and customer base.

Read on to learn **"Choosing the Right Keywords" for your website or WordPress blog.**

## 3. CHOOSING THE RIGHT KEYWORDS

First you'll need to choose the right keywords for organic or free search traffic. So make sure you have your main keywords on your chosen webpages. Each page should be around 300 words. You should place your page's main keywords in the first and last 25 words on that page. To find what other keywords Google has associated with your main keywords, here are two methods:

**Use the tilde "~" command** to find associated phrases in Google. Just type into Google search: ~keywords. Variations will be highlighted in bold print.

**Or visit Google Trends at <http://www.google.com/trends/>** to discover the top 100 searches to incorporate into your blog post. This might help give you an idea for one of your blog posts. For example, "What is Bitcoin?" was one of the top 100 searches and I recently wrote a single blog post about it on CoinFest Art & Trade Show involving Bitcoin on a one-page site, which attracted Twitter followers, Facebook Likes and an interview with CBC TV (mainstream media).

Once you have your right set of keywords, you'll need to select your best 10 webpages or blog posts to optimize to attract relevant and targeted traffic to grow your business. And each page or blog post should contain only one set of keywords. You cannot mix them up or you will not get any or good results from search engines!

Read the **"Steps to Optimize Your Webpage or Blog Post" next.**

## 4. OPTIMIZING YOUR PAGE OR POST

### Step 1 – Page title:

Include the keyword in the title of the page. The page title is located at the top of your HTML page and it tells the search engines what your page is about. When you open your page in a browser these are the words at the very top of the screen. The title tag is crucial to 'on-page optimization'; it should include your main keywords and it should be 63 characters or less if you want your title to appear in full on Google. Place the title in the title tag on the webpage itself and in the URL for that page. Pick the main keywords from the title and place them in the anchor URL instead. For example: [www.yourwebsite.com/keywords.html](http://www.yourwebsite.com/keywords.html)

### Step 2 – Meta tags:

The Meta Tag contains the description for your web page. Your description will show up in all the search engines so you have to be careful to write precisely and objectively. It should be about 140 characters or around 20 words. Make sure to include your keywords but don't spam (don't repeat your keywords more than once). Mention each of your keywords separately in the meta description tag and use variations of your keywords. Include each of the plural and singular forms of the keywords in the keyword tag to optimize your webpage for one keyword. You should choose only one set of keywords per page.

### Step 3 – H1 tag:

Add an H1 header tag aka as a headline. Once the code screen is open, click "edit", then "find" and search for the text "H1". This is the HTML code used to enclose what's called an H1 header tag. You should always include your main keyword within an H1 header tag.

### Step 4 – H2 tag:

Next add what's called an H2 header tag or subhead. Your H2 tag should always come after your H1 tag.

### Step 5 – Bold, italics and underline:

Go through your webpage and add your most important keyword throughout your page content. You will want to bold, italicize or underline your text with keywords. Only choose to use one or two of these styles with your keywords to make it look 'natural'.

### Step 6 – Alt tags:

Add your keyword to alt image tags. This tag should have your title or the main keywords from your page title to be the most effective. The anchor text is also important to know – these are the underlined, clickable text or words in a link. To check Google for all web pages containing your keywords in the anchor tags, type into Google Search "allinanchor:yourkeywords".

### Step 7 – Home page links:

Add a link from each webpage, within your website, that says "Your Keyword Home". This link should link back to your main page using the URL; otherwise, you split up your back links. **Note:** It should not link to index.htm or index.html. It should like you're your actual URL.

### Step 8 – All page titles:

Finally, add the keyword to the page title to all of your select web pages for optimization. Just add main keywords to the beginning of the page title. The new title of this page should be: Your Keyword. This encourages the search engines to see that your website is all about your keyword. Once you've optimized your selected webpages or blog posts with your chosen keywords, you'll also need to include effective copywriting techniques.

**Next read "More SEO Copywriting Tips" to improve your sales conversion rate.**

## 5. MORE SEO COPYWRITING TIPS

By placing your top-performing keywords in strategic places on your website, you tell the search engine "spiders" that those keywords describe exactly what your site is all about. And that's what convinces the search engines to include your site in the search results for those keywords. Here are the most important SEO copywriting tips for search engines, including Google.

### **Your domain name contains your top keywords:**

Search engines love URLs that contain keywords that visitors type into search boxes! These sites whose domain names include keywords will likely rank higher in the search engine results for those keywords in comparison to sites that don't.

### **A well-written benefits-driven title tag:**

Your title tag is a simple piece of HTML code that's located in the "head," or top, of your Web page. It's a bit like indexing your webpage, like a library. In your title tag, include a detailed, accurate and benefits-rich line of text that describes your business clearly, letting potential visitors know exactly what they can expect to find on your site. It should be no more than 63 characters. Any title tag text over 63 characters may be cut off by certain search engines.

### **Your benefits-driven headline tags:**

A headline tag is like a brightly colored post-it note within your HTML source code that alerts search engine spiders to your headline and subheads, both of which contain important information for the search engines. Your headline should contain the benefit your visitor expects to receive or experience on that webpage.

### **Benefits sell while features tell:**

Benefits are why your visitors will enjoy your service or products and features are the attributes of your services or products. For example, web optimization is a feature of web content, while web traffic increase is the benefit of web optimization. Don't forget to update your sitemap.xml for Google and your urllist.txt for Yahoo before submitting these to the top two search engines.

### **Use a Call to Action (CTA):**

A CTA is an image or text that prompts visitors to take action, such as "subscribe to a newsletter", "view a webinar", or "request a product demo". CTAs should direct your visitors to landing pages, where you can collect their contact information in exchange for a valuable marketing offer. In that sense, an effective CTA results in more leads and sales conversions for your website.

For more SEO copywriting and WordPress tips, visit [www.Lizajlee.com](http://www.Lizajlee.com).

## 6. FINAL WORDS

With WordPress, you can select free templates and customize them yourself. Once you have your WordPress set up and designed, you can also add plug-ins and integrate that into your social media such as **Twitter, Facebook and LinkedIn**. With a WordPress site, you can easily add fresh and optimized content for Google and other search engines to send you targeted and relevant traffic to grow your business.

Or prefer an expert to help set up and design your site, select your SEO keywords and provide the copywriting? This helps you to focus on what you best.

### **Contact us today!**

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