

The SEO Copywriting Handbook

Essential Information on SEO
Copywriting That Will Lead to
Stronger SEO Campaigns and
Higher Page Rankings in Google

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Introduction

This handbook is intended to help you write keyword-rich, search optimized rapid conversion landing pages and article posts that can help boost you to the top of Google's search results.

Over 500 changes will be made to Google's search engine this year. As the algorithm that dictates the search results constantly changes, we will continue to monitor these changes and share our knowledge with you.

If you're an SEO copywriter, online editor, audience development manager, or have any responsibility for Internet copy, you know that the competition in the online publishing world is increasing daily.

A big component of this competition involves the constant battle for page-one dominance in Google search results. The realization that having a page-one ranking on Google can mean a lot of visibility has become a focal point for the industry's professionals.

Chapter 1: SEO Copywriting Basics

The Internet has forever changed the rules for selling products via direct response advertising.

Not long ago, the little known and widely misunderstood world of direct response sales promotion copywriting was dominated by a relatively small group of talented wordsmiths. Their stock in trade was, and still is, the art of persuasion.

But today, the copywriter needs additional skills. Master them, and you'll have virtual job security. Fail to learn them, and you're skills are incomplete -- and obsolete. Here's why:

Writing for the Internet -- especially landing pages -- is different. It requires a mastery of search engine optimization (SEO) techniques that elude many print medium copywriters.

Direct response copywriters, most of whom cut their teeth in print direct mail, are experts at crafting challenging, mesmerizing headlines that demand the attention of even the most jaded reader. They follow these with practically irresistible product offers. Their long, captivating sales letters can evoke emotions, inspire the reader's imagination, and create a nearly insatiable desire for a product or service.

Blend into this consumer fervor sufficient benefits, features and plausible reasons (or rationalizations) to justify the purchase, and readers are primed to whip out their credit cards, call a toll-free phone number or click a few on-screen buttons, and achieve nearly instant gratification by ordering the product.

At least, that's the general idea behind a standard sales letter. And for the website landing page, it is still the objective, with one important difference.

In the early 1970s, Chester Bowles, of the now defunct Benton & Bowles advertising agency, said, "It's not creative unless it sells something." True enough.

And today he might say, "If Google can't find your website, it doesn't exist."

Also true. Because today, the best direct response sales promotion copywriting is being published on the Internet. But if the Google search engine robots don't find and index your web pages, even the best sales letters in the world will never be read by your prospective customers. Your product virtually won't exist because it can't be found.

New challenges for online sales-promotion copywriters

So, the rules have changed. To stay in the game, or gain a competitive advantage, here's how you need to model your online sales letters.

First, recognize that more people than ever are shopping online -- usually not for a product, but for information. Most Internet users seek answers to questions or problems, prior to committing to buy a product or solution.

Second, recognize that every page on a website that isn't password protected is a potential landing page. That means any web user could "land" on your webpage as the result of making an inquiry to Google or one of the other popular search engines.

But how? How does the user land on your website rather than at a competitor's site?

Well, it's not by chance. Today's most popular website pages achieve their top search engine rankings owing to very careful research and copywriting. If you want to obtain a top Google ranking, i.e., have your landing page returned in the top 10 - 30 page links for any given word or search phrase, you've got to seduce Google with meaningful, useful copy and an amalgam of keywords and phrases.

While Google.com is the most popular, Yahoo.com, Bing.com, AOL.com and Ask.com round out the big five search engines. Mergers and acquisitions account for frequent changes in the rankings, and challengers emerge and retreat at regular intervals.

Google is the king -- the most used search engine on the web -- and unlikely to be knocked off its throne. So, if you optimize your website landing pages for Google, they will invite the search bots of Google's competitors, as well.

Chapter 2: Google Keyword Tool Basics

When you search for something with Google, the results you get are organic. You cannot pay Google to put your results in the organic search; you can only pay for a spot on the right or at the top of the listings, which Google refers to as sponsored links.

Sponsored results get only a fraction of the clicks that organic listings get. That's because users know that organic results are less likely to be blatantly commercial and more likely to contain what they are looking for.

So you need to begin your search engine optimization efforts by asking some fundamental questions. Why does your website exist as an entity? Who is your online audience?

What are people searching for online that your product or service will help them answer? What interests your audience? How will they be gratified by the information or product that you have to offer?

The answers to these questions define the core of your online business and are the basis of your keyword strategy.

For example, a publisher of gardening information products must understand what kind of information its particular audience is searching for online, in order to remain competitive and gain advantage.

What are users who are interested in gardening searching for online?

- Beautiful photography and aesthetic inspiration?
- Step-by-step information on how to plant, prune, weed, etc.?
- Information on buying plants, tools, and seeds?
- Strategies for saving money?
- Gardening community information?
- All of the above -- and, if so, in what balance?

By answering these questions, and determining what keywords users are typing into the Google search engine query box to find that information, you can begin to build an audience-driven, multiplatform, media management system.

Partnering with Google by choosing the right keywords

The ultimate goal of today's online copywriter is to choose and use the right keywords, attract targeted website traffic, and optimize landing pages to ensure your site gets found.

The intricacies of SEO are constantly changing, as Google continually refines its criteria and algorithms. But if you're an honest online information marketer — not trying to use any deceitful tricks — and you're willing to do a little more than your competitors when creating content, you'll soon realize that SEO is a logical extension of the editorial process. That means you'll write content that Google likes.

The SEO process begins with researching keyword phrases, which must be chosen carefully and realistically. Conversion rates -- the number of times someone visits your site and clicks on something -- increase when the exact keyword phrase for which a user is searching appears overtly on the page returned by the search engine.

As a copywriter, you must make certain that the terminology and keywords you employ in the content you write are the same keywords for which users are searching. Obviously, it helps to know your customers and how they think, especially the vocabulary they are likely to use.

For example, people who work in the food service industry probably don't think of themselves as food service workers, so you don't address them that way. Instead, they probably think of themselves as "restaurateurs" or "executive chefs" or "specialty food buyers" or "restaurant owners," so you should address them as such.

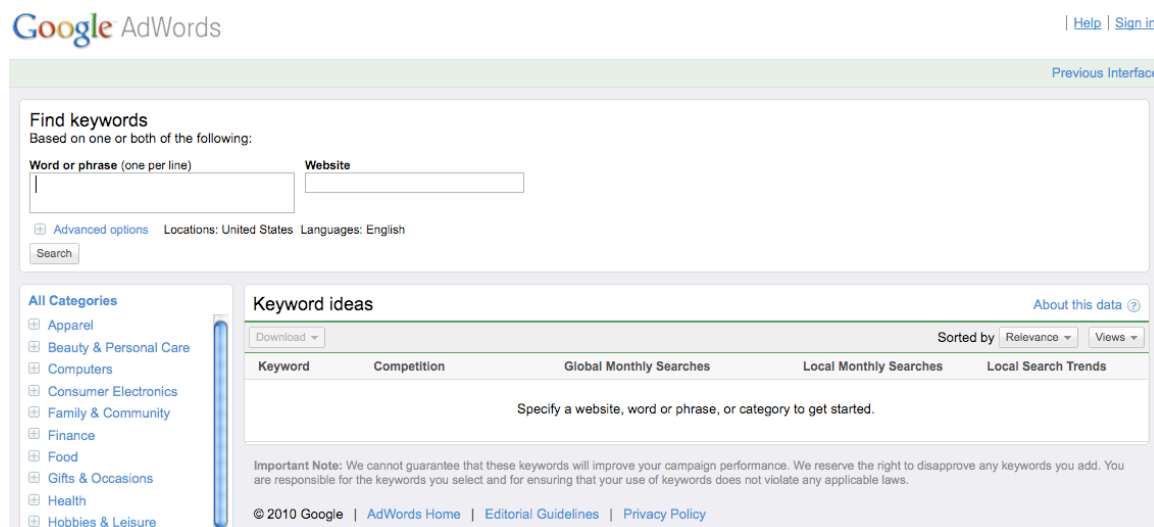
If you sell "pet supplies" and optimize your site only for that keyword phrase, it doesn't help if the user is searching for "dog food." You get the idea. Chunk down from the general to the specific. Don't just think "automobile accessories." Instead, think "fuzzy dice." Think as a customer would think.

Think like a customer: Developing keyword strategy and business goals

The very first step in the keyword research process is to brainstorm with your editors the primary keyword phrases that you'd like your site to be ranked on. These are usually two-word phrases.

You then take those primary keyword phrases and expand them into a group of secondary keyword phrases, which are usually three and four-word phrases. The next step is to figure out how popular those keyword phrases are, or how many people are searching for each of your keyword phrases each month, using the Google Keyword Tool.

The Google AdWords keyword tool is at <https://adwords.google.com/select/KeywordToolExternal> is a free to use after you register.



Wordtracker.com also can help you identify keywords and phrases that are relevant to your business and are most likely to be used as queries by search engine visitors.

Now that you know the demand, or popularity of each keyword phrase, it's time to determine the competition. How many other websites are competing for that top spot in Google on any of your given keyword phrases?

Enter each and every keyword phrase into Google.com with "quotes" around the term. This will show you, in the bar on the upper right corner of the Google results

page, the number of websites that are using that phrase in an exact order (e.g. Results 1 – 10 of about 1,100,000).

Most users, when searching casually, will enter what's called a broad match, not using "quotes" around their search query. This leads them to results where they could find the keyword phrase in any order on any given page.

For example, if you Google the term good cooking, without quotes around the term, you would get results where the words good and cooking were on the same page but may not appear side-by-side, in that exact order. So the word good may appear in a completely separate paragraph from the word cooking.

Why exact match is more precise

The variation on this is called an exact match, and if you instead Google a term with "quotes" around the phrase, Google will display only the pages that have the phrase exactly as it was entered, so that good cooking appears together, side-by-side as a two-word phrase.

In most cases, the number of competitive pages on an exact match phrase will be far fewer. For example, the number of competing pages could go from 1,000,000 down to 100,000 or even 50,000. Or in the case of good cooking, from 228,000,000 to 496,000.

The reason to care about this is not because users are always going search in Google with "quotes" around their query. But through research and repetition, we have discovered that roughly 90 percent of the websites that are going to appear on pages one, two, or three in Google for a broad match search will be exact match websites.

Google favors exact match; it very much tries to give page one, two, and three rankings to those web pages that have exactly the phrase the user is looking for, in the exact order they entered the phrase.

In summary, here is a simple five-step process for brainstorming the 1500-2500 keywords that your users use most frequently to search for the content on your site.

1. Use the Google AdWords Keyword Tool at <https://adwords.google.com/select/KeywordToolExternal> to conduct a keyword

popularity search to determine how many times per month users are searching for a particular word or phrase.

2. Do a Keyword Competition search to learn how many pages are currently competing for this phrase. Google the keyword phrase you'd like to own with "quotes" around the word. Google will show you an exact match result and you will know who on the web is competing for that exact phrase, not some version of the phrase.

3. Determine the Keyword Competitive Index (KCI) of the keyword phrase you would like to dominate. From Google, take the annual search volume on the keyword phrase (monthly average X 12 months) and divide it by the number of competitive pages.

4. Import these data into an Excel spreadsheet to create a Google Visibility Report (GVR).

Mequoda Daily Network 2009						
Google Visibility Report						
3/1/09 3:41 PM						
Keyword Universe	Google Listings	Annual Searches	Google KCI	Google Rank	Annual Impressions	GVI
membership site	981,000	145,200	0.15	-	0	0%
member site	1,990,000	118,800	0.06	-	0	0%
membership sites	469,000	79,200	0.17	-	0	0%
membership website	184,000	64,800	0.35	17	20,736	32%
members website	359,000	52,800	0.15	-	0	0%
member website	784,000	43,200	0.06	-	0	0%
login websites	29,800	28,800	0.97	-	0	0%
subscription website	111,000	28,800	0.26	15	9,216	32%
membership websites	62,400	22,800	0.37	2	22,800	100%
website sign up	92,700	22,800	0.25	-	0	0%

5. Load all of your keyword phrases into another tool, Advanced Web Ranking, and walk away for a day while AWR does its work. AWR will query Google for each of your keyword terms and determine where your website ranks -- position one, position five, position seven or somewhere farther back.

Chapter 3: Building and Managing a Keyword Cluster

Use the data from Advanced Web Ranking to create your Keyword Universe. This will be a list of two- or more- word phrases that prospects are known to type into a Google search query box to find products and services like yours.

Copy these keywords into the GVR (Mequoda's exclusive Excel spreadsheet template for monitoring your SEO keywords and their ranked position in Google).

The main tab of the GVR is a list of all your keywords and keyword phrases in your universe, as suggested by Google, all clustered into groups of similar phrases.

Mequoda Online Publishing & Marketing System Lexicon

Best Practice — A routine or procedure that positively impacts Mequoda Online Publishing & Marketing System performance. A best practice is measured with a key metric, e.g., higher email conversion rates, greater reader satisfaction, higher revenue per thousand, etc.

The GVR helps you determine how likely you are to be found on a keyword phrase

Keyword Universe — All the keywords and keyword phrases that are applicable to your website, that you want to track and manage.

Keyword Cluster — A group of related phrases, led by a primary keyword. The **primary keyword** identifies the **Keyword Cluster**.

Secondary Keyword Phrases — All the additional words and phrases in the keyword cluster that are not the **primary keyword**.

Keyword Phrase — The smallest information unit, usually a one-, two-, or three-word phrase.

Mequoda Google Visibility Report — A proprietary Excel spreadsheet list of your keywords, clustered into groups of similar phrases. The GVR is a full report of extensive keyword research that identifies where all of your keywords rank. It also helps you determine how likely you are to be found on a keyword phrase, based on the number of previously published web pages that contain the same keyword phrase.

You will use the keywords in your GVR to drive your website's architecture, its editorial content creation, the SEO campaigns, and the organic traffic you generate from Google. Additionally, the Mequoda System GVR includes a valuable subsection that tracks the traffic you get from other publishers who have built hypertext links to your web pages.

Little-known ways to get 100% Google visibility for your landing pages

When your website or landing page turns up on page one in Google, you're getting 100% visibility. But making it to page one is only half the battle. You must also make it enticing for the user to actually click on your result. And the way you do that is by writing a compelling and relevant title tag and description tag.

If you're giving away a free special report, it's important to add those words into your title description because those magic words draw attention and get clicks. Even more importantly, once you've gotten attention to your Google listing, and because what you are offering on your landing page is free, you will generate unsolicited inbound links to these pages from other site that think your report or product is relevant to their audience.

But what happens when your landing page ends up on page two or three? We estimate that you're getting about 32% Google visibility on page two, meaning only about 32% of users ever click through to page two, and a meager 7% visibility on page three. If you're on page four or beyond, you simply don't have a chance of being seen by your potential customers.

Once you find keywords that have a good search volume, go into Google and search for those keyword phrases with quotes around them to figure out your competition. For example, say you want to write an article or a handbook on making apple pies. Take a look at the competition below, depending on how specific you make your title.

Now of course, the shorter you make your keyword, the more people will be searching for it, but the less traffic you will get from it. Do you have a chance of getting ranked on "apple pie"? Probably not, there are 6.1 million other apple pie pages out there.

"Apple pie recipe from scratch" gets 46 searches a month according to the Google Keyword Tool. That's 552 searches happening on that phrase per year. The golden jewel here is that there are only seven pages in Google that target that exact

keyword. That means, if you write a report, you're going to end up on page one, and you're going to get an opportunity for those 552 searchers see your Google result.

It might seem like a small niche to target, but this is only one recipe. You could create a hundred different recipe handbooks like this and get found on page one in Google for all of them.

Other places to use your keyword phrase:

- **Book title.** Write a title for your book that includes the keywords, and then optimize the landing page for those keywords. A good title for this book is How to Make an Apple Pie Recipe from Scratch.
- **Alt tag.** Use the keywords in your image "alt" text and even in the image filename. Example: apple-pie-recipe-from-scratch.gif.
- **Email ask.** Every time you ask the user for their email address, use those keywords. Example: "Yes, I would like to download a copy of How to Make an Apple Pie Recipe from Scratch right now." Use HTML or CSS buttons so that you can easily include the text in the button rather than with graphic images that Google can't read.
- **Lists.** Add to your landing page a list of "take-aways" from the free report you are offering. For your apple pie handbook, you might begin your list with "Apple Pie Recipe from Scratch Tip #1: Pick your own apples, don't buy them, and don't use canned apples".

Of course, once you've picked your main keyword and report title, you can also research other keywords to target in your report title (perhaps as the descriptive subhead) which you can pepper throughout your landing page.

Chapter 4: Choosing the Best Clusters & Phrases to Target

All SEO keywords are not equally important—volume and competition matter!

On the surface, aiming for the most popular SEO keywords seems like a good strategy. But in reality, it can be like trying to slay a dragon with a peashooter. The big guys with the bazookas may have you outgunned.

The little-known fact is, if your SEO keyword strategy is targeting only highly popular and competitive terms, your odds of SEO success are minimal. Alternatively, you might want to settle for aiming at smaller targets that offer the possibility of greater success.

Here's how to decide what's a reasonable SEO keyword strategy for your website.

As discussed in chapter 2, an effective SEO strategy begins with extensive research. Sure, you need to know the keyword phrases searched most frequently by customers in your market. But that information alone is not enough to guide your SEO efforts and create the right keyword-rich editorial content. You also need to know how many searches are done each month on each individual keyword phrase in your keyword universe.

The simple but often overlooked fact is this: There's a popularity contest going on within your keyword universe, and some keyword phrases are used much more often than others. That can create an intense competition — and often your website won't have the gravitas to win.

If you do the math, you'll realize that there is a keyword risk ranking inside each keyword cluster in your keyword universe, and this information can help prioritize your choices. If you discover there is a lot of competition for those phrases, you may decide it is unwise to target the most popular keyword phrases.

The best SEO keyword strategy might be to target keyword phrases that are more modest in popularity, and for which there is little competition. To use an economic metaphor, you're looking for modest demand and low supply.

The Google Keyword Tool can tell you the demand. The Keyword Competitive Index (KCI) reveals the relationship of demand to competition.

The KCI is your estimated annual search impressions (monthly average searches taken from the GKT times 12 months) divided by the number of exact match search engine results (the competition) at a point in time.

The “sweet spot” for your SEO efforts is often a keyword phrase with a high KCI. We generally consider any keyword phrase with a KCI of “1” or better to be a high value, low-risk target. Any keyword phrase with a KCI of .50 to .999 is a B-grade target. A keyword phrase with a KCI of .1 to .49 is a C-grade target.

The subtle power of “how to”

Here’s a tip that every online editor and copywriter should know. Many people start their search by typing the words “how to” and a verb in the query box. Adding “how to” and verbs to your primary keyword phrases can result in optimal rankings.

The full Mequoda Daily GVR reveals a KCI of 37.71 for the phrase how to make a membership website, and a KCI of 1.42 for the phrase how to build a membership website. Mequoda Daily currently holds top 30 search results listings on more than a dozen variations of these two phrases that have enough volume to be tracked by Google and the GVR.

If you don’t consider volume and competition, your SEO success will be random. The Google Visibility Report enables you to target, track and manage your SEO efforts and results.

Over time, it will reveal whether you have correctly evaluated the risk of a particular SEO keyword target. Perhaps most important, the GVR will enable you and your online publishing team to discover the best SEO keyword phrases to target for attracting the most high quality organic traffic to your website.

Chapter 5: How to Write & SEO an Article Post

The organic content on our website, which is intended to attract customers, results in traffic from Google, Bing, Yahoo, Ask and MSN searches. You can't control what pages the search engines will drop this traffic on; they may be article pages, glossary pages or directory (a.k.a. topic or category) pages.

As a copywriter and a website architect, how can you make your web pages as attractive as possible to the search engine spiders? What do search engines -- especially Google -- look for in article posts and other landing page copy?

Well, after you have identified and targeted your keyword phrases, it's important to use them properly in all the elements of the webpage, including the meta-tags.

The goal is to write effective, search engine optimized headlines, subheads and summaries that can be easily found by Google's search engine spiders.

We have found that for most copywriters, the best strategy is to simply write the article or post as usual, without much concern for the keyword phrases. Then revisit the first draft, optimizing for the keyword phrase, and rewriting as needed, without changing the original intent, in order to repeat the keyword phrase as often as possible.

Insert your target keyword phrase wherever it makes editorial "sense" to do so. Often this process is as simple as swapping out pronouns for the full keyword phrase.

It's important to achieve the ideal balance of keywords to copy, and to avoid over-stuffing your keywords in a way that makes the copy unnatural or pedantic. To become a better SEO writer, practice rewording your copy to achieve a healthy balance of keyword usage and effective writing.

Next, optimize the meta-title, meta-description, meta-keyword, and URL tags. For instance, if your keyword phrase was "landing page copywriting secrets," your meta-title, meta-description, meta-keyword, and URL tags might look like this:

Title: Landing page copywriting secrets| Article reveals landing page copywriting secrets

Description: landing page copywriting secrets for attracting, engaging and monetizing customers

Keywords: landing page, copywriting secrets

URL Tag: landing-page-copywriting-secrets.php

Note that the phrase "landing page copywriting secrets" can appear twice in the meta-title, without Google penalty, when separated by the pipe or vertical bar and another word or two.

Note, too, that Google pays close attention to the meta-title tag, especially if the article title does not use any words for which there is fierce competition. The meta-title tag weighs heavily in determining the page ranking.

Additionally, if the search engine spider "likes" the title of the page — if it is keyword rich — it will pick up the title tag and return it verbatim in the search results. If it is not keyword rich, the spider will analyze the content on the page, look for the first occurrence of the keyword phrase, and make up its own title and its own description tags.

Similarly, if you don't put anything in the title tag, or you chose words that don't have the keyword phrase in it, Google will make up its own description and return it in the search results.

Chapter 6: How to Write & SEO a Rapid Conversion Landing Page

In most instances, the Rapid Conversion Landing Page (RCLP) is used to entice a user to enter into a low-risk transaction by offering a free report in exchange for an email address and permission to send additional information or updates.

12 Master Landing Page Templates

Maximizing Internet Marketing Conversion Rates By Using the Right Landing Page Template for the Job

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Now there is an easy way to learn the concepts, tips, tricks and techniques that will increase your landing page conversion rates by 30 to 50 percent.

You're giving away something of value, without charge, but with a small obligation. The user is obligated to receive your additional email messages until she asks that her email address be removed from your database.

One of your challenges is to overcome the user's resistance to giving you her email address — or any other information. Owing to widespread anxiety about identity theft, spamming, phishing and data-mining, Internet users are understandably concerned about their privacy and your credibility.

If that weren't enough of a challenge, in our 21st Century Information Age, each of us is bombarded with hundreds of daily advertising messages that compete for our attention. So, while the value report you are offering is free, you still need to convince your prospective customer that it is worth her time and consideration.

Your RCLP must be targeted, credible, and found. Remember, if Google doesn't find and index your RCLP, it doesn't matter how persuasive it is, or how compelling the free offer is. If unfound and unranked, it virtually won't exist.

Like winking at a pretty woman in the dark, you'll know what you're doing, but nobody else will.

Step #1. Strategize your audience or target customer.

As discussed in Chapter 2, it's vital to have a clear sense of who your customer is and why he should be interested in your information product. Great RCLPs and sales letters are narrowly focused. Your goal should be to organize the marketing campaign and sales messages around the customer — his needs, his pain, his interests.

Step #2. Use your formal keyword research. Build your keyword universe. Determine keyword popularity. Identify your keyword competition.

As explained in Chapter 2, research your keywords and keyword phrases to get an understanding of who you are targeting, and how these potential customers will find you, or want to find you, on the Internet. Ask yourself this question: What keyword phrase would someone search for on Google, subsequently find this RCLP and say to himself, "Wow! This is great. This offers an answer to my question!"?

By way of review, the *Keyword Competitive Index* (KCI) reveals the relationship of keyword demand to webpage competition. The KCI is calculated from the estimated annual search impressions (monthly average searches taken from the Google Keyword Tool times 12 months) divided by the number of exact match search engine results (the competition).

You'll probably want keyword phrases with a KCI of above 1.0. That's because you're looking for easy targets — search terms for which there is high demand and relatively low supply. Pick the low-hanging fruit first. But don't be discouraged from also trying for more competitive keyword phrases if they are central and indispensable to your niche.

Step #3. Choose keyword phrases for which you want to optimize the RCLP.

Three or four keyword phrases are enough to target in a single RCLP. Choose the ones that look as though they'll be easy to use grammatically in a complete sentence.

Make a list of these keyword phrases. Print it out. Put the list on the desk beside your computer keyboard. Look at it frequently. *Don't overlook this step. There is magic in it!*

But don't obsess over these keyword phrases. They're going to end up in your RCLP eventually, but the process of how they get there may surprise you. It may be more magical than deliberate. Or it may be very deliberate, but nevertheless relatively effortless.

Whatever the process, whether formal or intuitive, don't get caught up in worrying about how you're going to fit in all those keyword phrases. They'll get there eventually. And it will be easier than you might imagine. Because as my colleague John LaValle likes to say, "Your brain works faster than you think."

Step #4: Write a keyword-rich title for the free downloadable report.

Example:

Team-Building Strategies: Building a Winning Team for Your Organization

Step #5: Write the offer — the order form in editorial (OFIE)

Repeat the keyword phrases in the order form in the editorial (OFIE).

For example, this order form, which appeared within the first 500 words of the rapid conversion landing page, twice uses the phrases "*business negotiation*" and "*team building*" to add to the keyword density.

[OFIE headline]

Start your journey to mastering *business negotiation* and team building with this free special report, *Team-Building Strategies and Your Organization*, from the Program on Negotiation at Harvard Law School.

[text]

You can download a complimentary copy of our special report, *Team-Building Strategies and Your Organization*, right now!

Simply click the button below. We will send you a download link to your copy of the report and notify you by email when we post new *business negotiation* advice and information on how to build a winning team to our website.

Step #6: Compile the header and other metadata.

Start with this RCLP template and fill in the blanks.

Your life as a copywriter just got a whole lot easier. That's because you no longer have to begin by looking at a blank screen. Instead, we've provided you with a nifty little template (model) that will help get you compile the header and other metadata.

To get started, fill in the blanks as best you can.

Topic Cluster:

Keyword:

Keyword:

Keyword:

Keyword:

Keyword:

<H3>Optional Pre-Headline: Attention grabber. Works best when headline reads into it, as if it follows a colon.

<H1>Main Headline: Name of product must appear here.

<H2>Sub-headline: Explains the offer or states the call to action.

<H3> Optional second Sub-headline: Opportunity for engaging question or other creative attention grabber.

Meta Title: Needs to focus on the product name. Often same as headline.

Meta Description: Must focus on the product offer and name. Often this is the subtitle.

Meta Keywords and Metatags: Starts with the Cluster Topic, add phrases from title, add other phrases chosen from GVR for targeting in this report that are present in the body copy...

Example:

Keyword: **building a winning team**

Keyword: **building a strategy team**

Keyword: **team building strategies**

Keyword: **effective team building**

<H3>Optional Pre-headline: **Effective team building**

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<H1>Main headline: Download your free special report, **Team-building Strategies: Building a Winning Team for Your Organization**, from the Program on Negotiation at Harvard Law School.

<H2>Sub-headline: **Building a strategy team** requires specific skills. Now you can master **effective team building strategies** with help from Harvard University.

Meta Title: **Team building strategies** report|**building a winning team**

Meta Description: Succeed at **building a winning team**. Learn **team-building strategies**. **Building a strategy team** in an **effective team building** strategy report from the Harvard Program on Negotiation.

Keyword Tag: **building a winning team**, **team building strategies**, **building a strategy team**, **effective team building**

URL Tag: **Team-building-Strategies-Building-a-Winning-Team-for-Your-Organization.php**

Step #7: Write a first draft of the RCLP.

Don't try to write great keyword-rich copy with the first draft. Your brain will hurt and your copy will probably be awkward at best or incomprehensible at worst!

Instead, simply write your first draft and tell your story. Don't be so concerned with search engine optimization at this stage that it impairs your ability to write the first draft.

Simply write your RCLP and stop. Really stop. This is important. Don't rewrite it yet. Don't polish it. Stop.

Step #8: Take a break.

Read over your list of keyword phrases. Then go to lunch, take a walk, or have a nap.

Do whatever is necessary to break the pattern of thinking that you've been engaged in to write the first draft.

After the break, or the next day, return refreshed and invigorated.

Step #9: Rewrite and edit.

Create a second draft, this time adding your keyword phrases where they fit naturally.

By now, that list of keyword phrases next to your keyboard has started to percolate into your subconscious. The phrases have informed your first draft, even if the keywords themselves haven't yet begun to appear in the copy.

Now as you consciously look to add the keyword phrases to your letter, they will begin to flow into place naturally — even effortlessly. The creative process of using the keyword phrases that started in your unconscious mind will now reveal the keyword phrases — and the judicious use of them — to your conscious mind.

Step #10: Measure the keyword density of the first 500 words.

Use the search and replace function of your word processing software to highlight the keyword phrases, and to count and block off the first 500 words of the article. The Microsoft Word *search and replace*, *highlight*, and *word count* functions make this easy.

Then divide the number of times the keyword phrase ("team building strategies") (appears 9 times) by 500, and multiply the dividend by the number of words in the keyword phrase (3 words), to compute the keyword density index (KDI).

Example: $9/500 \times 3 = 5.4\%$ KDI. Your goal should be a keyword density of 2.7 or more in the first 500 words of the article. The result could look like this:

Keyword: building a winning team $6/500 \times 4 = 4.8\%$ KDI

Keyword: building a strategy team $3/500 \times 4 = 2.4\%$ KDI

Keyword: team building strategies $6/500 \times 3 = 3.6\%$ KDI

Keyword: effective team building $4/500 \times 3 = 2.4\%$ KDI

Chapter 7: How to Write & SEO Topic Descriptions

A topic landing page, as the name suggests, is a page on a website that is about one particular topic, or category. This page is usually found in a site's primary navigation, either on the right or left hand side of the screen.

Occasionally, a user may also find topic pages in the horizontal site navigation, just below the nameplate, if the number of topics is limited (3-5). Topic pages are also often referred to as category pages, or section pages.

A topic page can be as simple as the topic label and a list of articles, or it can be as elaborate as the topic label, a list of articles and all resources about the topic— basically a portal to all the information a website offers relating to that particular topic.

Most websites have 5-35 primary topics, which are usually directly correlated to 5-35 primary keywords and their keyword cluster.

Just as you insert your target keyword phrases wherever it makes editorial "sense" to do so in a Rapid Conversion Landing Page, you sprinkle your keyword phrases into topic descriptions.

It's important to achieve the ideal balance of keywords to copy, and to avoid over-stuffing your keywords in a way the makes the copy unnatural or pedantic.

For practice, try rewording your copy to achieve a healthy balance of keyword usage and effective writing.

Examples:

Strategic Option Trading -- Long term planning to achieve specific goals and, ultimately, financial independence requires a strategic approach to investing and trading. **Strategic Option Trading** requires both having the "big picture" and being grounded in fundamental values and objectives.

Online Stock Option Trading -- The speed of Internet transactions encourages some investors to trade too quickly or too often -- sometimes with dire consequences. While **online stock option trading** can save you time and money, it does not relieve you of doing your homework before making investment decisions.

Chapter 8: How to Write & SEO a Sales Letter Landing Page

Like the RCLP, article page, and topic page, the ultimate goal is to choose and use the right keywords in your sales letter landing page, attract targeted website traffic, and optimize to ensure your page gets found.

Sales letter landing page optimization

Here is an example of a sales letter landing pages, exactly as it was written prior to being designed and published online. Using the Mequoda Keyword Research Business Process Guidelines, a decision was made to target the keyword phrases *multi-party negotiation methods*, *variables affecting a negotiation*, *the role that language plays in a business negotiation*, and *business school negotiation cases*.

Of course, *Harvard* is perhaps the most prestigious brand in America. Google returns pages that rank very high in any search using *Harvard* in the keyword phrases.

[proposed headline treatment]

Master the new multi-party negotiation methods

Discover the critical variables affecting a negotiation, including the role that language plays in a business negotiation, at the Harvard Program on Negotiation for Senior Executives.

Real-life business school negotiation cases and specially designed simulations enable you to master the new bargaining techniques for creating practical, productive and lasting agreements.

Topic Cluster: business negotiation (6,205 searches, 236,000 listings, .03 KCI) 14/500 x 2 = 5.6% KDI

Keyword 1: multi-party negotiation methods 2/500 x 4 = 5.4% KDI

Keyword 2: variables affecting a negotiation 4/500 x 4 = 3.2% KDI

Keyword 3: the role that language plays in a business negotiation 4/500 x 9 = 7.2% KDI

Keyword 4: business school negotiation cases 5/500 x 4 = 4.0% KDI

Pre-Headline: Master the new multi-party negotiation methods

Main Headline: Discover the critical variables affecting a negotiation, including the role that language plays in a business negotiation, at the Harvard Program on Negotiation for Senior Executives.

Sub Headline: Real-life business school negotiation cases and specially designed simulations enable you to master the new bargaining techniques for creating practical, productive and lasting agreements.

Meta Title: multi-party negotiation methods: variables affecting a negotiation

Meta Description: Discover the critical variables affecting a negotiation, including the role that language plays in a business negotiation, at the Harvard Program on Negotiation for Senior Executives.

Meta Keywords: multi-party negotiation methods, variables affecting a negotiation, the role that language plays in a business negotiation, business school negotiation cases

URL: pon.harvard.edu/seminars/multi-party-negotiation-methods-business-school-negotiation-cases

Are you a hard bargainer? Answer <i>True</i> or <i>False</i>.

1. There can only be one winner in any business negotiation.
2. Negotiating is about winning more points than the other side.
3. It is foolish to allow the other side to know what you really want in a business negotiation.
4. The best negotiators are demanding and uncompromising.
5. If you have it, you should always use your superior strength to influence the outcome of a business negotiation.

Here's what the page looks like after graphic design:

Program on Negotiation
AT HARVARD LAW SCHOOL

HARVARD • MIT • TUFTS

Courses Home

Master the new multi-party negotiation methods

Discover the critical variables affecting a negotiation, including the role that language plays in a business negotiation, at the Harvard Program on Negotiation for Senior Executives.

Real-life business school negotiation cases and specially designed simulations enable you to master the new bargaining techniques for creating practical, productive and lasting agreements.

Are you a hard bargainer? Answer *True* or *False*.

1. *There can only be one winner in any business negotiation.*
2. *Negotiating is about winning more points than the other side.*
3. *It is foolish to allow the other side to know what you really want in a business negotiation.*
4. *The best negotiators are demanding and uncompromising.*
5. *If you have it, you should always use your superior strength to influence the outcome of a business negotiation.*

In the following sales letter landing page for *Negotiation* newsletter, the targeted keywords were *business negotiation* and *negotiation strategy*.

First we show the raw copy as it was presented for client review, followed by a portion of the page after it was designed for the website.

SLLP for Negotiation newsletter subscription version 3 / page 1

[proposed headline treatment]

Discover the new rules of business negotiation

Now you can get the cutting-edge information you need to achieve successful agreements. Start with a risk-free, trial subscription to *Negotiation*, the monthly newsletter of the Program on Negotiation at Harvard Law School.

Do you make these five common business negotiation mistakes?

Keyword: business negotiation 13/500 x 2 = 5.2% KDI

Keyword: negotiation strategy 10/500 x 2 = 4.0% KDI

Title: Negotiation newsletter|Master **business negotiation** strategy

Description: Master business **negotiation strategy** with Negotiation, the monthly newsletter published by the Program on Negotiation at Harvard Law School.

URL Tag: Negotiation-the-monthly-newsletter-on-business-**negotiation-strategy**

[deck]

Discover the new rules of **business negotiation**

[headline]

Now you can get the cutting-edge information you need to achieve successful agreements. Start with a risk-free, trial subscription to **<i>Negotiation</i>**, the monthly newsletter of the Program on Negotiation at Harvard Law School.

[subhead]

"Do you make these five common **business negotiation** mistakes?"

[text]

Dear business colleague,

Have you ever felt defeated at the negotiation table...and had no one to blame but yourself...with no place to turn for help?

Did you give away more than you needed to?

SLLP for Negotiation newsletter subscription version 3 / page 2

Did you feel robbed of your bargaining leverage because you made these five common **business negotiation** mistakes?

[subhead]

Five common mistakes that you must avoid to get the maximum out of a **business negotiation**

[text]

Business negotiation mistake #1: *<i>Underestimating your own authority, ability and strengths</i>*

Business negotiation mistake #2: *<i>Assuming you know what the*

Discover the new rules of business negotiation

Now you can get the cutting-edge information you need to achieve successful agreements. Start with a risk-free, trial subscription to *Negotiation*, the monthly newsletter of the Program on Negotiation at Harvard Law School.



"Do you make these five common business negotiation mistakes?"

Dear business colleague,

Have you ever felt defeated at the negotiation table... and had no one to blame but yourself... with no place to turn for help?

Did you give away more than you needed to?

Did you feel robbed of your bargaining leverage because you made these five common business negotiation mistakes?

Five common mistakes that you must avoid to get the maximum out of a business negotiation

Business negotiation mistake #1: *Underestimating your own authority, ability and strengths.*

Business negotiation mistake #2: *Assuming you know what the opposition wants.*

Business negotiation mistake #3: *Overestimating your opponent's knowledge of your weaknesses.*

Business negotiation mistake #4: *Becoming intimidated by your opponent's prestige, rank, title or educational accomplishments.*

Business negotiation mistake #5: *Being overly influenced by traditions, precedents, statistics, forecasts, or cultural icons and taboos.*

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Chapter 9: How to Write & SEO a Press Release

How can your press release compete with the thousands of press releases that go out every day? Start by making them long lasting in the eyes of search engines.

Posting press releases on your own site gives you control of your meta data, image ALT tags and other elements necessary for good SEO. However, when you submit your press releases to external sites, you lose some of that control.

Here's how to beef up your incoming links quickly. Send out a press release about your website and its new content that is also highly optimized for organic search and includes quality hypertext links to your site's landing pages.

Press release websites are generally highly ranked Google SERPs (search engine results pages), and incoming links from these sites are rated highly, regardless of relevancy.

Additionally, the press releases on these sites tend to live on in cyberspace forever. So you can expect them to continue showing up in search results and pointing to your site ad infinitum.

Here are some tips that can be practiced both on your own site AND on the sites you use to distribute your press releases:

Find at least two keyword phrases that you want to be found by in search engines. If you're promoting a free product, you should have already done your keyword research before naming the product and you know what keywords you're writing for.

The first 250 words of content in your press release are what Google will use to determine how relevant your information is, compared to the rest of its search results. Use the first 250 words to set the tone of the rest of your article and make certain you include your primary and secondary keywords several times. A good keyword density is 6-12 percent.

Use your primary keyword in your press release title. On external sites, your title may also become your URL, so that's hitting two birds with one stone.

You don't need to use both of your niche keyword phrases all in one place though; save your secondary keyword phrase for the subhead. Your title, subhead and first paragraph are the most search-relevant items in your press release.

When linking back to your site, make sure to link your keywords, not generic phrases. By linking the words “click here”, you’re not telling Google anything about the content of that link. Also, make sure you include the full URL (including “http://”) when linking to your site.

Don’t just give away your content to the wires; post your press release on your own site. By doing this, you can post a link in your release back to the original press release on your site. This will encourage any bloggers or journalists to link to your site, rather than the site they found it on.

Chapter 10: How to Plan & Execute an SEO Campaign

1. Create a Free Report or Product.

Free products can be easily created by releasing your archives and recycling original content. You might bundle together related blog posts and turn them into a special report, or you could work backwards and create the product that will then be turned into several blog posts.

Either way, you are recycling content, and your free product may always be something that can be found on your website, just not bundled as effectively and conveniently. Your free product should be titled using niche keywords that you are looking to target in Google.

2. Create a Rapid Conversion Landing Page.

Job #1 for an effective website is building your database — adding names and email addresses to your list. This is true for both B2B and B2C publishers, both ad-driven and product-driven.

The Rapid Conversion Landing Page (RCLP) initiates an online relationship. It always requests an email address from the user in exchange for permission to send additional offers. You may also know it as a squeeze page or a name capture page.

In order for your RCLP to be effective, it should target specific keyword phrases that you'd like to find in Google with. See Chapter 6.

3. Create a Website Post.

Create a blog post on your website separate from your RCLP that informs your current subscribers about the new product that you are giving away. Your RSS subscribers who may not already be on your email list will see this blog post. This also gives exposure to casual readers of your blog who haven't yet subscribed.

Creating a website post also allows you to link internally to the product, which tells Google that this page you are linking to is highly regarded and more important than the page you are linking from.

4. Create an Email Newsletter.

Your free email newsletter is your primary connection to subscribers, many of whom will eventually become paying customers. Grow your list of subscribers and you will grow your sales and profits.

Every other week, *Mequoda Daily* launches a new special report, or otherwise offers a bundle of reports that we think will help our subscribers solve a specific problem.

So, if the goal is to collect email addresses, why should promote products to people who are already on your list?

First, we don't create a product for only one goal. If we're launching a new white paper that has information in it that will help our users, we want to let them know.

Second, we encourage existing subscribers to forward the email newsletter to their friends and colleagues, expecting in the process to grow our own subscriber list.

5. Distribute a Press Release.

A great way to get immediate inbound links is to distribute a press release each and every time you launch a new product. See Chapter 9.

If your press release links back to the RCLP, you will generate multiple inbound links to the page, which also tells Google that other sites appreciate the content on this page, thereby raising your SERP score.

6. Tweet About it.

Once you've gotten your product up, optimized and distributed, tell your social networks about the product.

Make sure you have your analytics set up properly so you can track these efforts, or try using the Google Analytics URL Builder for an easier approach.

In general, when Mequoda tweets about a new product, we get several re-tweets, that is, people pass along our link to their own follower list.

7. Distribute to your Contacts on LinkedIn.

Using LinkedIn mail as a marketing channel is tricky because it offends some users. In general, sending a promotional email to your professional colleagues through LinkedIn is not recommended.

However, you can update your LinkedIn status with a link to the new product offering, or included the link in a response to forums. When you update your status and groups, your network will still see your promotional efforts, but it's not so off-putting.

Chapter 11: Using Social Media to Build Buzz & Links

Search engine optimization, public relations and link building are all components of a Mequoda System organic marketing campaign. Generally, the SEO effort targets eight to 10 keywords.

Ideally, when you offer a free special report with a keyword-rich, search-optimized, rapid conversion landing page, Google will index it, make it the ranking page, and send lots of traffic based on as many as 20 keywords.

Simultaneously, you should send a news release announcing the new free report to eight or 10 press release distribution sites. Each of these will result in links back to your rapid conversion landing page.

Additionally, you should send a product review of the new report to your email subscriber list. Using email, phone, Twitter, LinkedIn, Facebook and any other medium at your disposal, you should announce the availability of your new free report.

All media outlets are appropriate for your news release. If you publish a large website with content of widespread interest, your news release could be picked up by the television networks or the wire services.

Your primary objective should be links back from other media website publishers. You can expect to get direct traffic to your site from their links.

These links count in the Google algorithm as “votes” for your website. The more authoritative the website that links to yours, the higher its trust ranking, and the greater its credibility; the more valuable the link will be to you. Such links will help propel your website up the Google rankings.

The three expected outcomes from a social media campaign are search engine traffic, referring links from other publishers, and good “buzz” from traditional media.

Chapter 12: Measuring SEO Campaign Results

After putting in effort to perform SEO campaigns, you will want to know how successful your campaign was.

Two instances are given below on how to calculate the value of an SEO campaign.

SEO Campaign Lifetime Value Calculator

SEO Campaign Lifetime Value Calculator		
Key Metric	Keyword Phrase	Keyword Cluster
	Landing Page Templates	148 Phrases
Position	4	Various
Monthly Searches	1300	29,928
Implied Click-thru Rate	15.08%	4.73%
RCLP Arrivals	196	1417
Net Conversion Rate	15.83%	15.83%
New Subscribers	31	224
Average Annual Subscriber Spending	\$ 50.66	\$ 50.66
Average Subscriber Lifetime Value	\$ 136.78	\$ 136.78
New Subscriber Lifetime Value	\$ 4,243.53	\$ 30,679.01

This image above shows the value behind strong SEO campaigns.

The specific campaign was done for the term “Landing Page Templates”.

After months of work on it, the rapid conversion landing page for the term was on page 1 in Google. It has been at position 1, 2, and 3 and now is holding at position 4.

To find the value of this campaign, we did the following:

- We used the Google Keyword Tool to find that the term “Landing Page Templates” was picking up 1,300 searches per month in North America.
- We then used Google Analytics to track our page views. We noticed 196 arrivals from it. Therefore, with a page 1 ranking and 1,300 searches each month going to that page, we had 196 people visit our RCLP. Our conversion rate of visitors to the RCLP was 15.08%. We keep track of all people entering on the RCLP by monitoring the URLs in Google Analytics.

Out of the 196 arrivals, 31 become new subscribers by double opting in, which is a conversion rate of 15.83%.

At that time, \$50.66 was the value of a Mequoda subscriber. From past research we were aware that the average lifetime of a Mequoda subscriber was 2.7 years, which comes to a lifetime value of \$136.78. Taking into account the 31 new subscribers from this SEO campaign, and the potential lifetime value of the new subscribers, we estimated the entire campaign being worth \$4,243.53.

Google Visibility Index

In most cases, you will be asking yourself where you are located in Google for the specific keyword phrases you were targeting.

Your Google Visibility Index will tell you where you rank on your most popular keywords. To calculate this ratio, you must know the keywords you're looking to rank on. Using this metric, you can either define a successful page that is ranking well, or enhance pages that are not.

The ratio: Your Google Visibility Index metric is your **estimated search impressions** divided by **total searches** for a given keyword universe at a given point in time.

Searching in Google

After executing an SEO campaign, you can also search for your keyword phrase in Google as a quick way of seeing what your results may be.

A quick search will show you if you ranked in Google or not for the specific phrase. If you cannot find yourself in the first few pages of Google, then you can run the Google Visibility Index to get more concrete statistics on your keyword visibility.

Appendix A: Press Release Websites

The following is a list of press release websites we have compiled at the Mequoda Group. Many of these have free distribution options for you to try. We recommend you experiment with a variety of these sites to start, and manage the frequency of your campaigns based on time availability and how successful your campaigns become.

There is a varying degree of success with press release distribution sites. We have seen releases land on page-one in Google with some sites, and no coverage on others. However, our experiences may not be the same as yours, depending on when you run campaigns, what topics you are focusing on, and how well your press releases are created. Your results may help your page rise in the Google ranking.

1888 Press Release

<http://www.1888PressRelease.com>

24-7 Press Release

<http://www.24-7pressrelease.com/>

ADD PR

<http://www.addpr.com/>

Big News

<http://www.bignews.biz/>

Click Press

<http://www.clickpress.com/>

Ecommwire

<http://ecommwire.com/>

Free Press Release Center

<http://free-press-release-center.info/>

Free Press Index

<http://www.freepressindex.com/>

Free Press Release

<http://www.free-press-release.com/members/submit.php>

Free Press Releases

<http://www.freepressreleases.co.uk/>

I-NewsWire

<http://I-NewsWire.com>

Information Online

www.information-online.com

Online PR News

<http://www.onlineprnews.com/>

Open PR

<http://www.openpr.com>

PRBD

<http://www.prbd.net/>

PR.Com

<http://www.pr.com/>

PR Inside

http://www.pr-inside.com/release_new.htm

PR Log

<http://www.prlog.org/>

PR Urgent

<http://www.PRUrgent.com>

PR Zoom

<http://www.przoom.com/>

Press About

<http://www.pressabout.com/wp-login.php>

Press Method

<http://www.pressmethod.com/release.htm>

Press Release Point

<http://www.pressreleasepoint.com/>

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Appendix B: Two Free SEO Tools

Test targeted keywords and content optimization for free

Everybody is on a budget. That's why we're mentioning two free search-engine marketing tools that can help you boost search rankings without boosting spending.

The first is the Google Keyword Tool. This tool will help generate keyword ideas for your website. This tool can help all levels of search marketers. If you're just starting SEO, it can help you discover your target phrases. If you're neck deep in search marketing, it can help you find more keywords that have little competition. Take a minute and try entering your business' keywords. You might be surprised at the phrases that appear.

The second tool is for after you have targeted keywords. By entering a URL in Motoricerca's free keyword density calculator, you'll receive a list of all the repeated phrases on the page and their frequency.

Content that frequently mentions a keyword usually has a higher ranking than content that does not (holding all other factors constant). Since this tool reveals how often a keyword appears on a page, it's very useful for optimizing content.

After running a scan on a *Mequoda Daily* post, the calculator estimated that the term "online publishing strategy" had a density of 7.25 percent for three word phrases, and "online publishing" had a density of 4 percent for two word phrases.

Good keyword density for an article webpage is about 2 to 4 percent, and those percentages should be higher for landing pages, according to Mequoda's Executive Director Don Nicholas.

Motoricerca's tool also lists every set of one, two and three word phrases that appear on the given URL. This makes for a lot of erroneous information, but it also reveals other phrases that could become targeted keywords.

Keyword Density

- The Analyzer -

(Versione italiana: [keyword density calculator](#))

This keyword density tool is an analyzer that calculates the **keyword density** for a web page, analyzing single keywords and keyphrases of two or three terms. The checker applies the keyword density formula taking in account many parameters, that you can manage with the following panel, and it produces a report with an analysis of frequency and density of main words and phrases of the submitted page. For a simple check of the distribution and concentration of keywords, just insert the URL of the page you want to analyze and click "Calculate keyword density".

- 1 Simple:** Just insert the URL of the page you want to analyze and hit Enter
- 2 Accurate:** *Unlike similar online utilities*, this tool calculates density of phrases formed by *real* contiguous words
- 3 Powerful:** Many useful and unique options. Like the "only if inside a link" for ALT contents (Google indexes just ALT contents inside a link).

There isn't a "right" keyword density value for your keywords, and [keyword density is not even a ranking factor](#) for most important search engines. So, keeping your main keyword under a fixed percentage is senseless. Remember: write your texts naturally and don't give too much importance to technical aspects. A web page should be created mainly for users, not for search engines.

Take a look at these free tools and see if they reveal anything about your current SEO campaign. It will only cost you a little time and it may help you rank higher for more keywords.

Appendix C: SEO Blogs

The following list of blogs offer additional information on SEO copywriting.

Also, be sure to visit us at the *Mequoda Daily* [www.mequoda.com] for more posts on SEO copywriting, in addition to a slew of other relatable topics.

Copyblogger

<http://www.copyblogger.com>

Official Google Blog

<http://www.googleblog.blogspot.com>

Search Engine Land

<http://searchengineland.com/>

SEO Moz

<http://www.seomoz.org/blog>

Search Engine Watch

<http://blog.searchenginewatch.com/>

Conclusion

This handbook's information on SEO copywriting will help you create copy that Google will be able to find and rank. If you are successful in creating your own keyword-rich copy, there is a great chance your website will end up with a higher page rank on Google for your search terms.

For more free white papers, visit:

<http://www.MequodaFree.com>

About Don Nicholas

Executive Director, Mequoda Group, LLC

As Mequoda Group's Executive Director, Don works directly with member organizations to help them each build and operate their own unique Mequoda Content Marketing System. He leads more than 50 educational programs each year, writes dozens of *Mequoda Daily* posts, and works tirelessly with other publishing service organizations to help the industry make the transition from print to digital publishing.

Don began his media career as a writer and producer for AFRTS in 1976. Over the next 30 plus years, he has worked in every major communications medium with hundreds of media brands. Don has founded six successful media service companies, three magazines, and more than 50 newsletters. He has guided the launch and development of hundreds of successful media properties. In 2000, Don founded Blue Dolphin Magazines to help more than 1,400 magazine, newsletter and newspaper publishers sell print subscriptions online. In 2004, Don and his partners founded Mequoda Group to help all publishers master the Internet and its power to revolutionize the communications industry. Today, Mequoda Group's 18-person team services more than 21,000 members in more than 130 countries.

Mequoda Systems Consultant

Don serves as the lead consultant for 38 Mequoda Group member organizations including Aspire Media, Business & Legal Resources, Capitol Information Group, Vida y Salud, Harvard University, Group Publishing, Guideposts, The Pohly Company, Time Inc, and TSI Network. He works alongside clients to discover their strategic goals and then helps them build systems and organizations to realize those goals.

About Peter A. Schaible

Senior Copywriter, Mequoda Group, LLC

Peter works with Mequoda's consulting clients to create keyword-rich, search-engine-optimized, rapid conversation landing pages, sales letter landing pages, and other written components of Mequoda System websites.

An experienced direct response advertising copywriter prior to the Internet, Peter was an early convert to the research pioneered by Don Nicholas and the discovery of the Mequoda System. Today, Peter is an enthusiastic evangelist for - and teacher of - the Mequoda System strategies, techniques, tips and tricks that work to increase product sales and profits for online publishers.

Previously Peter served as Editor-at-Large for the Mequoda Library, which published dozens of his website reviews, landing page reviews, and case studies that he has co-written with Don.

Peter began his career as a reporter for one of New Jersey's largest daily newspapers. He has also worked as a corporate speechwriter and in public relations.

He has extensive experience in marketing communications, including as an editor of newsletters for the National Exchange Carrier Association (a U.S. telecommunications industry association), AT&T and IBM Corporation.

For more than 20 years he has been president of SunDance New Media, his own marketing communications consulting firm.

Before launching SunDance, he was director of communications for the United States Golf Association, where he supervised the publication of two magazines and managed the press tent at the U.S. Open and other national golf championships.

Prior to its merger with Mequoda in June 2005, Peter was executive director of the Subscription Website Publishers Association and editor of its website, which published nearly 500 of his articles and interviews.

About Chris Sturk

Managing Editor, Mequoda Group, LLC

Chris compiles, edits and publishes posts for the *Mequoda Daily*. He then turns those posts into emails that are sent to subscribers daily.

Chris contributes his insight to the *Mequoda Daily* as well, writing articles per week on an array of topics relevant to the *Mequoda Daily's* audience.

Prior to joining the Mequoda Team, Chris was the marketing and PR manager of a boutique lifestyle marketing firm focused in the music and entertainment industries and based in Rhode Island.