

Website Copy & SEO: Strategies & Techniques for Being Found

Presented by

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Search Engine Optimization

- SEO is All About Relevancy
 - The search engine's objective is to return relevant results to a user's query
 - Optimizing your site means making your pages the most relevant for a given query and influencing where your site ranks in the search engine results pages
- Clean Code
 - Search engine crawlers and bots read text
 - Clear navigation and linking structure are important in how efficiently your site can be crawled
- Usability
 - Users come first, search engines second

Where to Begin: Keyword Analysis

- Research
 - Audience analysis
 - Suggestive Keyword Tools (Google, WordTracker, etc.)
 - Competitive analysis - What do your competitors rank well for? What sites rank well for the keywords you want to target?
- Keywords
 - Align keywords to organizational and/or project goals
 - Product/Services, company name variations, problem/issues your product/service is a solution for, benefits vs. features, industry jargon, questions, specific vs. general
 - Long-tail vs. Short-tail
 - **Example: “Marketing Solutions,” “Internet Marketing Solutions,” “Denver Internet Marketing Solutions”**

On-Site SEO: Code

- Title, Meta, & Image Alt tags
 - Create optimized, descriptive, and unique tags for each page on your site
 - Search Engines use this information in different ways



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On-Site SEO: On-Page Copy

- Content is King - Give users what they want
- Structure - Users typically skim web copy rather than read it. Make it easy for them to find what they are looking for by effectively using:
 - Bulleted lists
 - Bold-face items
 - Short paragraphs
 - In-line links
 - Call-outs
 - Pull-Quotes
 - Calls to action

On-Site SEO: On-Page Copy

- Keyword Density & Copy Length
 - Avoid keyword stuffing and focus on creating useful, information-rich content that uses keywords appropriately and in context
- General Recommendations
 - Optimize for 3-5 keywords per page
 - Aim for a minimum of 2-300 words per page

On-Site SEO: On-Page Copy

- Descriptive Text & Calls to Action
 - “Learn more about seo...” vs. “click here” or “read more”
- Internal Linking Structure & In-line Links
 - Encourage visitors to view more pages and help search engines index your content by linking to other relevant pages on your site

Fusionbox: A Denver Interactive Agency

Fusionbox, a full-service interactive agency with offices in Denver, Colorado and New Orleans, Louisiana, specializes in [search engine marketing \(SEM\)](#) and [search engine optimization \(SEO\)](#) strategies and solutions. We provide complete website solutions that focus on user-centric [web design](#) and search engine friendly [web development](#), building a foundation for outstanding organic positioning while driving targeted traffic and qualified leads to your website.

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Off-Site SEO Strategies & Techniques

- Link building through optimized articles, blogs, & online PR
 - These are also great tools for growing your site over time and establishing thought leadership
- Submitting optimized articles & press releases
 - Paid and non-paid services
 - Target relevant sites

Resources & Tools

- Learn more about Search Engine Marketing
 - www.google.com/support/webmasters
 - www.sempo.org
 - www.seobook.com
- Articles, News, Newsletters:
 - www.searchenginewatch.com
 - www.searchengineland.com
- Keyword Research
 - adwords.google.com/select/KeywordToolExternal
 - www.google.com/sktool/
- Mike's Marketing Tools – Rank Checker
 - www.mikes-marketing-tools.com/ranking-reports