

Contents

Introduction	6
Suggestions & feedback	7
About the author	7
What is SEO copy?.....	8
A simple test	9
Do you know what this is about?	9
What about now?	10
You learned a lot from one simple signal	10
Google learns from simple signals too.....	11
You need to provide the signals	11
But readers are smarter than Google, so you can't dumb it down too much	13
You need to write for both Google AND human visitors	13
SEO copywriting best practices	14
Write for visitors first	14
Then optimize your copy.....	15

Forget keyword density!.....	16
Measure keyword frequency.....	17
Use a phrase counter if you're targeting an EXACT phrase*	17
Use a word cloud if you're NOT targeting an EXACT phrase*	17
Target one keyword per page.....	19
Dedicate a cluster of pages to each keyword.....	20
Be specific.....	20
Invent headings, captions and lists.....	25
Use grammar & punctuation... 'creatively'	25
Link out for SEO and credibility	26
Common Google-Visitor conflicts & how to resolve them.....	28
1. Keyword frequency VS readability	29
2. Keyword-rich VS persuasive headings	30
3. Headings that start with keywords VS headings that start with persuasion	31
4. Keyword-rich VS feature/benefit-rich lists.....	33
5. Bolded keywords VS bolded meaning words	35
6. Keyword-rich VS scannable VS engaging links.....	37
7. Summaries that start with keywords VS summaries that start with meaning or persuasion	38
8. Captions that start with keywords VS captions that start with meaningful description	40
9. Target keyword VS grammatical variants	41
10. Exact phrase VS individual words scattered across the page.....	42
11. Long VS short copy.....	43
12. Keyword prominence VS succinctness.....	45
13. Title tags that start with keywords VS Title tags that start with brand	46
14. Keyword-rich VS persuasive, meaningful Description tags	49
15. Keyword-rich VS helpful, descriptive image Alt attributes	51

Write quality, and you won't have to optimize it much	53
Quality content is naturally optimized	53
Four examples of copy that contain these elements WITHOUT optimization	54
You still need to optimize... But not as much	62
Conclusion	64
Earn money promoting this book	64
Stay in touch	65
Continue to improve your copywriting.....	65
Tell a friend	65
Buy my other ebooks	66
SEO Secrets — Get it for HALF PRICE	66
The Copywriting Scorecard for Bloggers	66
Index	67