SearchForecast

Search Engine & Content OptimizationTutorial

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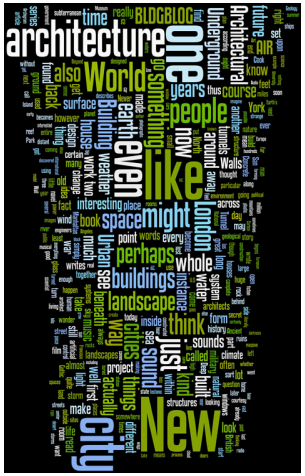
What is Search Engine Copywriting?

- Writing web content to achieve higher rankings on search engines such as Google.

- To achieve high rankings for website pages, it is important to include high volume keywords in specific locations throughout a web page.

Activity

- The first step is to find high volume keywords to include in your website pages using Google's Keyword Tool



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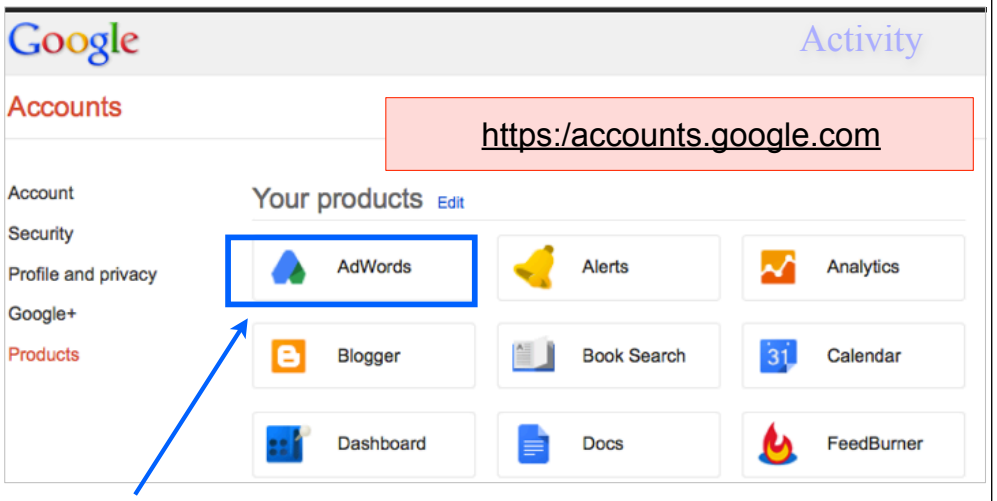
Where to Find Google's Keyword Tool?



Login to Google Account and click on "Adwords" in the Product section.

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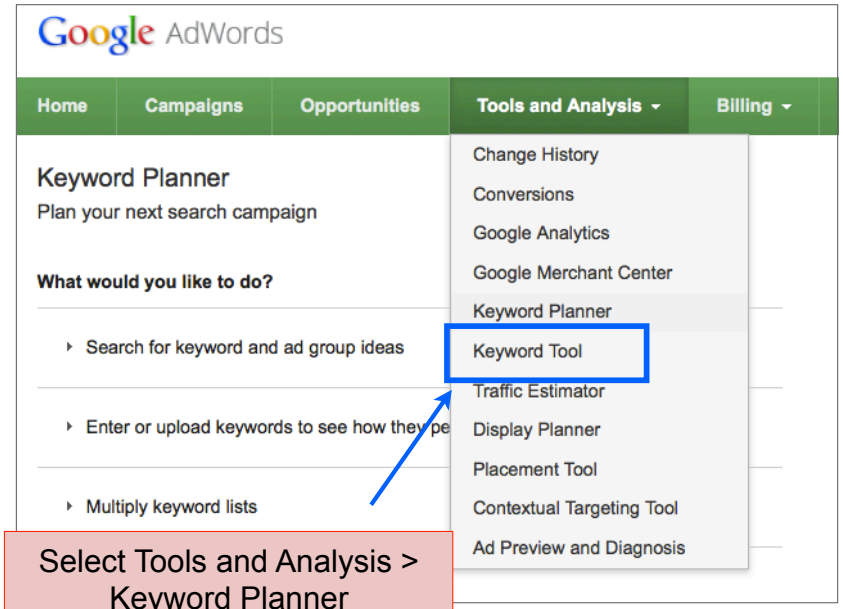
Where to Find Keyword Planner?



Select Tools and Analysis > Keyword Planner

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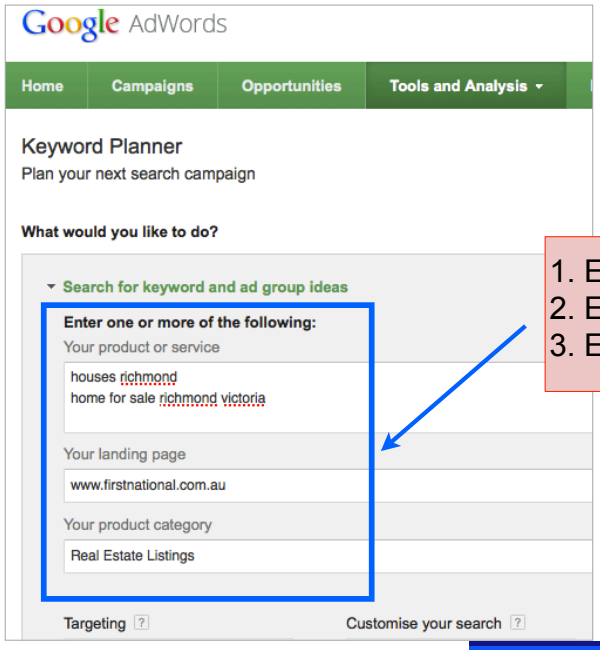
How to use the Keyword Planner?



1. Enter keywords
2. Enter your website
3. Enter product categories

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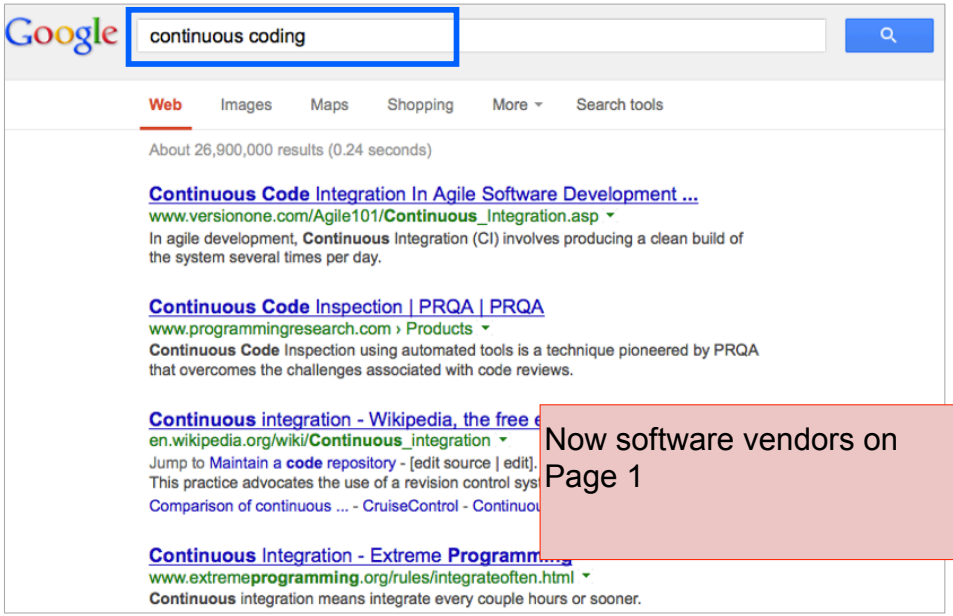
Keywords



Now software vendors on Page 1

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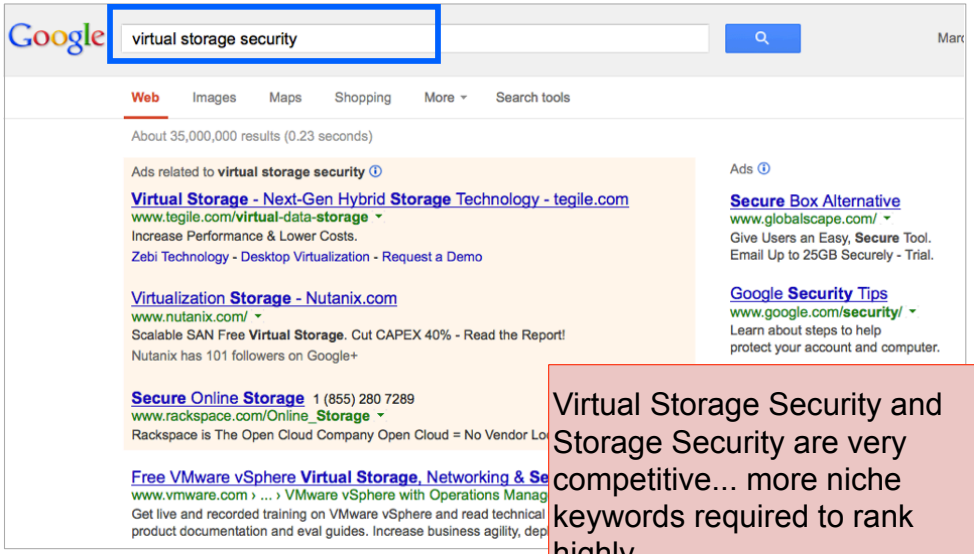
Keywords



Virtual Storage Security and Storage Security are very competitive... more niche keywords required to rank highly

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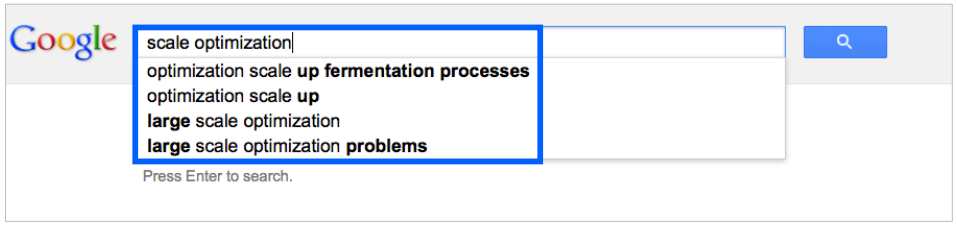
Keywords

Searches related to **virtual storage security**

secure virtual **memory lion**
secure virtual **memory snow leopard**
secure file storage **online**
secure cloud storage
secure file sharing
secure online storage
secure data storage
secure document storage

Goooooooooogle ›

1 2 3 4 5 6 7 8 9 10 **Next**



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7 Steps to Successful Copywriting

In order to achieve best practice search engine copywriting:

Step 1: Select high traffic keywords including 2 and 3 keyword phrases

Step 2: Include keywords in the URL

Step 3: Add keywords to Title and Description Meta Tag

Step 4: Keyword Consistency in Meta Tags, URLs and Page Headings

Step 5: Apply 7% density of keywords in the body copy

Step 6: Hyper Link keywords to other relevant pages within the website

Step 7: Link to external websites with relevant content.

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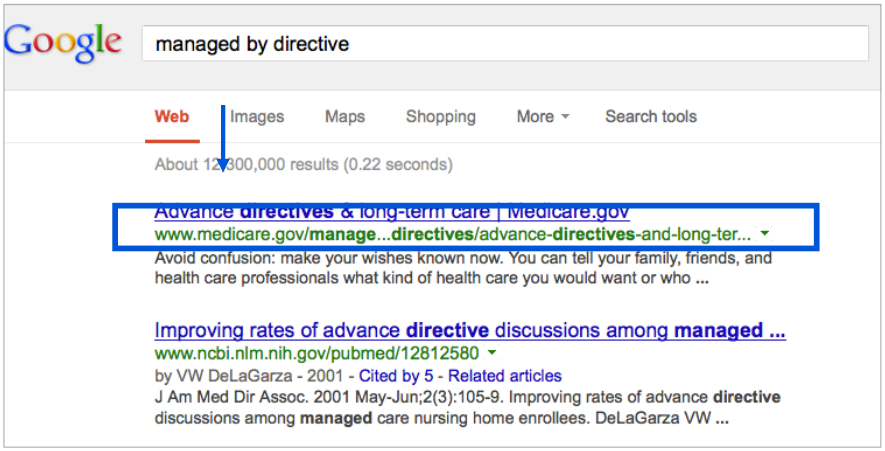
Step 2: Use Keywords in URLs



Keywords in URLs ensuring results appearing in search results pages.

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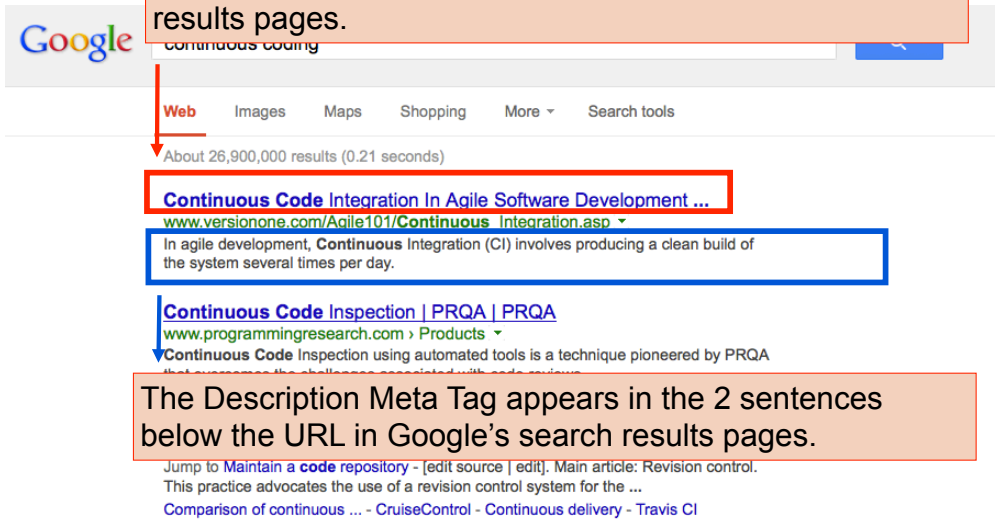
Step 3: Title & Description Tags

The Title Tag appears above the URL in Google's search results pages.



The Description Meta Tag appears in the 2 sentences below the URL in Google's search results pages.

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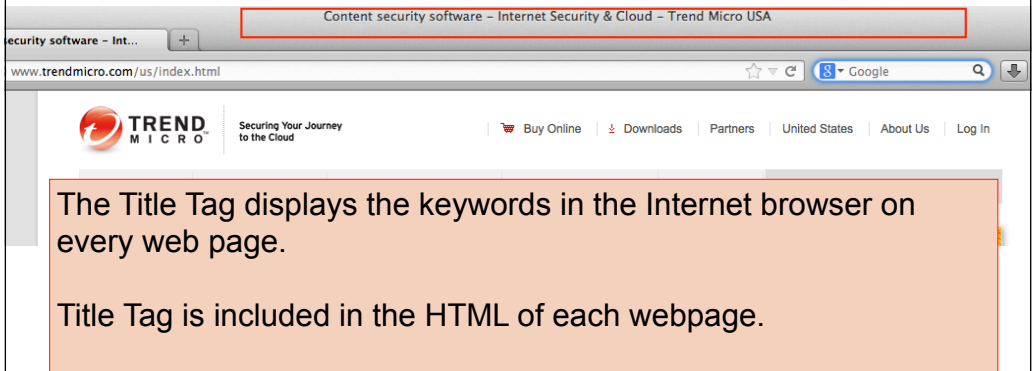
Step 3: Title Tags



The Title Tag displays the keywords in the Internet browser on every web page.

Title Tag is included in the HTML of each webpage.

Best Practice is to include 8 - 10 keywords only in each Title Tag.

Keywords should describe the content on the page.

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Step 3: Description Tags

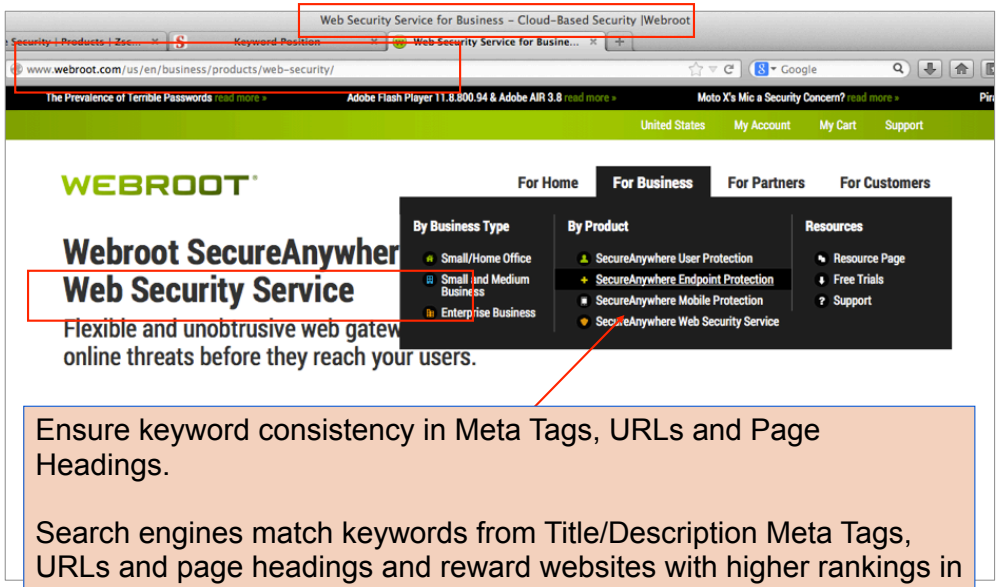
The Description Meta Tags are included in the HTML of each webpage and appear only in the search engine results pages.

```
<meta name="description" content="Bracket Computing - a new generation lexicon of computing. Virtual Cloud Storage and computing cells, managed by directive. Download a WhitePaper" />
```

Best Practice is to 12-15 keywords only in each Description Tag.

Tip: Include the keywords #1 & keyword #2 in Description Tag + Call to Action

Step 4: Keyword Consistency



Ensure keyword consistency in Meta Tags, URLs and Page Headings.

Search engines match keywords from Title/Description Meta Tags, URLs and page headings and reward websites with higher rankings in search results pages for ensuring consistency.

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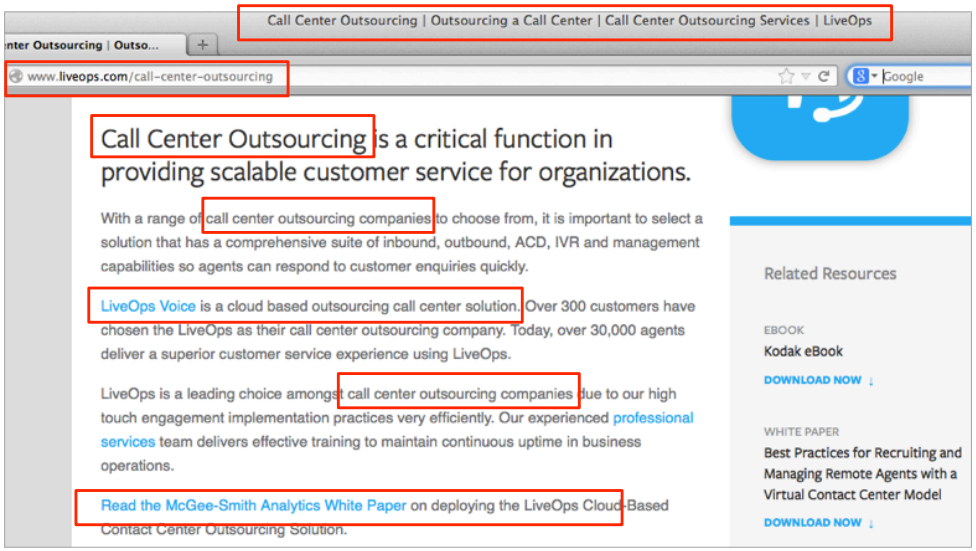
Step 5: Keyword Density



Best Practice in Search Engine Copywriting is to include 15 keywords in body copy of content of 200 words (i.e. 7% keyword density).

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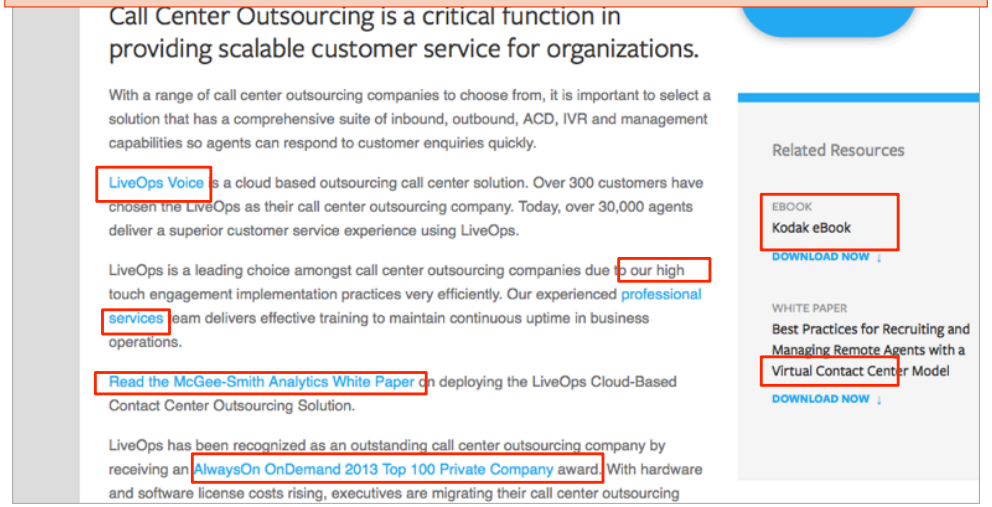
Step 6-7: Linking Keywords

Best Practice is to link keywords on each page to other *internal* pages within the website and to *external* websites - creating a rich experience for website visitors.



Call Center Outsourcing is a critical function in providing scalable customer service for organizations.

With a range of call center outsourcing companies to choose from, it is important to select a solution that has a comprehensive suite of inbound, outbound, ACD, IVR and management capabilities so agents can respond to customer enquiries quickly.

LiveOps Voice is a cloud based outsourcing call center solution. Over 300 customers have chosen the LiveOps as their call center outsourcing company. Today, over 30,000 agents deliver a superior customer service experience using LiveOps.

LiveOps is a leading choice amongst call center outsourcing companies due to our high touch engagement implementation practices very efficiently. Our experienced professional services team delivers effective training to maintain continuous uptime in business operations.

Read the McGee-Smith Analytics White Paper on deploying the LiveOps Cloud-Based Contact Center Outsourcing Solution.

LiveOps has been recognized as an outstanding call center outsourcing company by receiving an AlwaysOn OnDemand 2013 Top 100 Private Company award. With hardware and software license costs rising, executives are migrating their call center outsourcing

Related Resources

EBOOK
Kodak eBook
DOWNLOAD NOW

WHITE PAPER
Best Practices for Recruiting and Managing Remote Agents with a Virtual Contact Center Model
DOWNLOAD NOW

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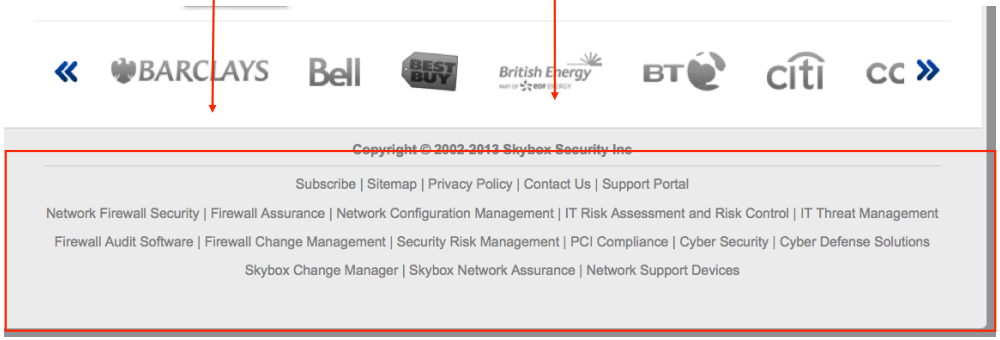
Step 6 & 7: Navigation Links

Bottom footer section links with high traffic keywords is an SEO technical and also enhances the user's experience and increase links for search engines to index website.



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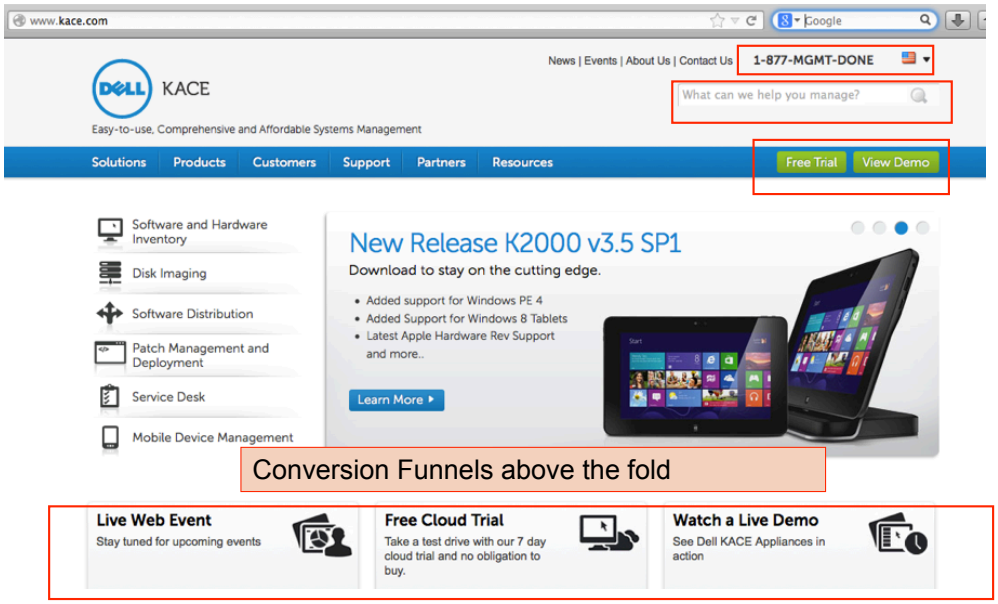
Conversion & Triage



Conversion Funnels above the fold

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Webmaster Tools

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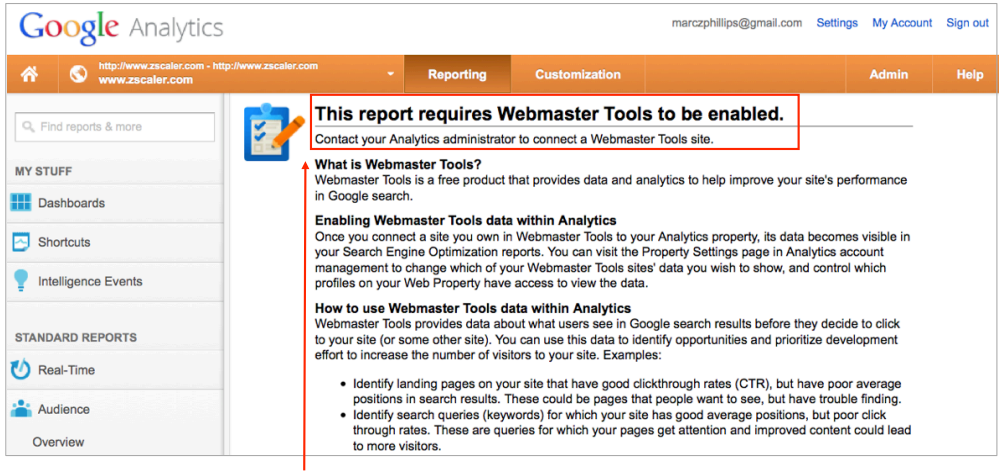
Webmaster Tools



Webmaster Tools provides more insights into keyword referrers which is currently missing in Google Analytics as the account aren't enabled.

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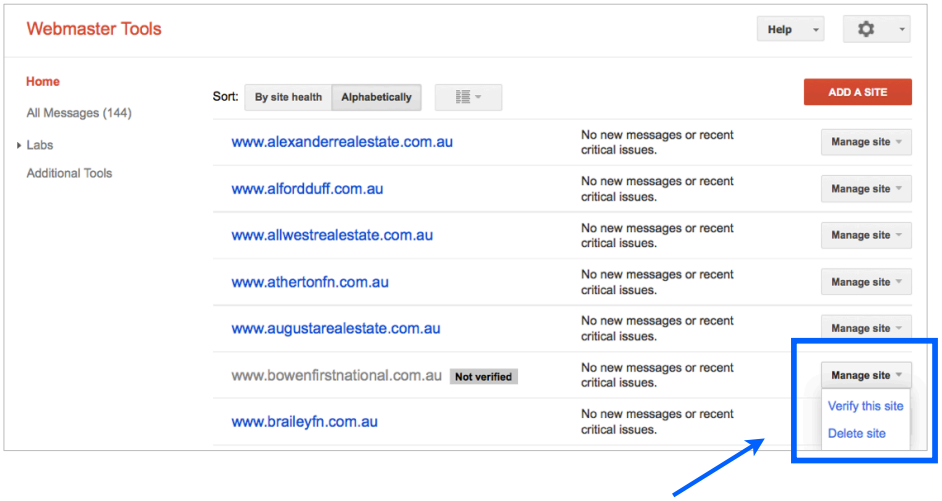
Verifying a Site in Webmaster Tools



Step 1 is to Verify the Website by selecting “Verify this site” from the drop down menu.

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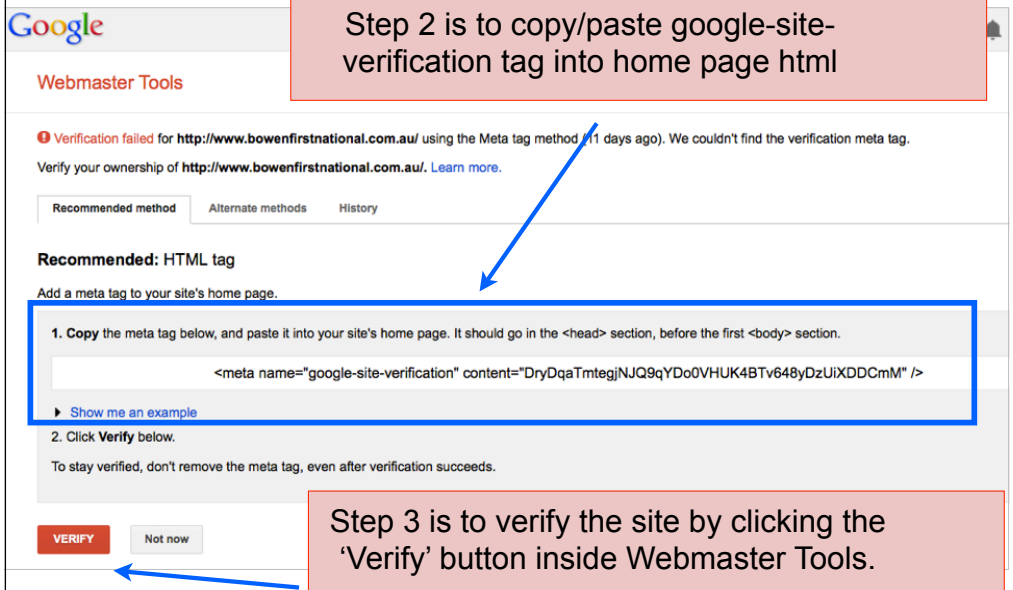
Verification Methods

Step 2 is to copy/paste google-site-verification tag into home page html



Step 3 is to verify the site by clicking the 'Verify' button inside Webmaster Tools.

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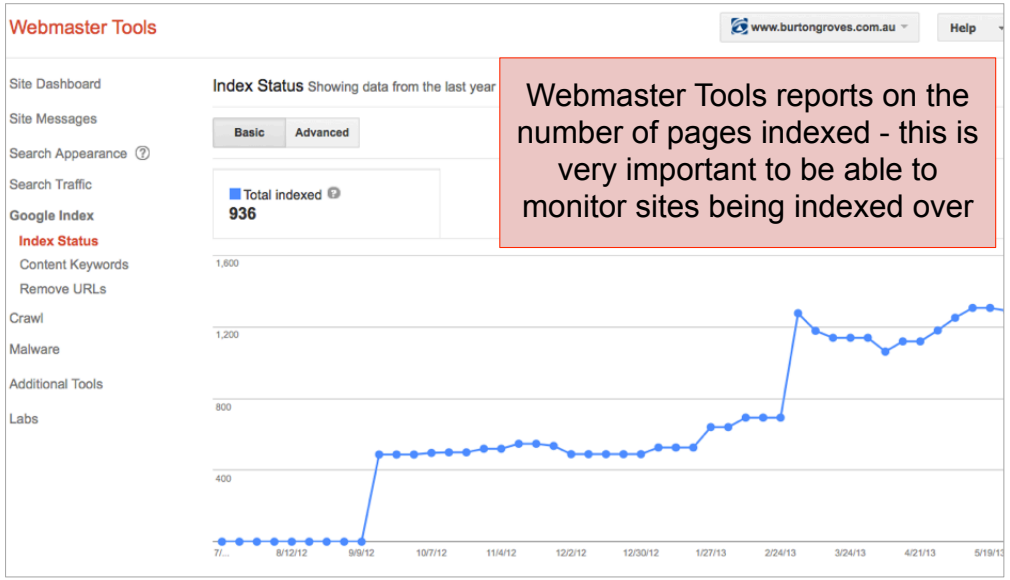
Site Index Status



Webmaster Tools reports on the number of pages indexed - this is very important to be able to monitor sites being indexed over

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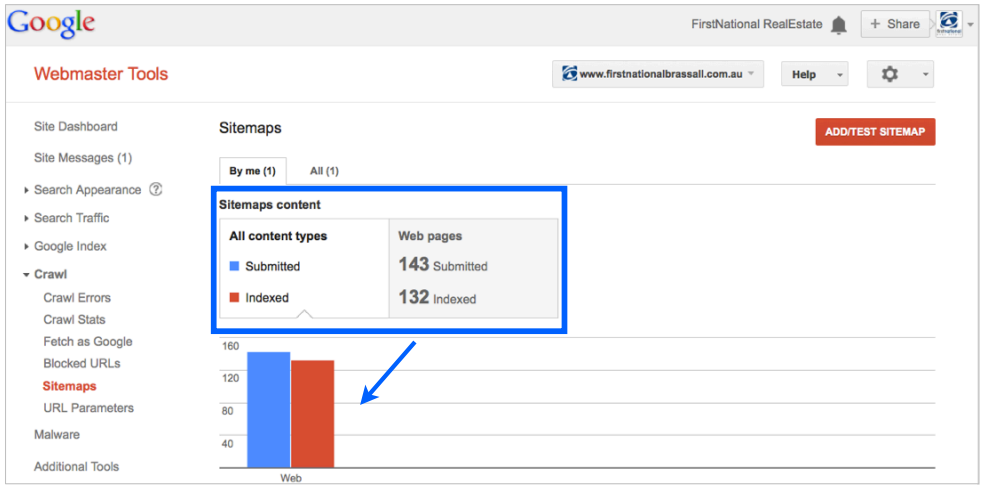
SiteMap Submission Results



Webmaster Tools reports on the URLs submitted via Webmaster SiteMaps and those indexed.