

10 Rules for Search Engine Copywriting

Step 1: URLs must contain keywords - www.yourURL.com/keywords1/keywords2.php

Search engines like Google and Yahoo directly match keywords typed in by users and return URLs which contain the keyword in the search engine results. URLs which have keywords which match those typed into the search engine typically are returned in priority.

SearchForecast suggest that client revises the Information Architecture of their website to include the higher pay per click keywords. SearchForecast's client TuVox.com is an example to use:

Type in "on demand speech" into Google and a top returned result is www.tuvox.com/ivr_solutions/ivr_speech_recognition/VoiceXML_VXML.html

Therefore the URL structure would be changed to www.yourURL.com/keywords1/keywords2.php

Step 2: Page Heading must contain keywords from the URL

As search engines calculate the combined total of keywords on the webpage, it is important to ensure there is consistent use of the keywords in the page heading that are used in the URL. This provides a compound effect for search engines to increase the relevancy of the webpage which produces higher search engine rankings.

Step 3: Meta Tags:

Search engines look for Meta Tags on each web page when indexing a website.

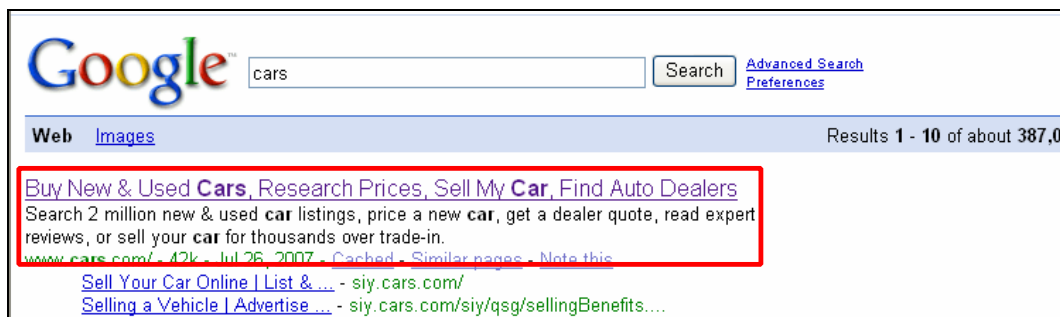
A. Title Tags

Title Tags are illustrated in the below diagram. It is important to note that the Title Tag will appear not on the Stella Resorts website itself but in the browser bar at the top of the page. Best practice suggests the Title Tag is between **6 and 12 words**. The Title Tag appears as the top line in the search engine results pages – typically in blue.



B. Description Tags

Description tags appear in the results pages under the Title Tag. Best practice indicates that the Description Tags should contain between **12 and 24 words**. SearchForecast suggest it is written as a call to action to encourage users to click on it.



C. Keyword Tags

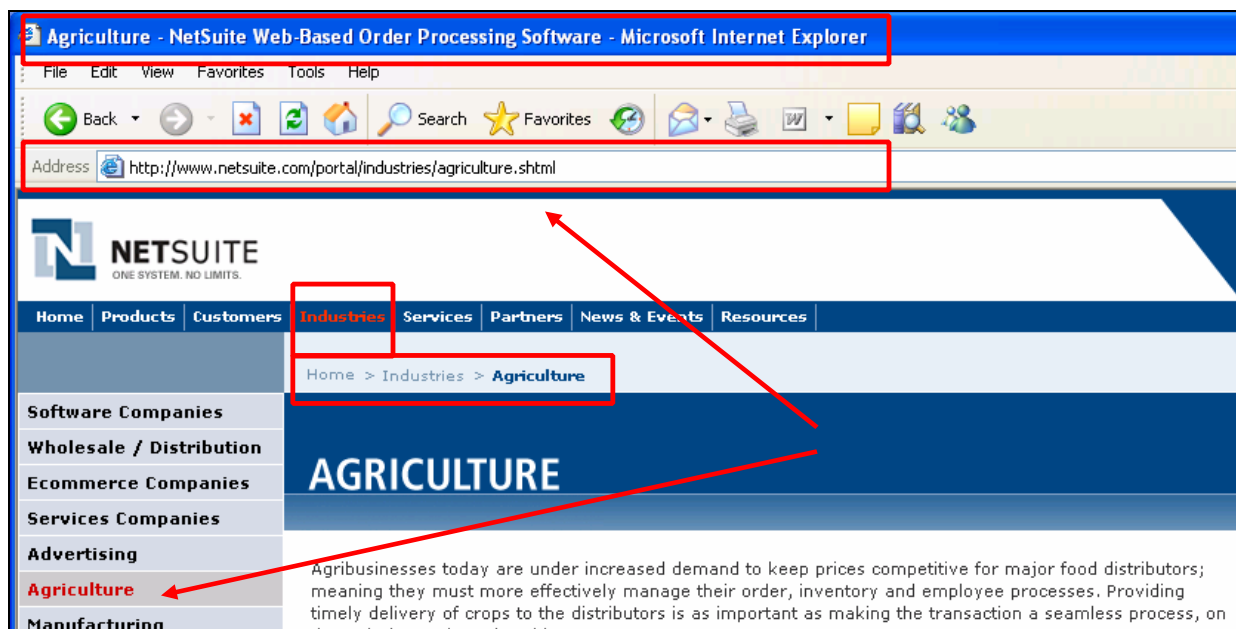
The Keyword or Content tags don't appear in search engine results. Best practice suggests the Keyword Tag is between 24 to 36 words. Tip: includes URL keywords, locations, synonyms. Yahoo! Search recommends:

- "Use a distinct list of keywords that relate to the specific page on your site instead of using one broad set of keywords for every page.
- If the keywords or keyword phrases do not appear on the page visibly, then they should not appear in the keywords tag."

Step 4: Consistency in Page and Paragraph Headings

In search engine copywriting, headlines are as sacred as in most other communication mediums. As search engines weight the text higher in importance if it appears in the page and paragraph headings, it is important the client utilizes the targeted phrase for each page.

It is important there is consistency in the navigational menu, the Title/Description/Keyword Meta Tags, Page Headings and Chapter headings on every page throughout the client website.



URL: <http://www.netsuite.com/portal/industries/agriculture.shtml>

Step 5: 7% of Keyword Density per 250 words for each webpage

Where possible, each web page should have high pay per click and high traffic keywords included into the body copy at a density level of 7% for 250 keywords – or about 20 words. It is important that the keywords are contained on the first line of each paragraph.

Tip: Use questions and answer format, avoid generalizations and personal suggestions.

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

Search engines look for keywords that are hyper text linked on each webpage. It is important to have high pay per click keywords hyper-text linking to other web pages with the website that relate to that specific keyword. This is known as internal linking and allows search engine crawlers to easily find other pages within the website during the crawling process.

Step 7: Outward Links

Search engines not only count the number of external websites that backward link to the client website but also the number of Outward Links from the client website to external websites. Search Engines consider a website desirable for higher search engine indexation where it contains easy to navigate pathways from each page with a website.

Outward hyper text links should be spread throughout each webpage to the following types of organizations:

- Government departments (.gov)
- Associations and Business networks (.net)
- Related Trade Organizations (.org)
- Information websites and directories (.info)
- Independent Commercial organizations such as news, media and magazines websites (.com)

Step 8: Include Search Engine Friendly Information

Although search engines do not specifically state that there is specific content or file extensions that they rank higher in their search engine results pages, SearchForecast experience in many industry sectors suggest that they have a strong preference for various information such as PDFs, FAQs, case studies and glossaries.

Step 9: Avoid Duplicate Content

To avoid delisting, the process is to procure content from other websites and rewrite. Cutting and pasting is not acceptable, original content must be written by you. Search Engines can detect cut/pasting of same word sequencing across websites and punish website rankings that do this.

Step 10: Refrain from Search Engine Spam Tactics

Warning: Any use of the following techniques in search engine copywriting may be considered spamming by search engines may get the client website penalized or even banned from a search engine.

1. Keywords unrelated to the website
2. Keyword stuffing and stacking
3. Mirror/duplicate content
4. Tiny Text
5. Hidden text and Links
6. Link Farms
7. Gibberish
8. Typo spam and cyber squatting

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