"Content is king" – Bill Gates

What is Search Engine Optimization (SEO)?

Search engine optimization (SEO) is the science of making your page more attractive to search engines. Google is the dominant search engine in the US with 65-70% share, so we are going to talk a lot about Google, but the same principles work for other search engines like Yahoo! as well. SEO is about getting your site to the front page of search results, preferably at the top. Most web surfers do not click beyond that first page of results, and quite frankly that is because they don't have to. **The best sites get the front page, and because they get the front page they also get the traffic.**

SEO has changed

In the old days, SEO was about filling your homepage with key words, reposted or plagiarized content, and other tricks. But search engines are smarter now. Google does not fall for tricks like this, and companies relying on the techniques of 2003 are not going to win the SEO race in 2013. **You need a modern approach to SEO in order for your site to be on the front page of Google search results today.**

Google looks at content quality

The first thing on Google's "Things to do" list for webmasters is simple: "Give visitors the information they're looking for." There's a reason for this. Google wants to give its visitors the information they are looking for, so when Google puts your page at the top, they want to know that you are doing the same. This means you need to have high-quality, original content. If your site contains junk content stolen from other sources, or that adds no value to visitors, Google's bots will ignore your site. **Fresh, unique content will improve your site's ranking.**

Quality content drives repeat visits

Think about the websites you visit the most. How often do they update? All the time, probably. You keep coming back because there's always something new, something fresh, and something that is high quality. If you want to increase traffic, **you need to give your customers a reason to keep coming back.**

What about social media?

Social media is important. The term "social media" can mean anything from Twitter to Facebook to blogs. Any form of interactive content that you are providing as part of your web presence is important because it drives traffic to your site, and can increase your Google ranking. It also amplifies your message when people re-tweet, re-post and click to like. But the thing about social media is this – it only works if you use it. The more active and engaged you are with social media, the more effective a tool it will be for your business. **Effective social media is updated frequently.**

What about blogs?

Blogs are a great way to engage your customers, tell your story and to build traffic. When you provide your customers with fresh information, it becomes part of your marketing and public relations strategy. Further, you are engaging with today's consumers in the manner in which they want to be engaged. We can write your blog for you. **A weekly blog update can be a powerful customer engagement tool.**

What else can I do to connect with my customers?

Newsletters are a great way to provide information to customers. The newsletter format allows a multiple types of information to be conveyed at once. A mix of content types and styles – visuals and text, marketing and PR, can be delivered at once. And don't forget – a newsletter mailing list is a list of your customers and potential customers. **Newsletters are another great customer engagement tool.**

Inbound leads are valuable

The best thing about social media and online content is that it creates another point of connection between you and your customers. They sign up for your newsletter, they follow you on Twitter and they comment on your blog posts. Active content creates active connections with your target market. You become more attractive to your target market, and they come to your looking for a direct connection. **They sign up for the right to receive your marketing messages, and they do it in droves.**

How can WritersNeeded.com help?

Many companies outsource this type of writing. They do this for a few reasons, but the most important is writing quality. Producing high quality content on demand is a specialized skill. Our team of writers are professionals, native English speakers from the US, UK, Canada, and Australia. They can provide any kind of content you need – blog posts, social media updates, newsletters, press releases, website content, financial reports, PowerPoint presentations, and anything else you might need. **We deliver high quality content to meet your needs.**

Get results

Your time is valuable. You make more money doing what you're best than you do writing copy. Let us write your copy – that's what we're best at. Professional copy delivers better SEO, more followers, better customer relationship management (CRM), and most importantly better financial results. **We work with you to help you meet your business goals.**

Recap: So what are the benefits?

With quality written content, your business can lower its new customer acquisition costs, expand website traffic, increase revenue per customer, optimize search engine ranking and improve ROI. **Whatever your goal, WritersNeeded.com will help you get there**

Box:

What are your pricing packages?

Infographic:

Average cost for a new customer:

Cold call: $15,000

Advertising: $13,000

Inbound leads: $5,000

Fun Stats:

75% of Internet users never scroll past the first page of search results.

On Google, 18% of clicks go to the first position, 10% of clicks to the 2nd position and 7% to the 3rd position

41% of users never look at the second page, even if the first page doesn't have what they want.

Organic click-through has 25% higher conversion for those intending to purchase than paid click-through.

An overall content marketing strategy can increase revenue 40% (Kirkpatrick, 2012).

SEO leads have a 14.6% close rate, compared with 1.7% for direct mail or print ads

References:

Kirkpatrick, D. (2012). http://www.marketingsherpa.com/article/case-study/overall-content-marketing-strategy-leads