



Online and SEO Content

*A White Paper for Understanding
SEO and Online Content Writing*

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Introduction

Companies are started by different kinds of people who share common hopes: that their products or services are able to bring satisfaction to their customers and success for their business. Under a common vision, many budding corporations exhibit great potential but are unable to reach their goals due to unfamiliarity with up-to-date marketing. Despite the advent of internet marketing and mass communications many companies are still at a loss when it comes to this necessary platform for self promotion. Gaining a working understanding of how internet communications work for your company is a vital to the success of any company. There is so much more to creating a web presence than simply putting up a website for your customers. One also must consider their potential clients, search engine optimization (SEO), and the necessity of well crafted content. Understanding the vital parts of a successful web presence can help your company reach its full potential.

Web Presence 101

Having a web presence requires much more than it did in the 90s. Instead of merely putting up a website many companies need to know a great deal more about how communities work online. With the increasing popularity of websites like Twitter and Facebook and the proliferation of content like blogs and wikis, the face of social media means that companies need to be on top of their game when it comes to getting their customers' attention. Most people also have a much shorter attention span due to the speed of processing information today, so getting a customer to focus on your product, service, or website means knowing how to utilize key words, create a captivating website, and provide them with the kind of content that brings them to your website again and again. Having a web presence means making you and your company a part of the client's community. Fortunately, all of these necessities are made available to the savvy business person who knows where to look.

Social Media & Flexibility

Many new marketing techniques utilize social web applications to get the attention from their customers. While these remain important tools for the companies that decide to use them, in the end many people are directed to their website from a variety of locations. For some this means a link from a Facebook page, for others it is using a Google search. This variety means that many companies must be flexible in the kind of marketing they do about themselves; as press releases, key word searches, blog posts, and general content are all useful tools for attracting a customer's attention to your company.

In the end having a web presence means a combination of aspects. The basics are having a functional website, utilizing internet marketing techniques, using SEO, and having the content that the client wants. All of these necessities require a great deal of time and effort, making it almost impossible to run a business and set up an active web presence at the same time. In an effort to alleviate the effort that it takes to generate this kind of information, many content services like ours offer customers a combination of services to meet their needs. From press releases to generating SEO driven content for a website, the needs of companies are being met with enthusiasm and success. By combining what information a company has about its target demographic and the services or information they want to offer, an increasing number of corporate websites have a better chance of realizing their goals.

Clients & Customers

As with any company, online or off, it is vitally important to know who the company's target audience is for their products or services. Without having a basic understanding of who the company is directing their marketing towards, any developed content becomes obsolete. There are plenty of companies that have well written information available online, but the problem that some run into is that they do not direct this information to the people who need to see it. Without knowing who you are reaching out towards, creating a web presence is useless.

Getting to know your clients is a huge step in generating a web presence because it will help you when you begin content generation. For example, say that there is a new company that specializes in catchy outerware with funky designs. They keep a blog so that their customers can be aware of promotions and general information that may help them out. It might be useful for them to put up a list of the top ten gift ideas for the holiday season. Yet, should they do this list for all age groups, or instead limit themselves to those who purchase their products the most? A list of the top ten gifts for toddlers might not be so useful here.

Clients & Customers

GETTING ACQUAINTED

When you begin to develop a web presence or marketing project, using some time to connect with old and new clients can speed the process along. Creating a questionnaire is a good idea because it can help you to understand who has been using your services or products the most. Good things to ask include:

- What is the age group of your clients
- What is their education level?
- What sort of online searches do they use?
- What publications do they read?
- What web applications do they use?

Knowing information like this can help you get an idea of who your client base is and what sort of information would be useful to have on your website in order to keep them coming back for more. It is a good idea to come up with a comprehensive yet manageable list of questions to give to your clients in an effort to get to know them better.

Clients & Customers

PROGRAMS MAKE IT SIMPLE

Fortunately for the savvy business person, there are plenty of online applications that make it less difficult to gain insight about your clients. Web tools like Google Forms, Google Documents, SurveyMonkey.com, Wufoo.com, and DimDim.com can all help one get information out there or facilitate meetings to gather data for your company. Knowing where to go and what programs to use are great starts to identifying your client base and generating the information that they want to see on your website.

SEO & Keywords

Once you have a basic understanding of what your clients are like, it is time to start directing your company to get more business from like-minded people. Through knowing the interests of your clients or concerns they have about their own industries, you have a greater ability to direct any efforts involving SEO and keywords.

Keywords and SEO strategies are vital for those looking to get traffic to their web site because they enable the customer to more easily locate the company on the internet. Most people use search engines like Google or Yahoo when trying to find information, a product, or service. Because people use these search tools to locate what they need it only makes sense to create content for your website that caters to search engines and thus helps people to find your company online. To do that you have to determine what key words people use when looking for products or services like those you offer. Once you determine what those words are, it is time to customize your website so that search engines direct the customer to your website.

SEO & Keywords

HOW KEYWORDS WORK

Keywords work by directing individuals to particular places because they summarize information in a way that is easy to search. If someone is looking up information on a particular topic they will search for that information using specific words that describe what they are looking for. Knowing how keywords work enables you to use them to make the best of your website. Having basic understanding of how keywords function within your website - within the computer languages that they are written in - will enable you to get more search engines to consider your website a viable resource for people looking up data.

The first thing to understand about search engines is that they read over all of the little details of your website to find out what topics it covers. Called “crawling,” search engines roam the web scanning websites in an efficient manner to find out this information. While this sounds like they are reading articles, they are actually just looking at specific information on web pages. Because they are not humans, they only look for keywords within titles, headings, picture data, and meta data. This means that giving your website appropriate labels can increase its searchability. There are plenty of tools online that will help you to determine what keywords are used when people are looking up particular topics through search engines or via social media applications.

SEO & Keywords

TOOLS THAT CAN HELP

Some tools that can help determine what key words to use include online programs like Google Keyword Tool, which enables users to see what terms are being used to locate particular information. This tool allows a look at the exact search terms that are being used as opposed to broad search information. If you are looking for more specific details related to a certain geographical area, Google Insights will help you see who is searching for what in any given location. Having this sort of information available when making an order for web content - be it a blog post, press release, or just general information - for your website or a new source.

BRUSH UP ON CURRENT EVENTS

Another thing that can get you ahead of the curve when it comes to generating key words is to know about current events. People love to know the news and when they hear about something they tend to seek more information on it. Knowing what these topics are will give you some insight about what is going on in the world and thus influencing your clients. When a recession is building or breaking it is a good idea to know what direction it could take and what will encourage clients to purchase your goods or services in the current economic condition. Think about the different kinds of information you might have on your website during a prosperous economic time versus a tight economic time.

Knowing this kind of information can also help the customer feel more comfortable with the general knowledge on your website as well. If they see that you are keeping up with the trends in your industry then they feel that your company is more reliable. Everyone should know what is going on in the world because it effects how people will spend their money.

SEO & Keywords

USING KEYWORDS

Once you have a sizable list of keywords at your disposal it is time to figure out how to use them. We know that they need to go into the basic information on a website - like headings and titles - but which ones do you choose? It is important to know that keywords are best used in combination with other words. If you have a website that features information on culinary herbs and sells seeds to grow them, then you would also benefit from including keywords that cater to people who cook. For example, a title for a blog post might read “Basic Culinary Herbs for Home Cooks,” and get attention from people searching for

- What is the age group of your clients
- What is their education level?
- What sort of online searches do they use?
- What publications do they read?
- What web applications do they use?

All of these keywords from individuals who are looking for information related to this topic could lead straight to your site. By combining these words to get the most searchability, your website becomes a better source for people looking for your products or services.

It is also important to make sure that your titles are optimized for search engines as well. When titles are displayed in a search engine they are limited to 65 characters, meaning that every word has to count. By using the most relevant key words and using additional terms that people might search for, your website becomes even more attractive to search engines.

CONTENT

Keywords are very important when it comes to attracting search engines, but if there isn't good content on your website then people are not going to come back to you for services or information. Gathering information, getting to know your clients, and determining your key words allows you to request very specific content that will enable content writers to give you the best possible product. By giving all of this information to the right company, they will be able to give you a pieces consisting of writing that has the right keywords, the right voice, and the best information.

KEYWORDS VS. CONTENT

When generating a press release or piece of content for your website, the first thing a content writing company will do is determine what keyword density they should use. Just as it is important to use keywords in places like the title or within meta data, it is also important to have the key words within an article at a certain percentage. The reason for this is that search engines determine if a website is a useful resource or simply a trick website by how many keywords they have: if there are too many, it is a trick to generate traffic, but not enough usage means the site is a poor resource. Generally the keyword density will range from one percent to five percent, but most often articles have about two percent density.

When finalizing the use of keywords, the real trick is not including the words, but rather making sure that the flow of these words falls naturally in place for the reader. It is important that the company has great searchability, but it is also important that the content is easily digested by the reader. If the content doesn't make sense because of poor keyword placement, what is the real point of having it online?

CONTENT

DESIGNING CONTENT

Writing content is about more than slapping in keywords and sending it off, it is also about structuring the information so that readers acquire more information and enjoy reading it. The information must be presented in such a way it appeals to both search engines and readers while displaying the correct tone that best represents the company it is being written for. This is where hiring a content writing company comes in handy.

The initial section or sections of the piece will have a few goals in mind, the first of which is how to get the reader's attention. They have already been directed to the website via keywords, so it is especially important that these words be noticeable in the initial paragraph. The addition of keywords in this section of the article, blogpost, or press release also provides the readers with an idea of what the rest of the writing will be about. Most often, simple web copy will be written in concise sentences with many short paragraphs. White papers and technical or research-based writing will feature longer sentences with more complex paragraphs. There are benefits to both.

CONTENT

VARIATIONS IN STRUCTURE

Using proper sentence structure will allow for the audience to determine how useful the content is to them. Someone who is reading a press release is usually looking to digest a great amount of information in small, easily read bites. Before truly engaging in this piece they will often just scan over it while looking for the key details. Once they determine if the information is pertinent to them, they will usually take some more time and read over the article more thoroughly. This means that the writer will have to get their attention with a quick delivery of the information in an entertaining and useful style.

People who are looking to provide a more information dense, technical style of writing expect something different than what is found in a press release. An informative manual often has longer paragraphs with longer sentences. While the reading should not be too dry or overstated, a demonstration of the author's expertise on the topic should be apparent through how the material was written. More complex writing can meet this expectation for readers.

CONTENT

TONE & STYLE

Another important feature of well written work is the appropriate use of tone and style. Writing for different audiences means paying attention to what appeals to the reader. A person writes differently when selling life insurance as compared to selling children's toys. Why should writing to different audiences be any different? Websites that are strictly for entertainment will often use humor or deprecation to appeal to their readers, while websites that promote technical material will remain matter of fact. Writing in a way that appeals to the age group or interests of your clients will build your core base of readers and bring them back for more information later -- making you a resource they rely on.

STAY ON TOPIC AND REMAIN HELPFUL

Making sure that content is well organized, well structured, and has the most appropriate tone will help capture an audience. Connect this with the best use of keywords and a great knowledge of the clientele and you are on your way to having a fantastic piece of online SEO content! However, in an effort to impress your audience so that they come back, it is a good idea to be as helpful to them as possible.

Creating strong content that is filled with useful information is the best bet for any type of content. Value-driven material is what every company should strive to provide to their audience. For some companies this means using the latest data culled from surveys, research, and personal information. Making it highly relevant helps people to feel connected. The next step is to help them find whatever else might be relevant. The best way to do this is to provide them with additional sources on topics you cover, especially by way of links.

CONTENT

LINK PLACEMENT

Using links to help your site be useful is a great way to give good service, and it is also useful to search engines that are scanning your website. Not only do you help your customer find the best information while setting your own company up as a resource, but you also build an online community for your company to utilize. Search engines not only work via key words, but they also review which sites are linked to most often, making the use of links a double advantage for the effective business person.

THE BENEFIT OF EDITORS

Just as good content is essential to a useful website, a good editorial team is vital to providing convincing content. An editorial team is one of the most useful parts of utilizing a content generation service because they can take effective writing and mold it for professional use. Editors are able to check for all sorts of common errors that can slip into even a well-written document: spelling mistakes, grammar errors, sentence structure issues, inconsistent tone or style, and the use of irrelevant keywords. Everyone makes these sorts of mistakes while writing, but a good editorial team cleans up mistakes and tightens weak sentences to foster more compelling writing.

CONTENT DISTRIBUTION

Once you have your content ready, it should be distributed. Working with great, professional content companies can help you find the best places to place your content because these businesses often partner with other successful corporations. Companies that distribute web content like press releases and other types of information can make it easier for you to generate traffic to your company's website. What good is a press release that simply stays on your website?

Another valuable aspect of the internet is the wide variety of marketing options available. With various devices that all access the internet, there are so many options for distributing written content. Not only will this draw traffic to your website and increase your company's overall credibility, but it will also enable you to reach new markets.

Other options include offering content on your website besides on-page content. When it comes to distributing information, easier access to the content will make it more likely that the data will be used. Whether it is a press release, a technical manual, a professional document, individuals and companies alike will more likely utilize pertinent data if they can access it via multiple mediums. Content that comes in alternative forms like PDFs and other downloadable file types allow your customers to utilize the information you provide to them and also send it onward to other potential clients.

CONTENT SERVICES TO MEET YOUR NEEDS

After reviewing all of the detail that goes into the highest quality of web content, it becomes clear that only the best will do. Rather than using employees in house who lack the experience that comes with generating large quantities of web copy, many people and businesses turn to the services of content services instead. The benefits of these businesses are great not only because they have diverse experience, but also because they have many tools on hand to offer their clients. Whether it is the services of a partnered graphic artist or the benefit of a PR company, using a content generation service allows you to go into business with the people who know how to make the best of the data you collect. With their skills in writing, editing, and additional partnerships, they can take the information you have about a target audience and create a captivating piece of content that helps you meet the needs of your company.

SUMMARY

Having a web presence means more than creating a website. It is about making a space for the consumer to flourish. Instead of simply putting up information about a product or service, many businesses find more success when they become a part of their customer's community. Becoming a part of their digital world means learning more about them while also learning how to make the website more accessible. On the mission to generate additional work, it is also important to make the most of having a web presence.

Before you can have a highly effective web service you need to get to know more about your online market. Doing this can be simple, and all it takes to become familiar with them are asking questions. Many people and companies tend to utilize online survey and research tools to accomplish these ends. The questions that you ask are essential because they will determine what sort of information you receive. Getting to know basic information about these clients is a great first step.

Utilizing search engine optimization and internet marketing techniques is the next step in creating a functional web presence. Unless people are referred to you by other customers, using key words and SEO allows for potential customers to locate your website and thus your business. Keywords are the words that people search for when looking up a product or service, so using the best ones for your business means you can have greater success. It is important to remember that just because you use keywords all over your website, you are not guaranteed to have more success. It is only when they are used within a small percentage range or certain parts of the web page that they can increase your success. Many people use tools available online to help them determine which words to use.

SUMMARY

Once you understand which keywords to use, it is important to put them together in creative combinations. Getting maximum searchability from your key words means reaching for multiple groups with one headline: instead of using “Movies” as a headline, make it more specific and title it “Glamour Movies from 1940.”

Getting the key words just right lets you move on to the next big step: getting your content lined up for consumption. It is a good idea to let professionals handle this because they can give you an extra edge. Through designing content especially for your market, they are able to project the most appropriate tone for any type of project you would like to have worked upon. Whether it is a press release, recurring blog posts, simple articles or a research piece, the best structure will be determined and implemented for your order. Knowing that the best information will be included lets you focus on other pressing tasks while the perfect piece of online content is written according to your specifications.

Once you have your content, it is time to release it. Not all assignments are meant to be read directly on your website. Situations like those require that additional services be considered if you want the most coverage out there. Some assignments need the help of a graphic designer to really make them pop! Whatever the need is, the best content generation services will help you figure out the next step. Their partnerships with additional companies make sure that all of your needs are addressed to the best of their abilities.

Crafting a web presence can involve a great deal of work, but there are many tools and services available to help. By paying careful attention to your clientele and finding the best content services, any company can reap the benefits of a well crafted website. Getting the customer to return to your website because it is a useful reference is a great way to increase your overall customer satisfaction. In this case, happy customers really do make for a successful business.