

# Content Creation **for Search Engines 101**

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SEO Copywriting

Presentation by **Glenn Murray**

## What's this about?

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They belong to a group of marsupials called macropods, which means 'great footed animals'. Macropods have strong back legs with long feet. They hop on their back legs when travelling, using the muscular tail as a balance. Hopping in this way is an energy-efficient way of travelling long distances. Their front legs are small. When moving slowly, usually as they graze or to change position, the tail and front legs prop up the animal, and the back legs move forward.. this is called 'crawl walking'. They are good swimmers, and will sometimes escape a threat by going into water if it is nearby. They feed in the late afternoon and early morning, spending the day resting in shade. In hot weather they scrape the ground with their front paws and lie in the cooler earth they have exposed. They do not sweat, so in the heat they lick their front paws and rub the moisture onto their chests to cool down.

Hmmm...

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No idea, right?

Run for the hills!

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It's YOUR web copy!

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# Well... kinda...

1. Without your help, that's how Google will see your site
2. It won't understand it
3. It won't know how good it is
4. It won't rank it high

# So you can rank organically

# And I mean here...

# NOT here...

Google search for "seo copywriter". Search results include:

**Web** [Show options...](#) Results 1 - 10 of about 17,400 for seo copywriter. (0.39 seconds)

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So how do you  
help Google?

## What's this about?

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They belong to a group of marsupials called macropods, which means 'great footed animals'. Macropods have strong back legs with long feet. They hop on their back legs when travelling, using the muscular tail as a balance. Hopping in this way is an energy-efficient way of travelling long distances. Their front legs are small. When moving slowly, usually as they graze or to change position, the tail and front legs prop up the animal, and the back legs move forward.. this is called 'crawl walking'. They are good swimmers, and will sometimes escape a threat by going into water if it is nearby. They feed in the late afternoon and early morning, spending the day resting in shade. In hot weather they scrape the ground with their front paws and lie in the cooler earth they have exposed. They do not sweat, so in the heat they lick their front paws and rub the moisture onto their chests to cool down.

Hmmm...

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Still no idea, right?

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## What about now?

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**Kangaroos** belong to a group of marsupials called macropods, which means 'great footed animals'. Macropods have strong back legs with long feet. **Kangaroos** hop on their back legs when travelling, using the muscular tail as a balance. Hopping in this way is an energy-efficient way of travelling long distances. Their front legs are small. When moving slowly, usually as they graze or to change position, the tail and front legs prop up the animal, and the back legs move forward.. this is called 'crawl walking'. **Kangaroos** are good swimmers, and will sometimes escape a threat by going into water if it is nearby. **Kangaroos** feed in the late afternoon and early morning, spending the day resting in shade. In hot weather they scrape the ground with their front paws and lie in the cooler earth they have exposed. **Kangaroos** do not sweat, so in the heat they lick their front paws and rub the moisture onto their chests to cool down.

It's about kangaroos...

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But is it any  
good?

## What about now?

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60,000 people like this page

**Kangaroos** belong to a group of marsupials called macropods, which means 'great footed animals'. Macropods

have strong back legs with long feet. **Kangaroos** hop on their back legs when travelling, using the muscular tail as a balance. Hopping in this way is an energy-efficient way of travelling long distances. Their front legs are small. When moving slowly, usually as they graze or to change position, the tail and front legs prop up the animal, and the back legs move

forward.. this is called 'crawl walking'. **Kangaroos** are good swimmers, and will sometimes escape a threat by

going into water if it is nearby. **Kangaroos** feed in the late afternoon and early morning, spending the day resting in shade. In hot weather they scrape the ground with their front paws and lie in the cooler earth they have exposed.

**Kangaroos** do not sweat, so in the heat they lick their front paws and rub the moisture onto their chests to cool down.

So...

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It's about  
**kangaroos**  
**& people like it**

So Google knows...

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**Google knows** what  
the page is about  
and that it's good

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**That's the sort of  
help you need to  
give Google**

You need to provide that help

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**You need to help  
Google understand  
what your page is  
about & if it's quality**

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## You'll learn 2 things:

1. How to tell Google what your site is about
2. How to convince Google your site is good

**Google wants to return relevant, quality content**

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## **But it's not as smart as you**

- It can't understand
- It can't 'feel' quality
- It can't infer
- It can't make sense of pictures, colour or music

**So it has to rely on other signals...**

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## How Google judges what your page is about

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- It 'reads' your page
- But not like you do
- It analyses words mathematically
- Frequent words
- Similar words

## How Google judges how good your page is

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- It checks how popular it is
- Links to a page = popularity = quality
- Best links come from related pages
- ...on popular, related sites
- The more, the better

That's great, but...

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Huh?

**Speakum de English**

boy!

## What's it all mean to a webmaster?

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1. Your site must be search-friendly
2. You have to use the right words
3. You have to get lots of the right links

That's great, but...

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How do you  
do it?

# 1. Making your site search-friendly...

## How do make your site search-friendly?

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- Use HTML (not Flash — or use BOTH)
- Create lots of content
- Don't embed text in pictures
- Make sure all pages are accessible by a text link
- Don't block the search engines (robots.txt, robots meta)
- Add a site map
- Don't cause duplicate content problems
- Write keyword-rich Title & Description meta tags

**Google-bot will then be able to read your site & send details back to HQ for indexing & ranking**

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## A note on meta tags

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- Meta tags don't affect ranking much
- Google ignores Keywords & Description meta tags
- Title is important for ranking & visitor click-thru
- Description is important only for visitor click-thru

# The Title meta tag

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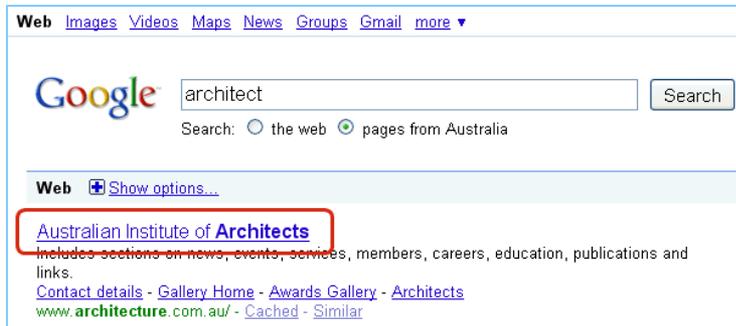
- In your HTML:

```
<title>Australian Institute of Architects</title>
```

- On your website:



- In Google (sometimes):



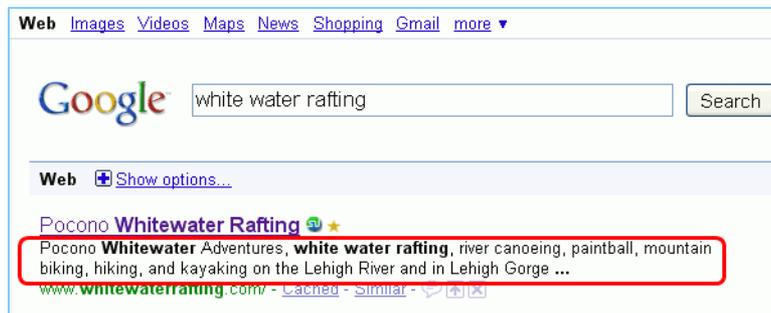
# The Description meta tag

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- In your HTML:

```
<META NAME="DESCRIPTION" CONTENT="Pocono Whitewater Adventures, whitewater rafting, paintball, mountain biking, river canoeing, canoeing, and kayaking on the Lehigh River and in Lehigh Gorge State Park. Located in Jim Thorpe, Pennsylvania the heart of the Pocono Mountains.">
```

- In Google (sometimes):



## Some meta tag tips

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- Start your Title tag with keywords, unless you're a big, recognizable brand
- Treat the Description tag like the content for an ad
- You're selling the page — trying to get a click thru
- Start the Description with your keywords, so the first few words get bolded
- Be persuasive with the rest of the Description

# 2. Using the right words...

## How do you use the right words?

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- Learn what your target customers are searching for
- Use those phrases frequently in your copy
- And in the right places
- Use similar words, parts, stems, etc.

**That's 'SEO copy'**

## Example: An un-optimised home page

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### Welcome

If you're an exercise nut, you need the right attire. You want to look good and be comfortable. Jono's has just what you need.

**YOU know** what Jono's sells: gym gear.

**But does Google know?**

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What are the most frequent words?

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A word cloud of various words in different sizes and colors (shades of green and brown). The word 'need' is the largest and most prominent, located in the upper right. Other words include 'look', 'comfortable', 'attire', 'exercise', 'want', 'Welcome', 'Jono's', 'right', 'just', 'nut', and 'good'.

Google thinks this page is about 'need'!

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How can we make it better?

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## Gym gear that looks & feels great

If you're a **gym** junkie, you need the right **gym gear**. When you're at the **gym**, you want to look good and be comfortable. That means quality **gym gear**; lightweight gear in all the latest styles. Jono's **gym gear** has all the **gear** you need to look and go great at the **gym**.

NOW, what are the most frequent words?

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Google now knows it's about gym gear

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## What else could we do?

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- Add words like “gymnasium”, “workout”, “fitness”, “health”, “clothes”, “shoes” and “trainers”
- Create a Cluster of pages around “gym gear”
- Create another Cluster around “running shoes”

## How do we do this in practice?

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- Product categories
- Informative product descriptions
- Fitness blog
  - “How can the right gym gear help reduce injury?”
  - “Why proper gym gear improves performance”
- Use the same categories in your blog

## How do we make sure it's quality content?

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- Write for visitors first, optimise later
- Fundamentals of copywriting
- Stay on topic
- If you think you're over-optimising, you are
- Forget keyword density
- Ask your Twitter followers what they want
- Monitor your popular pages

And guess what?

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Quality content is  
**naturally**  
optimised

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1 simple rule...

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Think less about  
Google & more about  
**great content**

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# 3. Getting lots of the right links...

## How do you get lots of links?

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- Be helpful & informative
- Practical
- Newsworthy
- Funny or Controversial
- Then get the word out (e.g. Twitter)

**People will link 'cos it helps THEIR readers**

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Why blogs are so important

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# A quick note on blogs

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## Blogs...

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- Allow you to write lots of content, easily
- Allow you to easily cluster that content
- Are social media-friendly
- Encourage user-generated content
- Encourage conversation = site 'stickiness'
- Are highly regarded by Google
- Help you gauge popular content

**A blog is critical to your SEO**

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## Summary

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1. Build a search-friendly site (HTML)
2. Write quality content (blog)
3. Optimise it
4. Build a Twitter following
5. Announce your content
6. People will link to it 'cos it's good
7. Goto step 2

# Thank You!

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- Glenn Murray, Divine Write & Silver Pistol  
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