

# Web Content Copywriting – Why Targeted Web Content Drives Search Engine Results to Your Site

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## **Sample of Content:**

The most important key in getting your site found on the web is content that is relevant, on topic and interesting. Use this guideline to target your customers and how you will sell your product or service to them.

## **Content:**

It's no secret on the web, content is king, and is still the number one reason in finding your site on the web. Whether you're selling services or products, you must meet

the web surfer (i.e. your customer) needs by matching their search terms with your website's keywords. Many people have made millions by adhering to that one and only principal, and is true whether you use an adwords campaign or rely on your webpages' content, or a combination of both.

Finding web content " it's the motor of your website

Setting up shop on the net would appear deceptively easy find a product or service and put up a website, and wait for the orders to roll in. Late night TV might convince you of this fact, but truth is far too many websites exist in cyberspace, just floating around, looking pretty and going nowhere. If you want to create a lasting business on the net, you must start with three basic parts:

\*Research your product or service thoroughly. Know it inside out. Who are your competitors and why are they doing better than you are? Who uses your product or service? Copywriters call this starting point the user profile. You pinpoint exactly who your customers are with as much demographic information you can put together.

\*Narrow down your product or service to a specific niche. What do you offer that is special? This is one of the hardest points to tackle, and it is usually an ongoing project for most web businesses--unless you start with a very unique product/service. This point is your Unique Selling Position, and will be the focus of your website's purpose.

\*Find your specific keywords. These are actual search terms used by surfers looking for your products or services. Overture has the best keyword list, and it's free. (Google also has a keyword list, but you must be a business subscriber to access it). There are other free and fee based keyword compilers available, such as Wordtracker, which pulls search terms from several different search engines. With that list in hand, you're ready to begin creating content for your website.

Web content is spider food

Here is where you combine all the elements of your website: the topic research you've done for your web business, your Unique Selling Position, and your keywords list. This sounds far more difficult than it really is. If you've done your homework, the pieces will fall into place. Sometimes one or more parts of the puzzle becomes too difficult or too time consuming, then you will need to hire a web content copywriter to do the research and optimized web content for you. Whichever route you choose, it's crucial to your web business that you have usable, information rich content on your web pages that you update frequently. Google particularly favors websites that regularly update their copy content, and the results in your search rankings will prove that point.

Need a rewrite? A.J. Horne of Horne Communications and Avamas (<http://www.avamas.com>) is a 10 year veteran of online marketing, from the design concept to selling strategies. She is a certified e-Marketing professional (CeMA) and is also a certified research technician. Added to her skills is a degree in Business and 25 years experience writing ad copy, press releases, and technical manuals. She offers new clients a free consultation and quote on all projects, with a guarantee on all work.

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## **About the Author:**

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