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| **Home**  Ideally, a business website anchors a company’s online presence, sets it apart from its competition – and makes the phone ring. However, despite best intentions, many websites fail to meet expectations. A few reasons why:  1) Source materials were brochures and marketing documentation  Their general but detailed approach doesn’t translate well to the Web where the focus is on specific info targeted at identified customer preferences  2) The website content writing wasn’t written-formatted (suited to) for Web users’ short attention span  3) Website does not stand out from its competitors, especially in niche markets  4) Site isn’t **optimized** for Web’s **search engines** so it can’t be easily found unless company name directly typed into a search box.  **Make your Website your Number 1 Marketing tool**  I apply my proven website content writing process that’s generated leads for clients over 12 years.  **Website Content Writing**     1. **Drawbacks Plaguing Many Sites** 2. **Website Content Writing process** 3. **Search Engine Optimization** 4. **Website Measurement** |

**2. Website Content Writing Process**

Among its steps are:

1. Background and industry / competitive research
2. Adaptable [interview](http://web.archive.org/web/20071212171851/http:/strategicontent.com/sc_faq.html#q1) which prompts both lively discussions and discoveries; among them, innovative ideas for how to communicate your marketing message(s) more effectively
3. An inquiry into differentiation

These findings are converted into website content writing that gets your customer’s attention. It tells them what they want to know-what they need to know-resulting in leads and sales.

Iensure your site not only answers the important questions but provides the details your customers need to make educated buying decisions. Ideas are expressed in a way that moves people to take action; along the way, slogans, service concepts and tag lines are created.

Each website project receives an individualized approach, customized to your marketing goals and customer priorities.

**SEO**

To be readily found, your website must be properly catalogued or optimized by the Web’s search engines, notably Google’s. Skipping this step is no longer an option:

“Content (websites) that cannot be found is not worth writing. In an industry dominated by lead generation, marketers (companies) simply **have to play by the rules of search engine optimization**; otherwise, their content (website) is of no more use than a diary entry.”

A Google representative, March 2, 2016:

**Optimization Process**

Based on your marketing objectives and position in the search engine rankings, we create a strategy to increase your online visibility. Initially, **researched keywords** enable your site to be readily found but other search engine optimization measures will be recommended.

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When written effectively and search engine optimized, your website:

* Serves as a hub for all your marketing activities online
* Becomes a lead generator while pre-qualifying buyers
* Promotes awareness of your expertise and professionalism
* Establishes trust and credibility
* Becomes a reference point for your salespeople
* Differentiates your company, especially in niche industries

**Website Measurement**

Using Analytics and keyword tracking software, we gain valuable insights into your site visitors’ behavior, such as:

- Website pages most often being read

- Keywords used to find your site

- User flow through site including entry-exit pages

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| **FAQs**  **1. Why do you interview business owners/executives?** |
| In a 90-minute interview I get to the heart and soul of a company to unearth both the intelligence/thinking and passion behind their profile. My sales and marketing questions speak to clients in terms we both understand.   |  | | --- | | **2. What’s the difference between website copywriting and website content writing?** | | Copywriting began as an advertising term. The words are the copy; their intent, persuasion.   Website content writing generally describes what is written for the Web. If the content’s purpose serves the needs of the reader, they are persuaded to continue reading and complete tasks via ‘call to action’ statements. Conclusion: interchangeable terms. | | http://web.archive.org/web/20071212171918/http:/strategicontent.com/images/blank.gif | | **3. Why is applying search engine optimization (SEO) and keywords essential?** | | Search engines such as Google sift through millions, sometimes billions of sites. To be found, a site or document must be catalogued and indexed - just like a book in a library. This cataloguing process is called “optimization” and the formula for optimizing changes quite frequently. Keywords are based on popular terms people use to find sites.  To distinguish your site, blog, etc., we conduct keyword research, selecting those best suited to your product-service or company’s and its exclusive qualities. Other optimizing tactics assist your site in moving up in the search engine rankings where they will be found more readily.  **Who owns the rights to the web copy?**  The web copy becomes your property once payment has been made in full.  **Will you keep my information confidential?**  I maintain strict confidentiality regarding your email address, interview notes, marketing plan details, and-or all personal information.  **How much does it cost to get professionally written website?**  Background research, interview, keyword analysis-meta data development and website content-development & writing for a small website generally start at around $1,500. | | **Why is hiring a website content writer-copywriter a good idea for companies?** **And one with a sales-marketing and corporate writing background?**  Typically, companies writing their own sites draw from their brochures and outbound marketing collateral for web source material; however, merely describing your company details won’t capture the impatient site visitor’s attention. They’re firmly in the WIIFM (what’s in it for me?) camp and will click elsewhere in seconds if they don’t see what they’re looking for.  An experienced website content writer will know what’s important to your audience and how to attract and maintain their precious attention. I answer the important questions and solve your customers’ problems while:   * Establishing and building trust * Addressing logical concerns, and * Appealing to their emotional drivers   Web writing’s style is likewise geared to short attention spans and takes time to learn.  **How do you get to know my business, target markets-customers and market?**  I follow a 3-step process that’s worked consistently over 12 years that includes:   1. Personally conducted market-competitive research 2. A review of relevant marketing materials 3. A professional interview that covers 10 aspects of your business.   From there, I determine the focus of your site and how best to define-describe the value your company delivers to its customers.  **Are edits or re-writes done If I'm not happy with what you come up with?**  Yes, of course. But before it gets to you, I have to ‘love’ it. That has never occurred due to my thorough approach and customer check-backs. While I usually get the web writing right on the first draft, the job isn’t finished ‘till you're 100% satisfied.  **How long do you take to complete a project?**  Generally speaking, it takes between 5 days and 2 weeks, depending on the:   * Type of company * Degree of differentiation required * Competition, and * How long it takes for feedback or for work to be reviewed.   Although my writing process never changes, I take a unique approach to each site-company depending on your customers what will work best. |   **Services**  **Blog**  Having a blog is, by far, the simplest and most effective way of communicating your marketing message.  As often as considered necessary, articles targeted to the interests of your target audience(s) can be published on your website. By gaining better insight into your products-service, problem solving capabilities and expertise, people develop deeper trust in your company.  And, as trust is the primary motivator driving purchases, it’s no surprise that B2B blogs generate 60% more monthly leads than websites without; for B2C blogs, it’s an 80% upswing.  In contrast, a static site without any engagement with your site visitors is more likely to work against you, as the site appears neglected.  To be more easily found and to generate organic (non-paid) traffic (to your site), well-written blog posts should be keyword-optimized for search engines. As the pages of quality content accumulate, the search engines recognize that and rate your site higher = more traffic = more leads.  Beyond having the basis of a content marketing system in-house and having control over its subject matter, publishing blog articles is free. Where else can such value be realized?  Blog publishing is a competitive advantage because it:   * Generates leads * Builds greater brand awareness, visibility and credibility * Boosts your search engine ranking, while * Developing and encouraging trust   **Advantages**  SEO  Search engines reward regularly updated, informative and optimized content. As your blog occupies a section of your website, your site will climb in the search rankings where it will attract even more readers = more leads.  Builds Trust  Facilitates Sales  Helps create authority  **E-mail**  Despite the hype surrounding social media, email marketing remains an efficient and cost-effective means of conveying your marketing messages since you can reach your contact on any device at any time via their inbox.   * Boosts sales to existing clients via company updates, incentives * Nurtures prospects * Promotes services * Builds credibility by sharing helpful content   **Press releases**  Companies release public relations announcements when they wish to obtain publicity for an important event or development. To stand out a professional writer who’s already written many successful, eye-catching press releases can make all the difference.  Service   1. Company and competitive landscape research 2. Marketing interview which unearths innovative ideas for communicating your marketing messag more effectively 3. Keyword research 4. Creation of press release 5. Search engine optimization of press release |