

... BECAUSE IT'S WRITTEN FOR A ROBOT

The most compelling website copy in the world won't help you if nobody reads it. So you need a strategy for bringing people to your site.

Optimizing your content for search engine discovery is one such strategy, which plenty of businesses employ to great success.

And yet.

The highest search ranking in the world won't help you if your copy reads like a pile of machine-generated gibberish.

Like when you use the phrase “foreclosed home” 36 times in a single blog post:

HOW TO BUY A FORECLOSED HOME

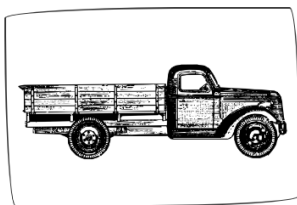
Are you looking to buy a foreclosed home? There are pros and cons to each foreclosed home purchase, so before you purchase a foreclosed home be sure to read our definitive guide to buying a foreclosed home!



A foreclosed home is one that is typically owned by a mortgage lender or bank due to

... or when you use the name of a single product seven times in a single paragraph:

GOLIATH C-100 TRUCK PARTS



Introduced way back in 1994, the Goliath C-100 has become the all-powerful emperor of trucks. And, with our amazing selection of custom-fit Goliath C-100 seat covers, protective Goliath C-100 floor mats, multiple fashionable (and

functional) Goliath C-100 bed covers, durable Goliath C-100 fender flares, and much more, Autostravaganza.net has become the all-powerful emperor of Goliath C-100 truck accessories.

Here's how to fix it

First, consider whether keyword-optimized SEO content is even a valuable strategy for your site.

There are other ways for people to find your website. Maybe they come via social media, or ads, or searching for it by name. If that's how visitors find your site, you have my permission to write content for a human audience.

If you do decide to go for an SEO-optimized content strategy, keep in mind that not all SEO practitioners are created equally.

Shop around, and for each expert you talk to, check out the content they've created for other clients. Does it make your eyeballs bleed?

There's a huge difference in quality between what you get from someone who simply ingests keywords and spits out blog posts vs. someone who's thoughtful about solving your visitors' problems.

With a bit of diligence, you can end up with content that satisfies robots and humans alike.