

Why Hire a Pet Web-SEO Copywriter?

SEO Copywriting Defined... and How to Find the Best Resource

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What is SEO Copywriting and Why Does Your Pet or Veterinary Business Need It?

Technically, Search Engine Optimization (SEO) Copywriting is the art of using keywords to write web content that helps pages achieve top rankings in *organic search engine results* (unpaid search that doesn't involve advertising).

According to Wikipedia and other industry sources, "The foremost goal of SEO copywriting is to produce succinct, *effectively persuasive* text for a well-written web page."

So it's not just writing with keywords. Ultimately, its value to you and your business is in...

- **driving customers to your website,**
- **positioning your products/solutions as the best available, and**
- **motivating customers to do business with you; to choose you over other options.**

To improve your web results, SEO Copywriting masterfully blends and balances these three aspects:

- **Persuasive sales copywriting based on proven direct-response principles (after all, you're trying to get site visitors to respond by taking a specific action, right?).**
- **Strategic keyword research and an ethical placement of keyphrases woven smoothly into customer-focused messages — primarily in the "SEO Power Positions" of headlines, subheads, internal links, page titles and meta descriptions.**
- **An understanding of search engine algorithms, web usability, and other technical web aspects including site architecture (navigation, etc.), in order to provide an amazing user experience with clear navigation and messages that quickly guide people toward a buying decision.**

What should people look for when hiring a good SEO copywriter?

Heather Lloyd-Martin — an SEO pioneer and mentor of mine — recently said,

"Good SEO copywriters are worth their weight in marketing gold. These folks are masters of direct-response copywriting as well as knowing how the search engines 'think.' They can research your keyphrases, choose the best ones, and seamlessly integrate them into your content."

"SEO copywriting is truly a 'get what you pay for' proposition. If you're paying \$50 a page, don't expect good writing. Period. Chances are, you won't like the final result and you'll end up either (1) uploading copy that doesn't work, or (2) rewriting it yourself."

What's the difference between SEO copywriters and other SEO professionals?

An SEO Copywriter uses seasoned marketing skills to weave relevant keywords into persuasive, customer-friendly web page content (in messages and code).

Other SEO work involves the web programmer, who creates search-engine-friendly structure, file names, and back end database-driven pages to support optimal keyword use. In addition, this technical expert makes sure there are no barriers to the text being "seen" by search

engines... such as error messages, broken links, faulty redirects coding approach, Flash graphics that don't load, etc.

In most cases, an SEO-savvy programmer is not a skilled SEO copywriter. They work in harmony and usually cannot replace one another.

Why is it important to work with a Certified SEO Copywriter?

Certified SEO Copywriters have mastered specific training on how to successfully choose the right keyphrases across the buying cycle, develop a solid per-page keyphrase strategy that lifts all boats, and uncover new content marketing opportunities that will drive traffic.



By passing the SuccessWorks™ Certified SEO Copywriting Program, the world's only SEO Copywriter certification program, a copywriter has demonstrated a solid understanding of how to combine clear, persuasive sales copy with targeted keyphrase strategies to attract more customers via search engines; customers who are ready to buy if the website solves their needs.

Why choose to work with Certified SEO Copywriter Pam Foster of PetCopywriter.com?

- **You can count on her SEO Copywriting expertise and guidance.** Pam Foster, founder of PetCopywriter.com and ContentClear Marketing, is one of the world's first SuccessWorks-Certified SEO Copywriters and has become a SuccessWorks faculty member. She's the only Certified SEO Copywriter in the pet industry.
- **Pam's SEO Copywriting leadership has helped dozens of pet and veterinary companies... as well as hundreds of copywriters.**
 - You can examine samples and testimonials related to her work at www.PetCopywriter.com and www.ContentClear.com
 - She trains other web copywriters how to follow her "5 C's of Content That Works™": Clear, Customer-focused, Competitive, Conversion-focused, and Consistent. She has authored three popular copywriter-training programs via AWAI (American Writers & Artists, Inc.).
- **Her extensive marketing communications background and web-success focus will make your web content produce great results.** Pam has been in a communications professional since the early 1980s, with a pet industry focus since the mid 1990s. Visit her websites to see clients she's worked with and comments about her work results.

"Pam Foster produces content that actually works to increase your ROI. Engaging her services ensures success!" — Connie Pacillo, Client Services & Training, Pet Health Network