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SEO Tactics: Using Keywords in Marketing Collateral, Web Copy, and White Papers

In its simplest form, search engine optimization (SEO) is the process of improving traffic to a website through unpaid means.

SEO methods include strategic optimization of each section of your website, and paying tactical attention to keywords, links, titles, URLs, navigation, and more.

Here are some basic SEO principles:

- Make sure you have the right keywords. Whenever possible, use key phrases instead of single words since key phrases tend to rank higher.
- Use a tool to help you find the most targeted

key terms for your site.

- Identify two or three key terms per page, and target different key terms on each page.
- Don't overuse your key terms. A good rule of thumb is to mention them no more than once every four to eight sentences.
- Integrate your key terms into the surrounding ideas, and reread what you write to ensure readability.

Those last two processes are as important as selecting and including your key terms. SEO is important, but it's even more important for your readers to follow your ideas smoothly and find your text engaging!

Write It Well is a Bay Area-based, woman-owned training, consulting, and publishing firm. For thirty years, we've helped busy professionals improve all aspects of their business writing. We can customize our Marketing Writing program for on-site, online, or e-learning delivery.

Our other training programs include Effective E-Mail, Business Writing, Writing Performance Reviews, and Technical Writing. Individualized writing-skills programs are also available, such as Creative Briefs, Web Copy, and Requests for Proposals – we can tailor a program to the writing needs of any individual organization.

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