

Online Copywriting

The Importance of Effective
Online Content Writing
for Your Business

*i*copywriter

Contents

Introduction

Online Copywriting & the Modern Business

- Studies & Stats
- What this Means for You & Your Business
- The Best Online Content Solution

The iCopywriter.com Solution

About iCopywriter.com

Is your online content giving people a good impression of your business?

Are you catching readers' attention for the right reasons?

Are your website pages and online marketing materials SEO-friendly?

These are important questions for every business owner to ask in this online age. There's no doubt: you need to be online if you're going to keep up in today's tech-savvy consumer marketplace. But if you're not relying on high-quality, search engine optimized (SEO) content for your website and online marketing efforts, you could be giving potential customers the wrong impression or even keeping them from finding you in the first place.

Online Copywriting & the Modern Business

Simply building a website is not enough to catch consumers' attention in today's complex online marketplace. Whether you want to use the Web to sell products, gather leads, provide information or direct customers to a brick-and-mortar business, **your website's content is key.**

Effective copywriting doesn't end with the content of your website, however. Publishing search engine optimized (SEO) articles, blog posts, press releases and social media content will boost your online marketing efforts and **increase your visibility** in the competitive online space.

You want to grab readers' attention with catchy headlines, compelling content and easy-to-understand information. But studies show you **only have a few seconds** to do so. If you can't capture readers' interest in 3-5 seconds, and keep that attention within the next 12 seconds of reading, *you could lose a potential customer.*

Content should be SEO-friendly with strategically placed keywords.

Your online content, from the homepage to the back pages to the articles and press releases you publish, should be **SEO-friendly** and peppered with strategically placed keywords that do not interrupt the natural flow of the writing. This is the best way to make sure potential customers find you **on the first page of search engine results**. When consumers are looking for the very goods and services you offer, you want to be quickly visible. Your online content is the best way to **build and maintain a positive reputation** in the online marketplace.

Studies show that you only have a few seconds to grab readers' attention.

Problems Creating Effective Online Content

Internet users have short attention spans. The content you publish on your website has to grab readers' attention in seconds – otherwise, you risk losing potential customers. The content published for your online marketing campaign must be search engine optimized, so you appear on the first page of search engine results for relevant keywords. Studies show that **most Internet users don't look past the first two pages of results.**

You need high-quality, SEO-friendly content if you want to attract visitors to your website and keep them there. This is one of the critical ingredients of a **successful online presence**. A compelling, well-written website, from beginning to end, persuades visitors to do what you want them to do. Whether you want visitors to purchase products online, visit your store, request more information or simply learn more about your business, **content is king.**

You need high quality, SEO-friendly content to attract visitors to your site and keep them.

The problem is that most businesses do not have the time, resources or SEO-experienced writers to produce effective online content. The wares peddled by cheap copywriting houses are even worse. Many of the less reputable copywriting firms sacrifice quality for cost savings, outsourcing content to writers in other countries who are not native English speakers. Poor writing, in turn, reflects poorly on your company and its products and services. Beyond that, it can actually **harm your search engine ranking**.

Studies & Stats

Internet Usage

Everyone is online these days. By the end of 2009, there were more than 2.5 billion Internet users in North America alone, according to InternetWorldStats.com. The continent has a total population of nearly 3.5 billion, meaning approximately **70 percent of the population** are regular Internet users.

In December of 2009,
there were
2,590,968,000 Internet
users in North America.
**That's more than 70%
of the population.**

Search Engine Usage

Out of this massive community of Internet users in North America, a huge number **use search engines on a daily basis**. According to the PEW Internet and American Life Project, the percentage of Internet users who utilize search engines on a typical day is rising steadily. About one-third of all Internet users visited a search engine on a typical day in 2002, but by 2008, that number had risen to about half.

What This Means for You & Your Business

Producing effective online content can help you capture a greater percentage of your targeted online audience. With so many people using Internet search engines to find consumer information, goods and services, creating effective online content can be the best strategy for securing and maintaining a top spot in the online marketplace. Your **content must be original, compelling, grammatically correct, clean, accurate and SEO-friendly**.

Since you have between 3 and 5 seconds to catch your readers' attention and about 12 seconds of reading to keep it, your homepage is clearly important. This doesn't mean you can neglect the rest of the content on your website or in your online marketing campaign, though. The average Internet user won't spend more than 7 to 12 minutes perusing your website, article, blog or press release, so you don't have much time to get your point across and win the hearts of your audience.

Of course, it's important to remember that none of this even matters **if your audience can't find you on the first page or two of search engine results**. And if people find negative information about you or your business in search results, the damage could be irreversible. This is why effective SEO copywriting is vital to your online marketing efforts.

As an online business or website owner, you shouldn't have to expend time and resources producing all your online content in-house. You also shouldn't waste your money on a cheap copywriting firm that sacrifices quality or outsources to non-native English speakers in other countries. **Poorly written content that is overstuffed with keywords can be counterproductive** to your goals.

The Best Online Content Solution

In order to maximize your marketing efforts and compel visitors to invest in your services, buy your products, visit your store or request more information, you need the right content for your specific needs. The best way to get SEO content that helps you accomplish your goals is to **leave the copywriting to the experts**. Entrusting your online copywriting to college-educated, U.S.-based writers and editors at a firm with years of experience and plenty of industry ties can do wonders for your bottom line.

There are many different types of online content, and every website or brand has different needs and goals. There is **no one-size-fits-all approach to SEO copywriting**. A copywriting firm that offers the following services, plus an experienced team of writers and editors, can tailor content to your specific needs:

- **SEO Copywriting:** Search engine optimization (SEO) is integral to any online marketing effort. Experienced and skilled online copywriters **can push your site to the top of the search engines** with SEO-friendly articles that incorporate just the right number of targeted keywords. They can accomplish this much more quickly and effectively than if you tried to do it all in-house. The days of simply stuffing your site with keywords are long gone. Cut-rate copywriting firms might get it done slightly faster and cheaper, but the articles you get may be written overseas, without any regard for grammar and style. Search engine optimized content should be relevant, logical, grammatically correct, well written and tailored to your audience. Search engines will recognize poorly written content, which in turn can harm your rankings.
- **Content Development:** Whether you're developing a new website or reworking your site to improve its style and search engine friendliness, the content should be your priority. The text that people find on your site creates the first impression they get of your business. Web content **should be engaging and compelling** to readers, but it must also be filled with just the right number of relevant keywords and phrases to drive your site to the top of the search engines. You also need enough substantial, fresh and original content to compete with sites that may have been around for much longer.
- **Press Releases:** It can be **highly beneficial** for your online marketing efforts to submit press releases to a PR distributor once or twice a month. Press releases should be topical, newsworthy, engaging, relevant, properly formatted and search engine optimized. When written correctly and submitted regularly, press releases can **give your website higher search engine rankings** and enhance your online reputation.

- **Social Media:** There are many ways to utilize social media for the benefit of your business, but effective content should always be a substantial part of the equation. Publishing blogs, sharing content on sites like Digg, creating content for Facebook and submitting articles to online communities **can do wonders for your online marketing efforts**. The content you share with the online community should be original, relevant and written with your target market in mind.

The iCopywriter.com Solution

A firm like iCopywriter.com can **provide the best online content solutions for your business because that is our specialty**. We don't manage online marketing campaigns or design websites; online copywriting is all we do. We only hire U.S.-based, college-educated writers who are prepared to follow your specifications and create original content that will help you meet your goals. Every piece of content we submit to a client has passed the scrutiny of a skilled, **certified and experienced editor**, so you can expect it to be well written, grammatically correct and original. Our copy is **Copyscape Certified**, eliminating the possibility of duplicate content, which can harm your ranking potential, ending up on your site. We can develop content to fill your website, produce effective SEO articles to get ahead of your competition, provide topical social media content and craft press releases to get the word out for your business.

The team at iCopywriter.com has the years of online copywriting experience and a network of industry connections to stay ahead of the SEO curve and markedly improve the quality of your online content.

We know what we're doing: we're based right here in the United States, and we're dedicated to creating premium content that provides value to our clients. We can deliver content once or twice a month or on a schedule of your choosing. All you have to do is provide topics and/or keyword targets, and we'll do the rest. If you're not satisfied with our services at any time, you are under no obligation to continue working with us.

About iCopywriter.com:

We differ from other online copywriting firms because we focus on **building content that creates value for users**. While some Internet-based copywriting agencies believe in quantity over quality, our focus is on producing high-quality, premium content that is engaging to read. We don't just pile keywords on pages, because that ultimately won't help you achieve higher search engine rankings, and it definitely won't keep visitors on your site. We can build practically any kind of content: on-site pages, blogs, SEO articles, press releases or anything else you might need. We take the time and do the research to create relevant content that will make you more prominent in the online space.

We know what we're doing.

We do one thing, and we believe in being really, really good at it. Need your oil changed? We wouldn't know where to start. Need a content-building campaign that will help you achieve your online business goals? Then you're in the right place.

We're in the United States.

No really, we are. Pick up the phone and call us at (800) 454-7073; we'll answer the phone and you won't even have to navigate one of those fancy automated systems.

We care.

If for any reason you're not satisfied with our services, you can simply decide that you'd like to stop working with us. We're in the business of providing value to our customers, so if you don't see it, there are no hard feelings. However, we're confident in our ability to work with you and deliver exactly the content you need.

- 100% U.S.-based, college-educated copywriters.
- Phone support – you can actually talk to us if you have questions or concerns.
- Strong understanding of online marketing.
- We only do content – it is our sole focus, and we believe we're excellent at it.
- Endorsed by eVisibility, one of the largest search marketing companies online, and exclusively partnered with Reputation Managers, one of the first online reputation management companies.

References

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