



Copywriting

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What's your code to text ratio?

Search engine ranking is all about complex equations and algorithms. Google's algorithms are so complex that no single person, even at Google, has a handle on the whole thing. Each individual works on a bit of it.

So there's lots we don't know. One thing we do know is that there are often factors on a website that you might not immediately notice, but that might have a small negative or positive effect on your ranking.

There are tools around to help you identify good and bad elements of your site. Here's one.

This free tool analyses your code to text ratio, analysing the text on each page and extracting the code to create a ratio.

The higher your code to text ratio, the higher your potential rank, the better your visibility.

Here's a link:

<http://www.seoachat.com/seo-tools/code-to-text-ratio/>

prominence, it helps. Mirroring encourages people to feel warm towards your brand, which is commercial gold dust.

Last Month

Freelance copywriting: During March 2010 I helped businesses all over the world with...

- blog posts
- press releases
- international newsletter writing and editing
- video scriptwriting
- site content
- email marketing campaigns
- direct mail letters
- website copy editing
- keyword rich website pages

Kate

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I'm Kate Naylor, an experienced freelance copywriter and editor with a strong Direct Marketing focus. And this is my monthly five minute newsheet. You can find out more about what I do on my website: www.helpinthecity.com

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