



Copywriting

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Loads of free SEO tools!

You probably know which keywords and key phrases will bring in the most business at the best conversion rates.

But are you actually targeting them? And if so, how is Google ranking your site for them?

Enter your URL into a free text rank checking tool to find out. It'll root out and count recurring words and terms page by page. Then it'll interrogate Google to find out how visible your site is for those words and terms.

Why bother? Because it gives you the knowledge you need to be able to optimise your website content for search engines.

You might be surprised at the positive pull a few judicious copy tweaks can exert. You can also check back to track the ongoing effects of your new key word density.

While you're at it, set up a free account and get your hands on a load of great free SEO tools?

<http://www.seobook.com/free-account/>

- download \$300+ worth of cutting edge SEO tools for nothing
- beta test new and exciting tools
- get free access to premium content
- sign up for a useful newsletter
- get a '7 days to SEO success' ebook worth \$57

Kate

Last Month

During July '09 I helped businesses with:

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- press releases
- landing pages
- newsletter writing, editing and production
- holiday destination website copy
- poker room copy
- website copy for a design agency
- direct marketing-led email campaign copy
- long copy for online sales page
- website copy editing: education

Written, designed & produced by Kate. Back issues archived online at www.helpinthecity.com

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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

Kate Naylor
trading as helpinthecity
katien@helpinthecity.com
07976 737243