



Copywriting

PLANET FREELANCE: Issue 29 February '09

When is a paid link a paid link?

And why do search engines hate them?

My fella's a Search Engine Optimiser so I'm familiar with the nagging 'paid links' debate.

It can get pretty confusing. We've heard about websites being 'blacklisted' by Google because they've built up a network of apparently dodgy paid links.

But what's acceptable and what isn't?

You can buy 'sponsored' links from Google, so paid links *per se* can't be the issue. And you can openly pay for a link in an online directory without causing offence.

But if you sell links willy nilly on your website you can land yourself in trouble. And crowbarring links into do-follow blogs - comment spamming - can net you a metaphorical poke in the eye from Google and co.

Because search engine algorithms are built with the consumer in mind, we think *relevance* is the key.

Buying a link from a good online directory, as long as you choose a relevant category, is cool. Buying a link from an irrelevant site just to take advantage of the high page rank, buying it for SEO reasons with no thought for the consumer, isn't.

Which is a very good thing.

e-snack

PLACES TO GO IN A SPARE FIVE MINUTE

Volunteering in Tanzania

Rather than somewhere to go, this month I'm featuring an appeal.

My mother Georgia is a retired art teacher aged seventy. This summer she is travelling to Moshi, in rural Tanzania, to spend a few weeks caring for children.

As a volunteer worker and pensioner, she'd love to raise enough money to cover her air fare and expenses. A formidably determined and charming lady, she'd appreciate any donation, however small.

Just contact me for details.

Thanks

last month...

In January '09 I helped businesses with:

- life coaching website edit
- website copy: web and ecommerce development
- SEO focused articles
- various press releases
- newsletter writing, editing and production
- SEO-focused holiday destination web pages
- Railway holiday brochure

Kate

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

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