



# Planet Freelance Copywriting News

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## Things change. So check the key phrases you've chosen are still the best!

I had a shock a couple of weeks ago. I'd been caught up in a flurry of work and hadn't checked my key phrases for ages.

Using Google's free keyword tool, I took a quick look to see whether I was still concentrating my SEO efforts on the most relevant, popular terms.

For me that's terms a lot of people use to search for services like mine... but not so many that competing for top positions in Google would be an uphill battle. It's a balancing act.

As it turns out, I had a real surprise. I'd been focusing on freelance copywriting, freelance copywriter and freelance copywriting services. But the best terms at the moment include this lot:

- copywriting freelance
- freelance writer
- writer freelance
- copywriting for SEO
- SEO copywriting
- SEO copywriter
- copywriter SEO
- website content writer
- web content writer

Which just goes to show you should never assume. Or make it up as you go along. It's better to check your keywords facts regularly, prepare to be flexible and expect to change tack sharpish in response to changes in the way people search.

## Last month's freelance copywriting projects

Last month I helped businesses with these freelance copywriting services and more...

- press releases
- daily blog posts
- weekly blog posts
- fortnightly blog posts
- seo-led website pages
- landing pages
- email marketing campaigns
- autoresponder messages
- direct mail campaigns
- creative writing
- articles

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