

# SEO Marketing Tips that Can Help Increase Sales



*by*

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# SEO Tips That Will Help Increase Sales

If you're an author, have a freelance business, or are an online marketer, the following are four SEO tips you can implement to help boost sales.

## 1. Conduct Keyword Research

When you do your keyword research, be sure to add key phrases to the titles, subtitles, body content, and headlines of your articles, blog posts, and pay per click ads.

A **KEYWORD** is a word or phrase that potential buyers use to search for a product, service, or solution to a problem.

**Examples of keywords are:**

Allergy Symptoms, Write a Book, Promote Your Book, Vacuum Cleaners . . . you get the idea

During a holiday you can use keywords like: Holiday Gifts, Great Gifts, Best Dad's Gift Ever, etc.

**Tip:** Aim for long-tail keywords. An example of this is rather than use 'allergy' as a keyword, go for 'dust mite allergy' or 'allergy medication.' The idea is to narrow the field, be more targeted – that's what the long-tail keyword is all about.

## 2. Be Specific in What You Promote Online

Selling online, you must be specific. You need to know your target audience and provide what they want. To know what they're actually searching for you'll need to do keyword research. This will help you to find *just the right* keywords to promote specific products and services — no matter what type of marketing you do, e.g. blogging, article marketing, PPC ads, etc.

By providing a specific target, you make the shoppers' decision making a bit easier. If there is a choice between a product that isn't clearly identified and yours, guess which product they'll click on.

**Tip:** Select keywords based on your products and build online campaigns around them.

### **3. Dabble in SEO Copywriting Pieces that Will Appeal to Frustrated Shoppers (e.g. press releases, email campaigns, PPC ads)**

Shopping can at times be aggravating, especially during holidays. Depending on where the shopper lives there may be crowded stores and long waits on lines, not a pretty picture.

Many shoppers are rushed, frustrated, lacking funds, tired, and just want to get what they need. Give them what they're looking for — quick and at a good price — and you can make sales.

You want to eliminate as much fuss as possible – make their choice simple. Any product that is easy to *buy* and presented properly and with clarity will help in selling.

### **4. Use SEO Copywriting to Drive Traffic Year Round – The Sale You Make Today Can Lead to Future Sales**

Once you make a customer, chances are he/she will be interested in other or future products/services you are offering. That is, if you provide quality products, that customer will most likely come back for more. So, always provide value to your customers.

# Some SEO Basics

## Basic SEO and Marketing Terms and Definitions

1. SEO – search engine optimization: “the process of creating and adjusting website content with the goal of improving search engine rankings.” (according to Compendium.com)
2. SERP – search engine results page – the page results from a search query.
3. Keyword – “any word or phrase a searcher might use to describe or identify a desired resource on the Internet.” When using keyword in your title, it’s important to use the keyword in the beginning of the title. Rather than use “How-to-Guide for SEO,” opt for “SEO: A How-to-Guide.” (according to Compendium.com)
4. Organic Traffic or Marketing – free strategies, such as Twitter, blogging, article marketing, etc.
5. Paid Traffic or Marketing – utilizing paid/sponsored ads, such as Google adwords, etc.
6. Ranking – your position (how high up) on the SERP: the higher the better. In other words, you want to be on the first SERP, or at least within the first few pages.
7. Anchor text – linking to other websites and/or pages directly from text within your content. This strategy should be used to bring the reader to your products, to other related articles you’ve written, to another site that has useful information pertinent to your post, and/or to link to a site you’re mentioning.

## Free Tools to Test Out and Analyze Keywords

<http://freekeywords.wordtracker.com/>

<http://www.keyworddiscovery.com/search.html>

<http://www.wordstream.com/keywords/>

## **Need Experienced SEO/Keyword Ghostwriting Services (blog/article content, white papers, ebooks, newsletters, etc) to Increase Visibility and Draw Traffic?**

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## **A Bit About Karen Cioffi:**

Karen is a published author, ghostwriter, freelance writer, editor, and marketer. She is also a member of the International Association of Professional Ghostwriters, and the National Association of Independent Writers and Editors, and the Freelancers Union.

**For help on your writing and marketing journey, check out Karen’s ebooks at:**

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*Happy Selling!*