

MEQUODA PRO LIVE

SEO COPYWRITING WORKSHOP

**Improving Search Engine Visibility
by Writing to be Found**

BROUGHT TO YOU BY THE MEQUODA/SIPA ALLIANCE

Today's Host



Kim Mateus

Member Services Director

Mequoda Group

Kim@Mequoda.com

Today's Speaker



Peter A. Schaible

Chief Copywriter

Mequoda Group

Peter@Mequoda.com

My Three Principles for Guiding SEO Copywriting

This webinar's agenda

- **5 beliefs** about SEO copywriting that you must embrace
- **8 practical steps** for optimizing webpages for search
- **5 tips** for breaking an SEO copywriting logjam
- **Beyond keyword-stuffing mechanics** — creating compelling copy

SEO Copywriting Belief #1

Search-engine-optimized copywriting is fundamental to growing your online publishing business.

CONTENT-DRIVEN



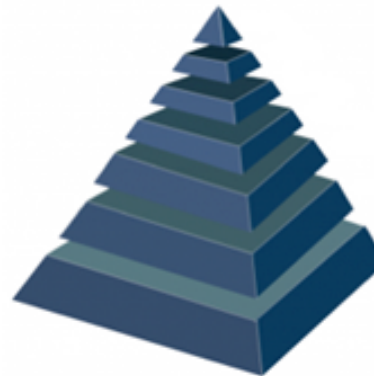
GOOGLE-FRIENDLY



SUBSCRIBER-CENTRIC



MULTI-PLATFORM



SEO Copywriting Belief #2

SEO copywriting can be learned, mastered, measured, refined and repeated.



SEO Copywriting Belief #3

SEO copywriting should be enjoyable.



SEO Copywriting Belief #4

SEO copywriting strengthens and empowers copywriters.



SEO Copywriting Belief #5

Search engine optimization copywriting is a service to your audience.



8 Practical Steps for Optimizing Webpages for Search

Step 1: Identify keyword phrases

Tip: Print out a list of the targeted keyword phrases.

Ask & Answer: What is the ***exact question*** the user is asking when she does a Google search that would lead her to our landing page?

Keyword

- [team building]
- [team building activities]
- [team building games]
- [corporate team building]
- [team building exercises]
- [team building ideas]
- [team building events]
- [team games]
- [team building training]
- [team building exercise]
- [team building activities for kids]
- [team building activity]
- [fun team building activities]
- [team building game]
- [team activities]
- [teambuilding games]
- [teambuilding activities]
- [team motivation]
- [team building skills]
- [team building event]
- [team building ice breakers]
- [corporate team building activities]
- [team building days]
- [outdoor team building]
- [team building seminar]
- [building a team]
- [team events]
- [adventure team building]
- [team building day]
- [team building workshops]
- [effective team building]

Step 2: Write keyword-rich title for free report

Example:

Team-Building Strategies: Building a Winning Team for Your Organization



Step 3: Write the offer — the order form in editorial (OFIE)

Example:

[OFIE headline]

Discover how to build a winning team and boost your business negotiation results with this free special report, *Team-Building Strategies: Building a Winning Team for Your Organization*, from the Program on Negotiation at Harvard Law School.

[text]

You can download a complimentary copy of our special report, *Team-Building Strategies: Building a Winning Team for Your Organization*, right now!

Simply click the button below. We will send you a download link to your copy of the report and notify you by email when we post new *business negotiation* advice and information on how to build a winning team to our website.

Helping you build successful agreements and partnerships

Program on Negotiation
at Harvard Law School

SPECIAL REPORT

Team-Building Strategies:

Building a Winning Team for Your Organization

How can your organization promote better teamwork and negotiation results? In this Special Report, the experts and editors from the Program on Negotiation offer a sampling of advice from past issues of Negotiation to help you:

- Negotiate your role within the organization
- Offer negotiation training that delivers results
- Make the changes needed for negotiations to succeed

To order the full text of these articles or to order subscriptions, call 800-321-4629 or 617-495-6229, or write to report@negotiation.org. To receive our latest of more than 200 articles, visit www.negotiation.org/resources

Discover how to build a winning team and boost your business negotiation results in this free special report, *Team-Building Strategies: Building a Winning Team for Your Organization*, from Harvard Law School.

Simply click the button below. We will send you a download link to your copy of the report and notify you by email when we post new business negotiation advice and information on how to build a winning team to our website.

Enter your email...

Click Here to Get Your Free Special Report and Free Email Tips!

We hate spam as much as you do. You have our promise not to sell or share your email address — ever! Please read our [privacy policy](#).

Step 4: Compile the header and other metadata

Tip: Start with this RCLP template and fill in the blanks.

Topic Cluster:

Keyword:

Keyword:

<H3>Optional Pre-Headline: Attention grabber. Works best when headline reads into it, as if it follows a colon.

<H1>Main Headline: Name of product must appear here.

<H2>Sub-headline: Explains the offer or states the call to action.

<H3> Optional second Sub-headline: Opportunity for engaging question or other creative attention grabber.

Meta Title: Needs to focus on the product name. Often the same as the headline.

Meta Description: Must focus on the product offer and name. Often this is the subtitle.

Meta Keywords and Metatags: Starts with the Cluster Topic, add phrases from title, add other phrases chosen from GVR for targeting in this report that are present in the body copy...

URL: Full report title sans original punctuation with hyphens used as separators.

Step 4 (cont'd): Compile the header and other metadata

Keyword: business negotiation

Keyword: building a winning team

Keyword: building a strategy team

Keyword: team building strategies

Keyword: effective team building

<H3>Optional Pre-headline: Boost your business negotiation results.

<H1>Main headline: Download your free special report, Team-building Strategies: Building a Winning Team for Your Organization, from the Program on Negotiation at Harvard Law School.

<H2>Sub-headline: Building a strategy team requires specific skills. Now you can master effective team building with help from Harvard University.

Meta Title: Team building strategies report|building a winning team

Meta Description: Succeed at building a winning team. Learn team-building strategies. Building a strategy team in an effective team building strategy report from the Harvard Program on Negotiation.

Keyword Tag: business negotiation, building a winning team, team building strategies, building a strategy team, effective team building

URL Tag: Team-building-Strategies-Building-a-Winning-Team-for-Your-Organization.php

Step 5: Write a first draft of the RCLP

Team-Building Strategies: Building a Winning Team for Your Organization

Claim your free copy of **Team-Building Strategies: Building a Winning Team** for Your Organization from the Program on Negotiation at Harvard Law School.

Dear Business Builder,

It happened one morning in late September in a small auditorium.

We were 27 people who didn't know each other very well -- not very well at all.

Sure, we all worked for the same company, but so did hundreds of other people.

It was unclear how each of us had been selected to attend this meeting, because we represented vastly different departments, job functions and skill sets.

Nevertheless, there we were, assembled in our chairs, attentively listening to one of the vice presidents.

His words were welcoming. His voice was upbeat. His thoughts were coherent. He was even inspiring. So, I initially felt a rapport with this executive.

Of course, the corporate merger project he described was monumental, would involve resolving a myriad of details, and would ignite numerous contentious issues.

And then he said something that was so incongruent and puzzling, that I winced.

"We've assembled this team to solve our biggest business challenge," he announced. "It will require each of you to be skilled at **business negotiation.**"

But I as I looked around, I didn't see a team. All I saw was a group of ambitious individuals who didn't even know each other.

Step 6: Take a break



Step 7: Rewrite and edit



Step 8: Measure the keyword density of the first 500 words

Example:

Keyword: business negotiation $6/500 \times 2 = 2.4\%$ KDI

Keyword: building a winning team $6/500 \times 4 = 4.8\%$ KDI

Keyword: building a strategy team $3/500 \times 4 = 2.4\%$ KDI

Keyword: team building strategies $6/500 \times 3 = 3.6\%$ KDI

Keyword: effective team building $4/500 \times 3 = 2.4\%$ KDI

5 Tips for Breaking a Keyword Phrase Copywriting Logjam

Logjam Tip 1: Search other uses of the keyword phrase

- **“Google” the keyword phrases** to see how other websites are using them.
- **Search Google Books** to see how authors are using them.
- **Search the books section of Amazon.com** to see how other authors and book reviewers are using them.

Logjam Tip 2: Create a repetitive list

- *Online copywriting* secret #1: Search other uses.
- *Online copywriting* secret #2: Create a repetitive list.
- *Online copywriting* secret #3: Write fascinations.

Logjam Tip 3: Write fascinations

- Discover new ***online copywriting secrets***
- ***Online copywriting secrets*** revealed
- The amazing ***online copywriting secrets*** of a marketing wizard

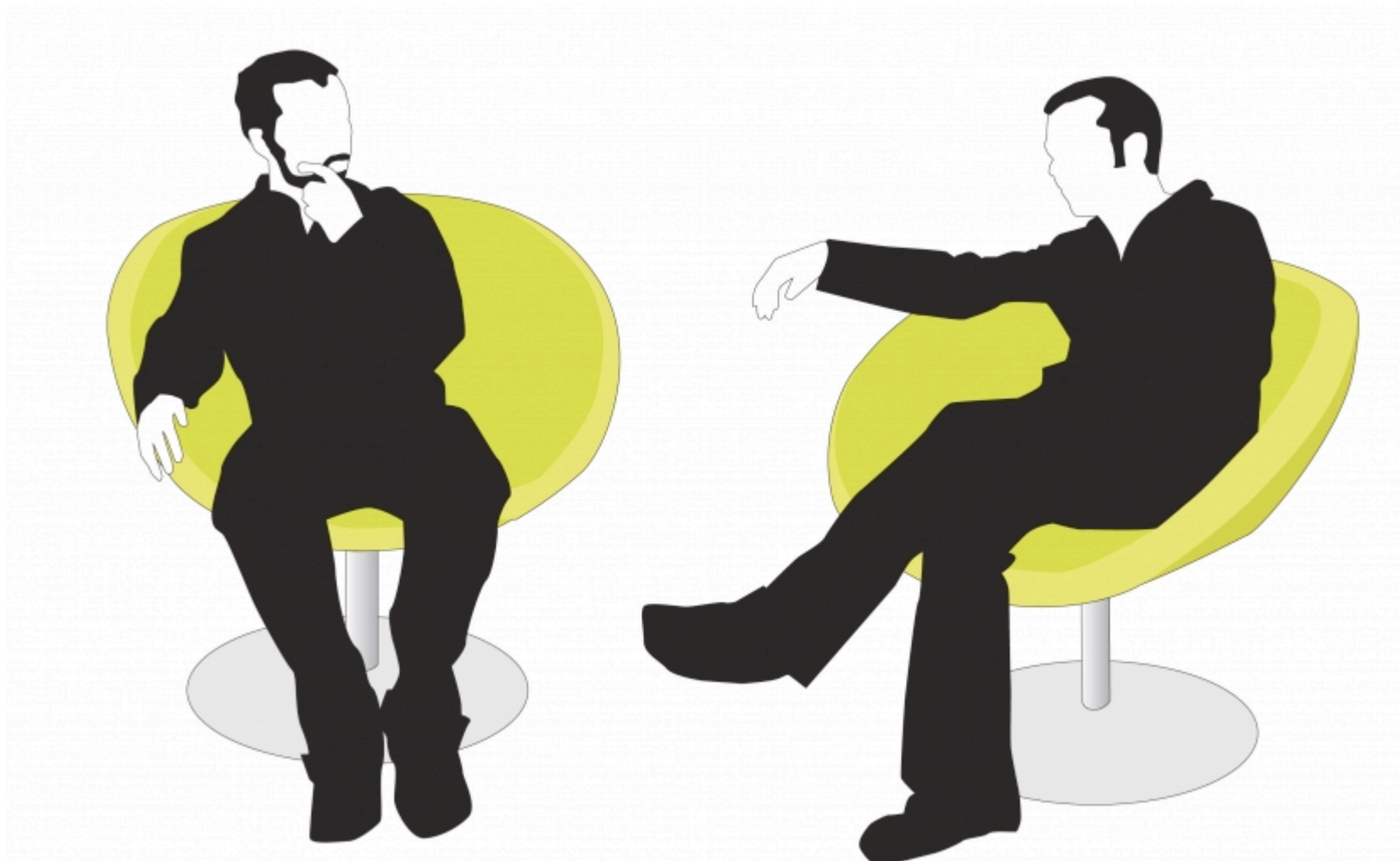
Logjam Tip 4: Span two sentences with keyword phrases

When the Google bots crawl your webpages, they don't recognize punctuation. That means your keyword phrase can span two sentences.

Example:

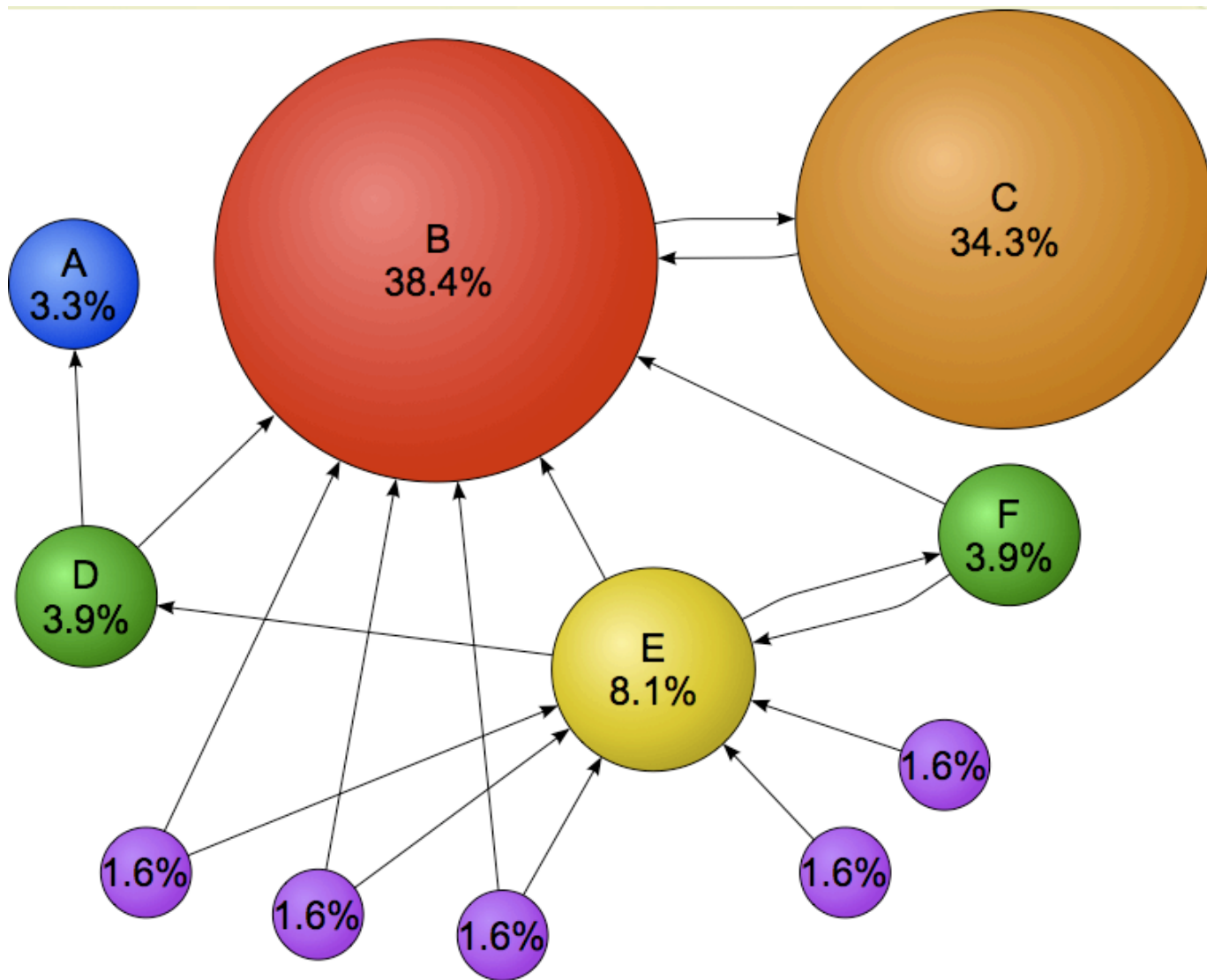
She was an expert at ***online copywriting. Secrets*** she had learned from Mequoda had proven to be very valuable to her.

Logjam Tip 5: Start a conversation



Beyond Keyword-Stuffing Mechanics: Creating Compelling Copy

PageRank



<http://en.wikipedia.org/wiki/PageRank>

Quality of links as valuable as # of incoming links

If your editorial content isn't of sufficient quality to be recommended by websites, bloggers and other members of your special interest group:

**You won't be found, and
you won't achieve a high
page ranking.**

Attract incoming links with compelling copy

Create value for the user.

SEO copywriters must create **relevant, compelling content** that users will not only download and read, but will also **recommend to others.**

Discover how your best customers find your website

Provide **keyword-rich anchor text links** that other websites can easily copy for recommending the report to additional users.

Example:

Share this report with friends and colleagues. [\[link\]Highly recommended free special report, *Team-building Strategies: Building a Winning Team for Your Organization*, from the Program on Negotiation at Harvard Law School.\[/link\]](#)

Use titles or keywords in every hyperlink.

Additional SEO Copywriting Tips

Try bolding & italicizing keywords and phrases



knittingdaily *where life meets knitting*

Free Sock Knitting Patterns collection from Knitting Daily:

**Knitting Socks with Knitting Daily:
7 Free Sock Knitting Patterns**

Due to popular demand, Knitting Daily is offering this wonderful collection of your favorite FREE sock knitting patterns! From a fancy lace sock pattern to a large gauge sock pattern, this collection has something for everyone. It won't be long before you have a drawer full of gorgeous hand knit socks!

This eBook is yours – absolutely free – and contains step-by-step instructions for each knitted sock pattern.

[Get My FREE eBook](#)




**Looking for a fun new sock pattern?
Get started knitting socks with these gorgeous designs:
7 Free Sock Knitting Patterns**

Slipping on a hand knit sock is an amazingly satisfying feeling. Learn to knit socks with these 7 Free Sock Knitting Patterns from Knitting Daily! Whether for you or your friends and family, these outstanding hand knit socks will keep you warm all year long! Whether you are a veteran at knitting socks, or simply want to learn to knit socks, this free sock knitting pattern collection is one you'll turn to again and again.


Add primary keywords to the file name & directory of URL

M <http://www.mequoda.com/articles/seo-copywriting-articles/other-types-of-words-to-pair-with-seo-copywriting-strategies/>




 <http://cs.thehorse.com/blogs/thrifty-horse-keeping/archive/2010/02/11/winter-blanket-repairs.aspx>



 <http://www.vidaysalud.com/daily/diabetes/es-cierto-que-la-diabetes-afecta-la-vida-sexual-en-las-mujeres/>



 <http://travelupdate.sunset.com/california-travel/san-diego-travel/san-diego-hotels-california/rooftop-relaxation-in-san-diego/>



Tips on SEO copywriting of glossary pages

A glossary page lists dictionary-like definitions of words, phrases or concepts.

Mequoda Daily
Helping Publishers Make Money Online

Hosted by Don Nicholas, Amanda MacArthur and Kim Mateus

Google Custom Search GO

Daily Blog | Browse Topics | Post Archive | **Glossary** | Keyword Index | RSS | Editors

Glossary

A B C D E F G H I K L M O P R S T U W

A

Access Challenge Landing Page

Access Challenge Landing Pages are the landing pages that a user encounters when trying to access premium (member-only) content from a site for which they are not a member, or for which they are not signed-in.

Article Landing Page

These are landing pages that must both attract targeted website traffic and convert visitors into subscribers, buyers or registered users. These pages are most often associated with search engine optimization (SEO), but are also used for attracting any type of organic traffic (referrals where the referring website's algorithm or operator is making the decision to link to your website). This would include any text link given by a webmaster or editor who is referencing one of your webpages as a source of good information on a topic

B

Brand Marketing Archetype

A Mequoda Website Satellite Archetype that exists primarily to build brand. This website economic model is similar to billboard advertising. Brand marketing websites don't necessarily generate any revenue from the website. No transactions take place, no email acquisition takes place—the site exists solely to build brand. Pepsi.com is a best practice Mequoda Brand Marketing Archetype.

Free White Papers

- [10 Email Newsletter Design Best Practices](#)
- [12 Master Landing Page Templates](#)
- [5 Deadly Membership Website Mistakes](#)
- [Blogging for Marketing 101](#)
- [Content Marketing Strategy Basics](#)
- [Digital Media Strategy 2010: The Only 3 Ways to Make Money Online Now](#)
- [Editorial Management Guidelines for Online Publishers](#)
- [Email Copywriting Basics](#)
- [Free eBook: Internet Marketing Strategy for Publishers](#)
- [Google Keyword Tool Basics](#)
- [How to Write a White Paper That Sells](#)
- [Internet Business Models and Strategies](#)
- [Kindle Publishing Competition Heats Up](#)
- [Landing Page Handbook: Creating Sales Letter Landing Pages that Sell](#)
- [Launch a Link-Building Campaign](#)
- [Mobile Site Design for Content Publishers](#)
- [Online Press Release Guidelines](#)
- [Rapid Conversion Landing Page Optimization Guidelines](#)
- [SEO Campaign Management Basics](#)
- [SEO Copywriting Secrets](#)
- [Seven Online Publishing Secrets](#)

Type define, then colon(:), then the keyword phrase



define:search engine optimization

Search

[Advanced Search](#)
[Preferences](#)

Web

Related phrases: [search engine optimization copywriting](#) [search engine optimization writing](#) [seo search engine optimization](#) [search engine optimization 2.0](#) [search engine optimization methods](#) [s is for search engine optimization](#)

Definitions of **search engine optimization** on the Web:

- Search engine optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines via "natural" or ...
en.wikipedia.org/wiki/Search_engine_optimization
- The use of various techniques to improve a web site's ranking in search engines in the hopes of attracting more visitors
en.wiktionary.org/wiki/search_engine_optimization
- The practice of designing web pages so that they rank as high as possible in search results from search engines. ...
newsletter.blizzardinternet.com/toolbox/tech-glossary/
- The process of optimizing one's website to get better results in search engines.
webmastersedge.net/home/2008/defining-advertising-terms-and-acronyms-part-two/
- (SEO) is a subset of Search Engine Marketing (SEM) that aims at facilitating site crawling and influencing a more prominent search engine ...
www.thinkbigshot.com/sem/search-engine-marketing-glossary.html
- The process of making a site and its content highly relevant for both search engines and searchers. SEO includes technical tasks to make it easier for search engines to find and index a site for the appropriate keywords, as well as marketing-focused tasks to make a site more appealing to users. ...
searchenginewatch.com/define
- Umbrella term for techniques used to improve a Web page's results in a search. Areas of importance include page titles, page copy, links pointing to a site, meta tags, proper submission of pages to search engines and spam techniques that search engines frown upon.
directmag.com/news/marketing_glossary_terms/
- The refinement of website content, the development of inbound links to the website, and publicity about the website aimed at raising the position of the website in the SERPs (Search Engine Results Pages). Some companies offer search engine optimization services, some of dubious value.
www.writerswebsiteplanner.com/resources/glossary.html
- The act of altering a web site so that it does well in the organic, crawler-based listings of search engines. In the past, has also been used as a term for any type of search engine marketing activity, though now the term search engine marketing is more commonly used as an umbrella term.
www.novelconceptstudio.com/index.php

MetaGlossary.com

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[Define](#)

Definitions for "Search Engine Optimization" [Add To Word List](#)

[Login or Register](#) | [Word Lists](#) | [Search History](#)

Google

[Google Search](#)

babylon®

English

[Get Babylon 8 Now](#)

Ads by Google

Potent SEO For Small Biz

Outranked By The Big Boys? Call Us! SEO For Small Business Is Our Thing

[OrangeSoda.com/SEO](#)

Keywords: Seo, Optimal, Rank, Keyword, Meta

Related Terms: Spider, Submission, Gateway Page, Positioning, Banned, Spamdexing, Crawler, Doorway Page, Keyword Stuffing, Ranking, Rank, Google, Seo, Optimization, Meta Keywords Tag, Sep, Search Engine Positioning, Cloaking, Doorway Pages, Serps, Spidering, Search Engine Friendly, Search Engine Optimisation, Spam, Search Engine Placement, Serp, Sem, Gateway Pages, Freshbot, Keyword Research, Keyword Prominence, Search Engine Marketing, Googlebot, Search Engine Algorithm, Meta Robots Tag, Crawl, Google Bot, Results Page, Bait-And-Switch, Keyword Frequency, Meta Description, Search Engine Spam, Keyword Spamming, Optimisation, Natural Search Results, Relevancy, Keywords Tag, Keywords Meta Tag, On-Page Factors, Search Engine Ranking

[Submit a better definition with this meaning](#)

Search engine optimization or SEO is the process of increasing the volume and quality of traffic to your web site from search engines via search results pages. The closer to page 1 a website returns in search results, the more new visitors it will get from search engines. Returning on page one for a specific word or phrase can increase traffic by thousands of visitors a month. Keyword research a topic unto itself: <http://www.urlconsult.com/smf/index.php?topic=351.0> A few keys to seo: 1.Add text to your website. Lots and lots of good old hand pounded text. If you sell 1000 different things you need to describe every one of them(better get typing). Any old text will not do. You need to focus your text to match your page(file) names. 2.File names are very important. Pages, pictures, audio... everything should be named with your keyword research in mind. 3.Create a solid network. 4.Update your site regularly & make sure it's code is w3 standards compliant.

netometry, 1/12/10

Helpful? 1

How to write an SEO a press release

Find at least **two keyword phrases** that you want to be found by in search engines.

Use your primary keyword in your press release title.

Save your secondary keyword phrase for the subhead.

- Your title, subhead and first paragraph are the most search-relevant items in your press release.

Link back to your own website.

- Make sure to link your keywords, not generic phrases.
- Make sure you include the full URL, including http://, when linking to your site.

Live SEO Copywriting Reviews

Kovels

Harvard Health Letter

Case Study: Kovels.com



the go-to source for antiques and collectibles information since 1953
BETA

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Help those most in need
Eradicate extreme poverty & hunger Support Concern Worldwide
Public Service Ads by Google



[\[+\]Advanced Search](#) [Enlarge Text:](#) [A](#) [A](#) [A](#)

☐ Search By Relevance ☒ All words ☐ Any words ☐ Exact Phrase

[Home](#) [Register](#) [Price Guide](#) [Marks](#) [Directory](#) [Free Resources](#) [Store](#) [Forums](#) [Premium Content](#) [Subscriptions](#)

Home



Savvy Collectors Consult THE Experts
... and now you can, too,
*starting with your **FREE** issue of*
KOVELS ON ANTIQUES AND COLLECTIBLES



Latest News

Kovels.com Top Twenty Antiques & Collectibles in A

Premium Articles

Affordable Cut Glass 
We've often written about

Welcome

Username

Password

☐ Remember Me

[Forgot your password?](#)

[New to Kovels.com?](#)
Create an account.

Sign up for Kovels' Komment's, our **FREE** weekly eZine

[Privacy Policy](#)

Kovels: A glance at the source code

```
<meta name="keywords" content="Antiques, Collectibles, antique vintage, Pricing Guide, Porcelain, jewelry, silver, collectible, antique collectible, pottery, glass, antique doll, ceramic, figurine, antiquing, collecting, Kovels, yellow pages, flea market, vintage toys, bottles, advertising, collector, antique furniture, furnishing, vase, ornaments, Asian antiques, appraisal, auction, antique clock, Shawnee, Josef, politic, depression glass, dinnerware, comics, Christmas" />
```

Our recommendation: Offer a free downloadable report and title it using one of the targeted keyword phrases.

Kovels: Checking the Google AdWords Keyword Tool:

Google AdWords

[Help](#) | [Sign in](#)

[Previous Interface](#)

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

antiques and collectables

Website

[Advanced options](#) Locations: United States Languages: English

Search

All Categories

- ☐ Apparel
- ☐ Beauty & Personal Care
- ☐ Computers
- ☐ Consumer Electronics
- ☐ Family & Community
- ☐ Finance
- ☐ Food
- ☐ Gifts & Occasions
- ☐ Health
- ☐ Hobbies & Leisure
- ☐ Home & Garden
- ☐ Law & Government Products
- ☐ Media & Events
- ☐ Real Estate
- ☐ Sports & Fitness

Contains

Sort: [Alphabetical](#) | [Highest count](#)

☐ All

Keyword ideas

[Sign in](#) with your AdWords login information to see the full set of ideas for this search.

[About this data](#) ?

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Sorted by [Global Monthly Searches](#) ▾ [Views](#) ▾

<input type="checkbox"/> Keyword	Global Monthly Searches
<input type="checkbox"/> [antique shops]	40,500
<input type="checkbox"/> [antique cars]	33,100
<input type="checkbox"/> [antique books]	33,100
<input type="checkbox"/> [antique shop]	14,800
<input type="checkbox"/> [antique radios]	14,800
<input type="checkbox"/> [antique maps]	14,800
<input type="checkbox"/> [antiques and collectables]	12,100
<input type="checkbox"/> [antiques for sale]	12,100
<input type="checkbox"/> [cast iron antiques]	12,100
<input type="checkbox"/> [collectables memorabilia]	12,100

Kovels: Using “collectables memorabilia”



"collectables memorabilia"

Search

About 374,000 results (0.44 seconds)

[Advanced search](#)

Annual searches ÷ Google listings = Google KCI

145,200 ÷ 374,000 = .39 Google KCI

Kovels: Using “antiques and collectables”

Google AdWords

[Help](#) | [Sign in](#)

[Previous Interface](#)

Find keywords

Based on one or both of the following:

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antiques and collectables

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[Advanced options](#) Locations: United States Languages: English

Search

All Categories

- ☐ Apparel
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- ☐ Computers
- ☐ Consumer Electronics
- ☐ Family & Community
- ☐ Finance
- ☐ Food
- ☐ Gifts & Occasions
- ☐ Health
- ☐ Hobbies & Leisure
- ☐ Home & Garden
- ☐ Law & Government Products
- ☐ Media & Events
- ☐ Real Estate
- ☐ Sports & Fitness

Contains

Sort: [Alphabetical](#) | [Highest count](#)

☐ All

Keyword ideas

[Sign in](#) with your AdWords login information to see the full set of ideas for this search.

[About this data](#) ?

Download ▾

Sorted by [Global Monthly Searches](#) ▾ [Views](#) ▾

<input type="checkbox"/> Keyword	Global Monthly Searches
<input type="checkbox"/> [antique shops]	40,500
<input type="checkbox"/> [antique cars]	33,100
<input type="checkbox"/> [antique books]	33,100
<input type="checkbox"/> [antique shop]	14,800
<input type="checkbox"/> [antique radios]	14,800
<input type="checkbox"/> [antique maps]	14,800
<input checked="" type="checkbox"/> [antiques and collectables]	12,100
<input type="checkbox"/> [antiques for sale]	12,100
<input type="checkbox"/> [cast iron antiques]	12,100
<input type="checkbox"/> [collectables memorabilia]	12,100

Kovels: Using “antiques and collectables”



Annual searches ÷ Google listings = Google KCI

145,200 ÷ 267,000 = .55 Google KCI

Kovels: Proposed report title

Collectables, memorabilia and junk: Top 10 secrets for how to get started finding, buying antiques and collectables cheaply and reselling them for a profit.

Note: This strategy targets the “how to” and the “entrepreneurial” market. It probably expands Kovel’s current targeted markets.

Remember our template?

Topic Cluster:

Keyword:

Keyword:

<H3>Optional Pre-Headline: Attention grabber. Works best when headline reads into it, as if it follows a colon.

<H1>Main Headline: Name of product must appear here.

<H2>Sub-headline: Explains the offer or states the call to action.

<H3> Optional second Sub-headline: Opportunity for engaging question or other creative attention grabber.

Meta Title: Needs to focus on the product name. Often the same as the headline.

Meta Description: Must focus on the product offer and name. Often this is the subtitle.

Meta Keywords and Metatags: Starts with the Cluster Topic, add phrases from title, add other phrases chosen from GVR for targeting in this report that are present in the body copy...

URL: Full report title sans original punctuation with hyphens used as separators.

“collectables memorabilia” and “antiques and collectables”

Keyword: collectables memorabilia

Keyword: antiques and collectables

<H3>Amazing, useful, money-making information

<H1>Main headline: Free special report, **Collectables, memorabilia and junk: Top 10 secrets for how to get started finding and buying antiques and collectables cheaply and reselling them for a profit.**

<H2>Sub-headline: Discover how to make money from antiques and collectables when you download our free report, **Collectables, memorabilia and junk: Top 10 secrets for how to get started finding and buying antiques and collectables cheaply and reselling them for a profit.**

Meta Title: **Collectables, memorabilia and junk: Top 10 secrets for how to get started finding and buying antiques and collectables cheaply and reselling them for a profit.**

Meta Description: Free report from Kovels source for antiques and collectables info since 1953, reveals top 10 secrets for distinguishing collectables, memorabilia and junk, plus how to get started finding and buying antiques and collectables cheaply and reselling them for a profit.

Meta Keywords and Metatags: **collectables, antiques and collectables**


URL: **Collectables-memorabilia-and-junk-top-10-secrets-for-how-to-get-started-finding-and-buying-antiques-and-collectables-cheaply-and-reselling-them-for-a-profit.php**

Dear Friend,


- Do you love antiques and collectables?
- Can you discern between valuable collectables, memorabilia and junk?
- Do you love to explore estate sales, flea markets, garage sales, public auctions and tag sales?
- Have you been searching for an income-producing hobby?

If you answered yes to any of these questions, you could have tons of fun and make big money buying antiques and collectables cheaply and reselling them for a profit.


Case Study: Harvard Health Letter



Harvard Health Publications
HARVARD MEDICAL SCHOOL
Trusted advice for a healthier life



A Health Newsletter from the
experts at Harvard Medical School



It's More Than Just a Subscription

There's no more trustworthy source for credible health information and advice than the **Harvard Health Letter**. Your annual subscription brings you:

- 12 monthly issues by mail
- FREE online issues of your newsletter
- Unlimited online access to all issues published in the past three years — your online health library
- 2 FREE gifts

Subscribe today and you'll receive immediate access plus 2 FREE gifts

[VIEW A SAMPLE ISSUE](#)

Our Guarantee

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20 steps to an optimal memory

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Harvard Health Letter: Screenshot of the source code

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
  <head>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
    <meta http-equiv="Content-Language" content="en-us" />
    <meta name="description" content="" />
    <meta name="keywords" content="harvard health letter" />

    <title>Harvard Health Letter - A Special Offer from Harvard Medical School - Harvard Health
Publications</title>
```

The only keyword phrase for which this page is optimized is “Harvard Health Letter.”

A better strategy: Position the page to be found by Internet users seeking information contained in one of the free reports that Harvard offers for subscribing.



Harvard Health Letter: Researching keywords

We did a Google Keyword Tool search of “preserving your memory” and “boosting your memory.” Both terms had insignificant search history.

The highest ranking keyword phrases that the Google Keyword returned are “**memory improvement tips**” and “**how to improve memory power.**”

The screenshot shows the Google AdWords Keyword Tool interface. The search was performed for the keywords "preserving your memory" and "boosting your memory". The results are sorted by "Global Monthly Searches". The top two results are highlighted in yellow:

Keyword	Global Monthly Searches
[memory improvement tips]	2,400
[how to improve memory power]	2,400
[memory vitamins]	1,900
[vitamins for memory]	1,600
[brain vitamins]	1,600
[ways to improve memory]	1,600
[brain training exercises]	1,300
[memory improvement techniques]	1,300
[increase brain power]	1,300

The interface also includes a sidebar with "All Categories" and a "Contains" section.

Harvard Health Letter: “memory improvement tips”



Annual searches ÷ Google listings = Google KCI

28,800 ÷ 474,000 = .06 Google KCI

Harvard Health Letter: “how to improve memory power”



"how to improve memory power"

Search

About 322,000 results (0.49 seconds)

[Advanced search](#)

Annual searches ÷ Google listings = Google KCI

28,800 ÷ 322,000 = .09 Google KCI

Remember our template?

Topic Cluster:

Keyword:

Keyword:

<H3>Optional Pre-Headline: Attention grabber. Works best when headline reads into it, as if it follows a colon.

<H1>Main Headline: Name of product must appear here.

<H2>Sub-headline: Explains the offer or states the call to action.

<H3> Optional second Sub-headline: Opportunity for engaging question or other creative attention grabber.

Meta Title: Needs to focus on the product name. Often the same as the headline.

Meta Description: Must focus on the product offer and name. Often this is the subtitle.

Meta Keywords and Metatags: Starts with the Cluster Topic, add phrases from title, add other phrases chosen from GVR for targeting in this report that are present in the body copy...

URL: Full report title sans original punctuation with hyphens used as separators.

Harvard Health Letter: Re-titling the report

Using “memory improvement tips” and “how to improve memory power” as the targeted keyword phrase:

Keyword: memory improvement tips

Keyword: how to improve memory power

<H3>Trusted advice for a healthier life

<H1>Main headline: Free special report, **Memory Improvement Tips: how to improve memory power**, from Harvard Health Publications.

<H2>Sub-headline: Discover how you download your copy of, **Memory Improvement Tips: how to improve memory power**, from Harvard Health Publications.

Meta Title: **Memory Improvement Tips: how to improve memory power**

Meta Description: Free report and Harvard Health Publication **tips** and **how to improve memory power**

Meta Keywords and Metatags: **memory improvement tips**, **how to improve memory power**, Harvard Medical School, Harvard Health Publications

URL: **Memory-Improvement-Tips-how-to-improve-memory-power-free-report-from-Harvard-Medical-School-and-Harvard-Health-Publications.php**

Dear friend,

No matter what your age, it's not too late to learn **how to improve memory power** and prevent memory loss.

A good place to start is with the **memory improvement tips** for **how to improve memory power** in the free special report, **Memory Improvement Tips: how to improve memory power**, from Harvard Health Publications.

General Tips for Everyone Else

Additional Resources

Mequoda Pro Resources:

- Keyword Research Step-by-Step
- The Ultimate Guide to SEO Campaign Management
- PR & Link Building
- Content Marketing 2010

Mequoda Daily Resources:

- <http://www.mequoda.com/free-reports/google-keyword-tool-basics/>
- <http://www.mequoda.com/free-reports/launch-a-link-building-campaign/>
- <http://www.mequoda.com/free-reports/online-press-release-guidelines>
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