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No SEO Copywriting? Prepare To Lose To Competition

Despite its popularity, there is an amazing number of copywriters who believe that SEO copywriting isn't a viable option - that you cannot write to connect with consumers and yet still write to connect with search engines. They feel it has to be one or the other.

You might even be told that you're chasing two rabbit and you'll inevitably lose both of them that way. That kind of talk is what leads people down the wrong path and causes problems with getting site pages indexed.

It is indeed possible to create content and write for both the user and the search engine algorithm. Without proper SEO copywriting, you're more than likely just pushing content for one or the other in some vain hope that your traffic and conversions will increase. With the typical "pro" copywriting mindset, you can only write content for sales and can't do anything to get it ranked without taking away from the sales message - this is ludicrous.

Search engines are specifically designed to index quality content and every update to the algorithm puts us closer to the concept of contextual searching and the latent semantic web. Over time, more importance will be placed on true quality content that also ranks well by using keywords. Companies that lose rank in the SERPs after the Google May Day update are proof that not having quality optimized content will hurt you in the long run. SEO Copywriting is designed to counter that problem.

SEO Copywriting will help you bring together the two concepts, where content written to sell someone on something can meet and weave into content design to draw the attention of the search engines. Because it all fits together in context with relevant themed words, the search engines will identify that relevant copy and give it a higher quality score in its indexing of the copy. And it can all be done without stuffing keywords into the body of the text in hopes of a better rank.

Google and other major search engines algorithms are going to recognize your copy not just by the keywords you place but by the context in which they're used. The body surrounding those keywords plays a big role in how you're ranked. If you're legitimately trying to connect with a client by giving relevant and relatable details while casually inserting your keywords then not only will the customer feel more connected to your content but so will the search engines!

Because your keywords will fit seamless with the rest of the content, they'll be extremely simple to read and will feel like a natural part of the sales copy that you've put together. Whether you're putting that copy together for an article, a blog post, your website or some other piece of content - SEO copywriting can do a lot to position your site for success.

Ignore anyone who tells you that you cannot write for both users and search engines. It is an important balance, and one that takes skill to master. This is why it's imperative that you turn your SEO copywriting over to a professional so they can craft content on your pages that will connect and engage from all angles.

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