

Write Effective Editorial Content

While you may be a top-notch writer, if you are not using the words (keywords) in your content that people are searching for on line, then you might as well be writing in ancient language. The content on your site needs to match keywords that people are using to search for your services.

Repetition of keywords seems to have positive effect on search rankings. For example, if you have a tree planting business, the more you use these phrases within your content, the higher you will rank in search. It may take some time, but it's worth it in the long run.

A keyword analysis will help to determine your top keywords and also identify what the competition is doing. There is a wide array of programs available to assist in this process.