



“Exposed! SEO Copywriting Secrets to Boost Buzz Fast” Bonus Cheat Sheet

By Melanie Rembrandt, www.rembrandtwrites.com

Research:

1. Words you want people to use to find you online
2. Words you think your target market will use to find you
3. Words people are actually using to find you

Use Free, SEO Tools to Help You Find the Right Words:

- Google Keyword Tool, www.google.com
- WordTracker, <https://freekeywords.wordtracker.com/>
- Keyword Discovery (Free trial), www.keywordDiscovery.com/

Create an Editorial Calendar:

Your messaging may cover:

- New product launches;
- Partner/Affiliate announcements;
- Company news and events;
- Discounts and sales; and
- New information for customers.

Ask Your Customers What They Want!

- CreateAmazingSurveys.com, www.marketerschoice.com/app/?af=1341210
- Survey Monkey, www.surveymonkey.com
- Zoomerang, www.zoomerang.com
- Search for other, survey tools online.

Add Keywords To:

- Press Releases (See samples at www.rembrandtwrites.com/samples/.)
- Website Pages
- Blogs/Social Media
- Articles/eReports
- Videos and more!

Check to see if you have the right amount of keywords in your content on free sites like:

Want to boost sales, awareness and credibility fast? For help with your SEO copywriting and public relations, please contact us at www.rembrandtwrites.com.

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- iCrossing, www.icrossing.com/tools/calculator.htm
- HubSpot's Press Release Grader, www.pressreleasegrader.com

Pay to post your press release on sites like:

- PRWeb, www.prweb.com
- PR Newswire, www.prnewswire.com
- BusinessWire, www.businesswire.com

Post your press release on free sites:

- Research industry and niche sites.
- Check www.rembrandtwrites.com for a starter list.

Check the results on Google and other search engines.

Enter Title Codes:

First, you enter <title>
Then, you put in your title information.
Then, you end it with </title>

So for this sample page, the title code looks like this:

```
<title>jexbo | Self-publishing news from the source to sell books online</title>
```

End Result:

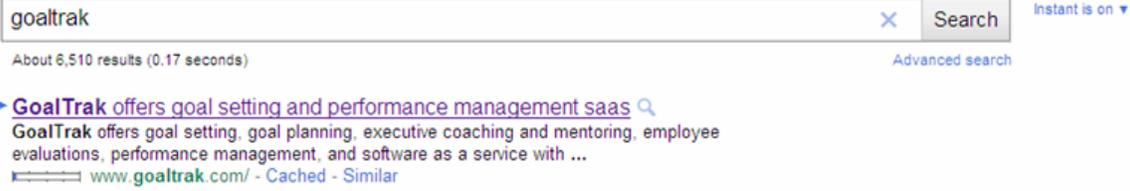


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Enter Content Keywords and Descriptions:



goaltrak X Search Instant is on ▾
About 6,510 results (0.17 seconds) Advanced search
▶ [GoalTrak offers goal setting and performance management saas](#) 🔍
GoalTrak offers goal setting, goal planning, executive coaching and mentoring, employee evaluations, performance management, and software as a service with ...
www.goaltrak.com/ - Cached - Similar

And this description would look like this: Be sure to keep it to a maximum of 175 characters.

```
<meta name="description" content="GoalTrak offers goal setting, goal planning, executive coaching and mentoring, employee evaluations, performance management, and software as a service with real time results." />
```

Sample:

```
<meta name="description" content="Insert a description of your site here. Search engines will often use this description when they find and post information about your site." />
```

Then, add another line of code for your keywords like this:

```
<meta name="keywords" content="gardening, colorful flower pots, garden tools, potting soil" />
```

Enter Photo and Video Alt Tags:

Sample:

```
alt="Gardening tools to help you save time watering your flowers."
```

Check Your Site Content:

- Does your home page focus on the benefits you offer?
- Do you let visitors know they are in the right place immediately?
- Is your site user-friendly?

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Look At Hiring an SEO Copywriter if You Don't Have Time To:

- Research and write valuable content for your specific audience.
 - Create and add SEO coding to *every* Web page.
 - Monitor, track and make changes on a regular basis.
-

Sign up for your free, monthly e-newsletter at www.rembrandtwrites.com.

You'll receive two free eReports:

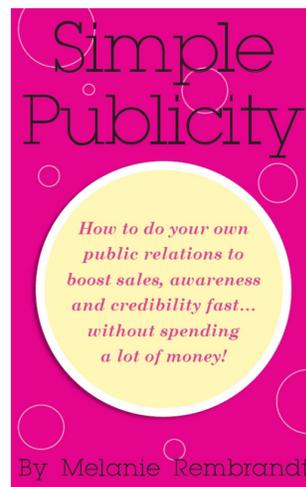
- "5 Must-Have Tips for Working with the Media" and
- "20 Quick Online Copywriting Tips to Help Boost Website Sales in Minutes"

Also, discover simple steps to do your own public relations and build buzz fast with the new book...

“*Simple Publicity*”

Available at Amazon.com, BarnesandNoble.com and www.rembrandtwrites.com.

Thank you!



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