

## Insightful Copywriting Extends Internet Reach

### Write to extend your reach

<input checked="" type="checkbox"/>	Checklist
	List of keywords and phrases
	Word density: Keywords and phrases appear at the top of the page. Also sprinkle in middle and end of page.
	If this communication piece is to be a new content page on your website, determine the title meta tag
	If this communication piece is to be a new content page on your website, determine the description meta tag
	If this communication piece is expected to be published elsewhere on the Internet, include hotlinks to relevant pages on your website

### 1 Create search engine (SE) friendly web pages

<input checked="" type="checkbox"/>	Checklist
	Can I link other web pages to this new page?
	Should this new page (or new content section) appear on my index page?
	Are there image, movie, and audio files on this page? Give textual descriptions to these files.
	Ask your web designer if there is too much javascript on this page. Can s/he offer a solution to reduce top-heavy javascript?

### Be strategic

<input checked="" type="checkbox"/>	Consider the following
	Ask your web designer if there is a robots.txt file. If not, decide if you need one.
	Initiate a reciprocal linking program to increase link popularity

Have you read my White Paper of the same title?

If not, you should. It'll give you context for the Checklist.

Visit [www.targetinsight.ca](http://www.targetinsight.ca) and select Knowledge Center.

## What should be optimized?

Spiders index HTML, PDFs, and more. Optimize all content that is published to your website.

<input checked="" type="checkbox"/>	Checklist	<input checked="" type="checkbox"/>	Add your unique content here
	Every web page		<input type="checkbox"/>
	Every blog entry		<input type="checkbox"/>
	Every news release		<input type="checkbox"/>
	Every white paper		<input type="checkbox"/>
	Every case study		<input type="checkbox"/>
	Every brochure		<input type="checkbox"/>

## Continue to learn

<input checked="" type="checkbox"/>	SEO practices are continually in flux. <b>Add online resources here that you find helpful.</b> Visit them regularly.
	SEO copywriting: <a href="http://www.marketingwords.com/searchenginecopy.html">http://www.marketingwords.com/searchenginecopy.html</a>

## About Irene Crosby

**Irene Crosby, Founder and Principal of Target Insight,** is an accomplished marketing communications consultant located in Ottawa, Ontario. Services include marketing communications strategy development; hands-on implementation of marketing communications activities; website planning and project management; and copywriting. Irene works with CEOs, VPs, and marketing managers to develop and executive communications plans that resonate with target audiences, engage customers, and drive business. Her 20 years of experience span high tech, life sciences, education, health care, insurance, financial services, and the public sector. Irene is adept at managing projects and keeping clients up-to-date every step of the way—no surprises. *You and your customers deserve insightful communications.*

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