WordPress SEO Copywriting with Scribe SEO

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Agenda

- What Is SEO Copywriting
- What Is Scribe SEO
- Installing Scribe
- Analysing your content
- Does it work?
- Live Demo
- Wrap Up
- Q & A Session

What Is SEO Copywriting?

- Write for your readers, then tweak for SEO
- Writing your blog posts with the search engines in mind
  - information in the correct places
  - Seach engines match users queries to content
- Best practices for
  - Keyword Placement
    - Title
    - Description
    - Post body
  - Keyword Density
  - Linking within a post
  - Post Length
- This is where Scribe SEO comes in ...
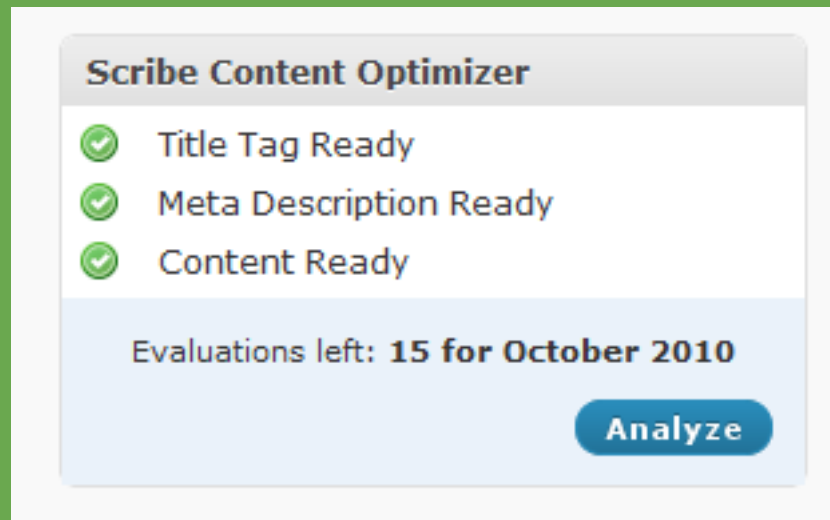
What Is Scribe SEO?

- Premium WordPress plugin
- Checks your post or page copy for SEO best practises
- Run an evaluation, get results, optimise and run a repeat evaluation
- Costs based on number of evaluations - $17 - $97 / month
- Free trial available with 15 evaluations

Installing Scribe?

- Standard plugin install
- Download and install
- Search in plugin repository
- Once installed add your API key number from Scribe account

Evaluating a Post or Page?

● From post/page editor click on the

Scribe Content Optimizer

- ✓ Title Tag Ready
- ✓ Meta Description Ready
- ✓ Content Ready

Evaluations left: **15 for October 2010**

Analyze

● Results are returned as %
● Make Changes
● Rinse and repeat until SEO result = 100%

Does it Work?

integrating wordpress and twitter   X   Search   Instant is on ▼

About 781,000 results (0.30 seconds)   Advanced search

▶ **Integrating WordPress and Twitter** ☑ ☆
15 Jan 2010 ... Read about trends, technologies and best practices covered by experienced
Giga Omni Media editors and writers. Participate in daily blog ...
ostatic.com/blog/**integrating**-**wordpress**-**and**-**twitter** - Cached - Similar

WordPress › Twitter Tools « **WordPress** Plugins 🛒☑ ☆
16 Aug 2010 ... **Twitter** Tools is a plugin that creates a complete integration between your
WordPress blog and your **Twitter** account. ...
wordpress.org/extend/plugins/**twitter**-tools/ - Cached - Similar

Twitter Tools: Integrate **Twitter** with **WordPress** | SEOdisco ☑ ☆
29 Mar 2008 ... **Twitter** and **WordPress**. It's a great combination and **Twitter** Tools makes it
easy to **integrate** the two to function with each other. ...
www.seodisco.com/**twitter**tools/ - Similar

Integrating WordPress With **Twitter** | WP Dude ☑ ☆
18 Mar 2009 ... How to **integrate wordpress** with **twitter** using plugins for bi-directional
exchange of tweets and posts.
wpdude.com/**integrating**-**wordpress**-**twitter**/ - Cached

Front page of Google for

"integrating wordpress and twitter"

Live demo

- Lets optimise some copy

Wrap Up

- Write for humans but tweak for search engines
- Small changes make big differences
- Check out the 15 evaluation free trial at

  http://shrsl.com/?~abv (aff link)

- One to one coaching on SEO or anything else WP related

  wpdude.com/wordpress-coaching

Q & A

- Any questions?