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Article:

Google Domination SEO Copywriting Secrets For Business Owners

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Ten years ago, few business owners had ever heard of SEO copywriting services, and you would have been hard pressed to find a business director who knew what a search engine optimiser was. However, the Internet, especially e-commerce trade sales has evolved at a pace which continues to exceed all expectations.

Now that 24.7% of the world's population have internet access, business owners are turning to a search engine optimiser to write search engine optimization articles & SEO copy to provide a sales advantage known as Google domination. SEO Copywriting Services engage a SEO copywriter to write a search engine optimization article to dominate Goggle first page. The SEO market booms as a professional SEO writer & SEO Copywriting increases your sales.

210 billion e-mails are sent every day. If you think the Internet has peaked, then think again.

The smart money is on business owners who strengthen their business marketing team by engaging the services of a professional SEO writer. This writer should carefully craft dynamic search engine optimization articles which include carefully researched key words and key phrases that are relevant to your business products and services.

Although a huge new SEO market is in existence dedicated to marketing web sites, it is the area of search engine optimization article writing that is lagging behind.

Many SEO Copywriting companies tend to focus on link building and other areas of increasing web site credibility. In reality, if you want short term success in Google domination then you need to get to know a success proven SEO copywriter.

A little explanation about Google domination. Whenever you type in a key word or key phrase into your search engine browser the results that show up on the left-hand side of the screen are generally referred to as natural or organic search engine results. Those appearing on the right side and occasionally one to three above the natural articles are referred to as sponsored links or pay per click PPC.

Just about every business owner I consult with wants to achieve a first page natural listing on Google and other search engines for their products and or services. The problem is that unless they employ a professional SEO copywriter, sometimes known as a search engine optimiser, most SEO copywriting services don't really know how to get you this elusive page one listing.

Most SEO copywriting services sales representatives are keen to press home the sponsored links or PPC advertising system as this can provide instant sales results. However, these results have a very limited shelf life dictated by how much budget you have to invest in the campaign.

This means there is no residual value in a PPC campaign. Online buyers are 4 to 6 times more likely to purchase from a company who has a listing on Google and other search engine first page natural listings, than from a PPC advertiser. It therefore makes good business sense to explore the benefits of engaging a SEO writer to write a top-quality search engine optimization article, or multiple search engine optimization articles to help your business achieve high natural page rankings.

A word of warning. Due to the effectiveness of SEO Copywriting many cowboy writers are entering the SEO market. My best advice is to complete your due diligence when engaging any SEO copywriting services agency or individual search engine optimiser. If you are considering any type of SEO copy to obtain Google domination, then due diligence is well worth the initial investment.

When writing SEO copy for a business online marketing campaign it is wise to have your search engine optimiser include imbedded links known as anchor links back to specific products listed for sale on your web site. Search engines generally limit the number of anchor links in any search engine optimization article so don't go overboard.

If a first page listing on Google and other search engines is considered an advertisement of your business product or service credibility, then having a first page listing in the top 5 search engine optimization articles is considered an outstanding achievement.

The percentage of online buyers drops dramatically from companies listed after the top 5 listings. This might explain why many business owners invest tens of thousands of pounds to gain a vital top 5 listing on the first page of search engines.

Given that the top 5 listings known as 'above the scroll' in SEO copywriting services provide such credibility to prospective customers then it goes without saying that having position 1 in the search engine listing is king. Well that's partially right and partially wrong. Many SEO copywriter will advise you that prospective buyers will research the company in position 1 and 2 and then purchase from the company in position 3, 4 or 5 providing they offer the same product at a lower price.

Either way every SEO writer understands that positions 1 to 5 are prime real estate and much SEO copy is written to achieve one of these valuable positions.

However only the most professional SEO copywriting and search engine optimiser understands there is a better way for gaining your business and products complete and utter credibility with search engines and that is what the SEO market refers to as Google domination. In reality it is not just Google but all the major search engine first page domination that excites a professional SEO writer.

Imagine if you occupied the top three listings on Google, you'd no doubt be a happy camper. Now imagine you occupy the top 5 listings, how good would that be. Now imagine you occupy the entire first 10 listings, yes the complete first page of all the search engines. This is what SEO copywriting services and business consultants call Google domination.

The only way to achieve this is by writing a product specific search engine optimization article or a series of search engine optimization articles and posting them online via a professional article submission site.

Think about it for a moment. Your business is selling security products and you plan to run a sale of end of line stock on surveillance cameras or office safes. You engage the services of a professional SEO copywriter or search engine optimiser. This writer conducts in-depth SEO copywriting research through the online SEO market and then writes a single product specific search engine optimization article about cameras or safes and then posts it out through cyber space.

Providing the search engine optimization article is informative and not overtly promotional then Google and other search engines will publish it. However, the real key to search engine optimization articles achieving Google domination is to ensure your SEO copy is of a high enough informative standard for other web site and Blog owners to re-publish your articles on their websites.

When search engines see multiple copies of your search engine optimization articles on numerous other web sites they deem your search engine optimization articles as extremely credible.

How many listings constitute Google domination, well the first 5 listings on page one covers it. However, I have written articles in the last 4 months which have blitzed Google domination into a different stratosphere, by grabbing the first 30 listings on the first 3 pages. Maybe we should call that the ultimate Google domination.

Try the test for yourself cut and paste the following title of one of my search engine optimization articles into Google and other search engine browsers and see how many listings are attributed to me as the author on the first 3 pages. Article Title: **New Consulting For Business Firms 2 Secrets From The International Business Guru**

It is worth explaining that these SEO copywriting services can be applied for any business product or services. They should also be viewed as an integral part of your overall online and offline marketing campaign.

Writing and posting top quality search engine optimization articles online provides long term benefits for the credibility of your e-commerce web site as the battery life of natural or organic SEO is considered to last for 4 years.

In any business marketing terms paying once for a proven successful marketing strategy that continues to deliver results for up to 4 years, can only be considered an outstanding bargain.

One thing is for sure, business owners are beginning to see the real added value in SEO copywriting services secrets of SEO copywriting for Google domination.

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