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# SEO Copywriting Flow: Creating A Steady Stream Of Rankings & Conversions



## **Synopsis**

#1 Bestseller Shows You How to ...Create powerful paths from Google all the way to your "buy" button!Surprisingly, most people don't give a second thought to the path prospects take to their sites. All the bits and pieces of the SEO copywriting puzzle float around, unconnected, as if they had nothing to do with one another.In order to get professional-grade results from your efforts, you have to generate a good flow. This ebook takes you step-by-step through every phase.Discover:Strategic places to put keywords and why they work so well.How to connect all the pieces of the puzzle so they fit instead of clashing.How to write so you entice people to buy while satisfying the engines.Real-world examples of how to create good SEO copywriting flow... the right way.In the end, you'll be able to create powerful SEO paths for your customers to follow from Google's search results page all the way to your "buy now" button.Â The reviews speak for themselves. Be sure to read them below.Download this Kindle book and start improving your rankings & conversions today!

## **Book Information**

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## **Customer Reviews**

Everything I have purchased so far with Karon's name on it is written in clear, concise language ... and to the point. Plus Karon is meticulous about clarifying terms. Many of us (me included) do NOT know exactly what some industry terms mean, or aren't sure at the moment we're reading ... so her

clarifications are useful and help solidify one's understanding of the information ... as you read.Karon's copy also flows as the reader is taken through the progressive steps to create ... that steady stream of rankings and conversions. There's no fluff. I was drawn in and stayed focused. However, I re-read the information to make sure I knew it, since this is an aspect of the copywriting industry I'm still learning about. SEO Copywriting Flow is excellent reference material too ... so I'll keep it handy.

On the Internet there are many 'standards' that one must adhere to if their website/blog/eCommerce site is to achieve any form of success and the "copy" or text of the content is one of these standards. Karon Thackston is the first person you should seek out when it comes to learning about the best way to perfect your web copy. That being said about Karon I wanted to say this book is yet another of her books that will be reviewed over and over by me. This particular book has a beginner to expert flow to it. There a lot of folks who have been 'building' web sites out there without paying attention to the specific tags and information Karon covers in this book. To me the 'live' examples with screen shots were a big help because sometimes people learn faster visually. The depth spent on the very important title and description tags alone was worth the price of this book. As an added 'gift' there is a "SEO Copywriting Wireframe" which, to me, is an excellent aid for those building a web site or who are about to rebuild one. This copywriting wireframe is already proving to be invaluable as I rebuild several web sites. My only 'negative' about the book is that I could have read more as Karon's writing style is technical yet easy to read. The book is not, as some others are, a vehicle for self-promotion of Karon's other materials. You know the kind of books I'm talking about where nearly every page is screaming out for you to go/buy/read the author's materials. This book is not a self-promotion by Karon. There are some references to Karon's materials but they are in the right place at the right time.

This is a short book. I've been doing SEO for years, so I didn't find too much new here either. But what I did like is the way all the information is laid out in a sweet and short fashion. It's like a cookbook for SEO. Just follow the formula and you'll achieve success.

Wow, plenty of great advice in this Kindle book! As with all of Karen's books, this one is concise and clearly written. In it, you will find practical tips (perhaps it is better to say must-do's) for copywriting that gets your readers engaged. Here you will find the necessary steps to achieve your goal of getting traffic through organic SEO. Just as Karen promises you will learn how to create powerful

paths from Google all the way to your "buy" button!

I just finished reading SEO Copywriting Flow and I have to say that it's a wonderful teaching tool. Karon's explanations are clear and easy to absorb. I've been reading Karon's stuff for quite a while now and I am never disappointed in the way she communicates. She approaches her subject from a practical point of view, giving her readers a clear understanding of the steps involved in creating quality web copy that ranks well in the search engines. Would recommend this to anyone wanting the basics and beyond when it comes to SEO.

With the ever increasing clutter and competition appearing on Google SERP's from paid ads and contextual results mixed into the organic listings, folks relying on organic search have to optimize everything they can to get their listing not only on page one and " above the fold " but also noticed by the searcher as really relevant. Karon's excellent and easy to implement advice can help you optimize the chances of your getting ranked at all and then moving up in the rankings. Her advice also helps you give searchers an optimized preview of what they can expect from you if they click through on your " Ad " which is what your description/snippet in the SERP result is if you set it up correctly. Karon is current, and provides some of the most practical Copywriting advice available today : five stars and 2 thumbs up !

I've been following Karon Thackston for quite a while now and she never disappoints. I subscribe to her blog and I have bought other products from her before. SEO Copywriting Flow is a very easy to understand and most importantly easy to implement book for any small business owner. It provides you the tools to write your own web content. The information is structured and logical and she steps you through exactly how to do it. It's not complicated and SEO doesn't have to be if you follow a few basic guidelines. Karon demystifies it all in this book. Highly recommended.

I wrote a blog post at barjd.com about this book and the points around the meta seo tools including descriptions, titles, keywords and tags that I totally endorse as important components of every web page whether using a content management system or a static process. I recommend this book.

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