



Search
Engine
Optimization

Search & Social
DOUBLE WHAMMY
Integrated Marketing Seminar

Social
Media
Marketing



McDougall Interactive
MARKETING

Copywriting That Both Google And Customers Will Love

Steve Boudreault
Senior Writer
McDougall Interactive



Tours of Duty

Digitas

Epsilon

Mullen

Hill Holliday



Content Is King (And Always Will Be)



All Content Starts With Copy

Websites

Blogs

Tweets

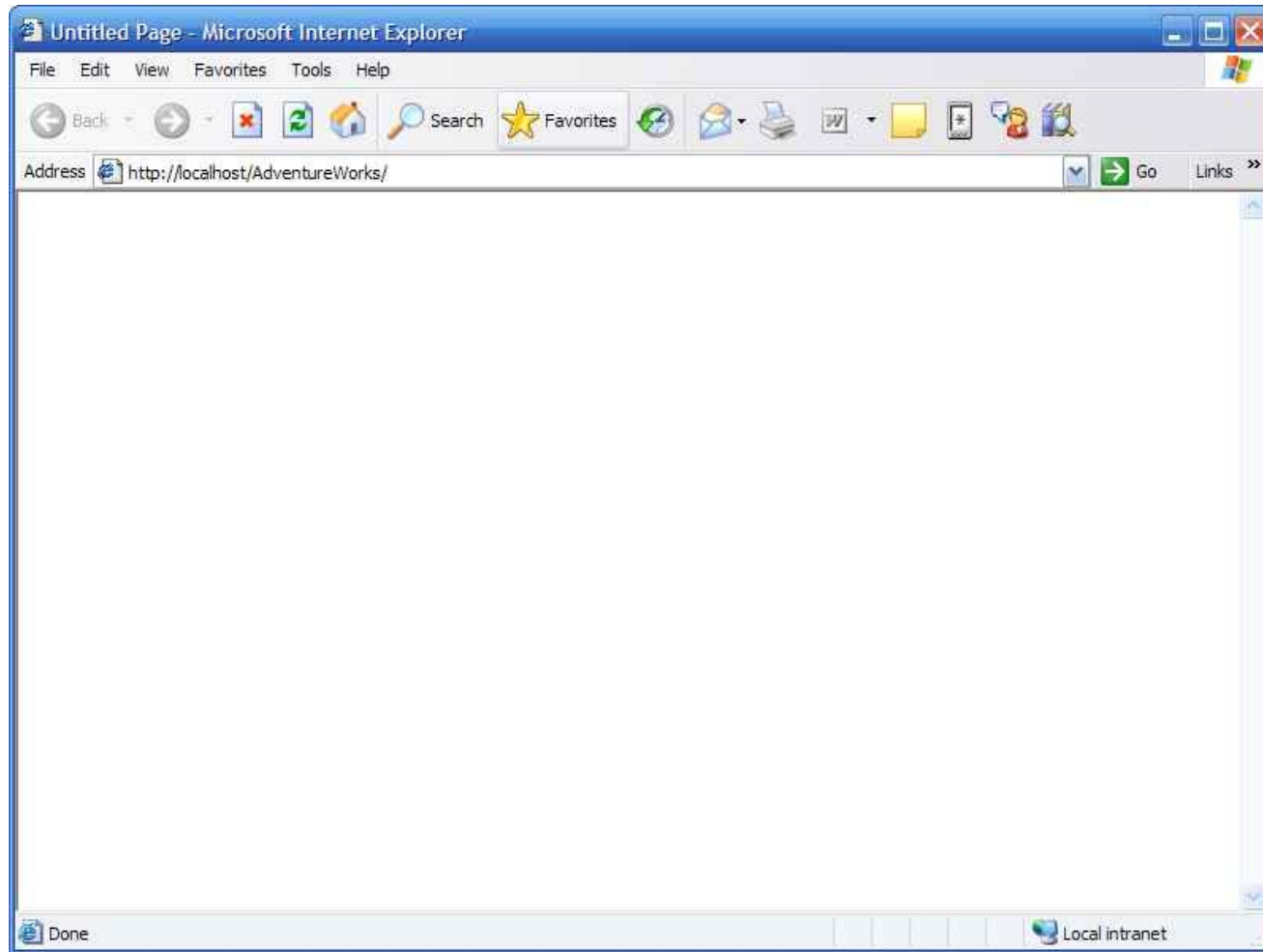
Social Media Updates

Podcasts

Ebooks

Whitepapers

Your Website Without Copy



Who Should Write Your Copy?

You



Someone Else



Who Should Write Your Copy?

You

- Are you a talented writer?
- Do you have proof you're a talented writer?
- Do you understand SEO writing?
- Do you have time?

Who Should Write Your Copy?

Someone Else

- Do you trust another party to write your content?
- Can you afford someone else?
- Can you manage a team of writers if you need them?
- Can you find the right fit?

It's a New World Order

Remember, the era of content farms and offshore outsourcing is long gone.

It's all about the quality.

Things to Keep in Mind

When you're writing copy, you're not just speaking for yourself. You're speaking on behalf of your company.

Things to Keep in Mind

Your content is
your calling card.
Consistency is paramount.

Things to Keep in Mind

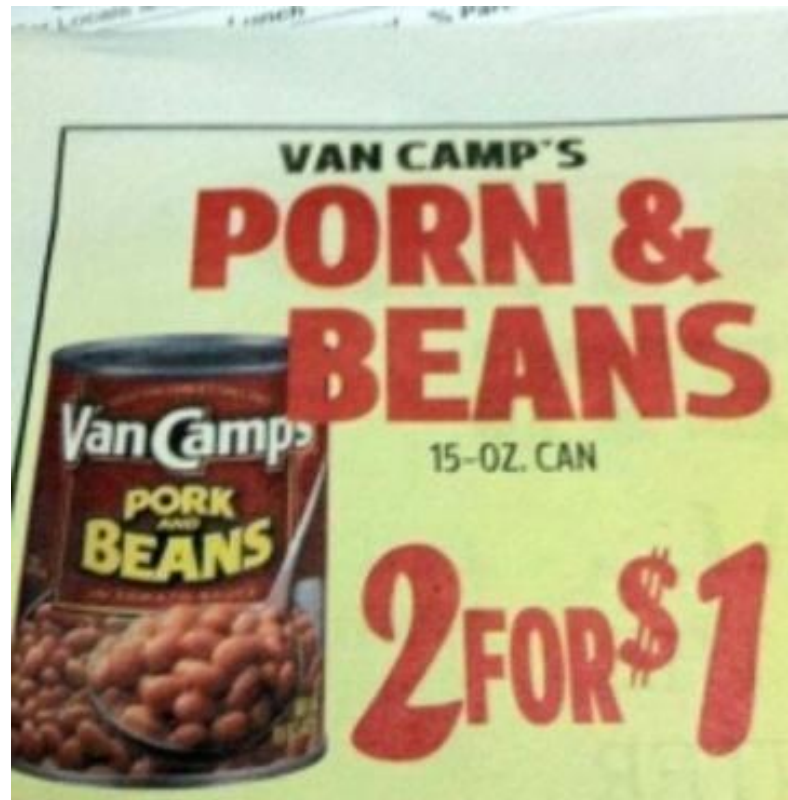
Proofread the hell out of everything, no matter how brief, whether you wrote it or not. Otherwise you end up with this ...

Things to Keep in Mind



Things to Keep in Mind

Or this ...



Things to Keep in Mind

Or this ...



VIEWS

Plus spacious 1554 sq. ft. home with large lot, family room with fireplace, huge deck for entertaining & enjoying the views, 3 bedroom, 2 baths, central heat & air, views of city lights & Sh... ta. #74916. Shirley 221-8121 or 221-7777. **\$104,900.** #74916

BANNER 221-8121
221-7777

Shirley Hunsperger

Things to Keep in Mind

Or even this ...



Closing Thoughts

Writing compelling copy is a skill that requires constant practice. Write even when you don't have to.

Closing Thoughts

Everything you've ever read anywhere has been some combination of the same 26 letters. Be sure to combine yours in a meaningful way.

Closing Thoughts

If you must choose between writing copy that's highly optimized or copy that stirs the soul, choose the latter. Your passion can draw people in too.

Presentations available here:

www.searchsocialseminar.com/presentations/

www.mcdougallinteractive.com