

SEO Ghostwriting for Online Publishers

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Ghostwriting for online publishers is somewhat different from offline mediums for a number of reasons. Many offline ghostwriters find that they are not fully qualified to write for web-based publications. With the expansion of third-party monetization models, many small businesses can enter markets online, without the same level of start-up capital that would be needed offline. This has made the demand for ghostwriters explode.

Now many publishers are moving online, and need their writers to develop skills and understand search engine ranking factors, otherwise known as SEO (search engine optimization).

So what does a ghostwriter need to know about search engine optimization? Information architecture is one factor that is effected by search engine optimization, as well as internal linking structure. A writer needs to understand the importance of anchor text, link depth, and online usability which are all prominent factors.

When writing online ghostwriters will learn about the requirements of writing in a manner that will act as link bait. This is the online equivalent of public relations, where writers will increase their clients search engine rankings by providing a stimulus for other websites to link to their clients.

Ghostwriters are often somewhat aggrieved when asked to sacrifice the quality of their copy for the benefit of search engines. This has lead to much debate amongst the writing industry, however much of this has been stimulated by the apparent ignorance of most.

As search engine algorithms have evolved, it is no loner nessesary for a writer to pump their copy full of keywords; it is more likely to have a negative effect on search engine positioning, than a positive one. Some ghostwriters have edited their writing style to allow for 3-5% of words in their copy to contain the keywords they wish to promote. This is not needed, but they should certainly appear at least once on the page if you wish to be ranked for them.

Web ghostwriting also involves ensuring that your clients have realistic ideas of what they can gain through using your services. Make sure they are aware that link building is the only way that they will be able to gain real exposure through search engines in competitive online markets. Your copy will only help to supplement their cohesive campaign. Always remember that providing quality content is a ghost writers main concern, and search engine factors should not over-ride this.

Ghoswriting for the web is also somewhat different in the less formal nature that a ghostwriter will be expected to take. Short sentences and paragraphs, as well as bolded words and sub-headings make web ghostwriting more like tabloid journalism than anything else. This is what readers require online, so ghostwriters must learn to adjust.

To learn about web/seo ghost writing it is recommended that you start reading up on search engine algorithms and positioning factors. Ensure that you know what you are talking about when an SEO agency gets on the phone looking for your services. Quality content and readability will always be the differentiating factor in your writing, but it is still necessary that you keep your skills up-to-date.

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