

Experts Say 'Search is Dead;' SEO Copywriting Firm Helps Companies Prosper With Google Search Wiki

Leading SEO copywriting firm, SEO Content Solutions, states that the new Google Search Wiki is going to vastly change the emphasis of SEO marketing towards optimized, compelling content versus the SEO tactics of years past.

November 24, 2008 (FPRC) -- LA QUINTA, CA – Pioneer SEO Bruce Clay proclaimed that "ranking is dead" after news broke of Google's new Search Wiki feature. Google Search Wiki allows search engine users to customize their search engine results page by promoting or deleting results.

For SEO companies and website owners that rely on search engine marketing, the changes threaten their entire livelihood. However, SEO copywriting firm SEO Content Solutions says that the changes are a true opportunity for companies who play their cards right to thrive.

"We have anticipated this change in search technology for years and have designed our SEO content development business accordingly. The motto that we live and work by, 'optimizing for search engines and humans,' is even more critical for our clients than ever before," says Christine O'Kelly, President of SEO Content Solutions.

The Google Search Wiki will allow users to essentially 'vote' on their search results. If a person searches Google for the term 'gourmet gift baskets,' for instance, they will get over a million results. If that person clicks through to a site and feels the content is not what they were looking for, they can choose to delete the site from their personal search results. They will also have the ability to change the order of the results, moving their personal favorite sites to the top of the page.

The importance of this change as it pertains to SEO rankings comes into play when that same person searches for 'gourmet gift baskets' again. All of the changes they made -- including the sites they deleted and reordered will remain intact. They will also have the ability to see the changes and comments that other people made when searching for the same term. The impact to marketers -- first impressions are more important than ever before in the history of search.

"I believe that rankings are not truly dead. It is still important to use organic SEO marketing techniques to gain as high of a page rank as possible for your website. What this does mean, however, is that it's equally important to have compelling, relevant content on your site when readers do reach you. If your content is not captivating or does not have a strong call-to-action, you have the distinct possibility of having readers delete you from their search results permanently," said O'Kelly.

Mat Cutts of Google seems to agree. "It is not as if ranking is dead ... but it is not as important as it used to be. The smart SEO's are not necessarily just looking at rankings. They are looking at their conversions. They're looking at their server logs. They are saying 'Okay -- it's great if I rank for a phrase, but if that doesn't lead me to sales that doesn't help me very much,'" he said.

"What search engines are truly striving for is to position useful and relevant websites prominently in the search engines. We have thrived through countless search engine algorithm changes because of the philosophy that we live by; in the end, regardless of how algorithms or technology change,

producing useful and relevant content will always benefit the visitor, there also the website owner and the search engines," says O'Kelly.

Since its inception, SEO Content Solutions has been providing quality SEO copywriting solutions designed to enhance customer conversions as well as improve search engine rankings for competitive prices.

In addition to actionable, conversion-focused, optimized website content, the company also offers:

- SEO press releases
- PPC landing pages
- Blog writing
- Article marketing services
- e-Book writing and publishing
- Case studies
- Sales letters
- Product descriptions
- Newsletters
- Hubpages
- Slideshows
- Online marketing materials

Additionally, SEO Content Solutions offers a program that allows SEO companies, web designers, and web developers the ability to white label or 'rebrand' professional copywriting services to enhance their service offering without giving the appearance of outsourcing.

About SEO Content Solutions: SEO Content Solutions is a leading SEO copywriting firm offering online content specifically designed to increase search engine rankings. Clients include individual companies as well as large SEO and web development firms. All of the company's SEO copywriters are trained and certified. The company is passionate about producing quality content that is optimized for both search engines and humans.

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